

## **Abstract**

**Title:** Sports event management – Princeton-Blairstown Center

**Objectives:** The aim of this work is on the basis of the strengths, weaknesses, opportunities and threats to propose particular arrangement that would improve organization of Princeton-Blairstown Center in following years.

**Methods:** Case analysis was used as the main research method. In preparation of this analysis participant observation, document analysis, semi-structured and unstructured interviews were applied. On the basis of these methods SWOT analysis was developed, which shows the strengths and weaknesses

**Results:** The analysis showed that the Princeton – Blairstown Center was very well organized event with small issues. The camp is associated organization to Princeton University, camp gains part of the funding from the university or its foundations. The advantages of Princeton - Blairstown Center are mainly a high ropes course, a unique environment and area and because of these advantages camp has increasing number of participants every year. For the following years, it is very important to keep a good relationship with the university, take care of the site, keep the lake in good condition, try to find sponsors and improve promotion of Princeton – Blairstown Center.

**Keywords:** Management, sports management, manager, sports event, project management, project, SWOT analysis, document analysis, case study, participant observation, semi-structured interview, unstructured interview.