

ABSTRACT

Title:

Organising sport&music event „bm(X)treme fest 2010“

Goals:

The aim of my bachelor thesis is to analyze shortcomings in organizing sport&music event „bm(X)treme fest 2010“ and create proposals for their elimination.

Methods:

To achieve the goals I have chosen SWOT analysis as a suitable method for the analysis of the strengths, weaknesses, opportunities and threats of event, electronic polling and interviews.

Results:

The work points possibilities to streamline the organization of sports and music festival and also to avoid the mistakes of the past years.

Keywords:

SWOT analysis, elektronical interviewing, interview, sports management, sponsorship, marketing