

# Hybrid Professional Master's Degree

## Organizing Events





## Hybrid Professional Master's Degree Organizing Events

Course Modality: Hybrid (Online + Internship)

Duration: 12 months.

Certificate: TECH Technological University

Teaching Hours: 1,620 hours

Website: [www.techtitute.com/pk/school-of-business/hybrid-professional-master-degree/organizing-events](http://www.techtitute.com/pk/school-of-business/hybrid-professional-master-degree/organizing-events)

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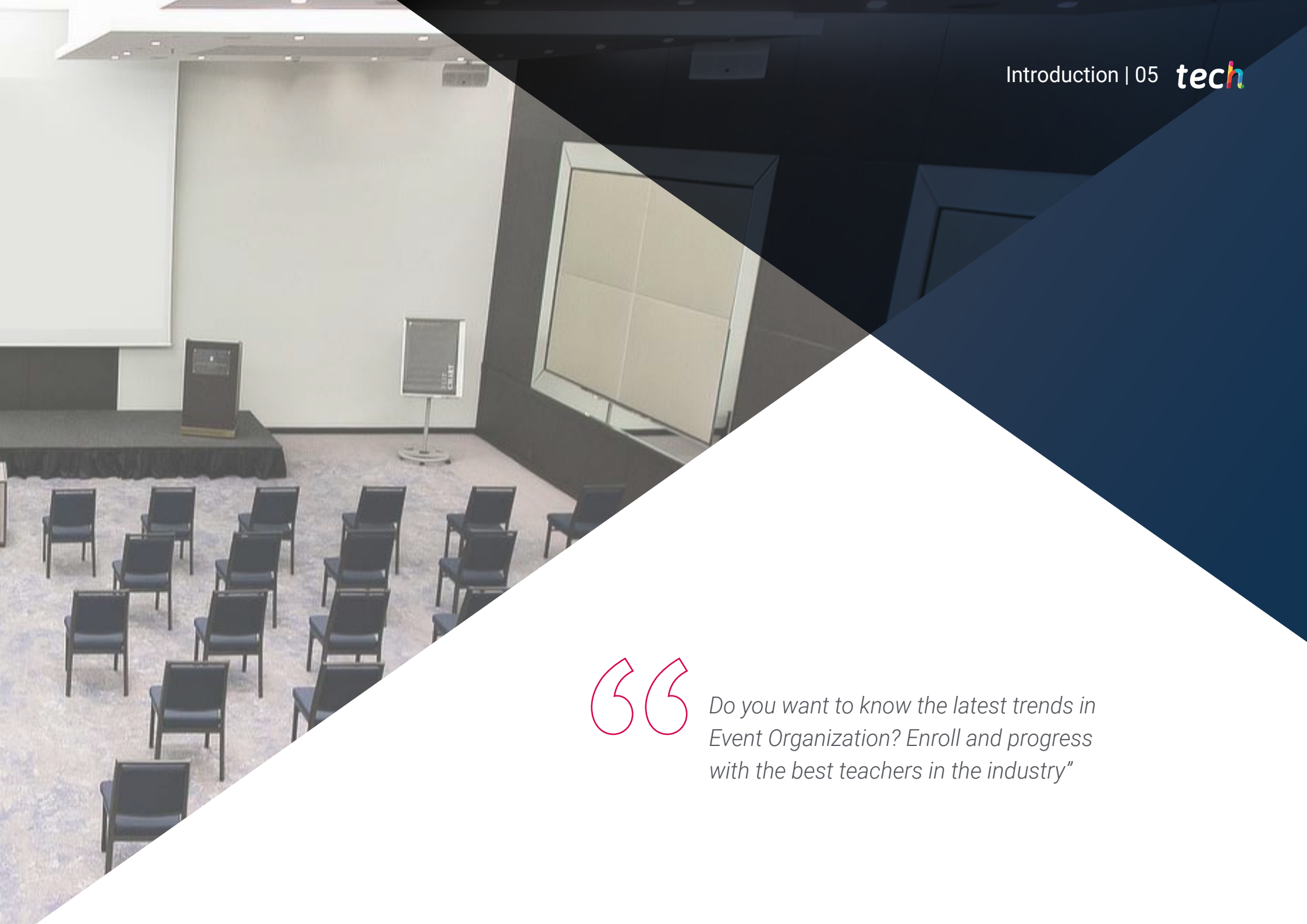
# 01

# Introduction

New technologies have led to a revolution in the organization of events. On many occasions, face-to-face attendance has gone beyond the barrier to give way to eminently digital environments. A change to which the organizer of any event must adapt with agility and speed nowadays. Planning, mastery of the sector or protocol are no longer enough to achieve an excellent act, it also requires updated and specialized knowledge on the latest technological trends to succeed. This degree gives students the opportunity to deepen their knowledge of a sector in order to be able to lead the organization of any event with professionalism. It also offers an internship program during 3 intensive weeks where you will be able to develop your full potential in a prestigious company under the guidance of the most experienced professionals in the field.







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*Do you want to know the latest trends in Event Organization? Enroll and progress with the best teachers in the industry”*

This Hybrid Professional Master's Degree is aimed at professionals in Marketing, Communication or Journalism who wish to face new challenges in the field of Event Organization. Leadership skills, planning and resolution of any unforeseen event will be essential to achieve a successful event. However, all of this requires a broad knowledge of the organization itself and the target sector.

Events have evolved leaving behind the traditional format with the presence of people to give way to virtual events with 100% of attendees in digital environments, or hybrid events in which some members connect through digital platforms while the rest are in a physical space. This course will allow students to learn the latest trends in event organization and obtain as a final result the development of their own business model, both as an *Event Planner* and with the creation of their own event agency.

During the 12 months of this program, students will be guided by a team of experts in the field who will help them to be able to organize any event from start to finish and to master the latest techniques in the fields of Marketing, Finance, Strategy, Communication, Organization, Planning, Operations and Logistics. It is essential for the professional to take into account the need to give all these disciplines equal importance if optimum results are to be obtained.

The content of this program has been prepared by experts in the field, who are currently working professionally and who have a broad background in business and academia. In this way, the students of this Hybrid Professional Master's Degree have the guarantee of receiving a quality education with up-to-date knowledge.

In these 1,500 hours of learning, students will take a theoretical phase taught 100% online. During this stage, all the material of the syllabus will be available for downloading and viewing at any time. This freedom makes it easier for students to combine their personal obligations with an education that will allow them to grow in their professional field. Also, at the end of this phase, students will have a 3-week internship program with professionals of the sector in a company responsible for the organization of different events.

This **Hybrid Professional Master's Degree in Organizing Events** contains the most complete and up-to-date program on the market. The most important features include:

- Development of more than 100 cases presented by event organization professionals
- Its graphic, schematic and eminently practical contents, with which they are conceived, gather technical and in-depth information on those disciplines that are essential for professional practice
- The development of case studies presented by experts in Communication, Marketing and Event Organization
- 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
- All of this will be complemented by 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
- In addition, you will be able to do an internship in one of the leading companies in event organization



*Acquire a deep knowledge about digital events and apply them to your next events"*

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*We provide you with all the knowledge in marketing, planning and organization for you to lead any event management”*

In this Hybrid Professional Master's Degree proposal, of a professionalizing nature and blended mode, the program is aimed at keeping up to date professionals event organizers who develop their functions for public and private entities, and who require a high level of qualification. The contents are based on the latest scientific evidence, and oriented in a didactic way to integrate theoretical knowledge in the practical performance of the organization of cultural, political, social, economic or environmental events, among others.

Thanks to their multimedia content developed with the latest educational technology, they will allow the professional event organizer a situated and contextual learning, that is, a simulated environment that will provide an immersive learning programmed to prepare for real situations. This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise throughout the program. For this purpose, the student will be assisted by an innovative interactive video system created by renowned experts.

*Do you have in mind to create your own event agency? Take the leap after completing this Hybrid Professional Master's Degree and succeed.*

*Combine your personal obligations with a 100% online Hybrid Professional Master's Degree in its theoretical phase.*



02

# Why Study this Hybrid Professional Master's Degree?

To obtain a real development in the field of Event Organization, it is not enough to know the latest procedures and techniques in the market. It is essential to deepen in the way to implement them in the different cases that may occur within this discipline. For this reason, TECH has designed this degree, which combines the most recent developments in areas such as Marketing, Communication, Finance or Logistics, with a practical stay in a highly prestigious company. Thus, the specialist will obtain a broad and complete vision of the most current panorama in Event Organization. A unique opportunity to update their knowledge with the help of the leading experts in the field.







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*TECH offers you the opportunity to enter a real company to develop in a demanding area of work that will allow you, hand in hand with the best specialists, to acquire the latest developments in Event Organization”*

### **1. Updating from the latest technology available**

New technologies have brought considerable changes in the area of Event Organization. Presence has crossed the barrier and, increasingly, events are developed entirely digital or with a hybrid system. This means that the specialist in charge of these tasks must know, in detail, the latest developments in the industry. And for this, TECH presents this Internship Program, with which the professional will enter a company of great prestige and forefront.

### **2. Gaining In-Depth Knowledge from the Experience of Top Specialists**

Throughout the entire practical period, a large team of professionals will accompany the specialist, ensuring an unprecedented upgrade of knowledge. In addition, a specifically appointed tutor will guide and advise the students in all the tasks they perform, allowing them to acquire the most effective methods to incorporate them into their daily practice.

### **3. Entering first-class environments**

All the companies available for the Internship Program have been carefully selected by TECH. Thanks to this, the professional is assured access to a highly prestigious company. Thus, students will delve into the day-to-day life of a demanding and rigorous work environment, where they will learn the most up-to-date procedures for dealing with any event.





#### **4. Combining the Best Theory with State-of-the-Art Practice**

This 100% practical learning model aims to break with the traditional pedagogical programs existing in the market. In order for the professionals to be able to combine their personal and work life with their studies, TECH has designed this degree. A program without long hours of teaching load in which the specialist is put in front of the latest developments in Event Organization, taking everything acquired to the professional practice during 3 intensive weeks.

#### **5. Expanding the Boundaries of Knowledge**

The companies available for the internship period of this Hybrid Professional Master's Degree are spread all over the world, which allows the professional not only to access national but also international centers. This is a way to expand their frontiers and acquire knowledge from the best experts in the field.



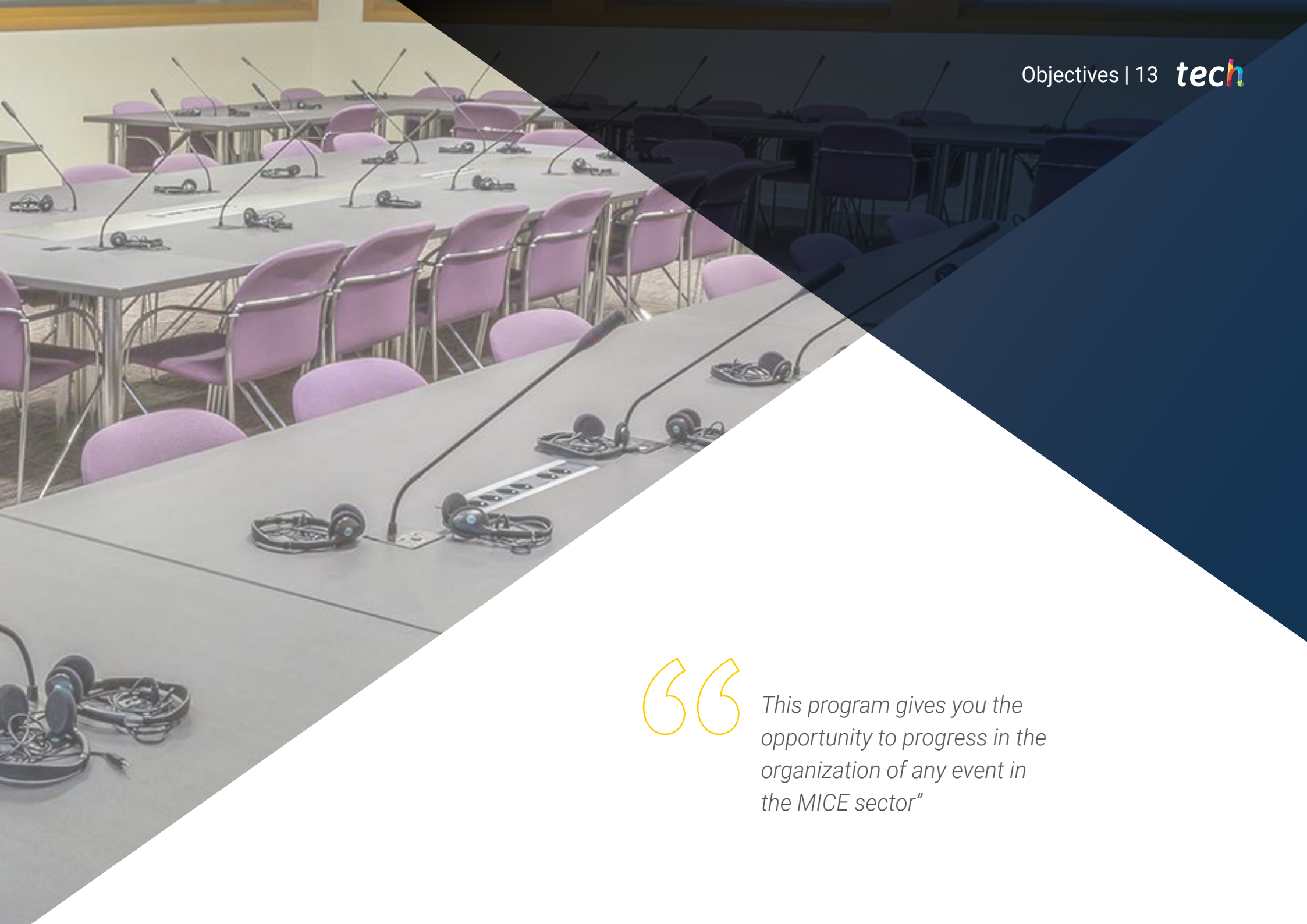
*You will have full practical immersion at the center of your choice"*



# 03 Objectives

The objective of this Hybrid Professional Master's Degree in Event Organization is for students to acquire and understand the knowledge that provides specialization in order to implement any idea in the organization of events. To do so, they must develop interpersonal skills and develop competencies in different areas such as Marketing, Finance, Logistics or Communication, in addition to understanding the new realities in event management caused by the irruption of technologies.





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*This program gives you the opportunity to progress in the organization of any event in the MICE sector”*





## General Objective

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- The main objective of this Hybrid Professional Master's Degree is for the professional to have the ability to organize any kind of event, whether traditional, virtual or hybrid. To this end, during the 12 months of teaching, students will learn in depth about current trends, develop teamwork skills, lead events, define strategies, objectives and commercial policies in the MICE market and master the different tools currently used for digitization, among other aspects. All this, you will achieve thanks to the specialized teaching team that will pour into this degree their knowledge and experience in the sector.





## Specific 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
- ♦ Communicate your conclusions and arguments to specialized and non-specialized audiences in a clear and unambiguous manner
- ♦ Integrate knowledge and face the complexity of making judgments based on incomplete or limited information, including reflections on the social and ethical responsibilities linked to the application of their knowledge and judgments
- ♦ Develop interpersonal relationship skills to manage multidisciplinary and multicultural work teams
- ♦ Seek and manage information from sources to make decisions that contribute to the achievement of the organization's objectives
- ♦ Define objectives, strategies and commercial policies in 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
- ♦ 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
- ♦ 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



*Acquire a deep knowledge about the evaluation of the different scenarios, difficulties and existing possibilities to successfully develop the event"*

# 04 Skills

The students of this Hybrid Professional Master's Degree will acquire the necessary skills to master the Event Organization sector, understand the industry and the businesses related to them. They will also be able to manage projects by establishing the strategy, objectives and planning necessary to meet the needs of each client and the sector in which it is developed.





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*Master all the techniques and tools for event design. Enroll in this Hybrid Professional Master's Degree”*





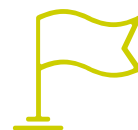
## General Skills

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- Comprehension the events 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 communicate effectively the conclusions and their arguments to specialized and non-specialized audiences in a clear and unambiguous manner







## Specific Skills

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- 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 case of an emergency at the event
- 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 on-site incident resolution and action protocols in each possible case
- Master interpersonal relations as an essential 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

# 05

# Course Management

In order to offer the highest possible quality to the students, TECH has carefully selected a team of highly qualified experts with extensive professional experience in the organization of events. They are a group of teachers who run their own agencies and are prepared to adapt to the constant changes that the sector is undergoing due to new technologies. All this will allow the specialist to acquire new and in-depth knowledge thanks to the support of a teaching staff specialized in the field of a teaching staff specialized in the area.



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*Learn everything you need to succeed from a teaching team that has managed multiple events and event agencies”*



## 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 SL
- ♦ Director of Barcelona Congres Medic SL
- ♦ Master in Marketing Management
- ♦ Master in Pharmaceutical Marketing by ISM-ESIC
- ♦ Diploma in Tax Law by ESINE Superior Study Center



## Professors

### Dr. Perelló Sobreperé, Marc

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



*The most prominent professionals in the area of event management will provide you with the latest developments, delving into the application of new technologies in this field”*



# 06

## Educational Plan

The syllabus of this Hybrid Professional Master's Degree has been designed to address the key points in the organization of any event. Thus, the students have in this degree 10 modules with an eminently practical and experiential approach that will provide an expanded and up-to-date vision of the sector. The video summaries of each topic, the real cases provided by the teaching team and the *Relearning* learning system, based on the reiteration of content, will be essential for the understanding of the entire syllabus and its implementation in the professional area.





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*Access all the theoretical content from the first day so that you can view it whenever you want. This Hybrid Professional Master's Degree adapts to you. Enroll now”*

## Module 1. The Industry of Business Events and Tourism

- 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. Stakeholders and Sector Overview. Economic Impact
  - 1.2.1. Economic Impact of the Sector in Spain
  - 1.2.2. Number of Events and People Moved Annually
  - 1.2.3. Expectations for Growth in the Post- COVID Reality
- 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. Market Study of Major Concerts in Spain
  - 1.8.2. Importance of *Ticketing*
  - 1.8.3. Concert *Merchandising* and Sponsorship

- 1.9. Social Events
  - 1.9.1. The Wedding Market in Spain
  - 1.9.2. The Role of the *Wedding Planner*
  - 1.9.3. 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. *Bench Marking*
- 2.3. Experiential *Design Thinking*
  - 2.3.1. Cognitive Immersion
  - 2.3.2. Covert Observation
  - 2.3.3. *World Cafe*
- 2.4. Defining Target Audience
  - 2.4.1. Who the Event is Aimed at
  - 2.4.2. Why we do the Event
  - 2.4.3. What is the Purpose of the Event
- 2.5. Trends
  - 2.5.1. New Trends in Staging
  - 2.5.2. Digital Contributions
  - 2.5.3. Immersive and Experiential Events
- 2.6. Personalization and Design Space
  - 2.6.1. Adaptation of the Space to the Brand
  - 2.6.2. *Branding*
  - 2.6.3. Brand Manual

- 2.7. Experience Marketing
  - 2.7.1. Living the Experience
  - 2.7.2. Immersive Event
  - 2.7.3. Fostering Memory
- 2.8. Signage
  - 2.8.1. Signage Techniques
  - 2.8.2. The Attendant's Vision
  - 2.8.3. Coherence of the Story. Event with Signage
- 2.9. The Event Venues
  - 2.9.1. Studies of Possible Venues. The 5 Why's
  - 2.9.2. Choice of the Venue According to the Event
  - 2.9.3. Selection Criteria
- 2.10. Proposed Staging. Types of Scenarios
  - 2.10.1. New Staging Proposals
  - 2.10.2. Prioritization of Proximity to the Speaker
  - 2.10.3. Scenarios Related to Interaction

### Module 3. Event Planning

- 3.1. *Timing* and Organization of the Program
  - 3.1.1. Time Available for the Organization of the Event
  - 3.1.2. Duration of the Event
  - 3.1.3. Event Activities
- 3.2. Space Organization
  - 3.2.1. Number of Expected Attendees
  - 3.2.2. Number of Simultaneous Rooms
  - 3.2.3. Room Formats
- 3.3. Speakers and Guests
  - 3.3.1. Choice of Speakers
  - 3.3.2. Contact and Confirmation of Speakers
  - 3.3.3. Management of Speakers' Attendance
- 3.4. Protocol
  - 3.4.1. Range of Invited Guests
  - 3.4.2. Disposition of the Presidency
  - 3.4.3. Parliamentary Organization

- 3.5. Security/Safety
  - 3.5.1. Access Control: the Security Perspective
  - 3.5.2. Coordination with Security Forces
  - 3.5.3. Internal Control of Spaces
- 3.6. Emergencias
  - 3.6.1. Evacuation Plan:
  - 3.6.2. Study of the Needs in Case of Emergency
  - 3.6.3. Creation of Medical Assistance Point
- 3.7. Capabilities
  - 3.7.1. Assessment of Capacity
  - 3.7.2. Distribution of Attendees at the Venue
  - 3.7.3. Maximum Capacities and Decisions to Be Made
- 3.8. Accessible
  - 3.8.1. Study of the Number of Accesses
  - 3.8.2. Capacity of Each of the Accesses
  - 3.8.3. *Timing* Calculation for Entry and Exit for Each Access
- 3.9. Transport
  - 3.9.1. Assessment of Transportation Possibilities
  - 3.9.2. Transportation Accessibility
  - 3.9.3. Personal or Public Transportation Pros and Cons
- 3.10. Locations
  - 3.10.1. How Many Locations Does the Event Have?
  - 3.10.2. Where Are They Located?
  - 3.10.3. Ease of Access to Venues

### Module 4. Creating Event Nominations

- 4.1. Choice of Destination
  - 4.1.1. Study of Destination
  - 4.1.2. Destination Possibilities. Strengths
  - 4.1.3. Infrastructure of Destination
- 4.2. Advantages of Destination
  - 4.2.1. Transport and Access Facilities
  - 4.2.2. Accommodation and Venues
  - 4.2.3. Tourism Offer



- 4.3. Destination Capacity
  - 4.3.1. Type of Event That Can Be Hosted
  - 4.3.2. How Many Flights, Highways, Trains Does It Have
  - 4.3.3. Conference Centers, *Venues* and Hotel Services
- 4.4. Cultural and Activity Offer of the Destination
  - 4.4.1. Gastronomic Offer of the Destination
  - 4.4.2. Cultural and Leisure Offer of the Destination
  - 4.4.3. Activities Available at the Destination
- 4.5. Accommodation
  - 4.5.1. Study of Hotel Supply
  - 4.5.2. Study of the Supply of Apartments, Campsites and Others
  - 4.5.3. Student Housing Options
- 4.6. Transport
  - 4.6.1. Ease of Access to the Destination
  - 4.6.2. Access and Transportation to the *Venue*
  - 4.6.3. Destination's Internal Transportation Services
- 4.7. Universities and Research Centers
  - 4.7.1. Know the Number of Universities in the Destination
  - 4.7.2. How Many Research Centers Are There
  - 4.7.3. Resume or Prestige of the Universities and Research Centers
- 4.8. Sports and Cultural Facilities
  - 4.8.1. How Many Sports Facilities Are Available at the Destination
  - 4.8.2. How Many Cultural Facilities Are Available at the Destination
  - 4.8.3. Capacity of the Facilities and Possibilities of Use
- 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 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 Digitalizing 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 Persona* and Development
- 7.3. Digitization of Information
  - 7.3.1. Thinking and Communicating Digitally
  - 7.3.2. New *Knowledge Management Models*
  - 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. Digital *Branding*
  - 7.5.1. *Branding*
  - 7.5.2. *Event Branding*
  - 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. RR Management HH of the event
  - 8.3.1. *Type of HR available for the event. 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 Transfer 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. *Segmentation of Service Areas*
  - 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 Group* Selection
  - 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. Generating Sponsorship *Dossiers* . Introduction
  - 9.3.1. Introduction
  - 9.3.2. Identification
  - 9.3.3. Objectives
- 9.4. Generating Sponsorship *Dossiers* . Technical Data
  - 9.4.1. Identification of Endorsements and Guarantors
  - 9.4.2. Historical data
  - 9.4.3. Sponsorship Opportunities
- 9.5. Sales Price Management
  - 9.5.1. Calculate Sponsorship Selling Prices
  - 9.5.2. Individual Sale by Concept
  - 9.5.3. Group Sales of Different Sponsorships
- 9.6. Floor Plans and Locations of Exhibit Areas
  - 9.6.1. Creation of the *Stands* Map
  - 9.6.2. What Should Be Included
  - 9.6.3. Attendee Traffic Flow
- 9.7. Exhibition Area Planning
  - 9.7.1. Visualization
  - 9.7.2. Notoriety
  - 9.7.3. Volume Equity

- 9.8. Marketing Policies
  - 9.8.1. Where to Sell Sponsorships
  - 9.8.2. How to Sell Sponsorship
  - 9.8.3. Payment Terms and Penalties
- 9.9. Management and Follow-Up of Sponsorship Sales
  - 9.9.1. Sponsorship Execution and Forecasting
  - 9.9.2. Viability study
  - 9.9.3. Achievement of Objectives or Restatement
- 9.10. Sponsorship Loyalty
  - 9.10.1. Sponsor Loyalty Actions
  - 9.10.2. Services to Provide
  - 9.10.3. Improvements or Innovations

## Module 10. Digitalizing Events: How to Develop Digital Events

- 10.1. Events during the COVID-19 Pandemic
  - 10.1.1. Import Aspects to Know
  - 10.1.2. Constant Follow-Up Government Health Standards
  - 10.1.3. *Timing* to Make Decisions
- 10.2. Planning Digital Events Scale
  - 10.2.1. Creation of the Schedule
  - 10.2.2. Components to Consider in the Schedule
  - 10.2.3. Aspects to Reflect in the Schedule Priorities
- 10.3. Supplier Selection
  - 10.3.1. Choice of Technology *Partner*
  - 10.3.2. Requirements to Be Requested from the Supplier
  - 10.3.3. Supplier Selection Price Factor vs. Value Factor Experience
- 10.4. Network and Internet Management
  - 10.4.1. Aspects of Network Management to Be Considered
  - 10.4.2. Contracting Internet Services
  - 10.4.3. Network Stress and Saturation Tests



- 10.5. Scope Objectives. Audience
  - 10.5.1. Determine Your Target Audience
  - 10.5.2. Rebroadcast in Other Languages
  - 10.5.3. Rooms to Broadcast
- 10.6. Interaction of the Attendees. Voting
  - 10.6.1. Implementation of the Interaction System
  - 10.6.2. Elements to Be Taken into Account in the Interaction of Attendees
  - 10.6.3. Forms and Procedures for Developing Interaction
- 10.7. Introduction Videos. *Kyrons* Music
  - 10.7.1. *Kyrons*
  - 10.7.2. Importance of the Instructions
  - 10.7.3. Resources to Consider
- 10.8. Onsite and Digital Coordination. Onsite and Remote Speakers
  - 10.8.1. Contact with Speakers
  - 10.8.2. Delivery of the Action Program to the Speakers
  - 10.8.3. *Timing* and Organization of Speakers Rules to Follow
- 10.9. Creating Virtual Sets
  - 10.9.1. Chroma
  - 10.9.2. Rear
  - 10.9.3. *Led* Screen
- 10.10. Virtual and Hybrid Event Management
  - 10.10.1. Follow-Up of the Event through Management
  - 10.10.2. Schedule and Order of Broadcasting
  - 10.10.3. Live Incident Resolution

“ *This course will allow you to advance in your professional career in a simple and convenient way*”

07

# Practices

Once the theoretical phase is completed, students will begin the internship period of this Hybrid Professional Master's Degree in a company that will allow them to develop the functions of event organizer. An activity in which they will be accompanied by professional experts in the area who will guide them through the necessary steps to carry out any type of event in different formats and with the latest tools used in the sector.



“

*Do your internship with industry professionals who will provide you with the latest developments in Event Organization”*



The internship period of this Event Organization program consists of a stay in a company, where students will be able to acquire a real experience of how an event is planned, organized and coordinated in its different formats. All this with a specialized staff that will accompany and guide them so that their learning is as complete as possible and responds to their professional expectations.

The students will be from Monday to Friday with 8 consecutive hours of practical learning. This stay will allow them to see how everything they have learned in the theoretical framework can be transferred to the real world of event organization. The TECH teaching team of this degree will be carrying out the work of tutoring, so that students get in this phase an optimal, complete and quality learning.

It is undoubtedly an opportunity to learn by working in the events industry, where students will be able to see how the spaces are selected according to the event, the accommodation of the participating speakers, the main marketing and communication strategies used, the development of plans according to the event or the relationship with the media and agencies in order to give maximum visibility to the event.

The practical part will be carried out with the active participation of the student performing the activities and procedures of each area of competence (learning to learn and learning to do), with the accompaniment and guidance of teachers and other fellow students who facilitate teamwork and multidisciplinary integration as transversal competences for the praxis of event organization (learning to be and learning to relate).

The procedures described below will be the basis of the practical part of the training, and their implementation will be subject to the center's own availability and workload, the proposed activities being the following:



*Materialize all your creative ideas in the organization of events with this Internship Program"*

Module	Practical Activity
<b>Approach to Design and Planning of events</b>	Mastering the different types of events, with an in-depth knowledge of congresses, conventions and incentive events
	Develop activities in cultural, musical, social or sporting events
	Manage an Event Organization project, executing all the phases from the search of the space to the subsequent measurement of results
	Research through Design Thinking the best strategy to follow in the creation of an event
	Practice the technique of creating the appropriate signage according to the event
	Decide on the most appropriate transportation options and locations according to the event to be organized
	Consider the possibilities of accommodation, transportation and activities at the event destination as part of the organization of the event
	Choose a destination based on its gastronomy, architecture, art and congress centers
<b>Techniques applied to Finance Management</b>	Manage the event's budget, with the corresponding income and expense items
	Develop a contingency plan for possible inconveniences in the organization of the event
	Manage the taxation of the event, taking into account amortizations and commissions
	Participate in the management of the profits obtained, delving into the investment possibilities

Module	Practical Activity
<b>Approach of Strategic Management and Digitalization of Marketing and Communication in events</b>	Elaborate marketing and advertising plans according to the organized event
	Analyze the strengths and weaknesses of the event through different techniques
	Maintain relations with the media and agencies for the elaboration of a communication plan
	Manage digital events based on new communication technologies
	Segmenting the target audience of the event according to users and Buyer persona
	Manage the <i>digital branding of the brand and event in question</i>
	Plan the dossier and set-up of a digital event
	Manage communication channels and networks of the digital event
	Manage the management of the digital and hybrid event
	Developing effective operations and logistics management plans
<b>Operations Management, Logistics and Event Sponsorship Techniques</b>	Plan for speakers, VIP guests and accessibility
	Manage the logistics of event setup and dismantling
	Plan a sponsorship strategy and sustainability of an event
	Create a sponsorship dossier with technical data
	Apply common marketing policies in event sponsorship management

## Civil Liability Insurance

This institution's main concern is to guarantee the safety of the trainees and other collaborating agents involved in the internship process at the company. Among the measures dedicated to achieve this is the response to any incident that may occur during the entire teaching-learning process.

For this purpose, this educational entity undertakes to take out a liability insurance policy to cover any eventuality that may arise during the stay at the internship center.

This liability policy for interns will have broad coverage and will be taken out prior to the start of the practical training period. In this way the professionals will not have to worry in case they have to face an unexpected situation and will be covered until the end of the practical program at the center.



## General Conditions of the Internship Program

The general terms and conditions of the internship program agreement shall be as follows:

- 1. TUTOR:** During the Hybrid Professional Master's Degree, students will be assigned with two tutors who will accompany them throughout the process, answering any doubts and questions that may arise. On the one hand, there will be a professional tutor belonging to the internship center who will have the purpose of guiding and supporting the student at all times. On the other hand, they will also be assigned with an academic tutor whose mission will be to coordinate and help the students during the whole process, solving doubts and facilitating everything they may need. In this way, the student will be accompanied and will be able to discuss any doubts that may arise, both clinical and academic.
- 2. DURATION:** The internship program will have a duration of three continuous weeks, in 8-hour days, 5 days a week. The days of attendance and the schedule will be the responsibility of the center and the professional will be informed well in advance so that they can make the appropriate arrangements.
- 3. ABSENCE:** If the students does not show up on the start date of the Hybrid Professional Master's Degree, they will lose the right to it, without the possibility of reimbursement or change of dates. Absence for more than two days from the internship, without justification or a medical reason, will result in the professional's withdrawal from the internship, therefore, automatic termination of the internship. Any problems that may arise during the course of the internship must be urgently reported to the academic tutor.
- 4. CERTIFICATION:** Professionals who pass the Hybrid Professional Master's Degree will receive a certificate accrediting their stay at the center.
- 5. EMPLOYMENT RELATIONSHIP:** the Hybrid Professional Master's Degree shall not constitute an employment relationship of any kind.
- 6. PRIOR EDUCATION:** Some centers may require a certificate of prior education for the Hybrid Professional Master's Degree. In these cases, it will be necessary to submit it to the TECH internship department so that the assignment of the chosen center can be confirmed.
- 7. DOES NOT INCLUDE:** The Hybrid Professional Master's Degree will not include any element not described in the present conditions. Therefore, it does not include accommodation, transportation to the city where the internship takes place, visas or any other items not listed.

However, students may consult with their academic tutor for any questions or recommendations in this regard. The academic tutor will provide the student with all the necessary information to facilitate the procedures in any case.



# 08

## Where Can I Do the Internship?

This Hybrid Professional Master's Degree program includes in its itinerary a practical stay in a company of the sector that will allow students to learn everything involved in the organization of an event, planning, difficulties or resolutions of the problems they face in their daily work. All this with a team of professionals who will provide all their knowledge in this field and a teaching staff of TECH that will monitor the learning of the specialist to advance in his professional career.



A city skyline at sunset, with buildings illuminated and a colorful sky transitioning from orange to blue. The image is split diagonally by a white line.

“

*Complete your theoretical education with a Internship Program, which will show you the wide range of professional possibilities of the event industry”*



## tech 42 | Where Can I Do the Internship?



Students may take the practical part of this Hybrid Professional Master's Degree at the following centers:



**School of Business**

### Madrid Urban Vibes

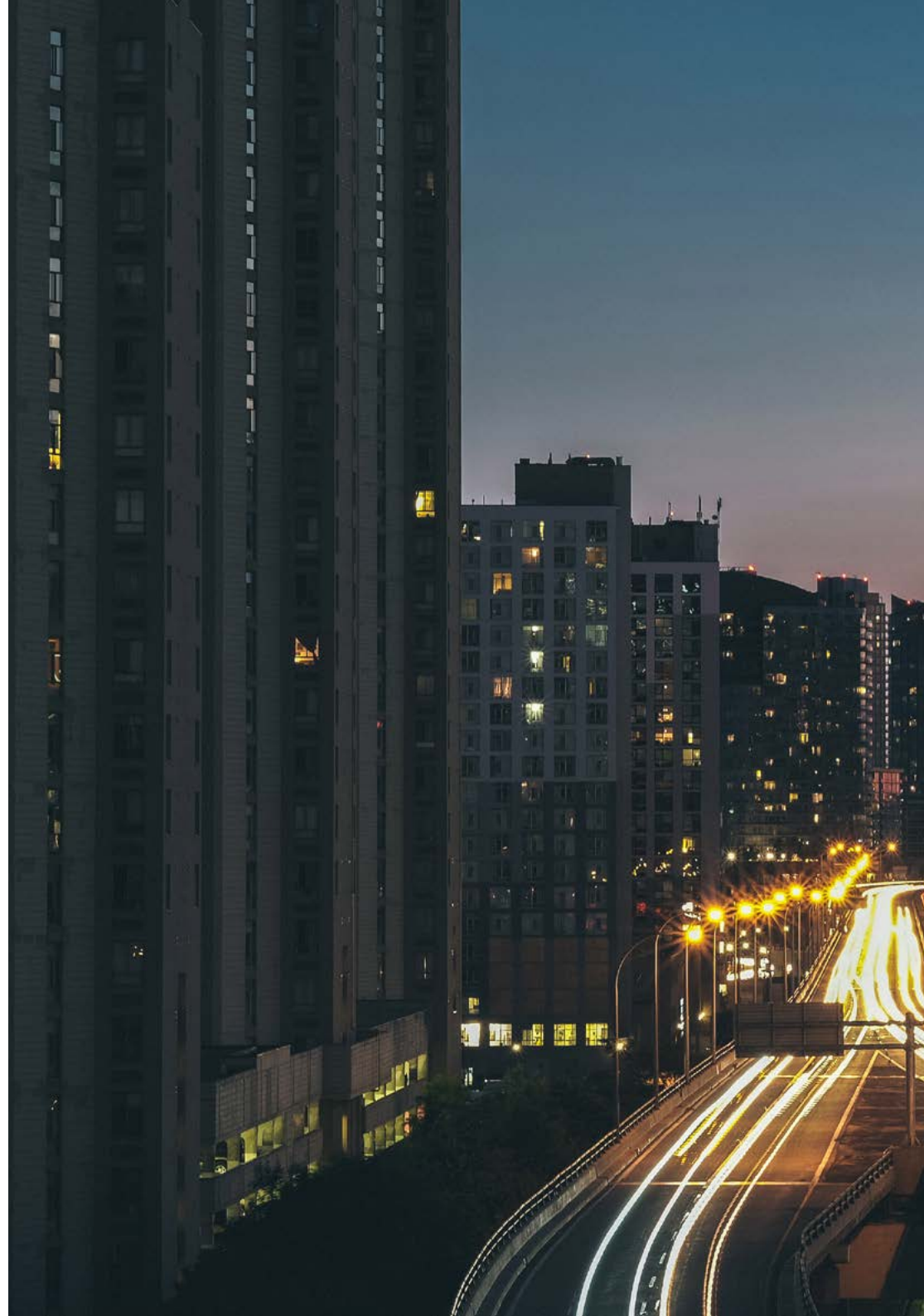
Country	City
Spain	Madrid

Address: Calle de Sta Engracia, 62, 28010 Madrid

Experiences, tours, music and activities

---

**Related internship programs:**  
-Event Organization





**ultimafiesta.com**

Country  
Spain

City  
León


Address: El Río, 9, 24359 Seisón de la Vega

People we want to dignify and celebrate life at the moment of death.

**Related internship programs:**

- Event Organization
- Commercial and Sales Management





**School of Business**

### Nameless Agency

Country	City
Mexico	Mexico City

Address: Tula 30 Colonia Condesa  
Cuauhtémoc C.P. 06140

Entity specialized in digital marketing and public relations

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**Related internship programs:**  
Advertising Communication  
-MBA in Digital Marketing





School of Business

### Wakken

Country	City
Mexico	Mexico City

Address: Ozuluama 21 B Col. Hipódromo  
Condesa Del. Cuauhtemoc

Space for high-level physical activity high level

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**Related internship programs:**

- High Performance Sports
- Sports Journalism



09

# 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"*



## TECH Business School uses the 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”*



*This program prepares you to face business challenges in uncertain environments and achieve business success.*



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

### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. 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 business reality is taken into account.

“

*You 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 must integrate all their knowledge, research, 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 different teaching elements in each lesson.

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

*Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.*

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 online business school is the only one in the world licensed to incorporate 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.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*Relearning will allow you to learn with less effort and better performance, involving you more in your 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.



### Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### 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 senior management 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.



# 10 Certificate

The Hybrid Professional Master's Degree in Organizing Events guarantees, in addition to the most rigorous and up-to-date education, access to a Hybrid Master's Degree issued by TECH Technological University.



“

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



This **Hybrid Professional Master's Degree in Organizing Events** contains the most complete and up to date program in the professional and academic panorama.

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

In addition to the Degree, students will be able to obtain an academic transcript, as well as a certificate outlining the contents program. In order to do so, students, should contact their academic advisor, who will provide them with all the necessary information.

Title: **Hybrid Professional Master's Degree in Organizing Events**

Course Modality: **Hybrid (Online + Internship)**

Duration: **12 months.**

Certificate: **TECH Technological University**

Teaching Hours: **1,620 hours.**



\*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  
development languages  
virtual classroom



Hybrid Professional  
Master's Degree  
Organizing Events

Course Modality: Hybrid (Online + Internship)

Duration: 12 months.

Certificate: TECH Technological University

Teaching Hours: 1,620 hours

# Hybrid Professional Master's Degree

## Organizing Events

