

## **ABSTRACT**

**Title:** Marketing research of the participant's satisfaction European Company Sport Games 2013 in Prague

**Objectives:** Finding out the participant's satisfaction with European Company Sport Games 2013 in Prague. On the basis of results will be done evaluation and will be proposed possibilities for improvement.

**Methods:** In work uses quantitative marketing research. For the primary data collection from participants of European Company Sport Games in Prague is used electronic questioning.

**Results:** All results are in the practical part. The results are in the graphs and tables and they are described in detail. The participants were generally satisfied with the event, the most with the flooding communication and accommodation. On the other side were dissatisfied with the event at Meeting Point. The research also find out at which sport facilities were the biggest organization and technical problems. At the end part is written the proposal and recommendation for improvement.

**Keywords:** Marketing, marketing research, participant's satisfaction, sport, European Company Sport Games, ECSG.