

Abstract

Title: Organisation of international competition in synchronized swimming
Christmas Prize 2012

Objective: The main aim of my bachelor's work is to analyse the event organisation, to find its flaws and to propose how to improve it. The partial goal is to present synchronised swimming to public.

Methods: As the methods of my research I used descriptive analysis, questionnaires, informal interview.

Results: The research has showed that as far as organisation, technology and performace were concerned, the event was very high quality. The greatest weakness was proven to be the pool, which did not have the required capacity. Secondly, the matter of finance could have been more improved.

Key words: Synchronized swimming, organisation, sponsoring, management.