# Professional Master's Degree
## Event Management

**tech** technological university

# Professional Master's Degree
## Event Management

Course Modality: **Online**

Duration: **12 months**

Certificate: **TECH Technological University**

Teaching Hours: **1,500 h.**

Website: **www.techtitute.com/in/journalism-communication/professional-master-degree/master-event-management**

# Index

# 01
# Introduction

Given the constant pace of technological and communicational evolution, the plans and processes to which we were accustomed must be adjusted. It is no longer enough to know the protocol or the rules for a special event, but the idea must go much further to adapt to new forms and procedures. In the social and business environment, the objectives may be the same: to celebrate, communicate, commemorate, among others. However, now it is necessary to know the new proposals and update outdated techniques and theories before diving into the challenging world of communication, design, new technologies, production or scenography. For this reason, this 100% online program has been developed for a 12-month length, specially designed to master in-depth the art of Event Management. Powerful communication tool when it is well used.
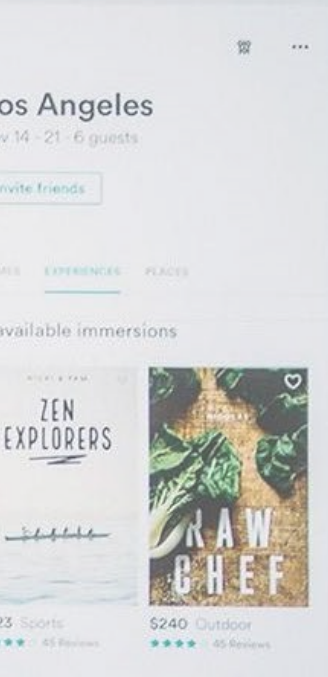
*Get to now the new forms and procedures of Event Management as a powerful communication tool for social and corporate environments"*

The content of this program will lead the professional to become that truly chameleon-like being, capable of solving any small detail efficiently before, during and after an event. This Professional Master's Degree with exclusive content from TECH Technological University, is an intensive program that prepares the communication, Journalism or Marketing professional to face challenges and business decisions in the field of Event Management.

In order to organize an event successfully, it is necessary to have knowledge in the fields of marketing, finance, strategy, communication, management, planning, operations and logistics; all of which will provide the value and knowledge required for the professional development of the student both within an organization in management positions and in the development of their own business, as an Event Planner or in their own event agency.

The content included on the program has been created by professional experts in the field, who are currently active and successful professionals with extensive backgrounds and experience, both in business and in academics or education. This gives the program a unique identity, with excellent contents and completely up-to-date practical cases.

Over the course of 12 months or 1,500 hours of fully online training, students will analyze a variety of practical cases through individual practice and teamwork. It is, therefore, an authentic immersion in real business situations.

A curriculum that covers the knowledge, both theoretical and practical, required of any professional interested in leading a growing sector. Students will incorporate more specific competencies, such as defining objectives, strategies and commercial policies in the MICE market, which will enable them to analyze, plan, develop and execute procedures in business tourism and events.

This **Professional Master's Degree 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

*A well-organized event involves essential aspects to be known in terms of finance, marketing, communication and digitalization. Learn all about them with this program"*

*"You will define objectives, plans and commercial policies according to the MICE market in order to establish adequate policies in line with the company's objectives and strategies"*

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.

*Learn to organize events professionally. Enroll now in this Executive Master's Degree in Event Management. Reach the goal in 12 months and 100% online.*

*Achieve your professional goals by studying this program with exclusive content and enhance your profile as a journalist or communicator.*

# 02
# Objectives

Due to the importance of communication and marketing for business and society to be fluid and productive in general, Event Management is a fundamental tool to be exploited. That is why this Professional Master's Degree is focused on developing the skills required for the professional, which provide the students a specialization and opportunity to develop and implement original ideas by managing multidisciplinary and multicultural work team and making decisions that contribute to the achievement of the objectives.

*The perfect program to reinforce, expand and elevate your knowledge in Event Management. Opening up a range of possibilities in the current market"*

## 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

- Develop Financial Management competencies

- In-depth knowledge of current trends in event organization

- Master the digitalization of the event, the most used tools today and new trends

- Define objectives, strategies and commercial policies on the MICE market in order to establish adequate policies in line with the objectives and strategies of the event management company in the field of tourism

- 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 importance and organization of hybrid events

- Understand the different ways of sponsoring an event, the deontological, legal and compliance environment of the different sectors

- Present the sponsorship dossier

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

## Specific Objectives

### Module 1. The Events and Business Tourism Industry
- Delve into the knowledge of the Key Players of the MICE sector
- Master the importance of the Convention Bureaus and co-creation with them
- Manage the Destination/Event Marketing
- In-depth knowledge of the events industry at a global level and its economic importance
- Develop the required skills to be able to manage an event company according to the type of event

### Module 2. Event Design
- Master event design in the context of the experience economy, co-creation, Design Thinking and Marketing
- Learn how to plan events to increase the return on investment (ROI)
- Learn the importance of events as a Marketing tool according to market trends
- Generate experiences in events (experiential marketing) and immersive experiences
- Efficient design of spaces, signage and personalization

### Module 3. Event Planning
- 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

## Module 4. The Creation of the Candidatures for the Event

- 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

## Module 5. Finance Management

- 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

## Module 6. Marketing and Communication Management Strategies

- Develop the communication plan and its importance for the event
- Master the actions and tools of advertising and marketing for events
- Evaluating new consumer behavior
- Determine the value and purpose of the brand
- Implement the Sustainable Development Goals in events
- Explore different models of internal and external analysis

## Module 7. Marketing Management and Digitization of Events

- Understand the new communication technologies
- Manage segmentation, metrics and Big Data analysis
- Evaluate the benefits and difficulties of digitization in events
- Understand and apply the Benchmarking
- Manage the brand's reputation
- Master social networks and their ecosystems to benefit the development of the event

## Module 8. Event Operations and Logistics Management

- Gain in-depth knowledge of the fundamental elements of the logistics and operations of an event
- Understand Human Resources management as an indispensable factor in the development of the event
- Manage in an effective way the relationships with suppliers, speakers and VIP guests
- Know the Timing required to efficiently set-up and dismantle the event
- Evaluate the different scenarios, their difficulties and possibilities for the successful development of the event

## Module 9. Event Sponsorship

- Create a sponsorship dossier
- Gain in-depth knowledge of different legal, deontological and Compliance aspects of the different sectors with practical examples
- Study and highlight the different ways of sponsoring an event
- Distribution of the spaces to be sponsored, as well as the development of sponsorship, Branding and advertising policies according to the event and the possibilities of the space
- Learn how to calculate and assign prices to the different elements to be sponsored
- Understand the importance of giving notoriety to the sponsor and, at the same time, generating synergies with the event

## Module 10. Digitization of Events; Development of Digital Events

- Analyze the new reality in the event management following the major crisis caused by the COVID-19 pandemic
- Find out all about digital events and how to carry them out
- Gain in-depth knowledge about hybrid events, their current importance and their future
- Analyze the regulation of a digital event and its importance The rundown and Timings
- Create a virtual set Know its elements: chroma key, Backscreen, augmented reality, among others
- Analyze the audience and its capabilities, forms of interaction, both on-site and virtual

## 03
# Skills

The graduate of this Professional Master's Degree in Event Management will develop the required skills in various fields, which will allow them to successfully carry out their professional work as an event planner, taking into account the specialization in areas such as planning, logistics, development, finance, digital and marketing of the event and all those that will provide the value and knowledge suitable for the student's professional development, both autonomously and within a company.

*You will learn everything you need to organize an event adjusted to the digital era. Applying the right strategies for both hybrid and 100% digital events"*

## General Skills

- Understand the event and business tourism industry

- Manage projects from information gathering through to presentation

- Execute a strategic communication planning and marketing plan according to the proposed objective

- Master different techniques and tools involved in Event Design

- Manage all elements of event planning, from protocol, security, logistics, guests, speakers, transportation, timing, among others

- Apply fundamental concepts for budget planning and its implementation

- Understand the new communication technologies and their importance for the generation of hybrid or digital events

- Know how to effectively communicate conclusions and arguments to specialized and non-specialized audiences in a clear and unambiguous manner
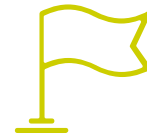
## Specific Skills

- Develop ideas with originality often in a research context
- Differentiate each type of event according to objective and need
- Manage communication and marketing teams
- Implement new trends in immersive and experiential events
- Know the MICE sector, its scope of action and who is part of it
- 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 protocol to be followed in the event of an emergency
- Manage the logistics and operation of the event according to the needs of the event
- Learn about social networks and the importance of live events in the communication of an event
- Coordinate the sponsorship of events and their most relevant aspects together with the participants
- Learn in situ incident resolution and action protocols in each possible case
- Master interpersonal relations as an indispensable management tool for the development and success of the event
- Seek and manage the appropriate information to make decisions that contribute to the achievement of the organization's objectives

04

# Course Management

TECH has created a program with exclusive content selected by professional experts in Event Management, who are active, successful professionals with extensive backgrounds and experience, both in business and in academic or education. This gives the Professional Master's Degree a unique identity, with excellent contents and unbeatable practical cases that are completely up to date.

*You will live the experience with qualified professors in the area. Some of them with outstanding publications in academic journals. Professors who have focused their research on the use of new technologies in the fields of marketing and communication"*

## 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 Creativialab S.L
- Director Barcelona Congréso Médic S.L
- Professional Master's Degree in Marketing Management
- Professional Master's Degree in Pharmaceutical Marketing from ISM- ESIC
- Diploma in Tax Law by ESINE

## Professors

**Mr. Perelló Sobrepere, Marc**

- Corporate Communications and Marketing Manager
- Director of Digital and Strategy Area at Creativialab SL
- Head of the Communications and Marketing Area at Abantia Group
- Head of the Communications and Marketing Area at Managing Incompetence
- Marketing and Communication professor for university postgraduate studies
- Author and co-author of articles for magazines specialized in Communication
- PhD in Communication Sciences from the University Ramon Llull
- Degree in Journalism from CEU Abat Oliba University
- Degree in Advertising and Public Relations from CEU Abat Oliba University
- Master's Degree in Humanities and Social Sciences at CEU Abat Oliba University

05

# Structure and Content

The outstanding practical and experiential approach, as well as its innovative online learning formula, make this Professional Master's Degree in Event Management unique. It includes the differential value of the specific topics to be covered, distributed throughout 10 modules, each with 10 topics and 3 subtopics, which will provide an expanded and updated vision of the field from the beginning to the end of the program. The intervention of active professionals in the field, who will provide real cases, will enrich students' training experience through the Relearning methodology, which enables progressive and natural learning.

"

*Updating and professional training is the basis for your success in the workplace. TECH brings you this online program with a methodology that allows you to save many hours of study"*

## Module 1. The Events and Business Tourism Industry

1.1.   The MICE World
 1.1.1.   What Is the MICE Sector?
 1.1.2.   Who Do They Include?
 1.1.3.   Where Does It Operate?
1.2.   Actors and In-Depth Look at the Sector: Economic Impact
 1.2.1.   Number of Events and People Moved Annually
 1.2.2.   Expectations for Growth in the Post– COVID-19 Era
1.3.   Congresses, Conventions, Incentives
 1.3.1.   What Is a Convention, a Congress and an Incentive?
 1.3.2.   Main Differences of These Events
 1.3.3.   Types of Conventions, Congresses and Incentives
1.4.   Fairs
 1.4.1.   Main Characteristics of the Fairs
 1.4.2.   Types of Fairs
 1.4.3.   The Trade Show
1.5.   The Role of Convention Bureaus
 1.5.1.   What Is a Convention Bureau?
 1.5.2.   Purpose of Convention Bureau
 1.5.3.   Coordination between Public and Private Entities
1.6.   Destination Marketing
 1.6.1.   Strengths and Weaknesses of the Destination
 1.6.2.   Threats and Strengths of the Destination
 1.6.3.   Differentiation and Competitive Advantage
1.7.   Cultural Events
 1.7.1.   The Cultural Events Market
 1.7.2.   Types of Cultural Events
 1.7.3.   How to Manage Profitable Cultural Events?
1.8.   Musical Events
 1.8.1.   Importance of Ticketing
 1.8.2.   Concert Merchandising and Sponsorship

1.9.   Social Events
 1.9.1.   The Role of the Wedding Planner
 1.9.2.   Celebrations and Other Parties
1.10.   Sporting Events
 1.10.1.   Major Sporting Events
 1.10.2.   Regulations for Sporting Events
 1.10.3.   Sponsoring

## Module 2. Event Design

2.1.   Project Management
 2.1.1.   Gathering Information, Project Start-Up: What do We Need to Know?
 2.1.2.   Study of Possible Locations
 2.1.3.   Pros and Cons of the Chosen Options
2.2.   Research Techniques. Design Thinking
 2.2.1.   Stakeholder Maps
 2.2.2.   Focus Group
 2.2.3.   Benchmarking
2.3.   Experiential Design Thinking
 2.3.1.   Cognitive Immersion
 2.3.2.   Covert Observation
 2.3.3.   World Coffee
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

**Module 3.** Event Planning

**Module 4.** The Creation of the Candidatures for the Event

4.9. Gastronomy, Architecture and Art
    4.9.1. Gastronomic Offer of the City. Michelin Star Restaurants
    4.9.2. Museums Available
    4.9.3. Recognized Architects or Singular Buildings of the Destination
4.10. Congress and Sports Venues
    4.10.1. Number of Congress and Convention Centers
    4.10.2. Number of Sports Halls and Pavilions
    4.10.3. Infrastructure. Possibilities of Congress and Sports Centers

## Module 5. Finance Management

5.1. Event Budget
    5.1.1. Event Budgeting
    5.1.2. Budget Timing
    5.1.3. Budget Presentation
5.2. Revenues
    5.2.1. Types of Revenues
    5.2.2. Revenue Confirmation Possibilities
    5.2.3. Revenue Payment Facilities
5.3. Expenses
    5.3.1. Types of Expenses: Fixed and Variable
    5.3.2. Possibilities for Action Based on Expenditure
    5.3.3. Supplier Payment Agreements
5.4. Contingency Plan
    5.4.1. Actions to Be Taken in the Face of Increased Expenses
    5.4.2. Actions to Be Taken in the Face of Declining Revenues
    5.4.3. Percentage of Unforeseen Expenses
5.5. Income Statement
    5.5.1. Preparation of the Income Statement
    5.5.2. Use of the Income Statement
    5.5.3. Actions to Be Implemented Based on the Income Statement
5.6. Benefit Management
    5.6.1. Purpose of the Event and Its Proceeds
    5.6.2. Management of Scholarships and Grants
    5.6.3. Investment Possibilities

5.7. Cash Flow
    5.7.1. What Is Cash Flow?
    5.7.2. Cash Flow Contributions
    5.7.3. Actions to Be Taken Based on Cash Flow
5.8. Taxation
    5.8.1. Taxation of Profits According to Use
    5.8.2. VAT and Its Impact (National and International)
    5.8.3. Difference between a Corporation and a Not-for-Profit Company
5.9. Commission Management
    5.9.1. Determine the Number of Commissions Achieved
    5.9.2. Customer-Based Commission Management
    5.9.3. Commission Agreement with the Supplier
5.10. Amortization. ROI
    5.10.1. Calculate the Return of Investment
    5.10.2. Timing of Investment Recovery
    5.10.3. Amortization of Investment(s)

## Module 6. Marketing and Communication Management Strategies

6.1. Strategic Communication
    6.1.1. Strategic Event Communication
    6.1.2. The Importance of Environment in the Strategy
    6.1.3. Brands Betting on Long term return
6.2. Consumer Behavior
    6.2.1. New Interpretation of Maslow's Pyramid
    6.2.2. Psychology of Today's Consumers
    6.2.3. Google Claims a New Model of Behavior
6.3. Brand Purpose
    6.3.1. Current Importance of Brand Purpose
    6.3.2. Finding the Value and Purpose of the Brand
    6.3.3. Integration or Coexistence of Purpose with CSR
6.4. Sustainability as a Strategy
    6.4.1. Discovery and Practice of Sustainability
    6.4.2. Communication of Sustainable Development Goals
    6.4.3. Implementation of the SDGs at Events

6.5.    Global Communication Challenges

  6.5.1.    International Marketing Theories

  6.5.2.    Cross-Cultural Marketing and its Application

  6.5.3.    Moving Brands and Messages to Other Countries

6.6.    Advertising and Marketing

  6.6.1.    Traditional and Digital Advertising

  6.6.2.    Creativity: Art or Science

  6.6.3.    Event Actions and Tools

6.7.    Analysis Models

  6.7.1.    Internal Analysis: SWOT and CAME

  6.7.2.    Strategic Analysis: Boston and Ansoff

  6.7.3.    External Analysis: Porter's 5 Forces and PESTEL

6.8.    Media Relations

  6.8.1.    Press Conferences, Press Releases and Other Tools

  6.8.2.    Spokesperson Training

  6.8.3.    Crisis Communication

6.9.    Agency Relationships

  6.9.1.    Competitions, Contracts and Other Practices

  6.9.2.    Project Management and Implementation

  6.9.3.    Project Measurement and Results

6.10.   The Communication Plan

  6.10.1.   The Communication Plan

  6.10.2.   Development of the Tactical Part of the Communication Plan

  6.10.3.   Implementation and Follow-Up of the Communication Plan

## Module 7. Marketing Management and Digitization of Events

7.1.    Event Digitization

  7.1.1.    New Communication Technologies

  7.1.2.    Digital Events

  7.1.3.    Big Data. Metrics and Analytics

7.2.    Digital Segmentation

  7.2.1.    New Audiences and Types of Users

  7.2.2.    New Segmentation Variables

  7.2.3.    The Buyer and Their Development

7.3.    Digitization of Information

  7.3.1.    Thinking and Communicating Digitally

  7.3.2.    New Knowledge ManagementModels

  7.3.3.    Fake News  and Other Enemies of Digitalization

7.4.    Digital Reputation Management

  7.4.1.    Personal Brand

  7.4.2.    Social Listening

  7.4.3.    Inbound Marketing

7.5.    DigitalBranding

  7.5.1.    Branding

  7.5.2.    EventBranding

  7.5.3.    Actions to Be Taken Based on the Income Statement

7.6.    The Benchmarking Process

  7.6.1.    Purpose of the Event

  7.6.2.    Competitive Analysis

  7.6.3.    Benchmarking of Results

7.7.    Event Campaigns

  7.7.1.    Brainstorming

  7.7.2.    Internal and External Part of the Campaign

  7.7.3.    Campaign Implementation and Follow-Up

7.8.    Digital Tools

  7.8.1.    Setting Objective and Strategies

  7.8.2.    Channel and Platform Selection

  7.8.3.    Optimizing Results in Real Time

7.9.    Social Media

  7.9.1.    Knowledge and Use of Social Networks

  7.9.2.    Most Important Uses for an Event

  7.9.3.    Livestreaming an Event on Social Networks

7.10.   Marketing and Communication Team Management

  7.10.1.   Leadership Skills

  7.10.2.   Keys to Pragmatic Management

  7.10.3.   Day-to-Day Management

## Module 8. Event Operations and Logistics Management

8.1. Operations and Logistics of Activities
  8.1.1. Study of the Activity Needs
  8.1.2. Projecting the Necessary Operations
  8.1.3. Know the Needs of the Operation's Staff
8.2. Transport and Access Logistics
  8.2.1. Logistics According to the Type of Transport of the Event
  8.2.2. Logistics Based on Access
  8.2.3. Capacity at Access and Transport Points
8.3. HR Event Management
  8.3.1. Types of HR Available for the Event
  8.3.2. Internal Communication
  8.3.3. Hierarchies and Chains of Command
8.4. Supplier Management
  8.4.1. Communication Policy with Supplier
  8.4.2. Management of Each Supplier's Operations
  8.4.3. Adaptability and Needs of Each Supplier
8.5. Speakers and VIP Guests Operation
  8.5.1. VIP Contact Protocol
  8.5.2. Manage VIP Guest Needs (Access Areas, Security, Transportation, etc.)
  8.5.3. Management of VIP Support and Assistance Personnel Lecturer
8.6. Accessibility Management
  8.6.1. Manage Event Accessibility. Tasks to Perform
  8.6.2. Inclusive and Respectful Gastronomy
  8.6.3. Inclusion Programs for Assistants with Difficulties
8.7. Sustainability Management
  8.7.1. Local Gastronomy
  8.7.2. Event Waste Management
  8.7.3. Selection of Sustainable Materials and Products

8.8. Internal Transfers Operation
  8.8.1. Guest Transfers Management Protocol
  8.8.2. The Difficulty of the Airport and Its Operations
  8.8.3. Incident Management and Resolution
8.9. Attendant Service Operation
  8.9.1. The Hospitality Desk
  8.9.2. Service Spaces Segmentation
  8.9.3. Management of Special Incidents
8.10. Event Set-Up and Dismantling
  8.10.1. Timing  and Personnel Calculation for Set-Up
  8.10.2. Assembly Logistics Requirements
  8.10.3. Event Dismantling Logistics

## Module 9. Event Sponsorship

9.1. Sponsorship Planning and Strategy:  Target GroupSelection
  9.1.1. Aspects to Analyze of the Sector to Be Sponsored
  9.1.2. Selection of the Best Sponsors
  9.1.3. What to Sponsor and Reasons for Sponsorship
9.2. Sector Policies. Code of Ethics. Compliance
  9.2.1. Code of Ethics for Each Sector
  9.2.2. Sponsor Data Management
  9.2.3. Compliance Departments and Their Importance
9.3. Making the Sponsorship Dossier. Introduction
  9.3.1. Introduction
  9.3.2. Identification
  9.3.3. Objectives
9.4. Making the Sponsorship Dossier. Technical Data
  9.4.1. Identification of Endorsements and Guarantors
  9.4.2. Historical Data
  9.4.3. Sponsorship Opportunities

## Module 10. Digitization of Events; Development of Digital Events

# 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.*

*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.

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. 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.

**30%**

**10%**

**8%**

**20%**

**25%**

**4%**

**3%**
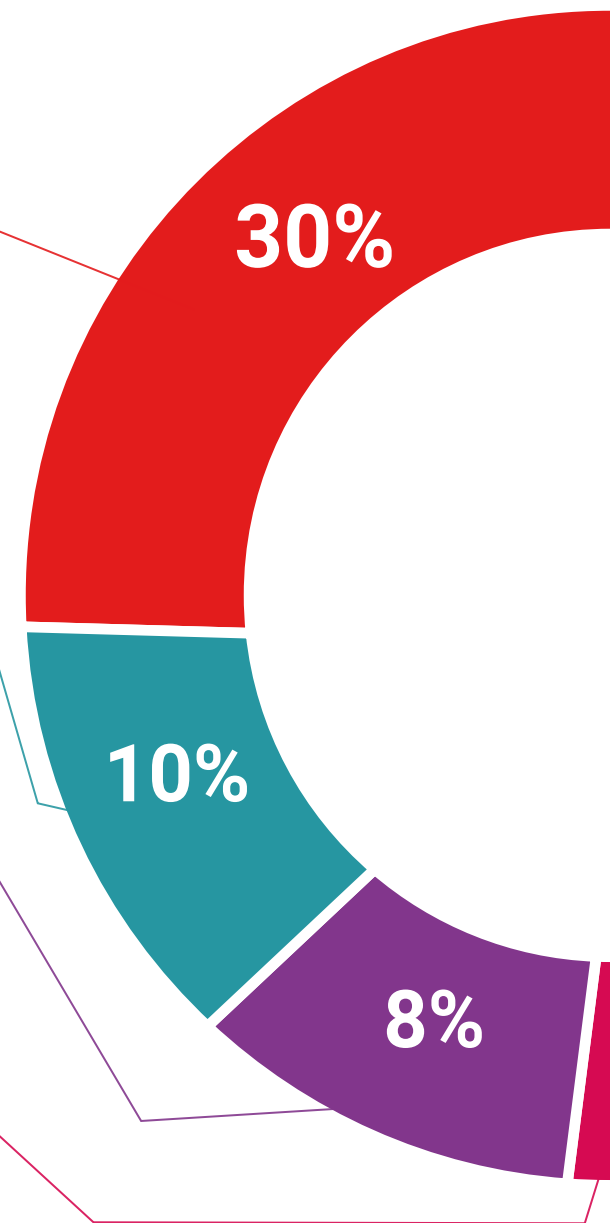
### Case Studies

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 Professional Master's Degree in Event Management guarantees students, in addition to the most rigorous and up-to-date education, access to an Professional Master's Degree diploma issued by TECH Technological University.

" *Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork*"
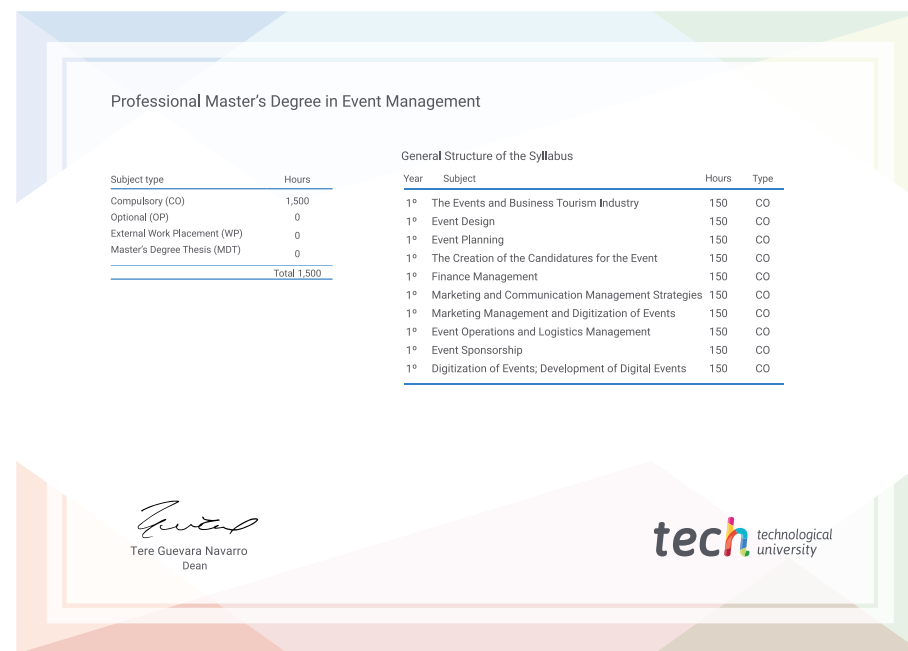
This **Professional Master's Degree in Event Management** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Professional Master's Degree** issued by **TECH Technological University** via tracked delivery*.

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

Title: **Professional Master's Degree in Event Management**

Official Nº of Hours: **1,500 h.**

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## tech technological university

Awards the following
## CERTIFICATE
to

Mr./Ms. _____, with identification number _____.
For having successfully passed and accredited the following program

### PROFESSIONAL MASTER'S DEGREE
in

### Event Management

This is a qualification awarded by this University, equivalent to 1,500 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

Unique TECH Code: AFWORD23S    techtitute.com/certificates

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Professional Master's Degree in Event Management

| Subject type | Hours |
|---|---|
| Compulsory (CO) | 1,500 |
| Optional (OP) | 0 |
| External Work Placement (WP) | 0 |
| Master's Degree Thesis (MDT) | 0 |
| Total | 1,500 |

General Structure of the Syllabus

| Year | Subject | Hours | Type |
|---|---|---|---|
| 1º | The Events and Business Tourism Industry | 150 | CO |
| 1º | Event Design | 150 | CO |
| 1º | Event Planning | 150 | CO |
| 1º | The Creation of the Candidatures for the Event | 150 | CO |
| 1º | Finance Management | 150 | CO |
| 1º | Marketing and Communication Management Strategies | 150 | CO |
| 1º | Marketing Management and Digitization of Events | 150 | CO |
| 1º | Event Operations and Logistics Management | 150 | CO |
| 1º | Event Sponsorship | 150 | CO |
| 1º | Digitization of Events; Development of Digital Events | 150 | CO |

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Dean

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*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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## Professional Master's Degree
### Event Management

Course Modality: **Online**
Duration: **12 months**
Certificate: **TECH Technological University**
Teaching Hours: **1,500 h.**

# Professional Master's Degree
## Event Management

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