



# ABOUT US

MODUS is a full service, professional creative team that organizes corporate, commercial, and cultural events independently, or on behalf of our clients.

We are experts at promotional strategy, and implement our plans with precision.

Client satisfaction is the most important factor in our corporate culture. If a client knows exactly what they want, we follow their directives. If a client has a vision of what they want to achieve, but is not quite sure how to do it, we confer, offer various options and develop a plan. When we execute the plan we keep the client apprised of our progress every step of the way. Deadline are met and made, budgets are strictly adhered to.

We have a network throughout the region that we tap into for everything needed to put together a brilliant event.

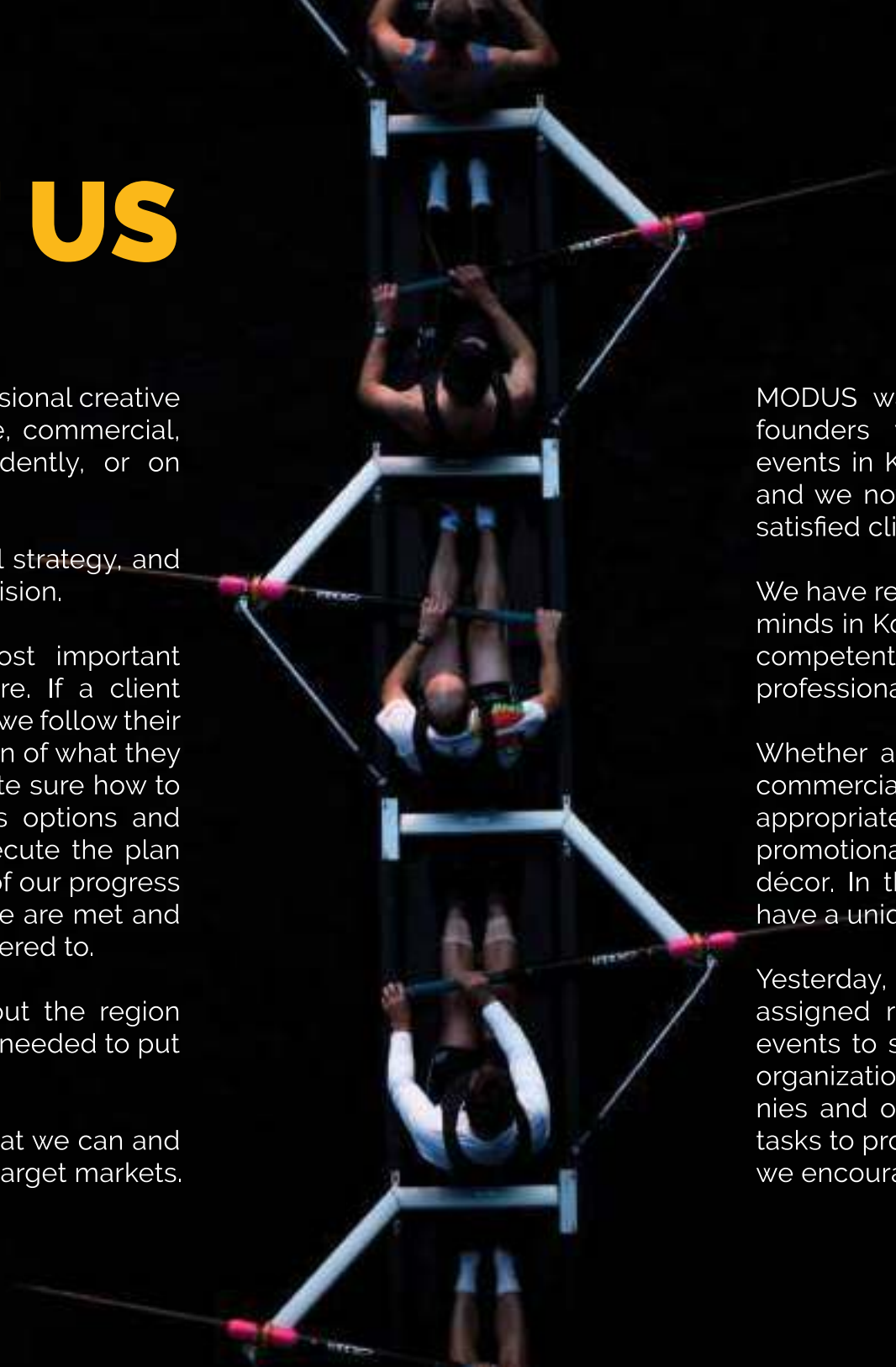
Our clients can rest assured that we can and will do everything to impress target markets.

MODUS was established in 2012, but our founders were independently producing events in Kosovo for a decade prior to that, and we now boast a long list of thoroughly satisfied clients.

We have recruited some of the most creative minds in Kosovo and honed them into highly competent, dedicated and enthusiastic professionals in the field.

Whether an event is corporate, cultural, or commercial, MODUS will incorporate the appropriate themes, formats, design layouts, promotional materials, merchandise and décor. In the end you and your guests will have a unique and memorable experience.

Yesterday, companies and organizations assigned responsibility for the planning of events to someone within their company or organization. Today, more and more companies and organizations are entrusting those tasks to professionals such as ourselves, and we encourage you to do the same.



# THREE IMPORTANT VALUES

## TIMING

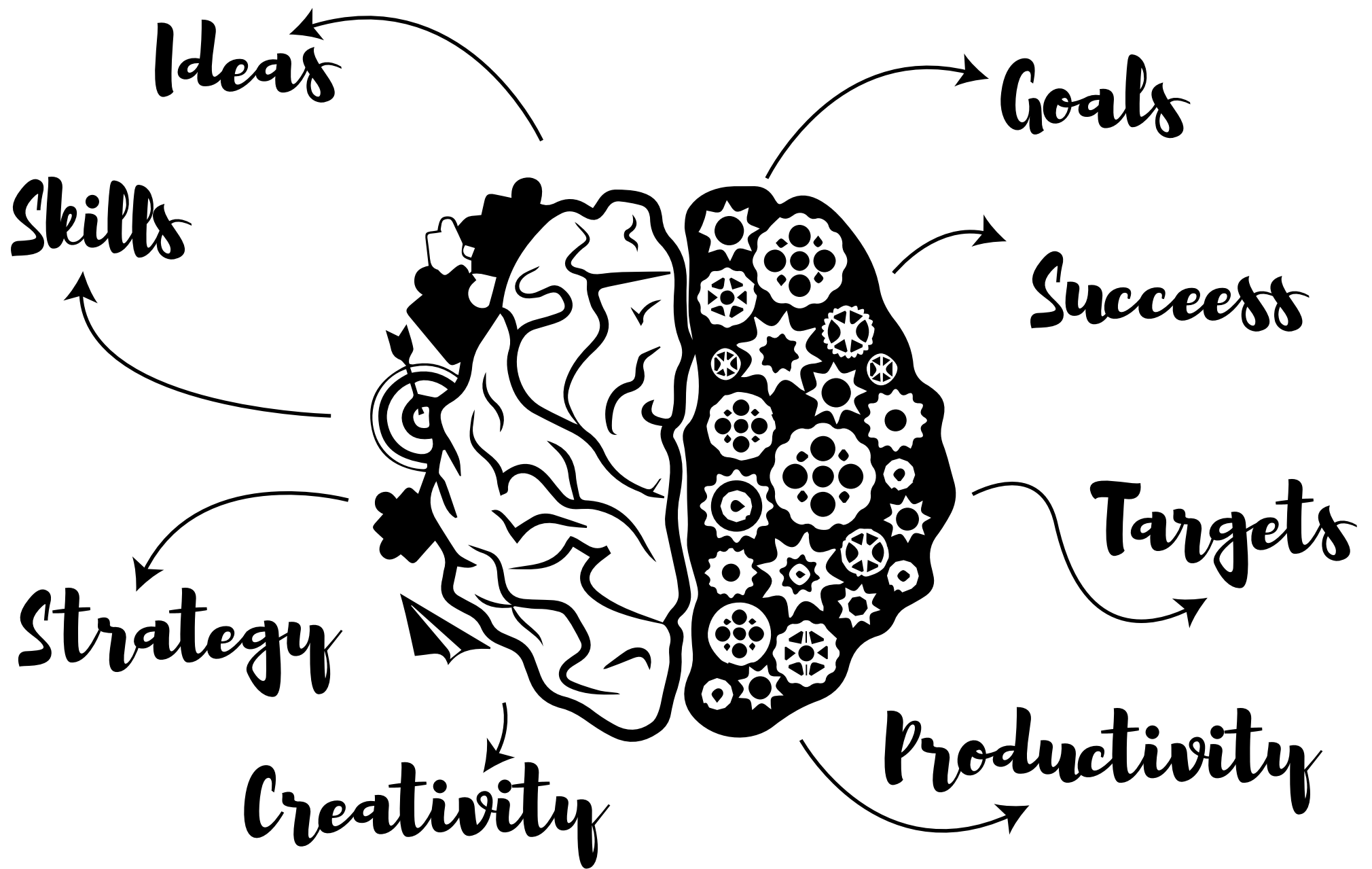
We are experts at promotional strategy, and implement our plans with precision.

## COORDINATION

We have a network throughout the region that we tap into for everything needed to put together a brilliant event.

## ATTENTION

When we execute the plan we keep the client apprised of our progress every step of the way.







## ADDITIONAL SERVICES

- FUND-RAISING & CHARITY EVENTS • CORPORATE LUNCHEONS • BUSINESS MEETINGS • PROMOTIONAL CAMPAIGNS • PROMOTIONAL MATERIALS
- CONSULTING • LOGISTIC • THEME PARTIES • VENUE OPTIONS • HOSTESSES • CATERING SERVICE ARRANGEMENTS • DECORATIVE COMPONENTS
- CREATIVE MERCHANDISE • GIFT IDEAS • STAGE & LIGHTS • SOUND AND AUDIO SYSTEM PRODUCTION • VJ - VISUAL EFFECTS • PYROTECHNICS
- DIGITAL MARKETING • VIDEO PRODUCTION • PHOTO SHOTS • DESIGN GRAPHIC AND INTERIOR • SOCIAL MEDIA MANAGEMENT • PUBLIC RELATIONS

# OUR MANAGERIAL SKILLS



Project  
Management



Delegation &  
Time Management



Practical &  
Creative Ideas



Environment  
Setup Expertise



Teamwork  
Methodology



Marketing &  
Public Relations



Artistic &  
Visual Skills



Multitasking



Analytical &  
Problem-solving



Creative  
Planning



Since 2011

# OUR ORIGINAL ANNUAL EVENTS



Since 2013



Since 2014



Since 2015



Since 2017



# COMMERCIAL EVENTS

Clever commercial entities turn to MODUS to organize their events because they know they can trust us.

If they already have an advertising and marketing strategy and campaign, we work with in it when planning an event. But we are also fully capable of coming up with new messages and approaches to reach a client's target markets.

We can help you establish your brand, grow your brand, and reposition your brand, according to your business plan.

In 2011 we organized Kosovo's first Beer fest. The annual party has helped a number of new breweries, domestic and international, gain a foothold in the market by exposing their products and goods to thousands of thirsty Kosovars who are looking for a good time.

The Beer Fest stage quickly became coveted territory for performing artists looking to launch material, and reach new fans.



# CULTURAL EVENTS

Our cultural events bring together people who wish to express their traditions and values and meet like minded people.

We work with the artists who are featured in our presentations to maximize the entertainment value for our patrons. We chose our venues carefully, factoring in what they can add to the events we stage within them.

MODUS is the industry leader in the Balkans region when it comes to event organizing. Our events are followed by people from all over the world, and we continue to learn from the international impresarios we are networking with, so our shows keep getting better and better.







## CORPORATE EVENTS

MODUS also works with corporations to further their causes. We organize meetings, conferences, exhibitions, celebrations, business trips, team buildings, marketing and PR events, product launches, and anything else our client's desire.

It is always a pleasure for us to work with organizations that are comprised of consummate professionals who are open to collaborating to create events that leave guests slack-jawed and smiling.



# "BEERFEST KOSOVA"

*Edition 1 to 8*

1<sup>ST</sup>

2012 2013 2014 2015 2016 2017

8<sup>TH</sup>

To be continued

The first festival was held in 2011 and has been held every summer since. Today it is one of the most eagerly anticipated in the country drawing thirsty beer lovers from all across Kosovo, and beyond our borders.







Beer Fest Kosova, the first festival of its kind in Kosovo, is a beer exhibition featuring domestic and international beers. Guests enjoy food, live music, games, and standup comedy etc.









The background image is a dynamic night scene from an electronic music festival. A large, dark crowd of people is silhouetted in the foreground, looking towards a brightly lit stage area. The stage is bathed in intense green and blue light, with several powerful spotlights creating sharp beams that cut through the air. The overall atmosphere is energetic and immersive.

# THE SUMMIT

ELECTRONIC MUSIC FESTIVAL





## *Great Impact*

**THE SUMMIT** is a huge source of inspiration for Kosovar artists, as they have an opportunity to meet and learn from some of the greatest talents in electronica.

For three years the festival has drawn electronica enthusiasts to Prishtina from all over Kosovo. Word has now spread beyond our borders and **SUMMIT** is starting to attract shiny happy dancers from near and far.



## *Great Music*

*Many internationally acclaimed DJs have shared the stage with Kosovo's best at Germia Park in Prishtina over the annual two day event.*









## ALBANIADA

*This event attracts the interest of many tourists and curious people from the region and the world.*

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A unique event (festival) in the region, it breathes new life into games and sports from bygone eras.

This event attracts tourists from across the Balkans and around the world. This event is entertaining and enlightening. Patrons are exposed to, and can participate in, the games that were played by our forefathers for centuries.

The games relate to hunting, farming and battling. Children who play the games sharpen their physical skills – speed, agility, tactical thinking and cooperation.









*edition 1 & 2*

# EKSPLOREER

*Feel nature like never before*

eKSplorer is a tourism fair supported by Swiss Contact and PPSE. The fair aims to promote outdoor adventure tourism in Kosovo.

This unique event presents opportunities for hiking, rafting, biking, kayaking, skiing, and camping. Participants in this fair have the opportunity to try and experience climbing walls and rope-climbing, zip line and Via ferata in the center of Prishtina.

In the evening participants are invited to enjoy the music of local bands. This fair is held twice a year to represent winter and summer outdoor activities that can be performed in Kosovo.



*Hiking*



*Rafting*



*Kayaking*



*Biking*



*Skiing*









## FALL - WINTER SEASON







## SPRING - SUMMER SEASON







2017

# PRISHTINA INTERNATIONAL AUTOSHOW

*For the first time in Kosovo*



A public exhibition of in-production automobile models, and concept cars.



Attended by automotive industry representatives, dealers, auto journalists, car enthusiasts and even people who are not that interested in cars but are supporters of the eco world.

This unique feature simplifies that one of the main reasons of this exhibition, is the promotion of eco-friendly cars using both hybrid-diesel and electric current to produce energy.



*Attended by more than  
**25.000 People in 4 days.***









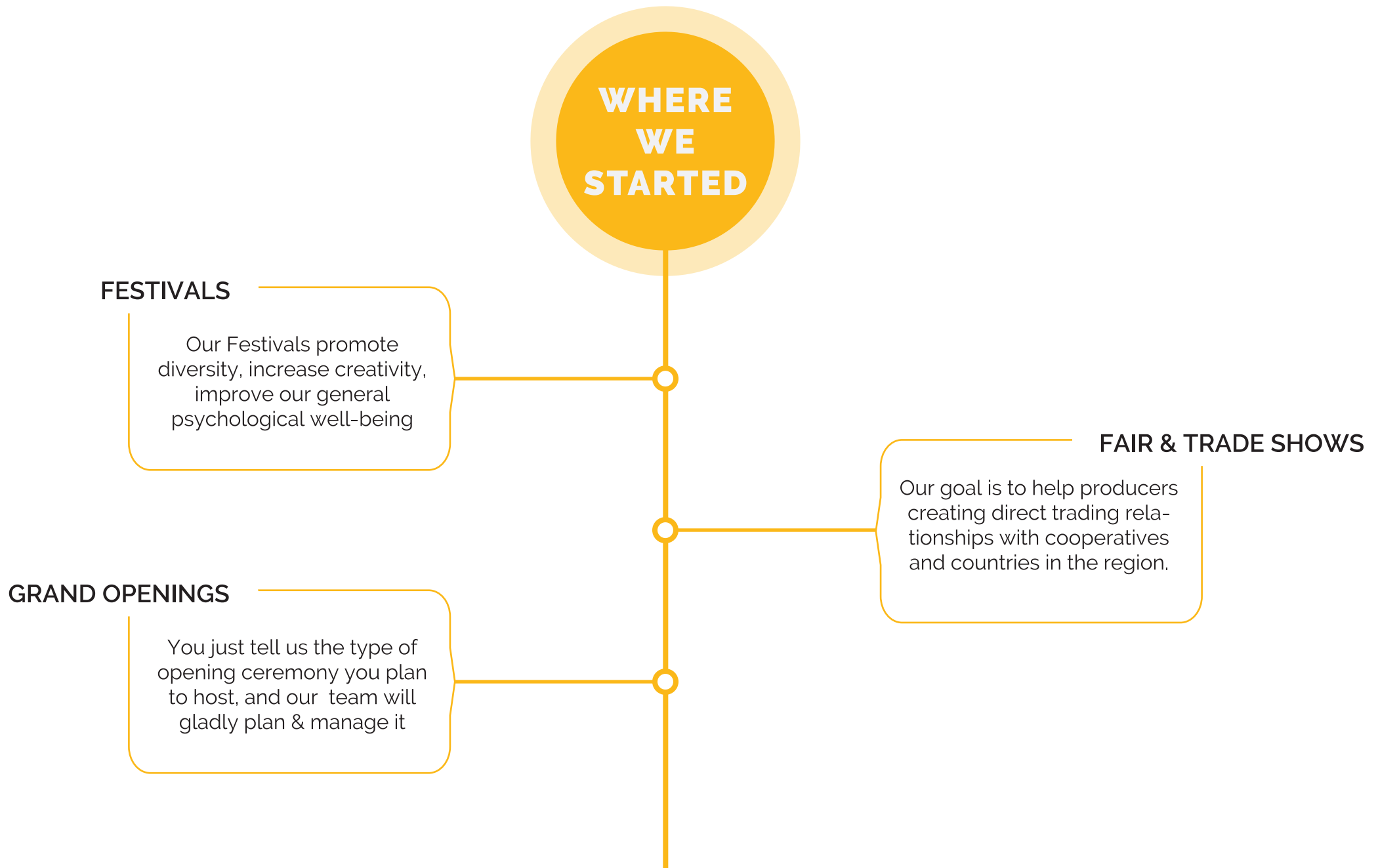


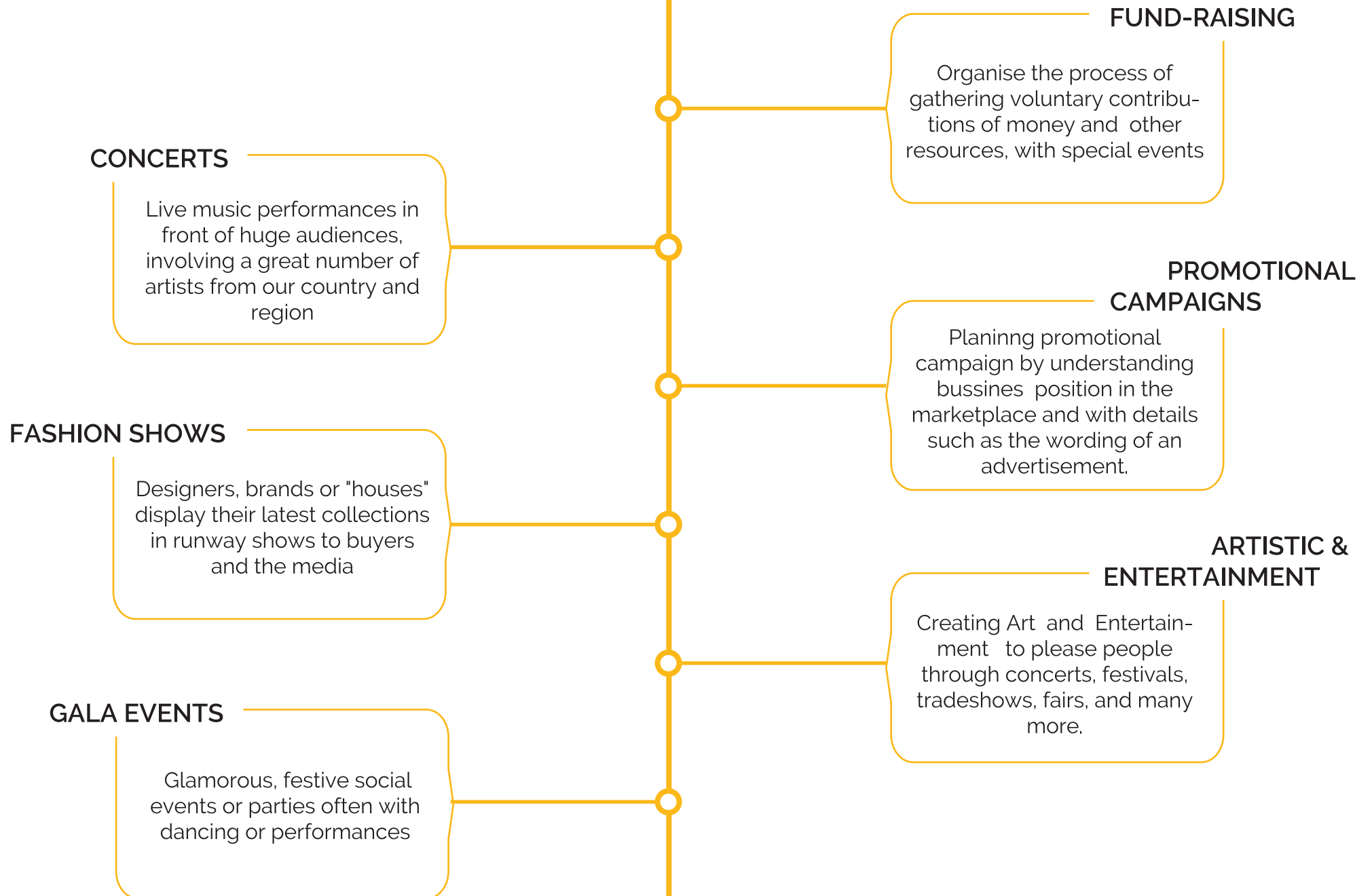






We are your complete **event planning** solution...





...and we tailor our services to you...

## STREET ART PROJECTS

Forms of visual art where artists work to bring messages or just simply or just simply beauty to an audience.

## CONVENTIONS

We organise large meetings or conferences for political or bussiness parties or other particular proffesions

## RECEPTIONS

Formal parties where the guests are welcomed by the hosts and guests of honor.

## ARRANGEMENTS

Planning or scheduling formal agreement especially on personal, social, political matters

## THEME PARTIES

Creative parties by the planners imagination including food, decorations, activities; and costumes or a particular style of dress.

## BUSINESS MEETINGS

Organise from the start to the end all the preparements, location, agenda, cocktails and lunch.

## ANNIVERSARY

We take care of everything on people's anniversaries, including the smallest details.

## CORPORATE

Our goal is to help companies create relationships with cooperatives and countries in the region.

## CORPORATE LUNCHEON

Midday meal as part of your meeting or for entertaining your guests

**WHERE  
WE ARE  
NOW**

...with the outmost **professionalism!**



# Micro Business Fair

## CDF & World Bank

The aim of this event was to promote SMEs that are supported by CDF.

A secondary goal of the event was to encourage consumers to buy locally produced goods and services.

PR Solutions contracted MODUS to conceptualize and produce the event.

### CDF

Community Development Fund

CDF - Community Development Fund presented a trade fair for approximately 100 recipients of financial and technical support from their Social Inclusion and Local Economic Development Project – which was bankrolled by the World bank







## CDF & World Bank





# ECONOMIC FORUM KOSOVO-GREECE

*Emerald Hotel was the venue for the Forum on Economic Relations, Challenges and Perspectives between Kosova and Greece*



Emerald Hotel was the venue for the Forum on Economic Relations, Challenges and Perspectives between Kosova and Greece.

Modus was contracted by PR Solutions to organize the event. The event was commissioned by the Greek Liaison Office in Pristina and the Kosovo Chamber of Commerce.



We have repeatedly been commissioned by Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH (GIZ) to organize their events.



## GIZ German Cooperation Forum



Municipalities' property and prosperity event was one of many events that we organized for GIZ.

We have also organized many of GIZ's conferences.



# ALBANIAN DIASPORA ECONOMIC FORUM











## **B2B MEETINGS**

ALBANIAN DIASPORA ECONOMIC FORUM









REGIONAL

**ANTI - CORRUPTION**



CONFERENCE

# **FILTER INAUGURATION EVENT**

## *NewCO FERONIKELI*

Modus designed the space and provided hostesses. We also organized the post-ceremony cocktail party.



More than 100 guests, representing numerous local and international institutions, businesses, and media outlets, participated



MODUS and PR Solutions organized ribbon cutting ceremony the new air pollution abatement chimneys at the NewCo Ferronikeli, Drenas.



# RUGOVE COORPORATION

*Water and CheeseWater & Cheese production factory*



A half million euro project, funded by the European Union and Ministry of Agriculture, established an invaluable facility for the development of a commercial food production in the Rugova region.

MODUS organized the grand opening of a new annex of the cheese factory.  
We were responsible for every facet of the event the event from concept, to promotion, to production, to documentation (in-house and media).



Location



PR & Media



Live music



Lighting



Stage



# *Opening Ceremony*



## **CONAD** Supermarket

Conad is the first large Italian retail food market to establish itself in Kosovo. The opening ceremony was organized by our team, which gave Kosovars an excellent first impression of Conad.

# STUDY TOUR NAPOLI

## EU Culture for All

The EU-funded project, Culture for All, managed by the European Union Office in Kosovo and implemented by ARS PROGETTI, organized a tour to the prestigious Theater Festival of Napoli.



### ROLE

*Modus had a role for assistance from starting the announcement of campaign up to*



### PURPOSE

*The goal was to encourage cooperation between Kosovar artists and Western theatre professionals*



### TASKS

*Our tasks - stage discussion and presentation, projector screens, sound and light, cocktail area and catering, music etc.*

Modus worked in conjunction with PR Solutions to promote the campaign. We also aided in the preparation of the event site.



A family of three is captured in a joyful moment in a field of tall poppies. The mother, on the right, is wearing a white tank top with a peace symbol and blue denim shorts, with her arms raised high. The father, in the center, is wearing a white t-shirt and light-colored pants, smiling. A young child, on the left, is also wearing a white tank top and is laughing with their hands raised. The air is filled with many red and orange flower petals that have been thrown, creating a sense of movement and happiness. The background is a clear blue sky.

It's not how **much** we give  
but how much **love** we put  
into **giving**

# Down Syndrome Kosova



## FUND RAISING CHARITY EVENT



We have provided consultancy for the  
NGO Down Syndrome Kosova (DSA)  
in their efforts to attract funding for their mission.

Our expertise helped the organization  
raise 100,000 euros, and we continue to organize  
events for the charity







# **DOWN SYNDROME**

## MARMALADE PRODUCTION FROM DSK

*PROMOTIONAL EVENT*





## EU Day Concert



This event was organized on the 9th of May in honour of EU day by MODUS team and funded by EU Information and Cultural Centre in Kosovo.







The main purpose of the event was to raise awareness of EU values, enlighten attendees about history of the union.

The primary target market was Kosovo's youth.

Fun games and quizzes hilted the effort, and various EU member states provided their traditional foods via their local representative offices.



The event was organized in the city center at Zahir Pajaziti Square and was attended by people of all ages. In the evening a Swedish band performed in front of many Kosovar youngsters.

In the evening a Swedish band performed in front of many Kosovar youngsters.



**COLORS**  
**SPEAK LOUDER THAN**  
**WORDS**



# STREET ART UTOPIA



The EU-funded project Culture for All, managed by the European Union Office in Kosovo and implemented by ARS PROGETTI, launched an Art Prize competition focused on innovation and creativity. Young artists, individual and collectives, compete for awards for mural painting and installations in urban spaces.



EU Culture for All



Modus had a role of communication and assistance in this project with ARS PROGETTI and EU-Office, and to promote and notify the artist community for the Street Art project. Further, we organized and monitored the work and anything that was needed.

# OPENING CEREMONY



BOULEVARD LLC - Representatives  
of **UNITED COLORS of BENETTON**  
- Store in Prishtina  
PLANNING & MANAGING

*Consulting for the Opening  
Ceremony (Inauguration)  
of the most prestigious  
Italian boutique in Kosovo.*

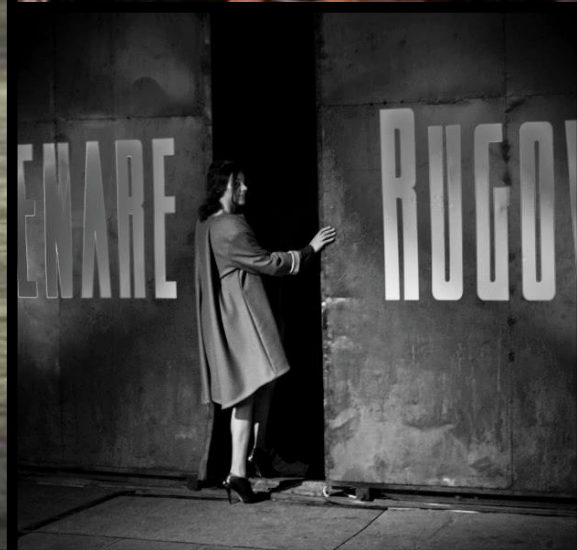


MODUS organized the grand opening of the Benetton boutique in Prishtina.  
We planned and produced the promotional campaign for the launch.





# KRENARE RUGOVA FASHION SHOWS





# Tito & Tarantula Concert

**Tito & Tarantula is an American rock band that performed in Kosovo.**  
We were invited to organize their concert by the Mayor of Gjakova, Mrs. Mimoza Kusari Lila.  
The concert was a hit with attendees and the band gained new fans.





## NEW YEAR EVE 2015

in cooperation with municipality of Prishtina

# Prite N'shesh

### Special Invitation

Modus Team was invited by the Mayor of Prishtina Mr. Shpend Ahmeti to plan and organize an event on the New Year's Eve named "Prite n'Shesh"



Joyful Night

Even though the temperatures were as low as  $-17^{\circ}\text{C}$  the event went smoothly and people from all over Kosovo enjoyed this festive night in the main square of Prishtina.



“PEOPLE DON'T **REMEMBER DAYS**  
THEY **REMEMBER MOMENTS**”



# MABETEX CORPORATION ANNIVERSARY

MODUS was honored to be commissioned to organize this gala extravaganza for the Kosovo's largest global corporation.

We promoted and produced the entire concept of the ceremony.



2014 -2015

# EU and EULEX reception

*JOINT RECEPTION OF EULEX AND THE EU*



EULEX and the EU Office in Kosovo initiated a joint reception to start a new year of cooperation for future projects.  
Protocolled event by invitation only: hosted by Mr. Samuel Žbogar, head of the EU's office in Kosovo, and the EULEX Head of Mission Mr. Bernd Borchardt.





The reception was held at the Modelarium of the Faculty of Architecture in Pristina and hosted 300 guests including EULEX and EU representatives, government representatives, cabinet ministers and mayors.

The main tasks of organizing the reception were choosing the location, arranging the stage and location, lighting and visuals for both internal and external area, as well as catering.



2017

# EUROPE DAY EVENT

The European Union organized its annual event "Europe Day" on the 9th of May, 2017. The event was given a modern, state-of-the-art look by Modus Events and Entertainment



Outdoor Special  
Light Effects



Venue Decoration



Hosting  
& Monitoring



Balancing the  
Areas



Implementing the best  
event protocols



Decorating the  
Historic Monuments





## ***Details Matter***

*The design of the venue is always the focus point of the event.*



## ***A Brand New Look***

*We gave the national museum a different taste with different light colors.*



## ***Enjoyable Feast***

*A happy guest is a returning guest.*



### **The VIP reception and protocalled occasion by invitation only was organized at National Museum.**

It was hosted by the new Head of the EU Office in Kosovo and the EU Special Representative, Mrs. Nataliya Apostolova.

MODUS created the event's aesthetic and ambience. We utilized visual effects on the outside of the building as well as decorating its interior.

We also monitored the whole event based on protocol requirements.



Recycle for green future sustainability and renewable energy...





2018

# GREEN FESTIVAL

powered by EMPOWER Private Sector / USAID

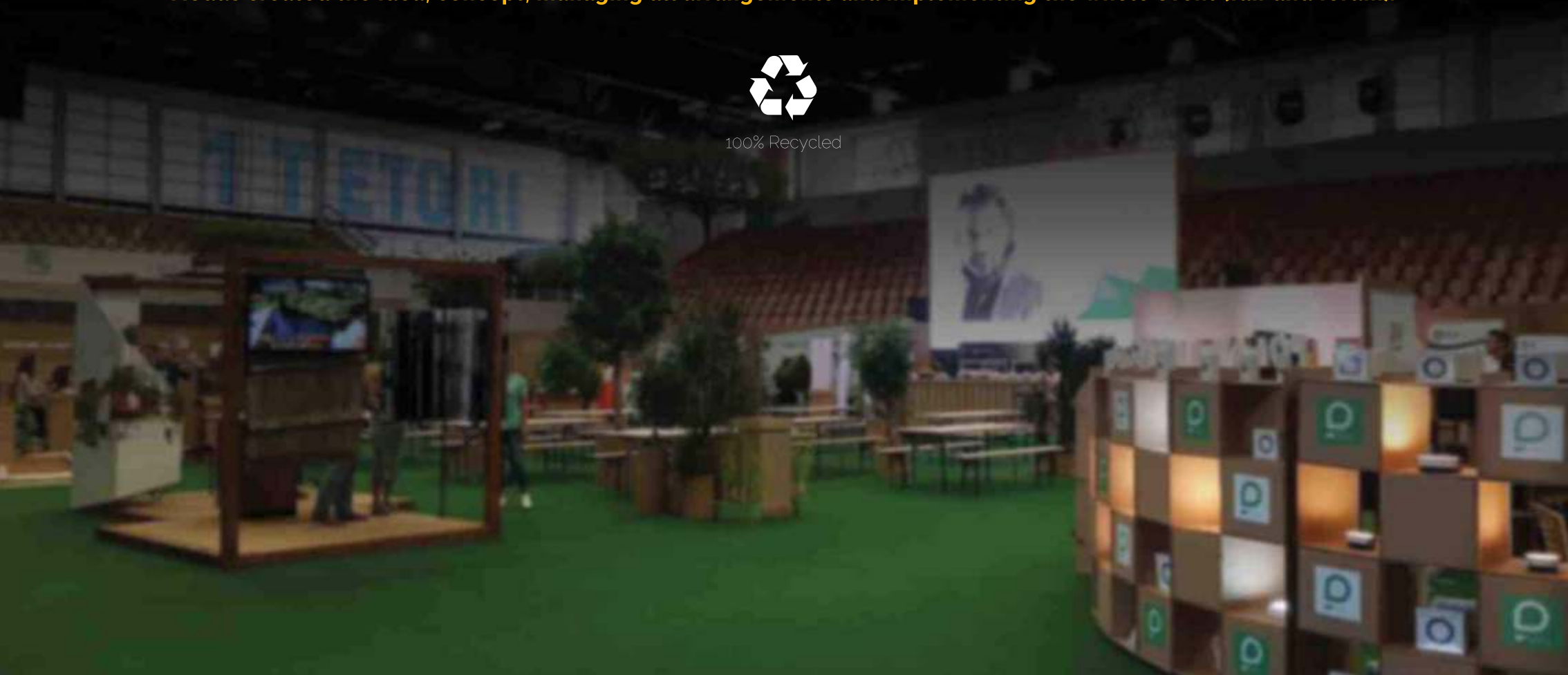
The 3rd edition of the Green Festival at 1 Tetori Sports Hall in Prishtina held on, 2018, with over 40 green companies from Kosovo that presented products and services. Including, Parallel activities that took place to spark the visitor's curiosity regardless of their age.

In addition, during 3 days of the event forum local and international speaker's experts explained about the trends in recycling, energy efficiency, and renewable energy.

**Modus created the idea, concept, managing all arrangements and implementing the whole event (fair and forum).**



100% Recycled









Look deep into nature,  
and then you will understand  
everything better.

## CARDBOARD DETAILS





A hand is silhouetted against a dark night sky, reaching upwards towards a dense shower of golden sparks or fireworks. The sparks are bright and numerous, creating a starry effect. The hand is positioned in the center-left of the frame, with fingers spread. The background is filled with the falling sparks, which are more concentrated in the upper half of the image. The overall mood is one of awe and celebration.

**AN EVENT IS NOT OVER UNTIL...  
EVERYONE IS TIRED  
OF TALKING ABOUT IT**



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