

ABSTRACT

- Title:** Development of the project “Volleyball imagined differently”
- Objectives:** The main goal of the diploma thesis is to design a project plan which could that could be immediately applied and implemented. The partial goal of the diploma thesis is to create a background for the project plan, or rather put together a comprehensive concept of a recruitment type project including its name and basic parameters, logo, benefits, solutions and financing, which implementation could lead up to increase of the membership base of mini-volleyball in the Czech Republic,.
- Methods:** Methodologically, the diploma work is based on qualitative research of data in the form of qualitative in-depth questioning, specifically semi-structured interviews with open questions, conducted on five respondents. The aim of the interviews was to find out how the project "Come play hockey" was build and how works, including the recruitment event "Week of hockey", and for another to find out the possibilities of accepting a recruitment type of project in a volleyball environment in the Czech Republic. For the purpose of these findings, the author of the project "Come play hockey" and the organizer of the recruitment event "Week of hockey", respectively the head of the Department of Promotion and Media at the Czech Volleyball Association and two sports managers in volleyball clubs were selected.
- Results:** With the help of findings from the research of qualitative data, a comprehensive concept of the recruitment type project with a focus on the environment of mini-volleyball in the Czech Republic which already deals with specific project management activities was compiled and a project plan was created and can be put in immediate implementation. The content of the project plan is to define the scope of activities in the project, determine the project schedule, introduce the project hierarchy including the involvement of individual members in the project, determine the risks of the project and compile the project budget. This draft project plan also envisages the implementation of a trial recruitment event, for which it seeks to find material, technical and promotional support.
- Keywords:** project, project management, project plan, mini-volleyball