

ABSTRACT

- Title:** Aspect of ice-hockey kids recruitment
- Goals:** Main goal of this thesis was to find out, how enrolment days affect the decision of parents, whether their kid starts going on ice hockey trainings regularly. Furthermore, if coaches consider these reasons significant.
- Method:** Data were acquired with quantitatively by questionnaire. Questionnaires were created in two versions – for coaches and for parents and then they were distributed in electronic form. They contained four parts, which aims to obtain necessary data for answering exploratory questions.
- Results:** Identifying of base aspects, which have impact on parents and children and could affect the successibility of the enrolment days. With the results as a base were created recommendations for practice.
- Key words:** Children, parents, recruitment, promotion, ice hockey, clubs, aspects