

## **Abstract**

**Title:** Sport event management – Junior Marathon

**Objectives:** The main objective of this thesis is to suggest some improvements for next years of Junior Marathon based on analysis of Junior Marathon 2014. The other objective is to prepare a manual for organizing this event in 2016.

**Methods:** In this thesis were used following methods: qualitative interviews with the race manager Bojan Nankovič, analysis of documents and case studies. The interview was unstructured with previously known issues. Further was used analysis of secondary data - PIM's company internal materials. After that followed personal observation of Junior Marathon with investigation of whole event.

**Results:** The main results of this thesis are suggestions for improvement of the event based on its analysis. These recommendations can be used also for similar sport events. For instance were detected cheating participants which leads to advice race managers to supervise racers identities. To add, it is highly recommended to improve accompanying activities. The last proposal suggests more effective communication with high schools.

**Keywords:** running, secondary school, race, PIM (Prague International Marathon)