



EVENT REPORT TEMPLATE

Author:	Jelena Jevtovic
Event Title:	Training "Market Strategy"
Event Date:	26 th May 2017
Event Venue:	Senate Hall (Rectorate of the University of Kragujevac)
Type of event: (National, international, press conference, promotional event etc.)	Training
Short description:	
<p>The training Market Strategy was organized at the University of Kragujevac on 26th May 2016.</p> <p>Dr. Sanja Mitic from University of Belgrade, who was the lecturer on the training due to her experience in this area, presented the following topics to the participants:</p> <ul style="list-style-type: none"> • Marketing concept and creating the value for users • Market environment and market strategy • Management of marketing and offer: instruments of marketing mix • Analysis of real cases • Consultations with the students regarding the development of their Business Model, particularly related to the market aspects <p>The participants were professors and researchers from different faculties of University of Kragujevac.</p> <p>Besides training was attended by students who participate the Competition for best student ideas. The training was great opportunity for them since they were at that point in the phase of the development of Business Models and they received some valuable inputs and recommendations.</p>	
Organiser(s):	University of Kragujevac
Agenda:	http://www.if4tm.kg.ac.rs/pub/download/14962255733537_20170530082926.pdf
Total number of participants:	14
Links to further information:	http://www.if4tm.kg.ac.rs/news/training-on-market-strategy-held-at-university-of-kragujevac.html
Other personal remarks:	
<p>At the beginning of the training, the participants were introduced with the IF4TM project and its core objectives and results.</p> <p>The promotional material was also distributed to all participants.</p>	



EVENT ORGANISATION DETAILS

Invitation was sent off to participants on:	16 th May 2017, 22 nd May 2017
Information Material was sent off to participants on:	16 th May 2017, 22 nd May 2017
Date of Initial Participant List Compilation:	n.a.
Date of Final Participant List Compilation:	n.a.
Total Number of Participants Invited	500+
Date of Agenda Finalisation:	16 th May 2017

Problems encountered during the event preparation phase

(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) n.a.
- 2) n.a.



EVENT ROLLOUT

Some general information (to be filled by organisers)

Final Event Agenda

АГЕНДА

“Стратегија тржишног наступа”

26. мај 2017. године

*Универзитет у Крагујевцу, Јована Цвијића бб, Крагујевац
Сала сената*

10:45 – 11:00	Регистрација	
11:00 – 11:45	Маркетинг концепт и креирање вредности за потрошаче	<i>Сања Митић Универзитет у Београду</i>
11:45 – 12:30	Маркетинг окружење и тржишна стратегија	<i>Сања Митић Универзитет у Београду</i>
12:30 – 13:15	Управљање маркетингом и понудом: инструменти маркетинг микса	<i>Сања Митић Универзитет у Београду</i>
13:15 – 13:45	Пауза за кафу	
13:45 – 15:00	Радионица: Анализа случајева из праксе	<i>Сања Митић Универзитет у Београду Сви (групни рад)</i>
15:00 – 16:00	Представљање резултата анализе – усмене презентације; Коментари евалуатора и примењени тренинг техника презентовања	<i>Сања Митић Универзитет у Београду Сви (групни рад)</i>
16:00 – 16:15	Дискусија и закључци	



Participant list

- Jelena Petrović, Faculty of Hotel Management and Tourism
- Dušan Vukadinović, Faculty of Engineering
- Jelena Živković, Faculty of Economics
- Jovankić Jovana
- Dr Katarina Borisavljević, Faculty of Economics
- Vesna Jovanović, FILUM
- Ana Obradović, Faculty of Sciences
- Milena Vukić, Faculty of Sciences
- Darja Damjanovic, FILUM
- Jelena Jevtovic, University of Kragujevac
- Tatjana Stankovic, University of Kragujevac
- Milica Bozovic
- Zarko Gavrilovic
- Sanja Mitic, Faculty of Economics, University of Belgrade

WP-leader

Please add your comments, if any

Task leader

Please add your comments, if any



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	Rather dissatisfied	Not at all satisfied
The event administration	75%	25%	0%	0%
The structure of the programme	50%	50%	0%	0%
The venue and facilities	75%	25%	0%	0%
The presentations	88%	13%	0%	0%
The discussions	63%	38%	0%	0%

	Strongly agree	Agree	Disagree	Strongly disagree
The information I got will be of immediate use to me.	63%	38%	0%	0%
This event covered to a very high extent the topics I have expected.	63%	25%	13%	0%
I enjoyed the cooperation and interaction with the other participants.	75%	25%	0%	0%
My expectations about this event were met or exceeded.	50%	25%	25%	0%
The materials distributed are useful and informative.	50%	25%	13%	13%
The discussions were relevant for the participants.	50%	38%	0%	0%
The methods of working were suitable for the topics and for the participants.	63%	25%	0%	0%
The overall organisation was professional.	88%	13%	0%	0%
The time management was always to my fullest satisfaction.	38%	25%	38%	0%
The style and level of communication between organisers and participants was professional.	75%	25%	0%	0%
I would recommend this kind of event to my colleagues.	88%	13%	0%	0%

Prior Experience of Similar Events – Overall %	100%
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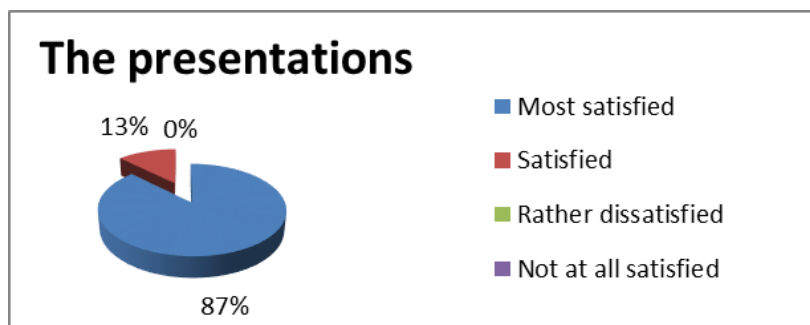
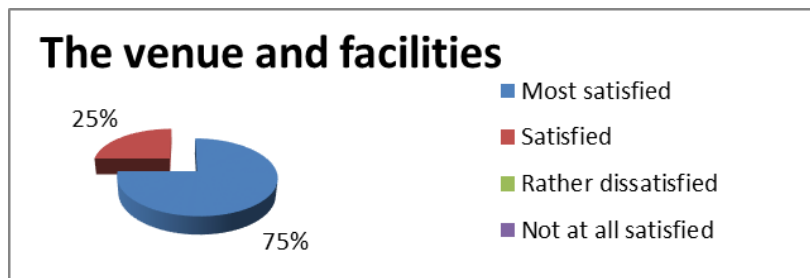
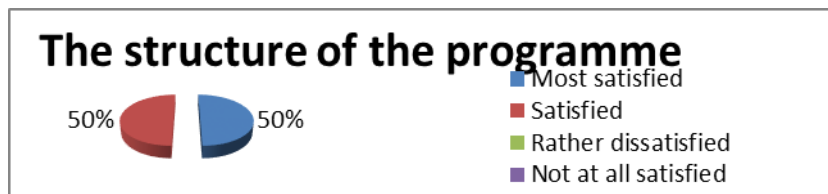
Strengths and limitations of the event: please include comments received

Strengths of the event and contributions or activities enjoyed by participants:	<ul style="list-style-type: none"> • Useful information • Exchange of experiences • Real-life examples • Interactive approach • Open discussion
Suggestions for the improvement:	<ul style="list-style-type: none"> • More intensive promotion to attract more participants • longer training (2-3 days)
Any further comments	

Additional comments

Charts of the statistical figures from the tables above (pie or bar charts);

First set of questions





The discussions

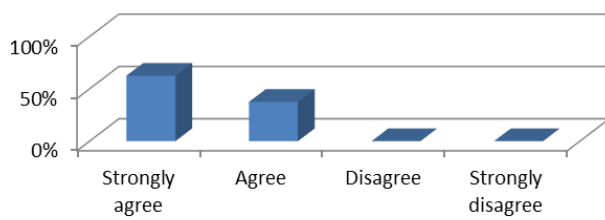


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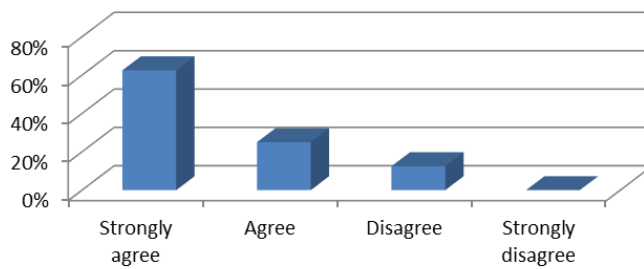
- Most satisfied
- Satisfied
- Rather dissatisfied
- Not at all satisfied

The second set of questions

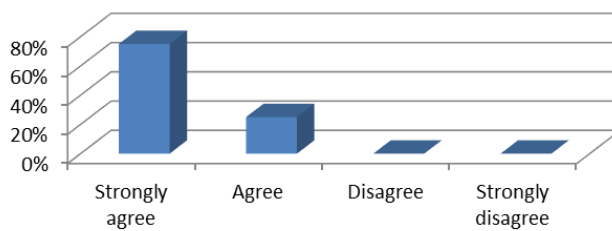
The information I got will be of immediate use to me



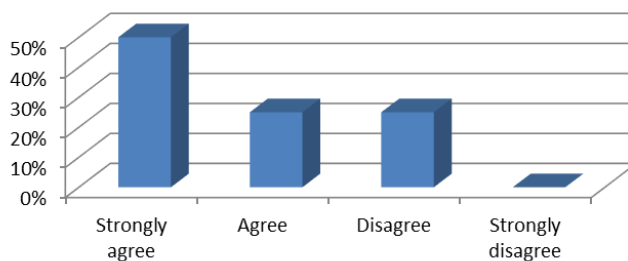
This event covered to a very high extent the topics I have expected.



I enjoyed the cooperation and interaction with the other participants.

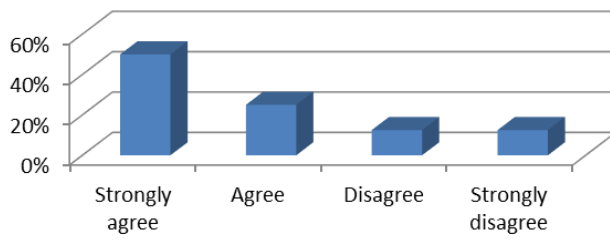


My expectations about this event were met or exceeded.

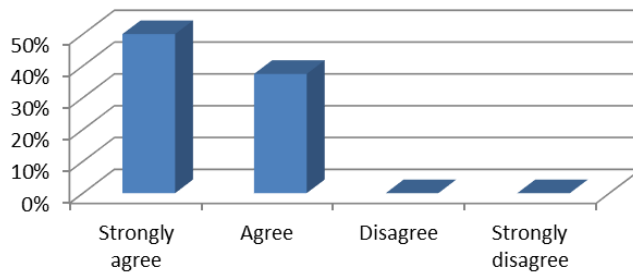




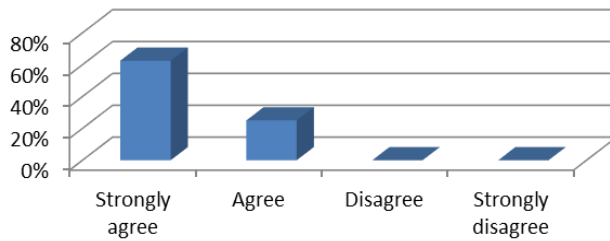
The materials distributed are useful and informative.



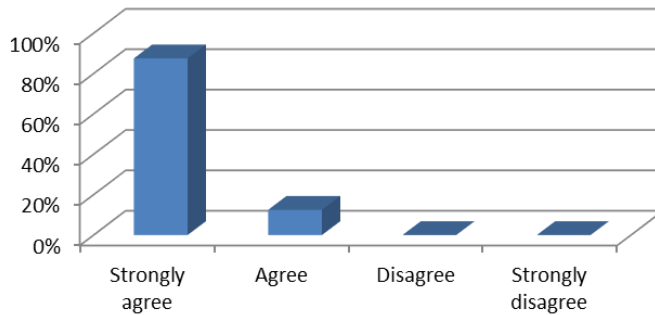
The discussions were relevant for the participants.



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

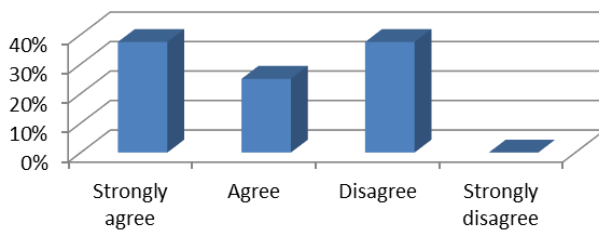


The overall organisation was professional.

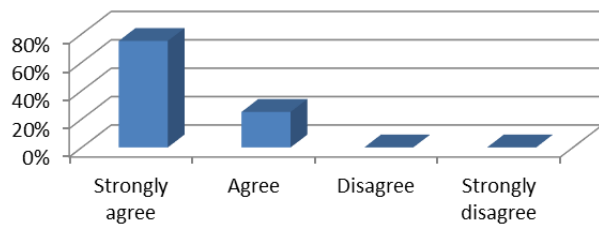




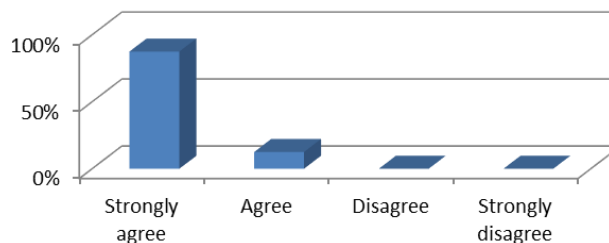
The time management was always to my fullest satisfaction.



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



I would recommend this kind of event to my colleagues.



Lessons learned

- *To carry out more aggressive promotional campaign in order to attract more participants*

Additional comments

May be filled by any of the organising partners

The training was successfully organized in accordance with the defined agenda.