Postgraduate Diploma
Cultural Events Management

tech *global university*

Postgraduate Diploma
Cultural Events Management

- » Modality: **online**
- » Duration: **6 months**
- » Certificate: **TECH Global University**
- » Credits: **18 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

Website: **www.techtitute.com/us/humanities/postgraduate-diploma/postgraduate-diploma-cultural-events-management**

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01

Introduction

Achieving a great impact on the population through music, film, literature or art festivals, as well as their continuity over time, is one of the great challenges facing cultural managers today. Therefore, a professional profile with extensive management skills and multidisciplinary and up-to-date knowledge is increasingly in demand for the achievement of successful events in a highly competitive sector. Due to its relevance and the great value of culture in society, TECH has designed this 100% online academic program that provides the most advanced knowledge on production, design and planning of cultural events. All this in order for the graduate to succeed in a professional field with a promising future. For this purpose, this institution provides innovative, comprehensive and up-to-date multimedia content that can be accessed 24 hours a day, from any device with an Internet connection.

With this 100% online Postgraduate Diploma you will take the professional leap you are looking for in Cultural Events Management"

Music festivals such as Sziget (Hungary), film festivals such as the one held in Cannes (France) or literature festivals in Buenos Aires have managed to endure over time thanks to their excellent planning, design and promotion. These are just a few examples of the many cultural events that are held every year around the world, bringing culture in its different formats to all kinds of audiences. However, behind all these visible projects is the figure of the cultural manager, capable of transforming the idea or work of an artist into a cultural action that generates a great impact on society.

The relevance of the cultural sector, its transcendence, as well as the increasing interest of the general population in all its manifestations, have made the figure of the cultural events manager essential in both public institutions and private companies. Thanks to it, the different artistic disciplines are kept alive and every year gather millions of people in concerts, museums, theater venues or dance shows. Faced with this reality, TECH offers the graduate a Postgraduate Diploma in Cultural Events Management that will lead to professional growth in a field that requires professionals with high qualifications and multidisciplinary knowledge.

Students are before a program that will take them, through multimedia didactic material, to delve into the necessary tools for the management of cultural organizations, the third sector as a social opportunity and the steps to design a project, as well as all the elements (venues, access, evacuation plans, security, etc.) essential for the execution of any cultural event.

The professional is, therefore, faced with an excellent opportunity to progress in a sector with a future through a university qualification that can be taken comfortably, whenever and wherever they wish. All you need is an electronic device (computer, *Tablet* or cell phone) with an Internet connection to access the content hosted on the virtual platform. In addition, students have the possibility of distributing the course load according to their needs. This makes this program an ideal academic option for those seeking to balance their work and/or personal responsibilities with a quality Postgraduate Diploma.

This **Postgraduate Diploma in Cultural Events Management** contains the most complete and up-to-date program on the market. The most important features include:

♦ The development of case studies presented by experts in Cultural Management

♦ The graphic, schematic and practical contents of the book provide technical and practical information on those disciplines that are essential for professional practice

♦ Practical exercises where self-assessment can be used to improve learning

♦ Its special emphasis on innovative methodologies

♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments

♦ Content that is accessible from any fixed or portable device with an Internet connection

Delve into the new trends in the creation of Cultural Events and apply them in your professional performance"

Access a university qualification that will enhance your professional career as a Cultural Events manager"

An academic option that will allow you to successfully develop cultural festivals that generate a great impact on society.

You have 450 teaching hours of advanced knowledge about public, private and coordinated management of cultural events. Enroll now.
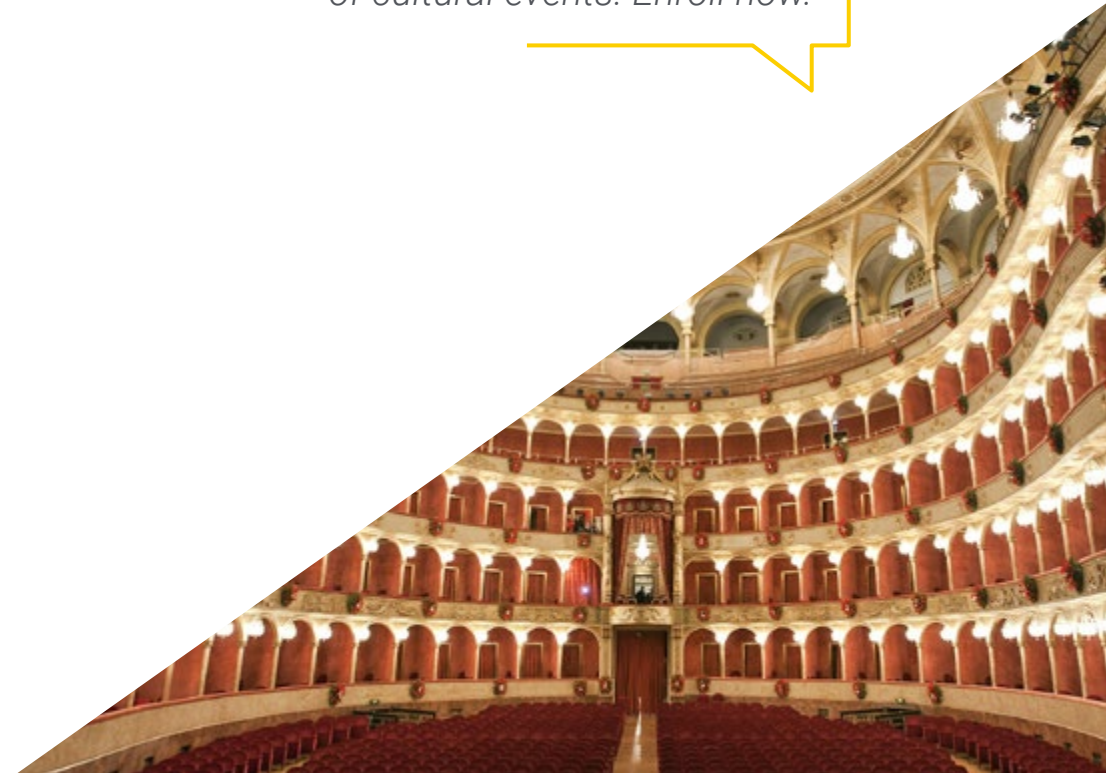
The program's teaching staff includes professionals from sector who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

Its multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive education programmed to learn in real situations.

The design of this program focuses on Problem-Based Learning, by means of which the professional must try to solve the different professional practice situations that are presented throughout the academic course. For this purpose, the student will be assisted by an innovative interactive video system created by renowned experts.

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Objectives

At the end of this Postgraduate Diploma, the graduate will have achieved their professional development objectives within the cultural sector. Therefore, after 6 months of training, they will be able to organize, program and execute any cultural action, using the most effective marketing strategies and complying with current safety regulations. The teaching team that teaches this program will guide the students so that they can successfully achieve their goals.

The case studies provided by specialists in the cultural sector will lead you to effectively use all the tools for the management of cultural organizations"

General Objectives

* Organize a cultural program
* Know how to define the target audience
* Understand and interpret reality based on cultural skills and procedures
* Identify the challenges of space management

TECH provides you with an unparalleled opportunity to advance in your career through a 100% online, flexible education that adapts to you"

Specific Objectives

Module 1. Production and Direction in Cultural Management
- Enhance cultural development in third-sector organizations
- Know disseminate the cultural heritage

Module 2. Design of Cultural Events
- Putting experiential marketing into practice
- Choose the right venue for your event

Module 3. Planning of Cultural Events
- Know the requirements of an evacuation plan and the security measures to be taken at an event
- Plan the access to venues

03
Structure and Content

The video summaries, videos in detail, complementary readings and case studies make up the library of multimedia resources to which students who take this program will have access. A content that is a great attraction for the professional who gets into Cultural Event Management in a much more attractive way. This way, intensive learning about patronage, collecting and management and planning of cultural projects will be much more dynamic. In addition, the Relearning system, based on the reiteration of content, will reduce the long hours of study so frequent in other teaching methods.

Innovative multimedia content will take you deeper into the production and management of cultural management in a much more enjoyable way"

Module 1. Production and Direction in Cultural Management

1.1. Tools for the Management of Cultural Organizations I
- 1.1.1. Cultural Management
- 1.1.2. Classification of Cultural Products
- 1.1.3. Cultural Management Objectives

1.2. Tools for the Management of Cultural Organizations II
- 1.2.1. Cultural Organizations
- 1.2.2. Typology
- 1.2.3. UNESCO

1.3. Collecting and Patronage
- 1.3.1. The Art of Collections
- 1.3.2. Developer of the Taste for Collecting throughout History
- 1.3.3. Types of Collections

1.4. The Role of the Foundations
- 1.4.1. What do They Consist of?
- 1.4.2. Associations and Foundations
  - 1.4.2.1. Differences
  - 1.4.2.2. Similarities
- 1.4.3. Examples of Cultural Foundations Worldwide

1.5. Cultural Development in Third-Sector Organizations
- 1.5.1. What are Third-Sector Organizations?
- 1.5.2. Role of Third-Sector Organizations in Society
- 1.5.3. Networks

1.6. Public Institutions and Organizations
- 1.6.1. Model of Organization of Cultural Policy in Europe
- 1.6.2. Main public Institutions in Europe
- 1.6.3. Cultural Action of the European International Organizations

1.7. Cultural Heritage
- 1.7.1. Culture as a Country Brand
- 1.7.2. Cultural Policies
  - 1.7.2.1. Institutions
  - 1.7.2.2. Figures
- 1.7.3. Culture as Heritage of the Humanity

1.8. Cultural Heritage Dissemination
- 1.8.1. What is Cultural Heritage?
- 1.8.2. Public Management
- 1.8.3. Private Management
- 1.8.4. Coordinated Management

1.9. Project Creation and Management
- 1.9.1. What is Creation and Project Management?
- 1.9.2. Breeding
  - 1.9.2.1. Public
  - 1.9.2.2. Private
  - 1.9.2.3. Coproductions
  - 1.9.2.4. Others
- 1.9.3. Cultural Management Planning

1.10. Art, Company and Society
- 1.10.1. The Third-Sector as Social Opportunity
- 1.10.2. Social Commitment of Companies through the Different Art Types
  - 1.10.2.1. Investments
  - 1.10.2.2. Profitability
  - 1.10.2.3. Promotion
  - 1.10.2.4. Profit
- 1.10.3. Art as Inclusion and Transformation of the Society
- 1.10.4. The Theater as Social Opportunity
- 1.10.5. Festivals that Involve Citizenship

Module 2. Design of Cultural Events

2.1.   Project Management

  2.1.1.   Gathering Information and Project Start-Up: What Should We Do?

  2.1.2.   Study of Possible Locations

  2.1.3.   Pros and Cons of the Chosen Options

2.2.   Research Techniques. Desing Thinking

  2.2.1.   Stakeholder Maps

  2.2.2.   Focus Group

  2.2.3.   Bench Marking

2.3.   Experiential Design Thinking

  2.3.1.   Cognitive Immersion

  2.3.2.   Covert Observation

  2.3.3.   World Cafe

2.4.   Defining Target Audience

  2.4.1.   Who Is the Event Aimed at?

  2.4.2.   Why Are We Doing the Event?

  2.4.3.   What Is the Purpose of the Event?

2.5.   Trends

  2.5.1.   New Trends in Staging

  2.5.2.   Digital Contributions

  2.5.3.   Immersive and Experiential Events

2.6.   Personalization and Design Space

  2.6.1.   Adaptation of the Space to the Brand

  2.6.2.   Branding

  2.6.3.   Brand Manual

2.7.   Experience Marketing

  2.7.1.   Living the Experience

  2.7.2.   Immersive Event

  2.7.3.   Fostering Memory

2.8.   Signage

  2.8.1.   Signage Techniques

  2.8.2.   The Attendant's Vision

  2.8.3.   Coherence of the Story. Event with Signage

2.9.   The Event Venues

  2.9.1.   Studies of Possible Venues. The 5 Why's

  2.9.2.   Choice of the Venue According to the Event

  2.9.3.   Selection Criteria

2.10.   Proposed Staging. Types of Scenarios

  2.10.1.   New Staging Proposals

  2.10.2.   Prioritization of Proximity to the Speaker

  2.10.3.   Scenarios Related to Interaction

Module 3. Planning of Cultural Events

3.1.   Timing and Organization of the Program

  3.1.1.   Time Available for the Organization of the Event

  3.1.2.   Duration of the Event

  3.1.3.   Event Activities

3.2.   Space Organization

  3.2.1.   Number of Expected Attendees

  3.2.2.   Number of Simultaneous Rooms

  3.2.3.   Room Formats

3.3.   Speakers and Guests

  3.3.1.   Choice of Speakers

  3.3.2.   Contact and Confirmation of Speakers

  3.3.3.   Management of Speakers' Attendance

3.4.   Protocol

  3.4.1.   Range of Invited Guests

  3.4.2.   Disposition of the Presidency

  3.4.3.   Parliamentary Organization

Plan successfully from start to finish your next cultural event thanks to the learning acquired in this university qualification"

Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning.**
This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.

Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

"

At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world"

You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

"

Our program prepares you to face new challenges in uncertain environments and achieve success in your career"

The case method has been the most widely used learning system among the world's leading Humanities schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

The student will learn to solve complex situations in real business environments through collaborative activities and real cases.

Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

In 2019, we obtained the best learning results of all online universities in the world.

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically. With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for success.

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.

This program offers the best educational material, prepared with professionals in mind:

Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.

Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.

Practising Skills and Abilities

They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.

Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.

30%

10%

8%

20%

25%

4%

3%

Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.

Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".

Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.

Certificate

The Postgraduate Diploma in Cultural Events Management guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Global University.

Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork"

This program will allow you to obtain your **Postgraduate Diploma in Cultural Events Management** endorsed by **TECH Global University**, the world's largest online university.

TECH Global University is an official European University publicly recognized by the Government of Andorra (*official bulletin*). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Diploma in Cultural Events Management**

Modality: **online**

Duration: **6 months**

Accreditation: **18 ECTS**

Mr./Ms. _____, with identification document _____
has successfully passed and obtained the title of:

Postgraduate Diploma in Cultural Events Management

This is a program of 450 hours of duration equivalent to 18 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
Rector

This qualification must always be accompanied by the university degree issued by the competent authority to practice professionally in each country.   Unique TECH Code: AFWORD23S   techtitute.com/certificates

*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH Global University will make the necessary arrangements to obtain it, at an additional cost.

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