



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.

Authors:	Digital Marketing Agency Likes & Cookies Belgrade - Ivan Bildi
Event Title:	LECTURE "How to Position Products & Services on the Market Using Digital Marketing"
Event Date:	06.06.2019
Event Venue:	Belgrade Metropolitan University - Niš Bulevar Svetog Cara Konstantina 80A, 18000 Niš Creative Center
Type of event: (National, international, press conference, promotional event etc.)	National
Short description:	
<p>The work package 5 (social engagement dimension) within project IF4TM includes activity 5.2 in which 6 creativity centers were established. Every creative center is organizing events like trainings, workshops, meetings, idea development support. BMU's Creative center carried out following activity.</p> <p>Ivan Bildi, owner of the digital marketing agency Likes & Cookies from Belgrade, held a lecture "How to Position Products & Services on the Market Using Digital Marketing". During the lecture, marketing changes and trends in 2019 were introduced. At the beginning, the importance of differentiating your company from the competition was stressed ("different is better than better"). Then it was emphasized that marketing is a battle of perceptions, not products. Therefore, it is important to find or create a customer category for which the company's products are intended, with the advice to position the company under a different brand name among different customer categories. Given today's availability of a large amount of information on the Internet, the importance of honesty in marketing was emphasized, as well as the crucial consideration of the characteristics and needs of the company's target group. This is especially important in digital marketing, whereby having a long-term strategy is necessary, without constant change of tactics. Based on these pieces of advice, it was concluded that the company's presentation on every digital platform should be well thought out, with an emphasis on the way of addressing customers and creating adequate content for the defined target group. After the lecture, a very interesting discussion was developed, where the audience could get practical advice, suggestions and answers to their numerous questions. The lecture covered the following topics:</p> <ul style="list-style-type: none"> • Marketing in 2019 - changes & trends • What differentiates your product from the competition? - "different is better than better" • What is the position of your business and how can you improve it? - different brand name for different customer categories • How to get into your customer's head and stay there? - marketing is a battle of perceptions, not products • How to promote products and services? - smart companies use focus strategy • Why is creating social media approach important? - honesty vs. arrogance in marketing 	
Organiser(s):	Belgrade Metropolitan University - Niš
Total number of participants:	52
Links to further information:	https://www.metropolitan.ac.rs/novosti/ivan-bildi-i-tema-kako-plasirati-proizvode-usluge-na-trziste-primenom-digitalnog-marketinga-u-kreativnom-centru/



AGENDA FOR THIS EVENT



Location: Bulevar Svetog Cara Konstantina 80A, 18000 Niš
Institution: Belgrade Metropolitan University - Creative Center Niš
Date: 06.06.2019.
Time: 13h

Lecture **"How to Position Products & Services on the Market Using Digital Marketing"** -
Ivan Bildi - owner of digital marketing agency Likes & Cookies Belgrade

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|-----------------------|--|
| 13.00 - 13.10h | Students' gathering |
| 13.10 - 13.20h | Marketing in 2019 - changes & trends |
| 13.20 - 13.40h | What differentiates your product from the competition? - "different is better than better" |
| 13.40 - 14.00h | What is the position of your business and how can you improve it? - different brand name for different customer categories |
| 14:00 - 14:10h | Break |
| 14.10 - 14.30h | How to get into your customer's head and stay there? - marketing is a battle of perceptions, not products |
| 14.30 - 14.45h | How to promote products / services? - smart companies use focus strategy |
| 14.45 - 15.00h | Why is creating social media approach important? - honesty vs. arrogance in marketing |
| 15.00 - 15.30h | Questions & Answers |



ATTENDANCE LIST

Co-funded by the Erasmus+ Programme of the European Union		Attendance List	IF4TM
Event:	How to Position Products / Services on the Market Using Digital Marketing?		
Venue:	Metropolitan University Niš - Creative Center		
Date:	06.06.2019.		
Organisers:	Metropolitan University Niš - Creative Center & Marketing Agency Likes & Cookies Belgrade		
Name	Organisation	Signature	
1. DANIELA OBŠUST	KURSEVI ONLINE		
2. IVAN BICDI	KURSEVI ONLINE		
3. MILICA MLADENOVIĆ	METROPOLITAN UNIVERSITY		
4. Ања Цветковић	СТУДЕНТОУ АНЕСИТИ		
5. Анастасија Младеновић	Филозофски факултет		
6. МИЋАН АНТИЋ	KEONI / Multimedijalna škola novinarstva		
7. Јована Ђорђевић	Филозофски факултет		
8. СУЗАНА БОРЂЕВИЋ	МАШИНСКИ ФАКУЛТЕТ		
9. Марко Јосифовић	Медицински факултет		
10. Табидоура Урог	Економски факултет		
11. Сузана Младеновић	Филозофски факултет - архива		
12. Иван Биди			
13. Јана Златановић	Филозофски факултет		
14. АСИЈА МАНДИЋ	ФАКУЛТЕТ ДИГИТАЛ. М.		
15. Tijana Stojić	Logik poslovna rešenja d.o.o.		
16. Анастасија Младеновић	Метрополитан Универзитет		
17. Јелена Младеновић	Studio Lines		
18. Јелена Борђевић	Studio Lines		
19. Андрија Младеновић	Метрополитан ИТ гимназија		
20. Ана Петровић	PMF		
21. Јелена Младеновић	Економски факултет		
22. Јана Биљковић	Energy House		
23. Јелена Сиванковић	Економски факултет		
24. Синиша Домазет	Универзитет Метрополитан		
25. Андела Симић	Универзитет Метрополитан		
26. Јелена Илић	Универзитет Метрополитан		
27. Димитрије Миловић	Универзитет Метрополитан		
28. Младеновић Урог	Факултет заштите на раду		
29. АЛЕКСАНДРА МИЉИЋ	Агенција за ИТ услуге		
30. DRAGAN MITIĆ	IRVA - INTERNET		
31. Оливер Јовев	Урвас Интернационал		
32. Јелена Ристић	Економски фак. Ниш		
33. Марко Сиванковић	Економски фак. Ниш		
34. ЕЛА АРАЊЕЛОВИЋ	ЕКОНОМСКИ ФАК. НИШ		
35. Богдан Трумпетић	ЕКОНОМСКИ ФАК. НИШ		
36. Анђелковић Мирјана	ЕКОНОМСКИ ФАКУЛ. НИШ		
37. Данило Јебетић	Метрополитан Ниш		
38. Вељко Сицевић	Метрополитан		
39. Тина Јаковић	Филозофски факултет		
40. ЈАНА СТАЈАНОВИЋ	NKD		
41. МARIJA MARINKOVIĆ	NKD		
42. DANIELA VUKOVIĆ	NKD		
43. Анастасија Трумпетић	Економски факултет Ниш		
44. Марко Петровић	PMF Niš		
45. Анастасија Бранијевић	Метрополитан Ниш		
46. РАСТКО МАРЈАНОВИЋ	МЕТРОПОЛИТАН НИШ		
47. Велимир Илић	МЕТРОПОЛИТАН		
48. АЛЕКСА БОРЂЕВИЋ	МЕТРОПОЛИТАН		
49. Filip Bilić	Metropolitan		
50. SAIORA STOJANOVIĆ	Филозофски факултет		
51. НЕМАЊА МИЉИЋ	Филозофски факултет		
52. Марја Милевић			



PHOTOS FROM THIS EVENT

