

# Postgraduate Certificate Event Planning





## Postgraduate Certificate Event Planning

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: University graduates who have previously completed studies in Marketing and the Social Sciences and who want to make a quality leap in their professional careers. Creating their own event agency whether as Event Managers or as Businesspeople

Website: [www.techtute.com/pk/school-of-business/postgraduate-certificate/event-planning](http://www.techtute.com/pk/school-of-business/postgraduate-certificate/event-planning)

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# 01

# Welcome

The development of any event is a responsibility that requires extensive knowledge and preparation. Events are enriching tools for any business or project if organized correctly. In order to avoid the greatest possible risks, the professional must be a well-planned person and for this they must use the correct methodologies and tools, such as the use of chronograms and scales that allow them to establish a sequential order of the acts and foresee all the possibilities. In this program, the professional will be able to understand everything about this subject and develop their Event Planning skills in order to manage an event agency or lead projects within an organization.



Postgraduate Certificate in Event Planning. TECH Technological University



“

*Thanks to this program you will learn in depth everything you need to know to arrange the event and all its components, based on established parameters using the appropriate format”*

02

# 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 centre for intensive managerial skills training.



“

*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 Technological University



### Innovation

The university offers an online learning model that combines 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.

**100,000+**  
executives trained 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

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TECH offers students the best online learning methodology. The university combines the Relearning method (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic itinerary.



### Economy of Scale

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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 groundbreaking 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 studies in the academic community"*

03

# 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 training of the highest academic level"*

This program will provide students with a multitude of professional and personal advantages, particularly the following:

**01**

### A significant career boost

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 participants achieve positive career development in less than 2 years.*

**02**

### Develop a strategic and global vision of companies

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

*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**

### 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 areas 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

### Be part of an exclusive community

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

*We give you the opportunity to train with a team of world renowned teachers.*

# 04

# Objectives

This course is focused on providing the necessary skills to the professional to design schedules, chronograms, space distributions and to evaluate all the possibilities and tools that will facilitate a flawless execution and optimal results. Therefore, standing out in their work environment, for their organizational approach and expertise in the discipline of Event Planning.



“

*You will learn how to correctly design the event schedule, an ideal tool to organize and foresee any failure”*

TECH makes the goals of their students their own goals too.  
Working together to achieve them.

The **Postgraduate Certificate in Event Planning** will teach the student to:

01

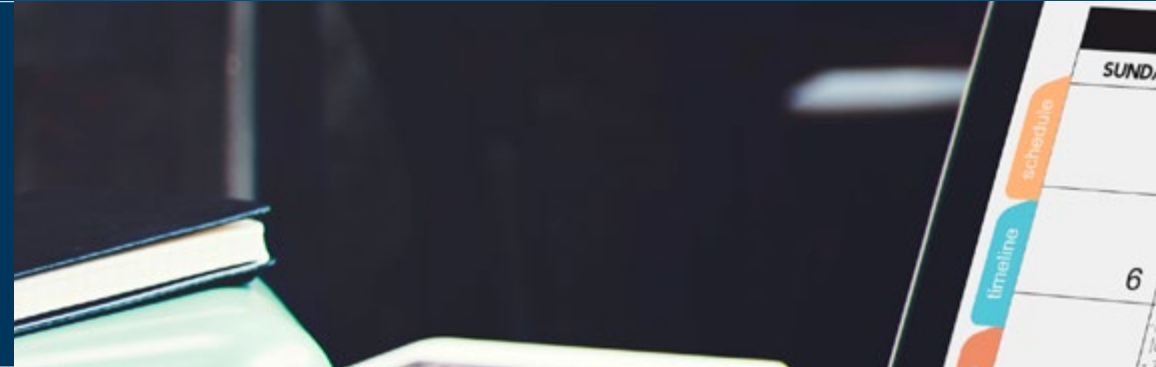
Acquire and understand knowledge that provides expertise or an opportunity to be original in the development and/or application of ideas, often in a research context

04

Develop interpersonal relationship skills to manage multidisciplinary and multicultural work teams

02

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



03

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

05

Seek and manage information from sources to make decisions that contribute to the achievement of the organization's objectives

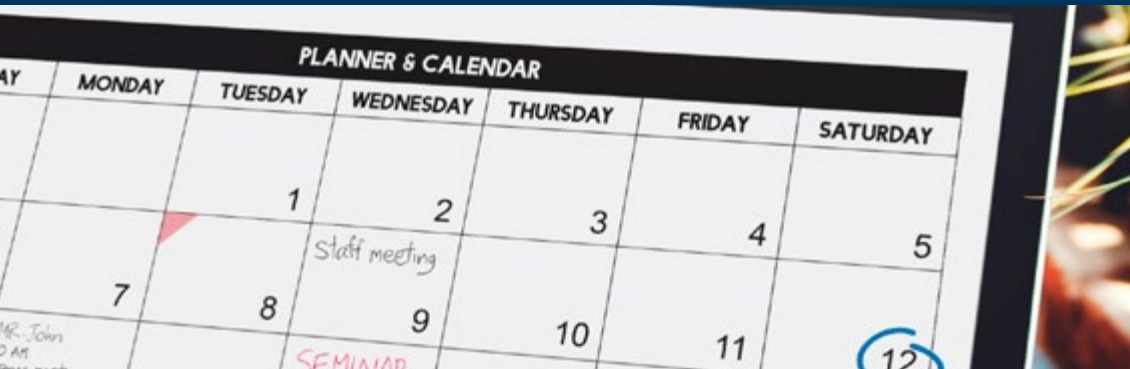


06

Learn how to create an event schedule, based on the parameters provided for this purpose

08

Gain an in-depth understanding of how to organize spaces, what priorities and what types of formats to use



09

Manage the distribution of content and speakers according to the needs or priorities

07

Create the staging of each of the parts of the event

10

Plan access, security and transportation, based on a study of the possibilities of the destination and the venue, its capacities, its infrastructure and its offerings

05

# Structure and Content

This Postgraduate Certificate in Event Planning proposes an exclusive content based on the analysis of everything necessary to carry out events efficiently and effectively. Thanks to the differential value of the content, with an expanded and up-to-date vision of the sector from the beginning to the end of the program, it provides a unique value. On the other hand, 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, without having to invest large amounts of time.



“

*TECH brings you this program with exclusive content, online modality and Relearning methodology that facilitates the learning process”*

## Syllabus

Creating the event schedule based on the parameters that facilitate the staging of each part of the event, knowing in depth how to organize the spaces, what priorities and what types of format to use, managing the distribution of content and speakers according to the needs or priorities raised, is part of what is proposed in this Postgraduate Certificate in Event Planning, with exclusive content from TECH Technological University. An intensive program that prepares the professional to face challenges and business decisions in the field of Event Management.

A program that provides the necessary tools and the most important and useful knowledge to develop professionally and learn the importance of events as a communication, business and marketing tool. With the purpose of developing the necessary competencies that will allow you 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 150 hours or 6 weeks of fully 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 curriculum that covers the knowledge, both theoretical and practical, required of any professional interested in leading a growing sector. Adopting more specific competencies such as planning access, security, transportation, everything to make the event possible; based on the study of the possibilities of the destination and the venue, its capabilities, its infrastructure and its offer, in order to obtain the expected results.

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

### Module 1.

### Event Planning



### Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in Event Planning completely online. Over the course of 6 weeks, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

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

Module 1. Event Planning

**1.1. Timing and Organization of the Program**

- 1.1.1. Time Available for the Organization of the Event
- 1.1.2. Duration of the Event
- 1.1.3. Event Activities

**1.2. Space Organization**

- 1.2.1. Number of Expected Attendees
- 1.2.2. Number of Simultaneous Rooms
- 1.2.3. Room Formats

**1.3. Speakers and Guests**

- 1.3.1. Choice of Speakers
- 1.3.2. Contact and Confirmation of Speakers
- 1.3.3. Management of Speakers' Attendance

**1.4. Protocol**

- 1.4.1. Range of Invited Guests
- 1.4.2. Disposition of the Presidency
- 1.4.3. Parliamentary Organization

**1.5. Security/Safety**

- 1.5.1. Access Control: the Security Perspective
- 1.5.2. Coordination with Security Forces
- 1.5.3. Internal Control of Spaces

**1.6. Emergencies**

- 1.6.1. Evacuation Plan:
- 1.6.2. Study of the Needs in Case of Emergency
- 1.6.3. Creation of Medical Assistance Point

**1.7. Capabilities**

- 1.7.1. Assessment of Capacity
- 1.7.2. Distribution of Attendees at the Venue
- 1.7.3. Maximum Capacities and Decisions to Be Made

**1.8. Accessible**

- 1.8.1. Study of the Number of Accesses
- 1.8.2. Capacity of Each of the Accesses
- 1.8.3. Timing Calculation for Entry and Exit for Each Access

**1.9. Transport**

- 1.9.1. Assessment of Transportation Possibilities
- 1.9.2. Transportation Accessibility
- 1.9.3. Personal or Public Transportation Pros and Cons

**1.10. Locations**

- 1.10.1. How Many Locations Does the Event Have?
- 1.10.2. Where Are They Located
- 1.10.3. Ease of Access to Venues



*You will know exactly how to plan access, security, transportation, everything you need to set up an event”*



# 06

# 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.*



## 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.

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

## 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.



07

# Our Students' Profiles

This program is aimed at professionals in the corporate or private sector who are enthusiastic about the event management, 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.







“

*You will be able to share experiences with professionals in the events environment from different sectors, which enriches and adds value to your education”*

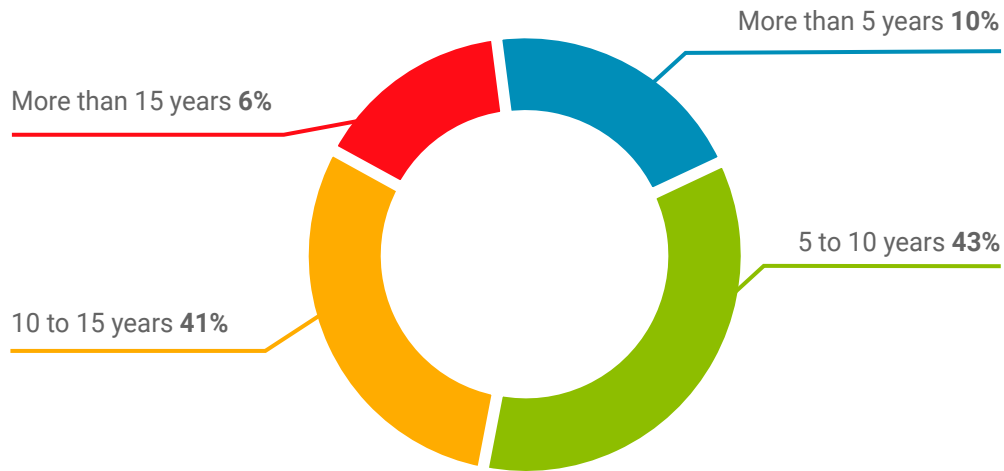
### Average Age

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

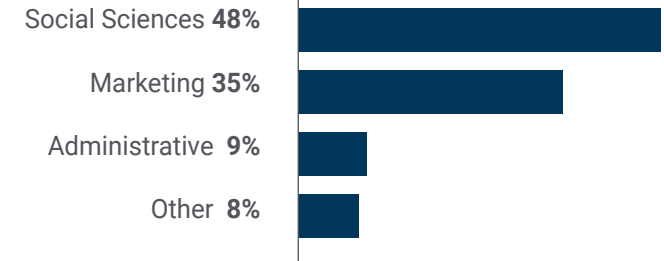
### Years of Experience

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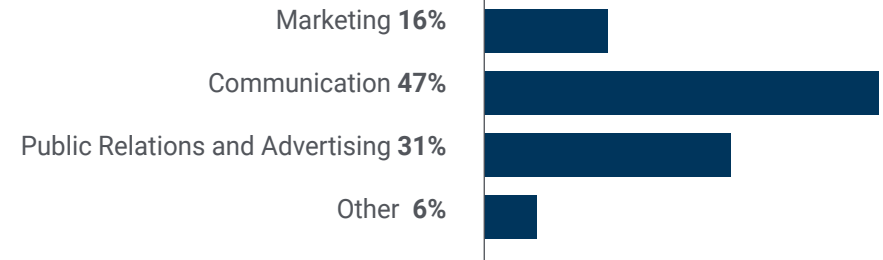
### Training

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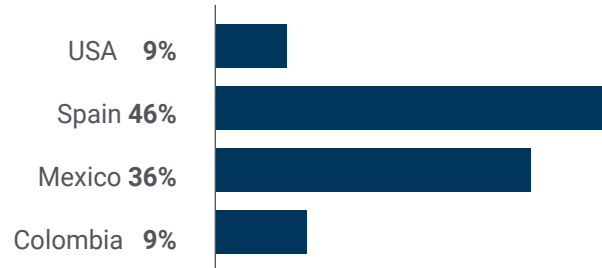
### Educational Profile

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## Geographical Distribution

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## Rubén Olmedo

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### Entrepreneur

*"The world of events has always been present in my career, as an entrepreneur I know how important it is to generate new customer experiences and master each of the tools to do so. Nowadays technology helps us and allows great advances, but if we do not know how to manage ourselves within a proper planning and organization, we will lose all the resources available for it. With this program I learned to move in an ideal way within the area of events, taking the right and safe steps, obtaining positive results from the first moment"*

08

# 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 program a unique identity, with excellent contents and unbeatable practical cases that are completely up to date.





“

*Expert teachers in the area of Event Planning will guide you through the entire learning process, supported by a variety of multimedia resources”*

## Management



### Mr. Gil Tomas, Tommy

- ◆ Founder and CEO of Atelier MICE
- ◆ Project Management Consultant for the UNESCO World Conference on Higher Education
- ◆ Development Director of Creativalab S.L.
- ◆ Director Barcelona Congreso Médic S.L.
- ◆ Master's Degree in Marketing Management
- ◆ Master's Degree in Pharmaceutical Marketing ISM-ESIC
- ◆ Diploma in Tax Law by ESINE



09

# Impact on Your Career

This 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 150 hours of study, since they will be able to understand the planning of the event in its context, through the previous study of each of its elements, needs and possibilities. This is how you will learn in depth how to organize spaces, what priorities and what types of formats to use on each occasion according to a given purpose.





“

*You will be able to plan everything in relation to the event, according to efficient methods that will allow you to achieve positive results based on organization and previous study”*

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

TECH's Postgraduate Certificate in Event Planning is an intensive 6-week program that prepares the student to face challenges and business decisions for the preparation of the event project, focused on generating positive results through specific tools and methods for the organization of the work. Its main objective is to promote personal and professional growth, helping you to achieve success and stand out in your work environment.

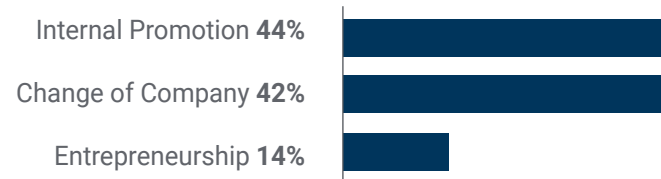
*Enroll now and live the experience of becoming a qualified professional in a growing events sector 100% online and in 6 weeks.*

*With this program you will learn how to create the schedule of the event and you will make the staging of each of its parts.*

#### Time of Change



#### Type of Change



## Salary Increase

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This program represents a salary increase of more than **26.50%** for our students.



10

# Benefits for Your Company

The Postgraduate Certificate in Event Planning 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 event design of the business area or any other type of event.





“

*You will learn in depth how to organize spaces, what priorities and what types of formats to use in a given event”*

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

01

### **Intellectual Capital and Talent Growth**

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

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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.

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04

### **Increased international expansion possibilities**

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



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 Postgraduate Certificate will equip your professionals with the skills to take on new challenges and therefore drive the organization forward.

# 11 Certificate

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





“

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

This **Postgraduate Certificate in Event Planning** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery\*.

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

Title: **Postgraduate Certificate in Event Planning**

Official N° of Hours: **150 h.**



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



## Postgraduate Certificate Event Planning

- » Modality: online
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- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

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