

Abstract

The work deals with the possibilities of using project management in organizing festivals. The text is supposed to provide a tool for the field to be able to start implementing the methods of project management. The first, theoretical part of the work introduces the discipline of project management. The introduction is followed by topically structured blocks which present particular methods of project management and the possibilities of their implementation in the field of organizing festivals. The first part includes a survey evaluating the current state of using project management methods in the field of festivals in the Czech Republic. The second part of the work consists of a concept project of music festival which demonstrates an application of project management in this field. The author depicts the key methods of project management, as well as the possibilities and limits of their use in organizing festivals. A low level of utilization of project management tools is obvious from the survey among almost 30 Czech festival organizers. The project itself deals with the specifics that organizing a festival brings about and presents a sample use of some key project management tools in a particular music festival.

Key words:

project management, project, festival, event management, planning, management, Czech Republic