

# Postgraduate Certificate Financial Management in Event Management



## Postgraduate Certificate

### Financial Management in Event Management

Course Modality: Online

Duration: 6 weeks

Certificate: TECH Technological University

Teaching Hours: 150 h.

Website: [www.techtute.com/in/journalism-communication/postgraduate-certificate/financial-management-event-management](http://www.techtute.com/in/journalism-communication/postgraduate-certificate/financial-management-event-management)

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# 01

# Introduction

Every event must be economically profitable in the case of companies or businesses, and even productive at all levels, if you want to positively exploit the image of the brand. The efficient use of this tool is the best way to communicate, so that an in-depth knowledge of the concepts and previous financial analysis is a prerequisite for any professional. For this reason, this program has been designed with exclusive content to understand everything about Finance Management in Event Management and to develop the necessary skills to obtain satisfactory results in each of your projects, giving you multiple opportunities in the work environment. 100% online and with the most innovative methodology in today's university environment.





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*Mastering income and expenses efficiently when organizing an event is possible with this exclusive training"*



When organizing an event, the first thing that must be taken into account is the need for economic resources to carry it out, as well as the profitability it will offer. Making an event a return on investment for your organization or company is a guarantee of success. Obtaining the expected results and having the estimated economic resources for their development is part of an effective execution of financial management.

Estimating the specific budget that contemplates the entire event in its context, taking into account the possible risks that may arise, understanding the possibilities of action based on the expenses generated, considering them in fact in the same budget planning, knowing how to prepare the operating account, among other fundamental aspects, will be part of the positive or negative result of the event.

This course aims to develop financial and analytical competencies for the decision making of today's professional in the face of tomorrow's new challenges. With the most exclusive content selected by expert professionals in the communications and marketing sector focused on the current event management industry, it provides invaluable experiential value. Through the Relearning methodology and 100% online, getting the certificate in just 6 weeks.

This **Postgraduate Certificate in Financial Management in Event Management** 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



*Understand everything about commission management, cash flow, ROI and taxation in event management"*

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*With this program you will develop an analytical point of view in decision making in the financial area of an event"*

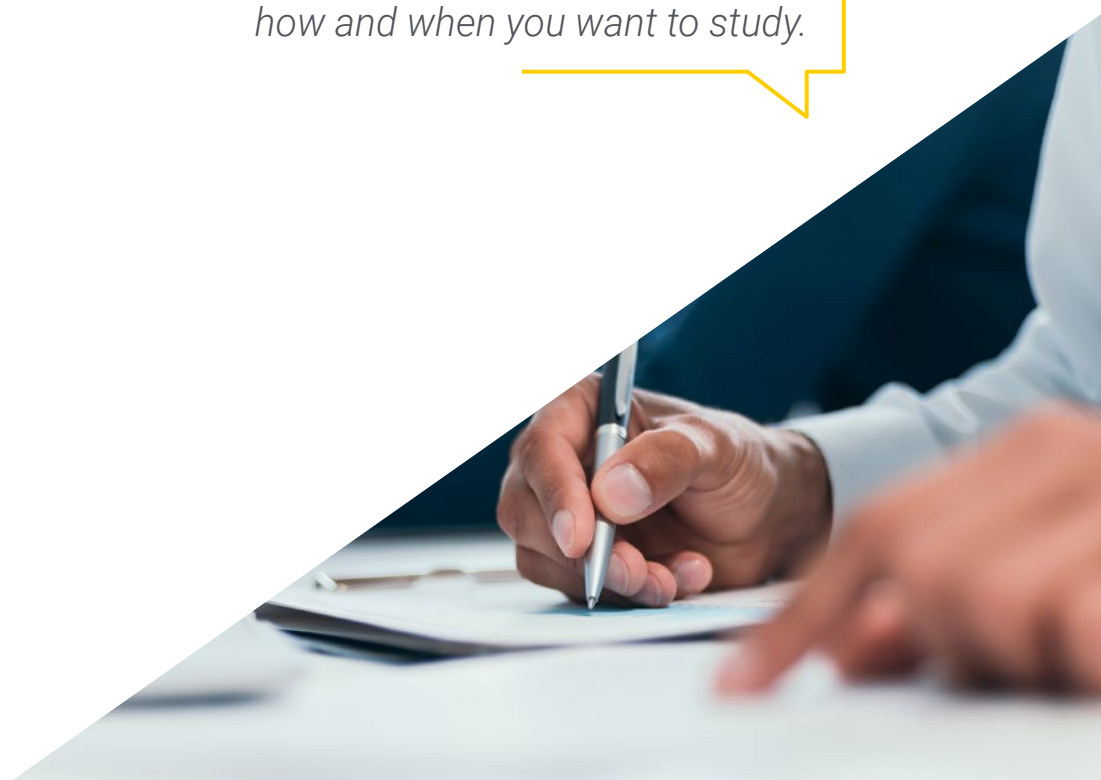
*Thanks to this program you will learn everything you need to organize an economically profitable event.*

*Get your certificate in just 6 weeks and choose with freedom where, how and when you want to study.*

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.



# 02

# Objectives

In-depth knowledge of current trends in event planning, as well as the development of financial management skills are part of the objectives of this Postgraduate Certificate, focused on providing the necessary skills to the professional to be able to make a budget with an operating account, evaluate Cash Flow, ROI, as well as all the elements and variables from an economic point of view. 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 help you to become an expert in the Financial Management in Event Management. 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
- ♦ Develop Financial Management competences
- ♦ In-depth knowledge of current trends in event management
- ♦ 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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- ◆ Know how to create the budget of an event, with an operating account
- ◆ Develop the Cash Flow and its importance in decisions, investments and amortizations
- ◆ Gain in-depth knowledge and value the ROI of an event from an economic perspective
- ◆ Analyze potential revenues, sources of financing and determine the Break Event

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*You will have all the required knowledge to be able to direct the economic resources that will make the event possible”*

# 03

# Course Management

Teachers with more than 25 years of experience in the world of events lead this exclusive TECH program, who are currently working in the industry with complete success, providing extensive knowledge and experience to students in each of the topics of study. This gives the program a unique identity, with excellent contents and unbeatable practical cases that are completely up to date.





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*Expert teachers in the field of event management will guide you through the entire learning process”*



## 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 Financial Management in Event Management proposes an exclusive syllabus based on the study of the economic elements and variables to be analyzed within the framework of the organization of an event. With a structure and methodology that allow the professional to advance effectively in their specialization, and through a modern virtual campus with multiple multimedia resources, progressive and natural learning is facilitated, without large investments of time.





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*You will be provided with a variety of multimedia resources and the most innovative methodology in today's online university environment"*

## Module 1. Finance Management

- 1.1. Event Budget
  - 1.1.1. Event Budgeting
  - 1.1.2. Budget Timing
  - 1.1.3. Budget Presentation
- 1.2. Revenues
  - 1.2.1. Types of Revenues
  - 1.2.2. Revenue Confirmation Possibilities
  - 1.2.3. Revenue Payment Facilities
- 1.3. Expenses
  - 1.3.1. Types of Expenses: Fixed and Variable
  - 1.3.2. Possibilities for Action Based on Expenditure
  - 1.3.3. Supplier Payment Agreements
- 1.4. Contingency Plan
  - 1.4.1. Actions to Be Taken in the Face of Increased Expenses
  - 1.4.2. Actions to Be Taken in the Face of Declining Revenues
  - 1.4.3. Percentage of Unforeseen Expenses
- 1.5. Income Statement
  - 1.5.1. Preparation of the Income Statement
  - 1.5.2. Use of the Income Statement
  - 1.5.3. Actions to Be Implemented Based on the Income Statement
- 1.6. Benefit Management
  - 1.6.1. Purpose of the Event and Its Proceeds
  - 1.6.2. Management of Scholarships and Grants
  - 1.6.3. Investment Possibilities





- 1.7. Cash Flow
  - 1.7.1. What Is Cash Flow?
  - 1.7.2. Cash Flow Contributions
  - 1.7.3. Actions to Be Taken Based on Cash Flow
- 1.8. Taxation
  - 1.8.1. Taxation of Profits According to Use
  - 1.8.2. VAT and Its Impact (National and International)
  - 1.8.3. Difference between a Corporation and a Not-for-Profit Company
- 1.9. Commission Management
  - 1.9.1. Determine the Number of Commissions Achieved
  - 1.9.2. Customer-Based Commission Management
  - 1.9.3. Commission Agreement with the Supplier
- 1.10. Amortization. ROI
  - 1.10.1. Calculate the Return on Investment
  - 1.10.2. Timing of Investment Recovery
  - 1.10.3. Amortization of Investment(s)



*The TECH study system is ideal for today's professional who has a busy schedule, but wants to advance their professionalization. Enroll now and experience all its advantages"*

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.

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*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.



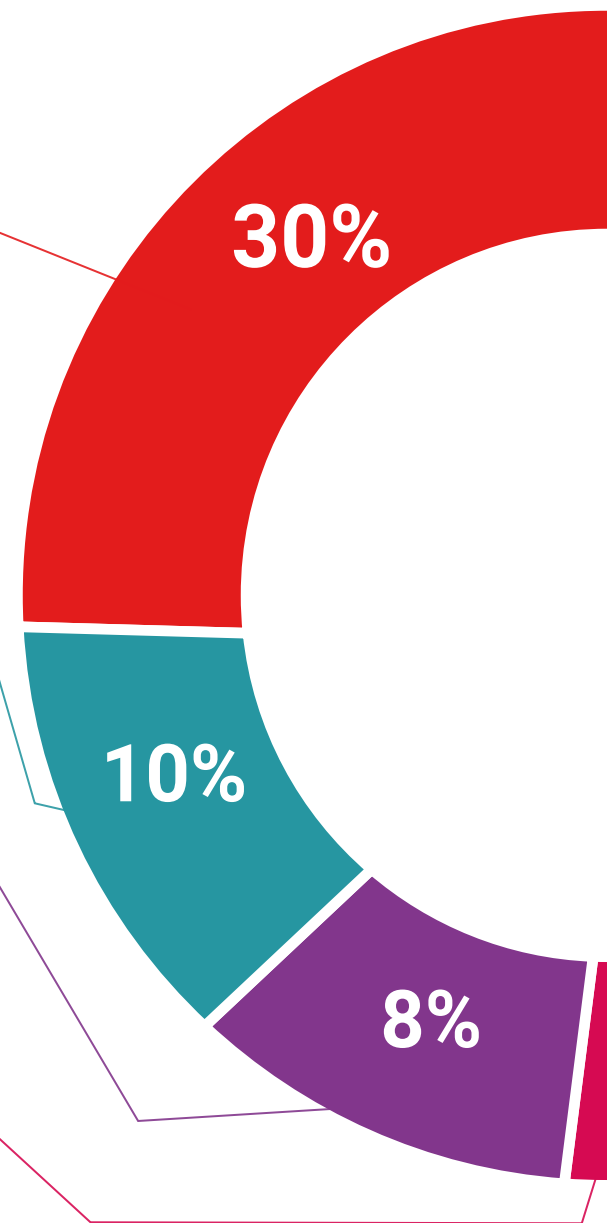
### Practising Skills and Abilities

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 Financial Management in Event Management 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 Financial Management in Event Management** 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 Financial Management in Event Management**  
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



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Financial Management in  
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Duration: 6 weeks

Certificate: TECH Technological University

Teaching Hours: 150 h.



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