

# Postgraduate Certificate

Creation of the Candidatures  
for the Event





## Postgraduate Certificate

### Creation of the Candidatures for the Event

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/pk/journalism-communication/postgraduate-certificate/creation-candidatures-event](http://www.techtute.com/pk/journalism-communication/postgraduate-certificate/creation-candidatures-event)

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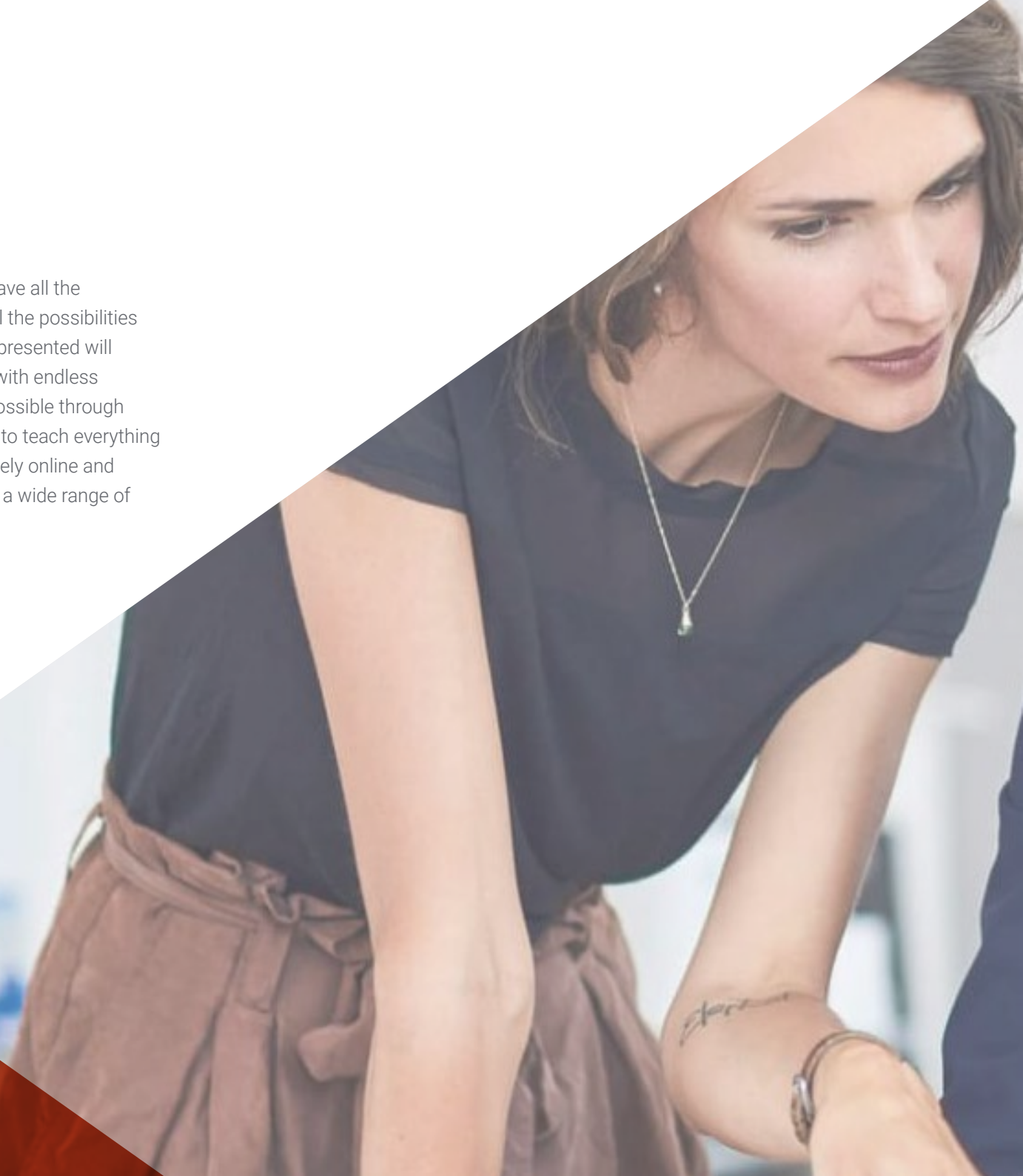
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# 01

# Introduction

When presenting an event organization project, it is necessary to have all the required knowledge of the space. A previous exhaustive study of all the possibilities of the destination or venue is indispensable. The way in which it is presented will be fundamental to achieve the long-awaited yes, approved. Faced with endless possibilities, generating critical and organizational criteria is only possible through proper training; that is why an exclusive program has been created to teach everything required for the Creation of the Candidatures for the Event completely online and with the guidance of expert teachers, through 6 weeks. To open up a wide range of possibilities in the work environment.





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*Knowing how to choose the right destination that meets the needs of the desired event is possible with this exclusive training”*

Knowing how to make a candidature for an event, evaluating its development according to the capabilities of the destination and the venue, making an exhaustive analysis of the cultural, economic, academic, gastronomic and all the possibilities included within the context of the event to enhance and dynamize them, is part of the aspects to be mastered by the professional in this sector.

Evaluating all aspects in order to present an outstanding project includes knowing how to choose the right destination, knowing what type of event it can host, the available accommodations, the research, cultural and sports centers that exist and their possibilities of use.

This Postgraduate Certificate is intended to provide the professional with the most specific competencies to develop an in-depth analysis of the possibilities of both the destination and the venue, its strengths and weaknesses, as well as its threats and strengths.

Thanks to the most innovative methodology in the university environment: Relearning, 100% online, the learning process is dynamic and effective in only 6 weeks. With the syllabus chosen exclusively by professional experts in the field of communication and marketing and with more than two decades of experience in the event management, a seal of quality is stamped on this qualification, with exclusive content from TECH Technological University.

This **Postgraduate Certificate in Creation of the Candidatures for the Event** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ The development of practical cases presented by experts in Communication, Marketing and Event Management
- ♦ The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- ♦ Practical exercises where the self-assessment process can be carried out 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



*This Postgraduate Certificate offers you exclusive content and a study method that will facilitate your professional evolution in the event management field"*

“

*Choosing the destination where to hold the event is one of the most important decisions when presenting a project. Here you will learn how to do it in a professional way”*

*Thanks to this program you will learn everything you need to present the event efficiently and obtain the expected results.*

*It's time to take the step towards professionalization. TECH provides everything you need. Start now.*

The program's teaching staff includes professionals from the sector who contribute their work experience to this training program, as well as renowned specialists from leading societies and prestigious universities.

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

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the academic year. For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts.



02

# Objectives

The objectives of this Postgraduate Certificate are to provide professionals with the skills required to carry out the necessary analyses that will give quantitative and qualitative value to the possibilities offered by a destination or venue in order to efficiently and effectively present the candidatures for an event. This will enhance their profile to take on new challenges in their work environment, working as part of a team or individually.







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*The objective of this Postgraduate Certificate is to become an expert in the Creation of the Candidatures for the Event. Enroll and reach your goal"*



## General Objectives

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- ♦ Acquire and understand knowledge that provides expertise or an opportunity to be original in the development and/or application of ideas, often in a research context
- ♦ Develop interpersonal relationship skills to manage multidisciplinary and multicultural work teams
- ♦ In-depth knowledge of current trends in event management
- ♦ Master the digitalization of the event, the most used tools today and new trends
- ♦ Evaluate the operating procedures in the field of business tourism and events to make a complete analysis of its production process in terms of excellence and quality of service
- ♦ Understand the new reality in the organization of events following the major crisis caused by the COVID-19 pandemic





## Specific Objectives

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- ♦ Make a candidature for an event
- ♦ Learn to determine the type of event to be held according to the destination
- ♦ Apply SWOT analysis in the destination and event venue for decision-making purposes
- ♦ Analyze the possibilities and qualities of the destination to increase its qualitative and quantitative value

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*You will have all the necessary knowledge to be able to present a candidature for an event efficiently and obtain the desired results”*

03

# Course Management

Teachers with a renowned background in the communication and marketing field have chosen an exclusive content for the development of this program in the Creation of the Candidatures for the Event. Their active figure in this professional sector, gives an experiential value to this program that, in addition, will allow students to acquire the most up-to-date knowledge they need to stand out in their work environment and their next projects.



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*The objective of TECH Technological University is that you reach your goal, that's why it chooses the best expert teachers. Enroll now and master everything you need to become a professional in the Creation of the Candidatures for the Event”*

## Management



### Mr. Gil Tomas, Tommy

- ♦ Founder and CEO of Atelier MICE
- ♦ Project Management Advisor for the UNESCO World Conference on Higher Education
- ♦ Development Director of Creativalab S. L.
- ♦ Director Barcelona Congreso Médico S. L.
- ♦ Master's Degree in Marketing Management
- ♦ Master's Degree in Pharmaceutical Marketing from ISM- ESIC
- ♦ Diploma in Tax Law by ESINE



# 04

## Structure and Content

This Postgraduate Certificate in Creation of the Candidatures for the Event proposes an exclusive syllabus with a structure and study system that allow the professional to advance effectively in their specialization. Furthermore, the selection made by the specialized teachers active in the sector, shows real cases that enrich the student's experience, through a completely online methodology based on Relearning, which facilitates progressive and natural learning, without large investments of time.





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*Get your certificate in just 6 weeks and choose freely where, how and when you want to study"*

## Module 1. Creating Event Nominations

- 1.1. Choice of Destination
  - 1.1.1. Study of Destination
  - 1.1.2. Destination Possibilities; Strengths
  - 1.1.3. Infrastructure of Destination
- 1.2. Advantages of Destination
  - 1.2.1. Transport and Access Facilities
  - 1.2.2. Accommodation and Venues
  - 1.2.3. Tourism Offer
- 1.3. Destination Capacity
  - 1.3.1. Type of Event That Can Be Hosted
  - 1.3.2. How Many Flights, Highways, Trains Does It Have?
  - 1.3.3. Conference Centers, Venues and Hotel Services
- 1.4. Cultural and Activity Offer of the Destination
  - 1.4.1. Gastronomic Offer of the Destination
  - 1.4.2. Cultural and Leisure Offer of the Destination
  - 1.4.3. Activities Available at the Destination
- 1.5. Accommodation
  - 1.5.1. Study of Hotel Supply
  - 1.5.2. Study of the Supply of Apartments, Campsites and Others
  - 1.5.3. Student Housing Options
- 1.6. Transport
  - 1.6.1. Ease of Access to the Destination
  - 1.6.2. Access and Transportation to the Venue
  - 1.6.3. Destination's Internal Transportation Services





- 1.7. Universities and Research Centers
  - 1.7.1. Know the Number of Universities in the Destination
  - 1.7.2. How Many Research Centers Are There
  - 1.7.3. Curricula or Prestige of Universities and Research Centers
- 1.8. Sports and Cultural Facilities
  - 1.8.1. How Many Sports Facilities Are Available at the Destination
  - 1.8.2. How Many Cultural Facilities Are Available at the Destination
  - 1.8.3. Capacity of the Facilities and Possibilities of Use
- 1.9. Gastronomy, Architecture and Art
  - 1.9.1. Gastronomic Offer of the City. Michelin Star Restaurants
  - 1.9.2. Museums Available
  - 1.9.3. Recognized Architects or Singular Buildings of the Destination
- 1.10. Congress and Sports Venues
  - 1.10.1. Number of Congress and Convention Centers
  - 1.10.2. Number of Sports Halls and Pavilions
  - 1.10.3. Infrastructure. Possibilities of Congress and Sports Centers



*The study system is ideal for those who wish to advance their training in line with their current job. Enroll now and experience the advantages of studying with TECH Technological University”*

05

# 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.



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*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.*



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

### 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 business 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.

## 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.





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.

This methodology has 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, and financial markets and 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 specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to 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.



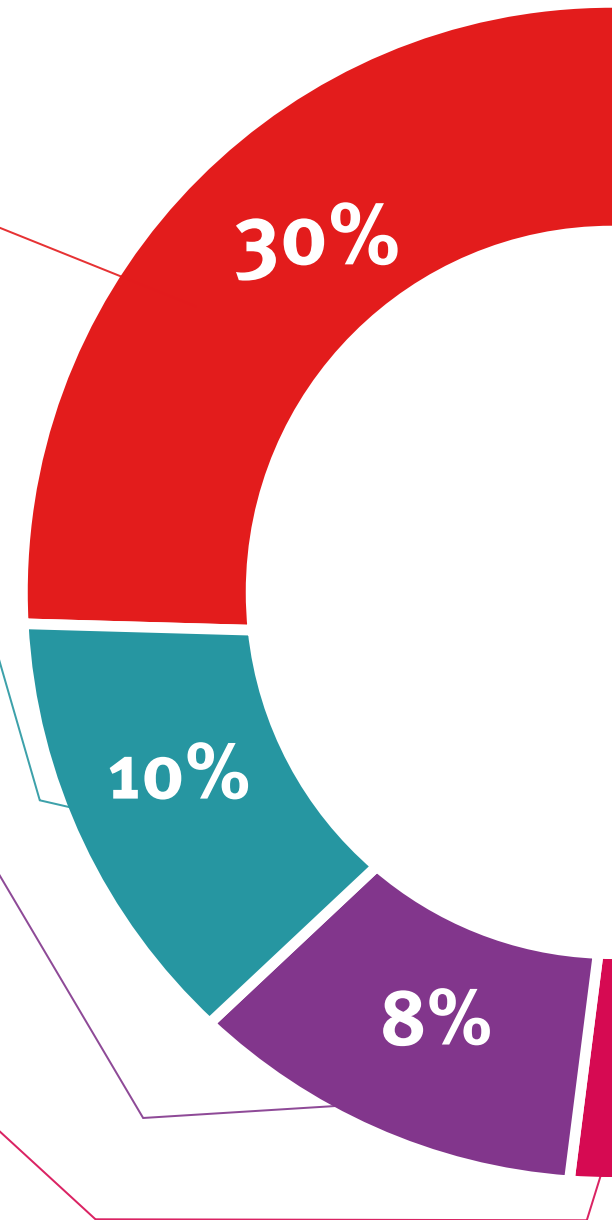
### Practising Skills and Abilities

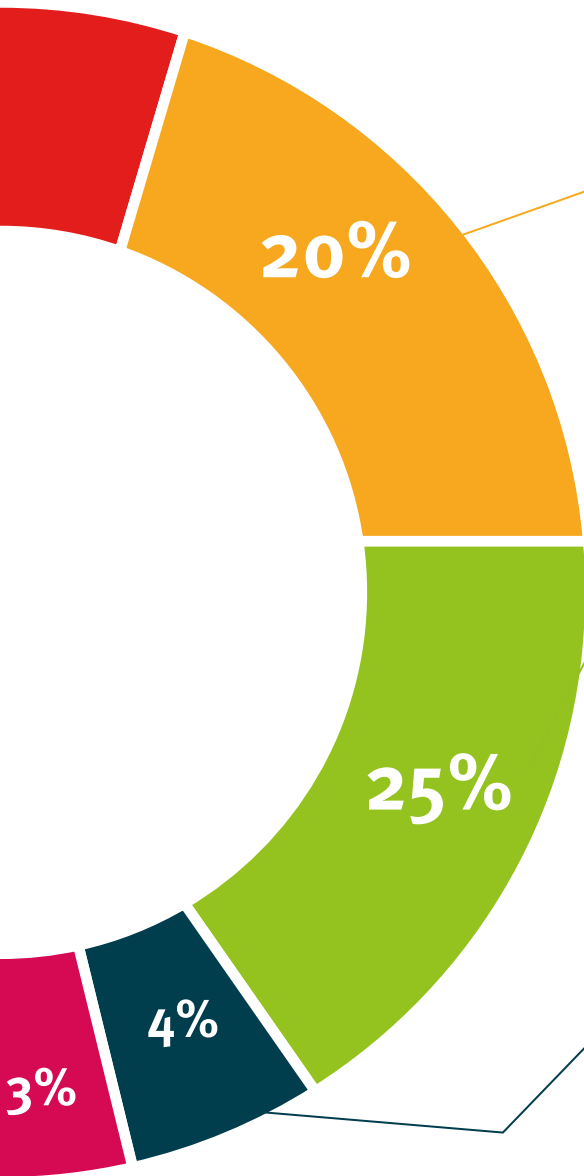
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



### 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.





**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.



06

# Certificate

The Postgraduate Certificate in Creation of the Candidatures for the Event guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.



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

This **Postgraduate Certificate in Creation of the Candidatures for the Event** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery\*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Certificate in Creation of the Candidatures for the Event**

Official N° of Hours: **150 h.**



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



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