



## Preparation of promotional campaign AGENDA

Location: Serbian Association of Managers, Smiljanićeva 24, III floor, Belgrade  
Time: November 19-20 2021

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### DAY I

10 <sup>30</sup> – 11 <sup>00</sup> h	Registration of participants	
<b>Part I</b> Opening and welcome speeches		
11 <sup>00</sup> – 11 <sup>30</sup> h	Report on dissemination activities at ADA project until November 2021.	UNIKG
11 <sup>30</sup> – 12 <sup>00</sup> h	Dissemination activities of academic partners individually until November 2021	Representatives of UNS, UB, UNI, UNIKG
12 <sup>00</sup> – 12 <sup>30</sup> h	Discussion	
12 <sup>30</sup> – 13 <sup>00</sup> h	Organization of promotional team for promotion of ADA master	UNS
13 <sup>00</sup> – 14 <sup>30</sup> h	<i>Lunch break</i>	
<b>Part II</b> Title		
14 <sup>30</sup> – 15 <sup>00</sup> h	Budget for promotional campaign	UNS
15 <sup>00</sup> – 15 <sup>30</sup> h	Role of SAM in the promotional campaign	SAM
15 <sup>30</sup> – 16 <sup>00</sup> h	Proposals for promotional campaign by Milan Okanovic	UB
16 <sup>00</sup> – 17 <sup>00</sup> h	Discussion	

### DAY II

9 <sup>30</sup> – 10 <sup>00</sup> h	Registration of participants	
<b>Part I</b> Title		
10 <sup>00</sup> – 10 <sup>30</sup> h	Reporting related to dissemination activities and promotional campaign	UNS
10 <sup>30</sup> – 12 <sup>00</sup> h	Definition of indicators of promotional campaign	UB
12 <sup>00</sup> – 12 <sup>30</sup> h	<i>Coffee break</i>	





**ADA**  
ADVANCED DATA  
ANALYTICS IN BUSINESS

Co-funded by the  
Erasmus+ Programme  
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12 <sup>30</sup> – 15 <sup>00</sup> h	Development of the Plan for promotion of ADA master	All partners
15 <sup>00</sup> – 16 <sup>00</sup> h	<i>Discussion and closing of the meeting</i>	

