

Abstract

Title: Event Management - Prague International Streetball Cup

Objectives of Thesis: Identify key points organization of sport event based on the opinions of the participants to evaluate their success, or make recommendations for improvement.

Methods: The work was written using interviews, qualitative interview and SWOT analysis.

Results: organizers have under control all the important points of organizing sporting events; the action is generally evaluated positively. The only thing this year criticized the new surface.

Key words: management, project, sport event, sport, streetball, organizing