



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:	Staniša Perić
Event Title:	Training on Market Strategy
Event Date:	07.06.2017.
Event Venue:	University of Nis (room 38), Univerzitetski trg 2, Nis
Type of event: (National, international, press conference, promotional event etc.)	National
Short description:	
<p>The work package 4 (continuing education dimension) within project IF4TM includes activity 4.3 that consists of five one-day trainings intended to be held at HEIs on “Market Strategy”. The aim of the training is to present the concepts of the marketing and creation of additional value for consumers. In the addition, participants were introduced to 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.</p>	
Organiser(s):	University of Nis invited participants, organized the training, prepared attendance list and report. UBG delivered the training and developed training material.
Agenda:	https://trello.com/c/IExyzhrw/31-43-development-and-delivery-of-training-on-market-strategy-tl-ubg
Total number of participants:	14
Links to further information:	
Other personal remarks:	



EVENT ROLLOUT

Some general information (to be filled by organisers)

The WP4 within project IF4TM includes activity 4.3 that consists of five one-day trainings intended to be held at HEIs on “Market Strategy”. The training at UNI was organized after the trainings at SUNP and UKG and the target groups were researchers, students, competitions’ participants, as well as other participants who are in some manner interested in this topic.

Participants were introduced to the concepts of the marketing and creation of additional value for consumers, marketing environment, 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.

The invitation letter and the Agenda was drafted by UBG and sent to UNI that was responsible for sending the invitation to participants and for organization of the event.



Final Event Agenda + Participant list + Pictures

AGENDA “Strategija tržišnog nastupa”

7. jun 2017.
Univerzitet u Nišu

9:45 – 10:00	Registracija	
10:00 – 10:45	Marketing koncept i kreiranje vrednosti za potrošače	<i>Jelena Filipović, 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>Jelena Filipović, Univerzitet u Beogradu</i>
12:15 – 12:45	Kafe pauza	
12:45 – 15:00	Radionica: Analiza slučajeva iz prakse ili (u zavisnosti od sastava publike) Individualne konsultacije sa takmičarima kako da unaprede svoje ideje i efektivno prezentuju	<i>Jelena Filipović, Jelena Cvetanović Svi (grupni rad)</i>
15:00 – 15:15	Diskusija i zaključci	

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 Market Strategy
Venue:	The Rectorate of University of Niš
Date:	07.06.2017.
Organisers:	University of Niš, University of Belgrade

	Name	Organisation	Signature
1	Jelena Filipović	UBG	<i>[Signature]</i>
2	Miodrag Stasić	UNI	<i>[Signature]</i>
3	Nikola Đaković	ELFAK	<i>[Signature]</i>
4	Miroslav Mirković	UNI	<i>[Signature]</i>
5	Marko Miroslavić	UNI	<i>[Signature]</i>
6	Jelena Četanić	UBG	<i>[Signature]</i>
7	Staniša Perić	UNI	<i>[Signature]</i>
8	Filip Rajić	UNI	<i>[Signature]</i>
9	Đorđe Đorđević	UNI	<i>[Signature]</i>
10	Marko Žinković	UNI	<i>[Signature]</i>
11	Đorđević Snežana	ELFAK	Đorđević Snežana
12	Sasa Hirdić	ELFAK	<i>[Signature]</i>
13	NEBOJŠA Jorović	ELFAK	<i>[Signature]</i>
14	Dejan Mitić	ELFAK	<i>[Signature]</i>
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