

Abstract

Today organizations use sports events in support of public relations as way of communication to their target markets. The form of these events is gathering different directions. The aim of this work is to design a project representing sports event in support of PR. The project is built on the basis of theoretical methods derived from the literature devoted to the project and sports management and event management. The content of the proposed project are the basic steps that are trying to show way how it is possible to design the concept of the event.

Keywords

Sports event, event management, project, project management, public relations, goals, message