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Sport events promotion on the basis of FIVB Men's Volleyball World Championship Poland 2014

Abstract

Present release deals with sport events promotion, basing on the one of the biggest event organized in our country, which was FIVB Men's Volleyball World Championship Poland 2014. The main purpose was to analyze the efficiency of used promotion tools and also draw general conclusions, valuable in the context of subsequent events.

Keywords: promotion, marketing, event marketing, sport events, volleyball, FIVB, WCH2014, World Championship