

# Analysis of the project approach in the organization of events in Slovenia

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## Abstract

*Event management industry is growing, worldwide and in Slovenia, which applies to all kinds of events - business, sport, cultural or entertainment. Since the characteristics of events are identical to the characteristics of the project, it is assumed that the use of project management methods and techniques is necessary for the event success. The paper presents the findings of the research, which examined the level of project management skills among Slovenian event organizers. The purpose of the paper was to emphasize the importance of the project management in the organisation of the events, and the objective was to prove that the event is difficult to organize if the organizers do not use the project approach. However, the research showed, that most of the key project management methods in technics are not systematically used in practice, though events are nevertheless relatively successful.*

**Keywords:** event, event management, project management, methods and technics

## Analiza projektnega pristopa pri organizaciji dogodkov v Sloveniji

### Povzetek

*V svetu in tudi pri nas se vse bolj razvija industrija organizacije dogodkov – poslovnih, športnih, kulturnih ali zabavnih. Ker so značilnosti dogodka enake značilnostim projekta, predpostavljamo, da je uporaba metod in tehnik projektnega managementa nujna za uspešno izvedbo dogodkov. Prispevek prikazuje ugotovitve raziskave, s katero smo preverjali razvitost veščin projektnega managementa med slovenskimi organizatorji dogodkov. Namen prispevka je bil izpostaviti pomen projektnega pristopa pri izvedbi dogodkov, cilj pa dokazati, da je dogodek težko organizirati, če se organizatorji tega ne lotijo na projektni način. Raziskava pa je pokazala nasprotno - da se večino ključnih metod in tehnik projektnega pristopa v praksi sistematično ne uporablja, dogodki pa so vseeno relativno uspešno izpeljani.*

**Ključne besede:** dogodek, organizacija dogodkov, projektni management, metode in tehnike