



EVENT REPORT TEMPLATE (Annex H to Quality Control and Monitoring Manual)

This template has to be filled by project partners (organisers) for all IF4TM events (except SC meetings). Furthermore, this template can be used to inform colleagues and partners about other events attended (promoting IF4TM). In the second case please just fill in the first page and delete the chapters thereafter.

Author:	Sanja Mitić
Event Title:	Training on Market Strategy
Event Date:	25.05.2017.
Event Venue:	Faculty of Economics, Belgrade University
Type of event: (National, international, press conference, promotional event etc.)	National
<b>Short description:</b>	
<p>Trainings on the market strategy is organised for researchers, students and competition participants at Belgrade University. Set of these trainings is delivered within the competition for best student ideas. Training had two sections: theoretical part and workshop. In first section main topics were: introduction to concepts of the marketing and creation of value for consumers, marketing environment analysis, elements of market strategy and development of marketing programme. Second part of the training was dedicated to presentation of competing teams for the best student idea, and additional consulting how to develop marketing strategy for their business ideas.</p>	
Organiser(s):	Belgrade University
Agenda:	
Total number of participants:	
Links to further information:	
<b>Other personal remarks:</b>	
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## EVENT ORGANISATION DETAILS

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Invitation was sent off to participants on:	12.05.2017.
Information Material was sent off to participants on:	15-20.05.2017.
Date of Initial Participant List Compilation:	21.05.2017.
Date of Final Participant List Compilation:	24.05.2017.
Total Number of Participants Invited	
Date of Agenda Finalisation:	12.05.2017.
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## Problems encountered during the event preparation phase

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(To be filled by organisers)

**Organisers:** Please complete (if you have not met with any problems in that phase, please fill in "N/A". Please also include any feedback by the participants **before** the workshop )

- 1)
- 2)

## EVENT ROLLOUT

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Some general information (to be filled by organisers)

Final Event Agenda + Participant list

Please attach the final event agenda and the list of participants

Event Implementation – Commentary by Organising Partners



WP-leader
<i>Please add your comments, if any</i>
Task leader
<i>Please add your comments, if any</i>

## EVENT EVALUATION BY PARTICIPANTS

### Summary of the Participant Feedback Form

Results to be filled by organisers based on the questionnaire results. Please note: insert only the overall percentage of all feedback forms received (e.g. participants total number=30; 15 of them were most satisfied and 15 of them satisfied – please include 50% in the column most satisfied and 50% in the column satisfied.)

	Most satisfied	Satisfied	Moderately satisfied	Rather dissatisfied	Not at all satisfied
The event administration					
The structure of the programme					
The venue and facilities					
The presentations					
The discussions					
The event dinner and subsistence					

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
The information I got will be of immediate use to me.					
This event covered to a very high extent the topics I have expected.					
I enjoyed the cooperation and interaction with the other participants.					
My expectations about this event were met or exceeded.					
The materials distributed are useful and informative.					
The discussions were relevant for the participants.					
The methods of working were suitable for the topics and for the participants.					
The overall organisation was professional.					
The time management was always to my fullest satisfaction.					



The style and level of communication between organisers and participants was professional.					
I would recommend this kind of event to my colleagues.					

Prior Experience of Similar Events – Overall %	Please fill in the overall percentage of participants with prior experience of similar events
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**Strengths and limitations of the event: please include comments received**

Strengths of the event and contributions or activities enjoyed by participants:	<ul style="list-style-type: none"> <li>• XX</li> <li>• XX</li> </ul>
Suggestions for the improvement:	<ul style="list-style-type: none"> <li>• XX</li> <li>• XX</li> </ul>
Any further comments	<ul style="list-style-type: none"> <li>• XX</li> <li>• XX</li> </ul>

Additional comments

to be filled by local partner

<p>Please add the following additional information here</p> <ul style="list-style-type: none"> <li>• Charts of the statistical figures from the tables above (pie or bar charts);</li> <li>• Any further comments concerning the feedback you received by the workshop participants</li> </ul>
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**Lessons learned**

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(Please fill in using bulleted text, e.g.

- A
- B
- C etc.)



## **Additional comments**

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May be filled by any of the organising partners

Please add in any other comments concerning the preparation and organisation of this event: