

## **Abstract**

This bachelor thesis deals with the revision of the communication strategy of the Czech Sailing Association (CSA) for the period 2021-2024. The aim of the thesis was to identify the strengths and weaknesses of the current communication practice of the association, to assess its consistency with the strategic goals of the organization and the preferences of target groups, and to propose specific measures for its improvement based on the findings.

A mixed research approach combining quantitative and qualitative content analysis was chosen to meet the set objectives. The quantitative part focused on traditional media and looked at the scope, topics, emotional colouring and impact of the outputs. The qualitative analysis focused on the content and style of communication on social media, the web and in newsletters, while basic quantitative metrics were also tracked for social media. Findings were then validated through semi-structured interviews with four representatives of the sailing community.

The research revealed that CSA emphasizes sporting topics and representation, which is generally perceived positively. At the same time, however, poor communication towards internal stakeholders, low emphasis on the community level and little publicity of recruitment and sponsorship activities persist. The need for more diversification, personalisation, professionalisation and strategic anchoring of communication was identified. Based on the findings, recommendations were proposed to modernise and streamline it.