

# Postgraduate Certificate Event Planning





## Postgraduate Certificate

### Event Planning

Course Modality: Online

Duration: 6 weeks

Certificate: TECH Technological University

Teaching Hours: 150 h.

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

# Index

01

Introduction

---

*p. 4*

02

Objectives

---

*p. 8*

03

Course Management

---

*p. 12*

04

Structure and Content

---

*p. 16*

05

Methodology

---

*p. 20*

06

Certificate

---

*p. 28*

# 01

# Introduction

The event is a fundamental tool for interrelations and image projection. Avoiding the greatest possible risks makes the professional a planner, but for this they must use the right methodologies and tools to bring the activity to a successful conclusion. Maintaining an orderly development of the event depends on how the initial plans have been elaborated; that is why training is essential and having up-to-date knowledge is necessary for the professional who needs to organize an event. In this program students will be able to understand everything about this topic and develop their skills through the guidance of experts by means of an avant-garde methodology 100% online and based on Relearning.





“

*Mastering the forms and timing is fundamental in an event management. You can achieve it too with this exclusive training”*

The management of any event is a responsibility that requires extensive knowledge and preparation. Events are valuable tools for any business or project if they are organized in the right way. Creating the event schedule based on the parameters that facilitate the staging of each part of the event, knowing in depth how to organize the spaces, what priorities and what types of formats to use, managing the distribution of content and speakers according to the needs or priorities, is what the professional must know.

In this Postgraduate Certificate, the professional will be able to adopt more specific skills such as planning access, timing, security, protocol, transportation, everything required to make the event possible and to make it successful or shattering; based on the study of the possibilities of the destination and the venue, its capacities, infrastructure and offer.

A 6-week intensive 100% online program that prepares professionals to face challenges and business decisions in the field of event planning, giving them the required tools and the most important and useful knowledge to develop professionally and learn the importance of events as a communication and marketing tool.

Thanks to the most innovative methodology in the university environment: Relearning, the learning process is dynamic and effective. With the content chosen exclusively by professional experts in the field of communication, marketing and with more than two decades of experience in the event management, a seal of quality is stamped on this qualification.

This **Postgraduate Certificate in Event Planning** 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 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



*Thanks to this program, you will learn everything you need to organize the event efficiently and obtain the expected results"*

“

*Thanks to this program, you will learn to plan the access, security and transportation, based on a study of the destination and venue's potential, capacities, infrastructure and offerings”*

The program's teaching team includes professionals from the 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 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.

*Gain in-depth knowledge of how to organize the spaces, what priorities and what type of format to use in your events.*

*70% of students achieve positive career development in less than 2 years. Take the step yourself.*



# 02 Objectives

This Postgraduate Certificate has been designed with the purpose of providing the required competencies to the professional so that they can plan events in an efficient way, with the most up-to-date knowledge about all the elements that are part of it. Therefore, the professional will stand out with their profile in the work environment and in all the projects they undertake in the event management sector.





“

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



## General Objectives

---

- ♦ 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
- ♦ Understand the new reality in the organization of events following the major crisis caused by the COVID-19 pandemic







## Specific Objectives

---

- ♦ Learn to create the event schedule according to the established parameters
- ♦ Make the staging of each part of the event
- ♦ Gain in-depth knowledge of how to organize the spaces, what priorities and what type of format to use
- ♦ Manage the distribution of content and speakers according to needs and priorities
- ♦ Plan the access, security and transportation, based on a study of the destination and venue's potential, capacities, infrastructure and offerings

“

*Time control and the treatment of the guests is part of the elements to be taken care of in an event and the result depends on it"*

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 event planning. 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.







“

*Teachers with more than 25 years of experience lead this exclusive program of TECH Technological University"*

## 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 program proposes an exclusive syllabus based on the analysis of everything required to carry out events efficiently and effectively. Thanks to the variety of formats in which the theoretical and practical content is presented, the learning process is given the dynamism that today's professional needs. Accompanied by the online methodology and based on Relearning, which provides flexibility and freedom of performance.







“

*TECH Technological University offers you the best way to learn. With the freedom to choose where, how and when you want to study”*

## Module 1. EventPlanning

- 1.1. Timing and Organization of the Program
  - 1.1.1. Time Available for the Organization of the Event
  - 1.1.2. Duration of the Event
  - 1.1.3. Event Activities
- 1.2. Space Organization
  - 1.2.1. Number of Expected Attendees
  - 1.2.2. Number of Simultaneous Rooms
  - 1.2.3. Room Formats
- 1.3. Speakers and Guests
  - 1.3.1. Choice of Speakers
  - 1.3.2. Contact and Confirmation of Speakers
  - 1.3.3. Management of Speakers' Attendance
- 1.4. Protocol
  - 1.4.1. Range of Invited Guests
  - 1.4.2. Disposition of the Presidency
  - 1.4.3. Parliamentary Organization
- 1.5. Security
  - 1.5.1. Access Control: The Security Perspective
  - 1.5.2. Coordination with Security Forces
  - 1.5.3. Internal Control of Spaces
- 1.6. Emergencies
  - 1.6.1. Evacuation Plan
  - 1.6.2. Study of the Needs in Case of Emergency
  - 1.6.3. Creation of Medical Assistance Point







- 1.7. Capabilities
  - 1.7.1. Assessment of Capacity
  - 1.7.2. Distribution of Attendees at the Venue
  - 1.7.3. Maximum Capacities and Decisions to Be Made
- 1.8. Accesses
  - 1.8.1. Study of the Number of Accesses
  - 1.8.2. Capacity of Each of the Accesses
  - 1.8.3. Timing Calculation for Entry and Exit for Each Access
- 1.9. Transport
  - 1.9.1. Assessment of Transportation Possibilities
  - 1.9.2. Transportation Accessibility
  - 1.9.3. Personal or Public Transportation Pros and Cons
- 1.10. Locations
  - 1.10.1. How Many Locations Does the Event Have?
  - 1.10.2. Where Are They Located?
  - 1.10.3. Ease of Access to Venues

“ *An event planner never improvises, they even plan what could be improvised. Enroll now and learn how to manage your events professionally*”

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.





“

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

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.



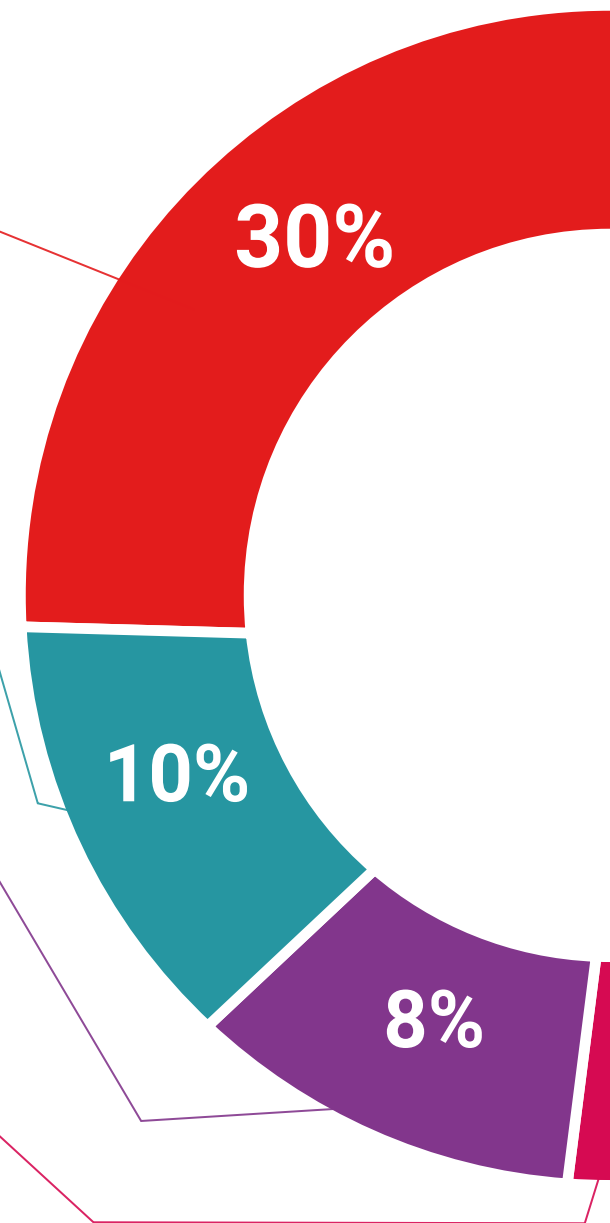
### Practising Skills and Abilities

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



“

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

This **Postgraduate Certificate in Event Planning** 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 Event Planning**

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.



future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present quality  
development languages  
virtual classroom



**Postgraduate Certificate**  
**Event Planning**

Course Modality: Online

Duration: 6 weeks

Certificate: TECH Technological University

Teaching Hours: 150 h.

# Postgraduate Certificate Event Planning

