

**Title:** Management and marketing of sport's event: ICF Slalom World Ranking Race Prague 2009

**Objectives:** Present strengths and weaknesses of ICF Slalom World Ranking Race Prague 2009 based on analyse of recent years and present ideas for its improvement.

**Methods:** Descriptive analysis, SWOT analysis and interview with expert.

**Results:** Conclusion and advices for organizers of sport's events.

**Key words:** Management, marketing, SWOT analysis, descriptive analysis, sport's event, canoe slalom competition, ICF Slalom World Ranking Race Prague 2009.