

Abstract

Title: Public Relations tools and activities of ice-hockey team HKM Zvolen

Goals: The objective is to analyze and appraise Public Relations tools and activities of ice-hockey club HKM Zvolen which are aimed at target group of fans. As a follow-up to the executed analysis and appraisal other possible solutions of effective communication with fans, that would lead to improvement of club's name, increasing its popularity among the public and mainly enlargement of fans basement connected with higher fans attendance of home games, will be suggested.

Methods: The determined objective is achieved by using analysis of documents and texts followed by descriptive analysis which were the base for creating summary of Public Relations tools and activities towards fans basement of ice-hockey club HKM Zvolen. To gain more detail information, which is not accessible to the public, cooperation with club's management in form of interview was very helpful.

Results: The result of this paper is elaborated analysis and summary of PR communication of ice-hockey club HKM Zvolen with its fans during the previous season 2013/2014. On the basis of findings fan relations plan for long-term part of league for coming season 2014/2015 has been created. Fan relations plan was presented in front of management of ice-hockey club, which gave him an opportunity to consider the implementation of plan and conclusions into practice.

Key words: public relations, fans, ice-hockey, Zvolen