Postgraduate Certificate
Digitization of Events; Development of Digital Events

tech global university

Postgraduate Certificate
Digitization of Events; Development of Digital Events

- » Modality: **online**
- » Duration: **6 weeks**
- » Certificate: **TECH Global University**
- » Credits: **6 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

- » Target Group: **University graduates who have previously completed studies in Marketing and the Social Sciences who want to make a qualitative leap in their professional careers. Creating their own event agency whether as Event Managers or as Businesspeople.**

Website: **www.techtitute.com/us/school-of-business/postgraduate-certificate/digitization-events-development-digital-events**

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01
Welcome

Making an online event a unique and flattering experience can be a difficult task if the elements that compose it and the specific methodologies for its development are not understood. At a time when digital tools offer endless possibilities, training is necessary to take advantage of new trends in favor of the objectives set and the strategic planning of the company. That is why this program seeks to delve into the digitization of events and development of a digital event, to enhance the skills of the professional, increase their alternatives to the need for expansion of the company or brand so they can make the right decisions, achieving this way, satisfactory results in the creation of a digital or hybrid event.

Postgraduate Certificate in Digitization of Events; Development of Digital Events.
TECH Global University

With this program you will develop your analytical skills in the implementation of the digitization of events in the current era"

Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class center for intensive managerial skills education.

tech

TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"

At TECH Global University

Innovation

The university offers an online learning model that balances the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.

The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

95% of TECH students successfully complete their studies

Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

+100000 executives prepared each year

+200 different nationalities

Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

+500 collaborative agreements with leading companies

Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.

Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.

TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:

Analysis

TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.

Academic Excellence

TECH offers students the best online learning methodology. The university combines the Relearning methodology (the most internationally recognized postgraduate learning methodology) with Harvard Business School case studies. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.

Economy of Scale

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, volume + technology = a ground-breaking price. This way, TECH ensures that studying is not as expensive for students as it would be at another university.

Learn with the best

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.

At TECH, you will have access to the most rigorous and up-to-date case analyses in academia"

Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.

We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you education of the highest academic level"

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

01

A Strong Boost to Your Career

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

70% of students achieve positive career development in less than 2 years.

02

Develop a strategic and global vision of the company

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional fields.

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

You will work on more than 100 real senior management cases.

04

You will take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

45% of graduates are promoted internally.

05

Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

You will find a network of contacts that will be instrumental for professional development.

06

Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different fields in companies.

20% of our students develop their own business idea.

07

Improve *soft skills* and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

Improve your communication and leadership skills and enhance your career.

08

You will be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified teachers from the most prestigious universities in the world: the TECH Global University community.

We give you the opportunity to study with a team of world-renowned teachers.

04
Objectives

Understanding in depth the technical aspects and methodologies to be implemented for the Development of Digital Events and the Digitization of Events, is what this Postgraduate Certificate proposes, focused on providing the necessary skills to the professional to know how to properly use this resource, in order to obtain favorable results in each of their projects.

"

Enroll now and master everything you need to become an expert in Digitization of Events and Development of Digital Events in just 6 weeks"

TECH makes the goals of their students their own goals too.
Working together to achieve them.
The **Postgraduate Certificate in Digitization of Events; Development of Digital Events** will enable the student to:

01 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

02 Communicate your conclusions and arguments to specialized and non-specialized audiences in a clear and unambiguous manner

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

04 Discovering digital events, analyzing their evolution and how to carry them out

05 Gain in-depth knowledge about hybrid events, their current importance and their future

06 Analyze the regulation of a digital event and its importance, the rundown and Timings

08 Create a virtual set with all its elements: chroma key, *Backscreen*, augmented reality

09 Analyze the audiences and capacities of digital events

07 Gain in-depth knowledge of aspects of digital events, such as technical means, lighting, networks, Internet, *Kyrons*, etcetera

10 Interaction with on-site and/or virtual attendees

Structure and Content

This Postgraduate Certificate in Digitization of Events; Development of Digital Events, proposes an exclusive syllabus to provide information on the aspects related to the technical means to be taken into account in the development of a hybrid or digital event. With a structure and methodology that allow the effective progress of the professional in their training. Through multiple multimedia resources, which allow progressive and natural learning, without large investments of time.

"TECH offers a study method specially designed for today's professionals, with very little time for training"

Syllabus

Knowing all the technical and theoretical aspects to implement the digitization of events and develop a digital event is essential in the current and post-pandemic era. This Postgraduate Certificate aims to develop the skills to carry out hybrid or fully digital events, to understand the importance they have today and the future of them.

A training that gives them the necessary tools and the most important and at the same time, the most useful knowledge to develop professionally in the area of events and therefore, to develop the competencies that will allow them to manage an event company or activities related to the environment.

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 current practical cases.

Over the course of 180 hours or 6 weeks online training, students will analyze a variety of practical cases through individual and team work. It is, therefore, an authentic immersion in real business situations.

A syllabus that covers the knowledge, both theoretical and practical, required of any professional interested in leading a growing sector. Adopting more specific competencies by successfully managing the digitization of events and the creation of a digital event.

This Postgraduate Certificate takes place over 6 weeks and it consists of 1 module:

| Module 1 | Digitization of Events; Development of Digital Events |

Where, When and How is it Taught?

TECH offers you the possibility to study this Postgraduate Certificate in Digitization of Events; Development of Digital Events completely online. During the 6 weeks of the program, the student will be able to access all the contents of this program at any time, which will allow them to self-manage their study time.

A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.

Module 1. Event Digitalization. How to Develop Digital Event

1.1. The COVID-19 Era at Events
1.1.1. Import Aspects to Know
1.1.2. Constant Follow-Up Government Health Standards
1.1.3. Timing to Make Decisions

1.2. Planning Digital Events Scale
1.2.1. Creation of the Schedule
1.2.2. Components to Consider in the Schedule
1.2.3. Aspects to Reflect in the Schedule Priorities

1.3. Supplier Selection
1.3.1. Choice of Technology Partner
1.3.2. Requirements to Be Requested from the Supplier
1.3.3. Supplier Selection Price Factor vs. Value Factor Experience

1.4. Network and Internet Management
1.4.1. Aspects of Network Management to Be Considered
1.4.2. Contracting Internet Services
1.4.3. Network Stress and Saturation Tests

1.5. Scope Objectives. Audience
1.5.1. Determine Your Target Audience
1.5.2. Rebroadcast in Other Languages
1.5.3. Rooms to Broadcast

1.6. Interaction of the Attendees. Voting
1.6.1. Implementation of the Interaction System
1.6.2. Elements to Be Taken into Account in the Interaction of Attendees
1.6.3. Forms and Procedures for Developing Interaction

1.7. Introduction Videos. Kyrons. Music
1.7.1. Kyrons
1.7.2. Importance of the Instructions
1.7.3. Resources to Consider

1.8. Onsite and Digital Coordination. Onsite and Remote Speakers
1.8.1. Contact with Speakers
1.8.2. Delivery of the Action Program to the Speakers
1.8.3. Timing and Organization of Speakers Rules to Follow

1.9. Creating Virtual Sets
1.9.1. Chroma
1.9.2. Rear
1.9.3. Led Screen

1.10. Virtual and Hybrid Event Management
1.10.1. Follow-Up of the Event through Management
1.10.2. Schedule and Order of Broadcasting
1.10.3. Live Incident Resolution

"

With this program you will learn in depth all the technical aspects of digital events, such as lighting, networks, Internet, Kyrons, among others"

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.

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. 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:
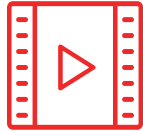
Study Material

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.

30%

10%

8%

3%

30%

15%

4%
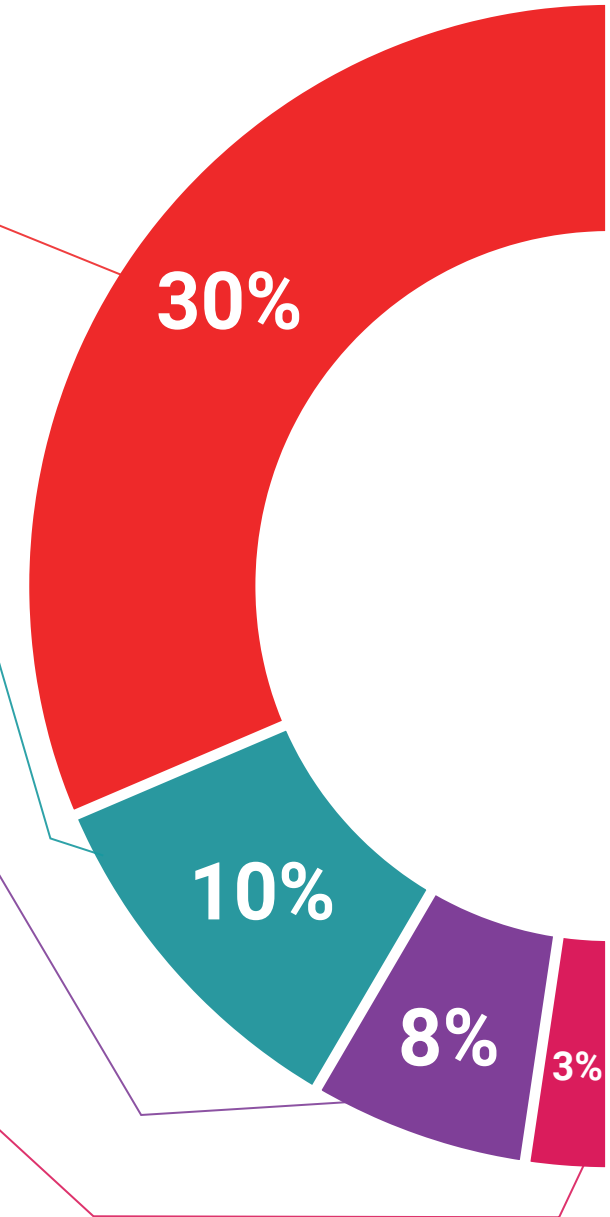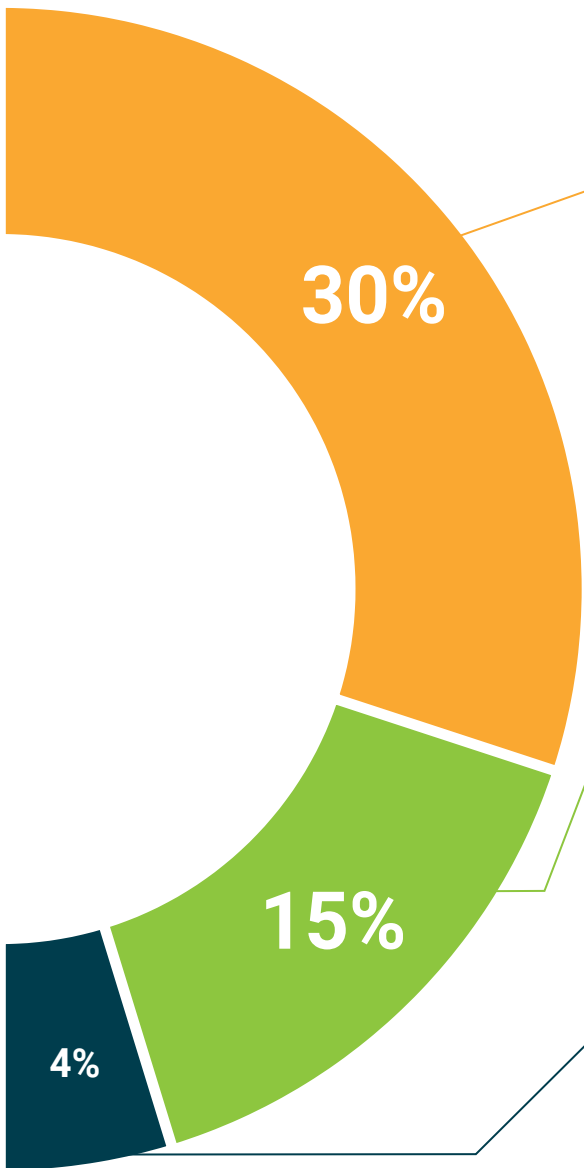
Case Studies

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.

Our Students' Profiles

This program is aimed at professionals in the corporate or particular sector who are enthusiastic about event organization, and who wish to make a qualitative leap in their professional careers. Even creating their own event agency, giving them the necessary tools to direct or manage events with a strategic, innovative, multidisciplinary vision and high experiential value.

Training yourself in specific subjects will add exponential value to your professional profile"
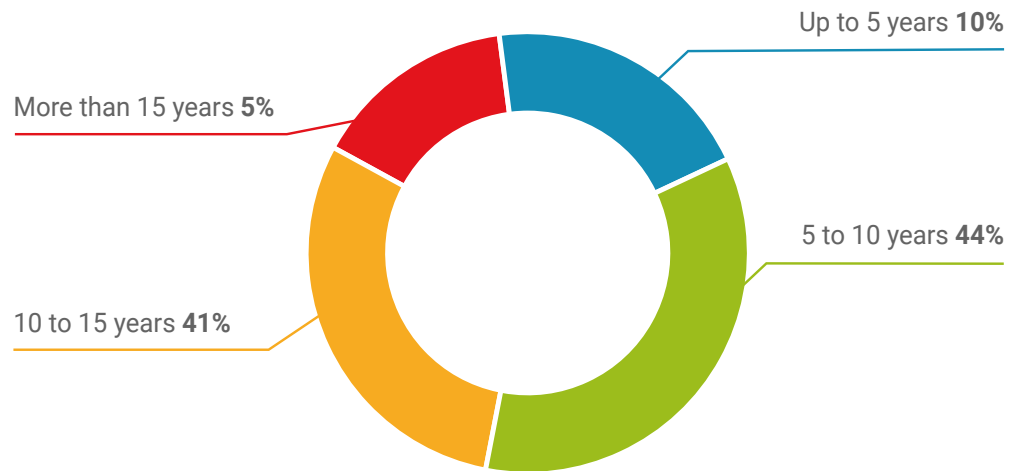
Average Age

Between **35** and **45** years old

Years of Experience

Up to 5 years **10%**

More than 15 years **5%**

5 to 10 years **44%**

10 to 15 years **41%**

Training

Social Sciences **50%**

Marketing **33%**

Administrative **10%**

Other **7%**

Educational Profile

Marketing **13%**

Communication **50%**

Public Relations and Advertising **32%**

Other **5%**
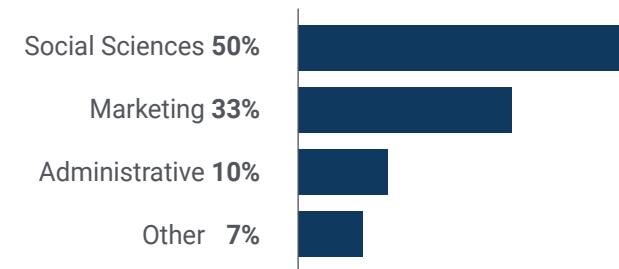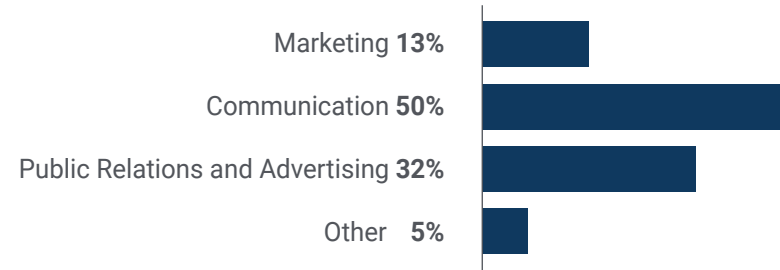
Geographical Distribution

USA	**6%**
Spain	**47%**
Mexico	**38%**
Colombia	**9%**
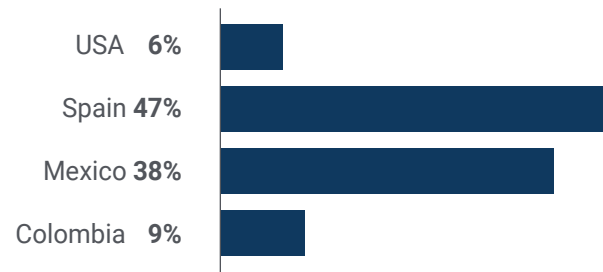
Mr. Javier Hernández

SME Manager

"The digitization of events in the company I represent became a necessity in the environment of the pandemic lived with emphasis since 2020, both for internal and external we had to open the door to digital events to advance the development of the business. This program gave me the tools that helped me to position myself as one of the most necessary profiles within the project; thanks to the methodology implemented by TECH, the concepts were very easy for me to understand and I could gradually put them into practice"

08

Course Management

TECH with the premise of offering high-level training programs has selected teachers with a renowned profile in the area of communications and Marketing, focused on Event Management to lead this program. They are currently working in the sector with complete success, and thanks to this, they will provide the student with a wide knowledge and experience in the subject of study.

" *Experts in the area of events with more than two decades of experience will be in charge of guiding you on the road to your professionalization*"

Management

Mr. Gil Tomas, Tommy

- Founder and CEO of Atelier MICE, a company that organizes conferences and events
- Development Director of Creativialab S.L.
- Director Barcelona Congréso Médic S.L.
- More than 25 years of work dedicated to the MICE world
- Teacher with more than 20 years of experience
- Diploma in Marketing Management and Master's Degree in Pharmaceutical Marketing from ISM-ESIC
- Diploma in Tax Law by ESINE

Impact on Your Career

This updating program allows the professional to stand out in their work environment in a successful way, for the results obtained in each of their projects based on what they have learned during the 180 hours of study, as they will be able to understand all the elements and aspects around the digitization of events and the development of digital events, through the study of the technical means that complement it.

You will be able to organize 100% digital or hybrid events in the development of your profession, appropriate to the current reality and context"

Are you ready to take the leap?
Excellent professional development awaits you

The Postgraduate Certificate in Digitization of Events; Development of Digital Events, exclusive from TECH, is an intensive 6-week program that prepares the student to analyze and highlight the different ways of sponsoring an event. Its main objective is to promote personal and professional growth, helping you to achieve success and stand out in your work environment.

Generating Positive Change

Learn how to leverage the benefits of digitization for highly effective and globalized events.

Enroll now and live the experience of becoming a graduate in a growing events sector 100% online and in 6 weeks.

Time of Change

During the program	During the first year	After 2 years
11%	**63%**	**26%**

Type of Change

Internal Promotion **41%**
Change of Company **50%**
Entrepreneurship **9%**
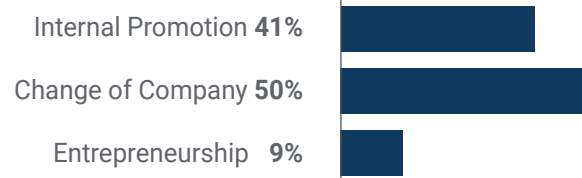
Salary Increase

This program represents a salary increase of more than **25.22%** for our students.

Salary before	A salary increase of	Salary after
$57,900	**25.22%**	**$75,500**

Benefits for Your Company

The Postgraduate Certificate in Digitization of Events; Development of Digital Events contributes to enhance the talent and capabilities of the professional profile of a high-level event planner.

Participating in this program is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers. In addition to acquiring new experiences in the design of events in the business area or of any kind.

In this program you will learn in depth about different legal, deontological or compliance aspects of the different sectors with practical examples"

Developing and retaining talent in companies is the best long-term investment.

01

Growth of talent and intellectual capital

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

02

Retaining high-potential executives to avoid talent drain

This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

Building agents of change

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

04

Increased international expansion possibilities

Thanks to this program, the company will come into contact with the main markets in the world economy.

tech

05

Project Development

The professional can work on a real project or develop new projects in the field of R & D or business development of your company.

06

Increased competitiveness

This program will equip students with the skills to take on new challenges and drive the organization forward.

11
Certificate

The Postgraduate Certificate in Digitization of Events; Development of Digital Events guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.

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

This program will allow you to obtain your **Postgraduate Certificate in Digitization of Events; Development of Digital Events** endorsed by **TECH Global University**, the world's largest online university.

TECH Global University is an official European University publicly recognized by the Government of Andorra (*official bulletin*). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate in Digitization of Events; Development of Digital Events**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**

tech global university

Mr./Ms. _____, with identification document _____
has successfully passed and obtained the title of:

Postgraduate Certificate in Digitization of Events; Development of Digital Events

This is a program of 180 hours of duration equivalent to 6 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
Rector

Unique TECH Code: AFWORD23S   techtitute.com/certificates

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

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