Abstract

The aim of this thesis is to describe and evaluate the communication activities of the One World Festival in years 2009 - 2011. In the theoretical part there are identified and discussed basic terms related to the activities implemented in this film festival. The thesis further discusses the possibilities and specifics of marketing communications in the nonprofit sector. In particular, the use of cultural marketing in non-commercial sector. It introduces readers with the festival and deals with its specific position among other festivals.

The practical part of the thesis is focused on the description of specific communication activities of the festival. Emphasis is put on building public relations and use of social media. The paper describes the specific campaigns implemented in the selected period.

The final part deals with an evaluation of the method of communication and tools used considering the character, limitations and advantages of the festival. This section is also accompanied by recommendations that could contribute to further development of marketing communications for this project.