



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:	Edis Mekić
Event Title:	Training on Market Strategy
Event Date:	30/05/2017.
Event Venue:	Državni Univerzitet u Novom Pazaru/ State University of Novi Pazar
Type of event: (National, international, press conference, promotional event etc.)	National
Short description:	
<p>Trainings on the market strategy is organised for researchers, students, competition participants and NGOs at SUNP. Set of these trainings is delivered within the competition for best student ideas. Trainees were introduced with concepts of the marketing and creation of additional value for consumers. Introduction on the marketing environment and market strategy and how to manage marketing and offer of products or services.</p> <p>On the second part on the training competing teams for the best student idea presented their ideas and were provided with consulting how to develop presentation techniques.</p>	
Organiser(s):	State University of Novi Pazar
Agenda:	https://www.dropbox.com/home/IF4TM/WP4/4.3/Marketing_Strategy_Workshop_SUNP
Total number of participants:	19
Links to further information:	https://www.dropbox.com/home/IF4TM/WP4/4.3/Marketing_Strategy_Workshop_SUNP
Other personal remarks:	



EVENT ORGANISATION DETAILS

Invitation was sent off to participants on:	20/05/2017
Information Material was sent off to participants on:	20/05/2017
Date of Initial Participant List Compilation:	20/05/2017
Date of Final Participant List Compilation:	20/05/2017
Total Number of Participants Invited	20
Date of Agenda Finalisation:	20/05/2017

Problems encountered during the event preparation phase

(N/A)

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)

EVENT ROLLOUT

Some general information (to be filled by organisers)

Trainings on the market strategy is organised for researchers, students, competition participants and NGOs at SUNP. These trainings is delivered within the competition for best student ideas.

Trainees were introduced with concepts of the marketing and creation of additional value for consumers. Introduction on the marketing environment and market strategy and how to manage marketing and offer of products or services.

On the second part on the training competing teams for the best student idea presented their ideas and were provided with consulting how to develop presentation techniques

Final Event Agenda + Participant list

AGENDA

“Strategija tržišnog nastupa”

30. maj 2017.

*Državni univerzitet u Novom Pazaru, Vuka Karadžića bb,
Svečana sala rektorata*

9:45 – 10:00

Registracija



10:00 – 10:45	Marketing koncept i kreiranje vrednosti za potrošače	<i>Sanja Mitić, Univerzitet u Beogradu</i>
10:45 – 11:30	Marketing okruženje i tržišna strategija	<i>Jelena Filipović, Univerzitet u Beogradu</i>
11:30 – 12:15	Upravljanje marketingom i ponudom: instrumenti marketing miksa	<i>Sanja Mitić, Univerzitet u Beogradu</i>
12:15 – 12:45	<i>Kafe pauza</i>	
12:45 – 14:00	Radionica: Analiza slučajeva iz prakse	<i>Jelena Filipović, Sanja Mitić Svi (grupni rad)</i>
14:00 – 15:00	Predstavljanje rezultata analize – usmene prezentacije; Komentari evaluatara i primenjeni trening tehnika prezentovanja	<i>Jelena Filipović, Sanja Mitić Svi (grupni rad)</i>
15:00 – 15:15	<i>Diskusija i zaključci</i>	

Napomena: Drugi deo treninga je naglašeno interaktivnog tipa, gde će predavači u velikoj meri raditi individualno ili u manjim grupama sa učesnicima seminara. Iz tehničkih razloga, preporuka je da broj učesnika treninga bude do 25 osoba.



Attendance List

Event:	Training on Marketing Strategy
Venue:	State University of Novi Pazar, Vuka Karadzica bb, Novi Pazar
Date:	30.05.2017.
Organisers:	State University of Novi Pazar

	Name	Organisation	E-mail and phone	Signature
1	Edis Mević	SUNP	edmechi@np.ac.rs 003764098	
2	Alma Dobardžić	DUNP	alma.musovic@gmail.com	
3	Teofil Byswas	ISA	info@isa.rs, 06660606	
4	Ramiz Tutic	ISA	RAMIZTUTIC02@gmail.com	
5	Jelena Filipović	UBG	jfilipovic@dot.bg.ac.rs	
6	Sanja Murat	UBG	sanja@exp.fg.ac.rs	
7	Seniz Vekapi	DUNP	svekap@np.ac.rs	
8	Zenaida Sabotic	SUNP	zenaida.sabotic@gmail.com	
9	Ahmedin Lekpek	DUNP	alekpek@np.ac.rs	
10	Mihailo Premović	DUNP	mihapremke@gmail.com	
11	Adela Čeković	DUNP	adela.cekovic95@gmail.com	
12	Sanela Zenović	DUNP	sanela.zenovic15@gmail.com	
13	Marko Babić	DUNP	markobabic35@gmail.com	
14	Dejan Mircic	DUNP	dmircic@np.ac.rs	
15	Natasa Djordjevic	DUNP	natasa.djordjevic@gmail.com	
16	Adel Zekovic	DUNP	AdelZekovic@hotmail.com	
17	Vildana Nuković	DUNP	vildananukovic@gmail.com	
18	Edvin Kovacic	DUNP	edvokovic@gmail.com	
19	Haura Anbaric	DUNP	haura.anbaric@live.com	
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Event Implementation

Trainings on the market strategy is organised for researchers on department of Economic sciences, students, competition participants for the best student idea and Informational System Agency NGO which which is association of over 20 IT experts from Novi Pazar at SUNP. These trainings is delivered within the planned activities associated with competition for best student ideas.

During first phase of training trainees were introduced with concepts of the marketing and creation of additional value for consumers. Introduction on the marketing environment and market strategy and how to manage marketing and offer of products or services.

On the second part on the training competing teams for the best student idea presented their ideas and were provided with one on one consulting how to develop presentation techniques



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	83%	17%	0%	0%	0%
The structure of the programme	67%	33%	0%	0%	0%
The venue and facilities	67%	33%	0%	0%	0%
The presentations	67%	33%	0%	0%	0%
The discussions	67%	33%	0%	0%	0%

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
The information I got will be of immediate use to me.	50%	50%	0%	0%	0%
This event covered to a very high extent the topics I have expected.	50%	50%	0%	0%	0%
I enjoyed the cooperation and interaction with the other participants.	33%	50%	17%	0%	0%
My expectations about this event were met or exceeded.	83%	17%	0%	0%	0%
The materials distributed are useful and informative.	67%	33%	0%	0%	0%
The discussions were relevant for the participants.	67%	33%	0%	0%	0%
The methods of working were suitable for the topics and for the participants.	83%	17%	0%	0%	0%
The overall organisation was professional.	83%	17%	0%	0%	0%
The time management was always to my fullest satisfaction.	83%	17%	0%	0%	0%
The style and level of communication between organisers and participants was professional.	67%	17%	17%	0%	0%
I would recommend this kind of event to my colleagues.	67%	17%	0%	17%	0%

Prior Experience of Similar Events – Overall %	50%
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Strengths and limitations of the event: please include comments received



<p>Strengths of the event and contributions or activities enjoyed by participants:</p>	<ul style="list-style-type: none"> • The knowledge and professionalism of the presenter is excellent • All topics for creating business model covered • Simple explanations which can be implemented in to projects • Interactivity, support of the competing teams and teacher
<p>Suggestions for the improvement:</p>	<ul style="list-style-type: none"> • More additional exercises for the defined ideas
<p>Any further comments</p>	

Additional comments

Please add the following additional information here

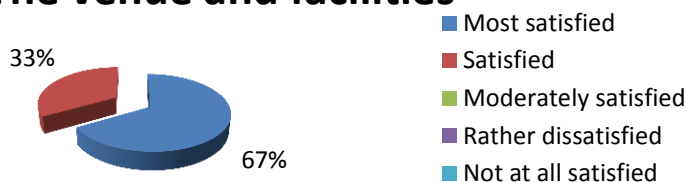
The event administration



The structure of the programme

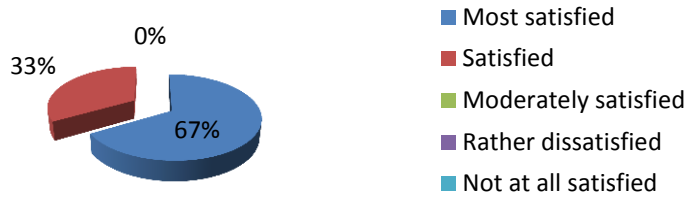


The venue and facilities

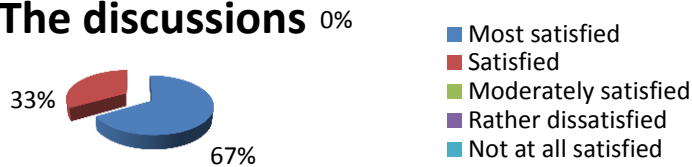




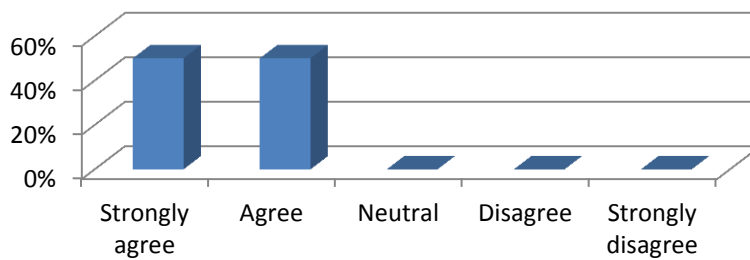
The presentations



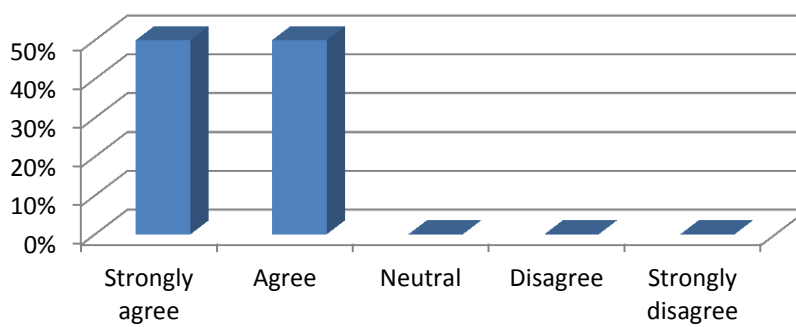
The discussions



The information I got will be of immediate use to me

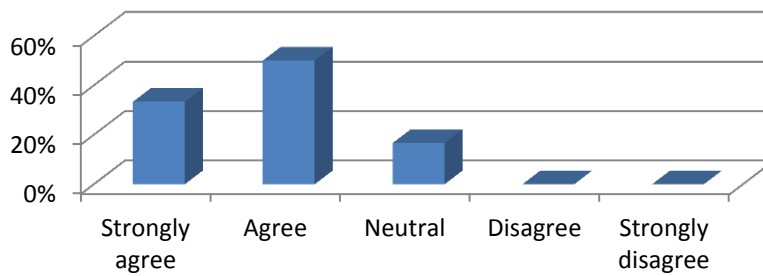


This event covered to a very high extent the topics I have expected.

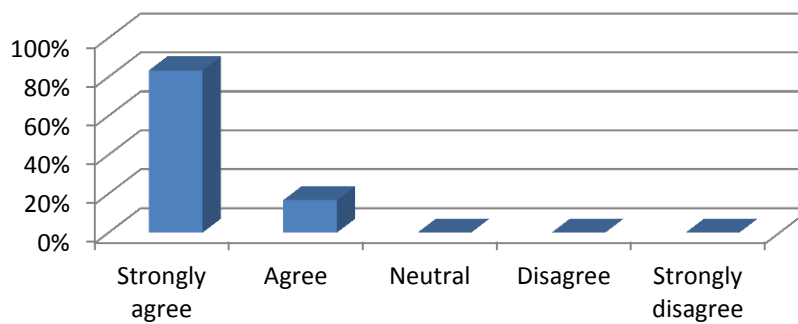




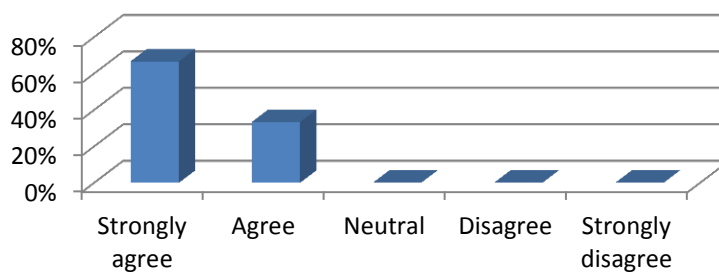
I enjoyed the cooperation and interaction with the other participants.



My expectations about this event were met or exceeded.

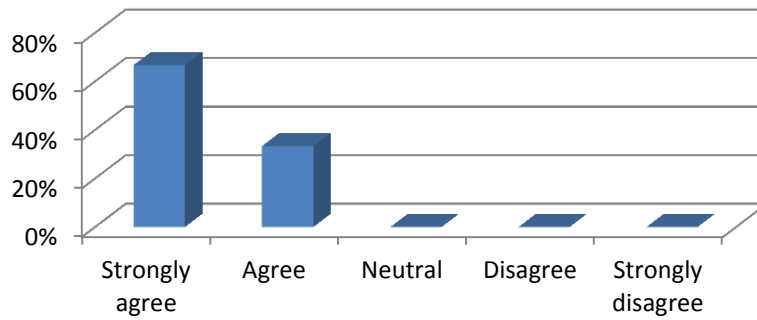


The materials distributed are useful and informative.

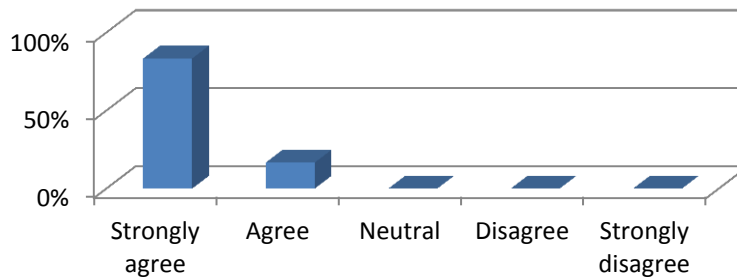




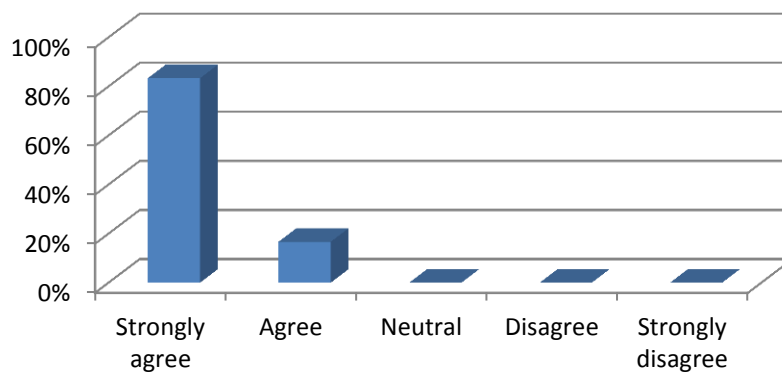
The discussions were relevant for the participants.



The methods of working were suitable for the topics and for the participants.

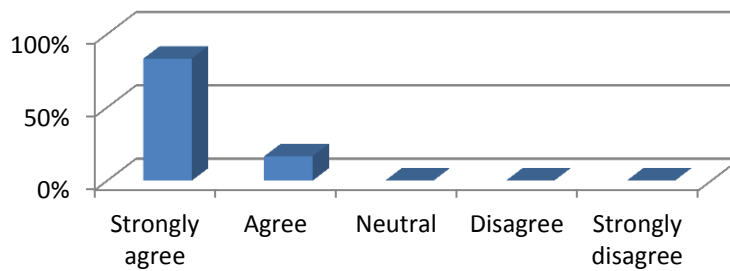


The overall organisation was professional.

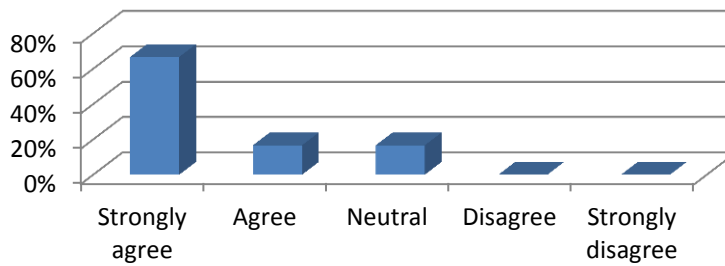




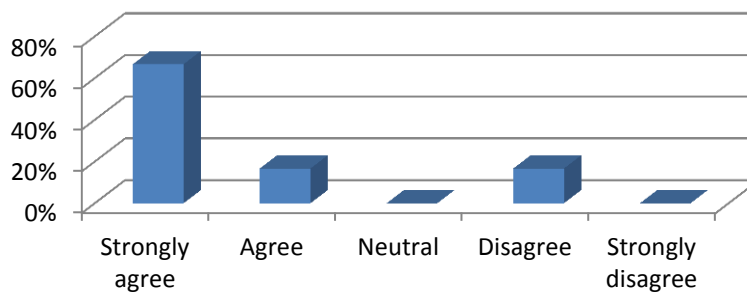
The time management was always to my fullest satisfaction.



The style and level of communication between organisers and participants was professional.



I would recommend this kind of event to my colleagues.



Lessons learned

Additional comments



Co-funded by the
Erasmus+ Programme
of the European Union



May be filled by any of the organising partners

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