

PETR JUŘÍČEK

SENIOR EVENT MANAGER

International Sports Events

Major Events | Event Operations & Production

Ostrava / Prague, Czech Republic

LinkedIn: [linkedin.com/in/petrjuricek](https://www.linkedin.com/in/petrjuricek)

Available for international roles and longer-term assignments abroad

Highly flexible for frequent international travel



Executive profile

Senior event manager and producer with nearly 20 years of experience planning and delivering sports, business, cultural and public events.

Specialised in complex event management, multidisciplinary team leadership, event operations, budget management, stakeholder engagement and end-to-end event delivery - from initial concept and planning through organisational design, process and control frameworks, budgeting and supplier management to onsite delivery.

Career highlight: Event Manager for the ISU World Figure Skating Championships Prague 2026. Within the Organising Committee, coordinated 11 functional area heads and their teams, established key internal processes and managed an event budget in the hundreds of millions of CZK in collaboration with the finance department.

Hands-on experience delivering major international figure skating events at World Championships, European Championships and Junior Grand Prix level, including direct cooperation with the International Skating Union.

For Prague 2026, also led the host-city agenda with the City of Prague and Prague 9 - from negotiating financial and in-kind support to coordinating municipal services and operational commitments.

Beyond international sport, co-founder of HRko, the Czech Republic's largest HR industry event, and long-term director of complex festival and public-event projects including Slavnosti Jihu and Opava slaví FEST 800.

Key strength: combining strategic and commercial thinking with hands-on event operations and production expertise, working across international federations / rights holders, host cities, public authorities, venues, suppliers and commercial partners.

Core expertise

Major & international sports events - World Championships, European Championships and international series.

Event leadership & operations - strategy, planning, team leadership, venue operations and onsite delivery.

Hosting, host city partnerships & stakeholder management - cities, public authorities, financial and in-kind support, public services and delivery commitments.

Budget & project management - complex event budgets in the hundreds of millions of CZK.

Process management & governance - internal processes, control mechanisms, policies, reporting and accountability.

Production & commercial delivery - technical production, logistics, infrastructure, suppliers, partnerships, hospitality and fan experience.

Professional experience

ISU WORLD FIGURE SKATING CHAMPIONSHIPS PRAGUE 2026

Event Manager

Czech Figure Skating Association / Organising Committee | 2024-2026 | Prague

Key management role in planning and delivering the World Championships, held from 24 to 29 March 2026 at O2 arena and O2 universum. The Championships returned to Prague after 33 years and became one of the most significant international sporting events staged in the Czech Republic.

Event scale: 127,837 spectators, approximately 40% international visitors, 252 athletes from 50 countries, more than 1,000 team members, delegates and guests, a six-day competition and an event budget in the hundreds of millions of CZK.

Leadership: coordination of 11 functional area heads and approximately 30 Organising Committee members; establishment of key processes supporting approximately 220 volunteers and a further 40 event-phase staff.

Key responsibilities: overall event planning and leadership of functional areas through their department heads; direct cooperation with the ISU Event Department and ISU Event Coordinator; implementation of ISU requirements and standards; design of the organisational and process-management framework, including internal workflows, control mechanisms, policies, reporting and accountability.

Host city management: led negotiations with the City of Prague as host city and Prague 9 as the hosting municipal district. Secured significant financial and in-kind support and coordinated municipal commitments covering medical services for athletes and the public, enhanced public transport, security, local operational support and host-city visibility.

The role also covered budget management with the finance department; public grant funding and financial reporting; engagement with stakeholders at Government of the Czech Republic and ministry level; venue planning and operations at O2 arena and O2 universum; management of key suppliers; onsite event management; risk resolution; and protocol-level communication with official Championship guests.

The central objective was to translate the international federation's requirements into a viable local organisational, operational and financial model and ensure its successful delivery.

HRko

Co-founder | Event & Production Lead

2016-present | Ostrava

Co-founder of HRko, the Czech Republic's largest HR industry event. Established in 2016, the event celebrated its 10th edition in 2026. HRko combines a business conference, HR, technology, employer branding, networking, expo and modern live-event principles.

Key areas: concept development and budget management; full event and technical production, including venue, stage and expo infrastructure; production-team and supplier leadership; logistics, branding, wayfinding, entertainment and visitor experience. Events of this scale operate with budgets of approximately CZK 10 million.

SLAVNOSTI JIHU

Event Director / Executive Producer

2020-present | Ostrava

End-to-end leadership of a municipal open-air music and family festival, from concept to onsite delivery. Responsibilities cover concept and programming, artist booking, budget management, partnerships, full production, technical delivery, infrastructure, suppliers, safety, visitor operations, marketing coordination, ticketing and fan experience. The 2026 edition attracted more than 15,000 visitors.

OPAVA SLAVÍ FEST 800

Lead Producer / Event Director

Statutory City of Opava | 2024 | Opava

Lead producer with overall responsibility for the organisation and delivery of one of the flagship events celebrating 800 years since the first documented reference to Opava as a city. The project involved approximately one year of preparation and was delivered across two festival sites, with two stages and more than 12 hours of music programming.

Key areas: music and production concept, programming, artist booking and scheduling across both stages; full technical preparation; production-team and supplier leadership; operations and infrastructure for two sites; catering, VIP, visitor processes and onsite management. The line-up included Kryštof, Jelen, Čechomor, Pokáč, Lenny and Majk Spirit.

International sports event experience

ISU JUNIOR GRAND PRIX OF FIGURE SKATING

Event Manager / Organising Team

Czech Figure Skating Association | 2022 & 2024 | Ostrava

Event management for two editions of the international figure skating series. Responsibilities included planning, communication and coordination with the Czech Figure Skating Association and ISU, functional-area coordination, venue operations, production, suppliers and onsite event management.

ISU EUROPEAN FIGURE SKATING CHAMPIONSHIPS OSTRAVA 2017

Event Production | Partner Activation & In-arena Entertainment

Organising Committee | 2017 | Ostrava

Member of the Organising Committee, responsible for selected sponsorship deliverables - particularly in cooperation with Czech Television - and full production of the in-arena entertainment programme. Responsibilities included break-show concept and production, presenter coordination, content and script development, show direction and coordination of production elements within the arena.

Early sports event experience

HURÁ NA ZLATOU TRETRU

Project Creator & Event Manager

approx. 2007-2009 | Ostrava

Creator and lead organiser of a school sports project delivered with the organisers of the Golden Spike Ostrava international athletics meeting. Full responsibility for project design, school coordination and competition production, including school visits and autograph sessions with world-class athletics stars.

5th IAAF WORLD YOUTH CHAMPIONSHIPS OSTRAVA 2007

Event Support - Medal Ceremonies

2007 | Ostrava

Member of the organising team for the IAAF World Youth Championships in athletics. Supported medal-ceremony process planning and actively participated in delivery during the Championships, which welcomed approximately 1,228 athletes from 152 countries.

Education & languages

Charles University, Faculty of Physical Education and Sport, Prague | 2003-2005
Master's degree; International Coaching Licence "A"

University of Ostrava, Faculty of Education, Ostrava | 1996-2001
Master's degree; Technical and Physical Education

Vítkovice Secondary Technical School, Ostrava | 1994-1996
Mechanics of Machines and Technical Equipment

Czech - native | English - B2 (Upper-Intermediate)