

Title:

**Analysis of organisation sport event**

of event Red Bull Crashed Ice 2009

**Work goal:** Analysis of organisation of event ...

**Methods:** Descriptive analysis, SWOT analysis, Interview with experts.

**Annotation:** Organisation of Red Bull Crashed Ice includes possible areas of improvement with concrete suggestions to activities of organisational process of this sport event. Introduced proposals result from results of SWOT analysis and interviews with professionals.

**Results:** Conclusion and advices for the management team.

**Key words:** Marketing, management, sport's events, descriptive analysis, interview with experts, SWOT analysis, Red Bull.