

# Postgraduate Certificate Financial Management in Event Management





## Postgraduate Certificate Financial Management in Event Management

- » 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.techtute.com/us/school-of-business/postgraduate-certificate/financial-management-event-management](http://www.techtute.com/us/school-of-business/postgraduate-certificate/financial-management-event-management)

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# 01 Welcome

Being certain of the results when executing an event is essential for decision making. Every event must be economically profitable in the case of companies or businesses, and even productive at all levels because it is the image of the brand, which is at stake at the level of marketing or communication; so knowing in depth the current trends in event planning and generate previous financial analysis is a premise of every professional. In this program you will be able to understand everything about Financial Management in Event Management and develop the necessary skills to obtain satisfactory results in each of your projects, giving way to multiple opportunities in the work environment.



Postgraduate Certificate in Financial Management in Event Management  
TECH Global University



“

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

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 center for intensive managerial skills education.



“

*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 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 analyses in academia"*

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 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

This Postgraduate Certificate is focused on providing the professional with the necessary skills to know how to prepare a budget with an operating account, evaluate cash flow, ROI, as well as all the elements and variables from an economic point of view, and to develop financial management skills. With which the professional will enhance their profile to take on new challenges in their work environment working in a team or individually.



“

*TECH's objective is for you to reach your goals. Enroll now and master everything you need to be an expert in the financial management of an event”*

TECH makes the goals of their students their own goals too.

Working together to achieve them.

The **Postgraduate Certificate in Financial Management in Event Management** will enable students 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

05

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

03

Integrate knowledge and face the complexity of making judgments based on incomplete or limited information, including reflections on the social and ethical responsibilities related to the application of their knowledge and judgments

06

Develop an analytical point of view in decision making



07

Develop Financial Management competences

10

Develop Cash Flow, what it is, what it means, and its importance in decision making, Investments and amortizations

08

In-depth knowledge of current trends in event organization

11

Gain in-depth knowledge and value the ROI of an event from an economic point of view

09

Learn how to budget for an event, with an operating account

12

Analyze potential income, look for ways and means of financing, and know where the Break Event is and the decisions to be made

05

# Structure and Content

This Postgraduate Certificate in Financial Management in Event Management proposes an exclusive syllabus based on the study of the economic elements and variables to be analyzed within the framework of the organization of an event; with a structure and methodology that allow the professional to advance effectively in their training. On the other hand, the intervention of teachers who are active professionals in the sector, show real cases, which enrich the student's experience. Through a modern virtual campus with multiple multimedia resources, which allow progressive and natural learning, without large investments of time.



“

*Relearning, an innovative study methodology promoted by TECH, provides effectiveness and efficiency in the memorization and understanding of concepts”*

## Syllabus

Making an event return on investment for your organization or company is a guarantee of success. Obtaining the expected results and also having the estimated economic resources to carry out what was planned is part of an effective execution of financial management. This Postgraduate Certificate aims to develop financial and analytical competencies for the decision making of today's professional in the face of tomorrow's new challenges.

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 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 financial analysis before, during and after the event.

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

### Module 1

### Financial Management in Event Management



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

TECH offers you the possibility to study this Postgraduate Certificate in Financial Management in Event Management 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. Financial Management in Event Management**

**1.1. Event Budget**

- 1.1.1. Event Budgeting
- 1.1.2. Budget Timing
- 1.1.3. Budget Presentation

**1.2. Revenues**

- 1.2.1. Types of Revenues
- 1.2.2. Revenue Confirmation Possibilities
- 1.2.3. Revenue Payment Facilities

**1.3. Expenses**

- 1.3.1. Types of Expenses: Fixed and Variable
- 1.3.2. Possibilities for Action Based on Expenditure
- 1.3.3. Supplier Payment Agreements

**1.4. Contingency Plan**

- 1.4.1. Actions to Be Taken in the Face of Increased Expenses
- 1.4.2. Actions to Be Taken in the Face of Declining Revenues
- 1.4.3. Percentage of Unforeseen Expenses

**1.5. Income Statement**

- 1.5.1. Preparation of the Income Statement
- 1.5.2. Use of the Income Statement
- 1.5.3. Actions to Be Implemented Based on the Income Statement

**1.6. Benefit Management**

- 1.6.1. Purpose of the Event and Its Proceeds
- 1.6.2. Management of Scholarships and Grants
- 1.6.3. Investment Possibilities

**1.7. Cash Flow**

- 1.7.1. What Is Cash Flow?
- 1.7.2. Cash Flow Contributions
- 1.7.3. Actions to Be Taken Based on Cash Flow

**1.8. Taxation**

- 1.8.1. Taxation of Profits According to Use
- 1.8.2. VAT and Its Impact (International)
- 1.8.3. Difference between a Corporation and a Not-for-Profit Company

**1.9. Commission Management**

- 1.9.1. Determine the Number of Commissions Achieved
- 1.9.2. Customer-Based Commission Management
- 1.9.3. Commission Agreement with the Supplier

**1.10. Amortization. ROI**

- 1.10.1. Calculate the Return of Investment
- 1.10.2. ROI Timing
- 1.10.3. Amortization of Investment(s)



*You will have all the necessary knowledge to evaluate the economic conditions of the event before, during and after the same”*



# 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.



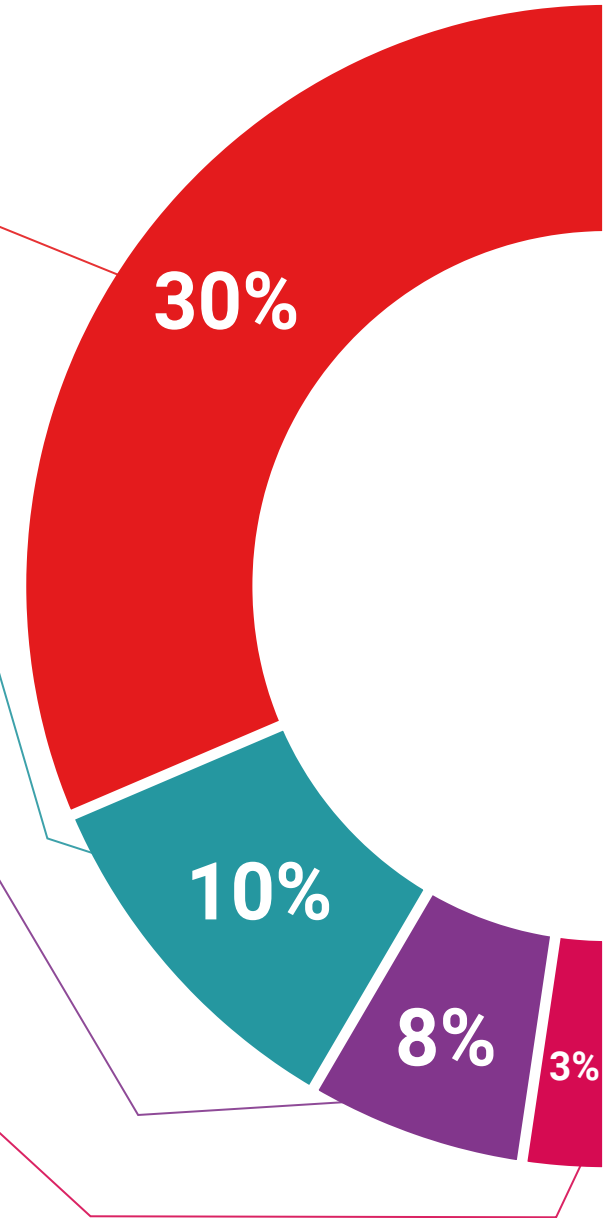
### Management Skills Exercises

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 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”*

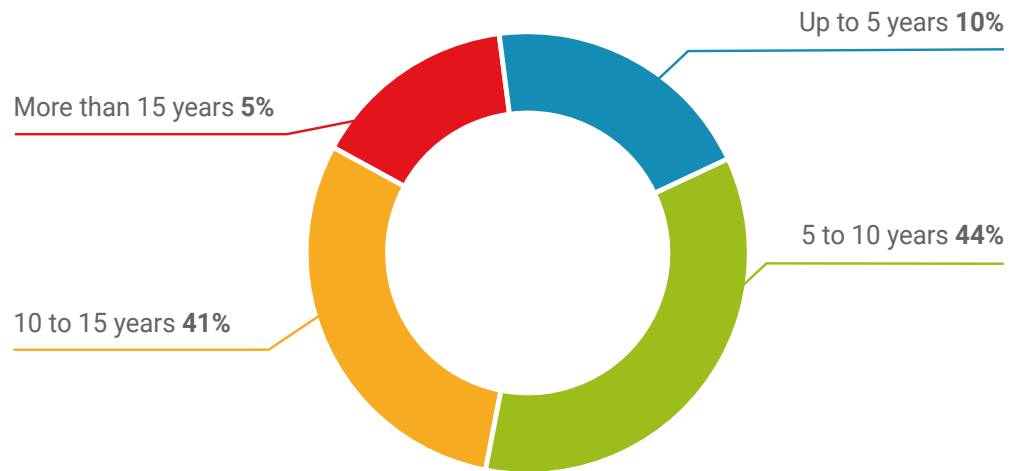
### Average Age

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

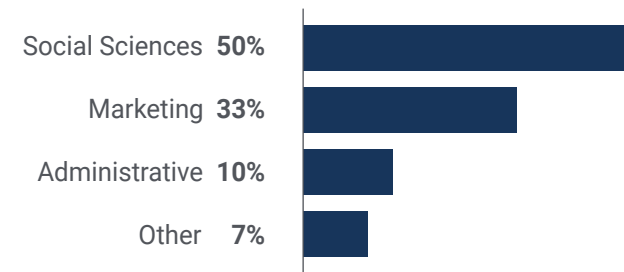
### Years of Experience

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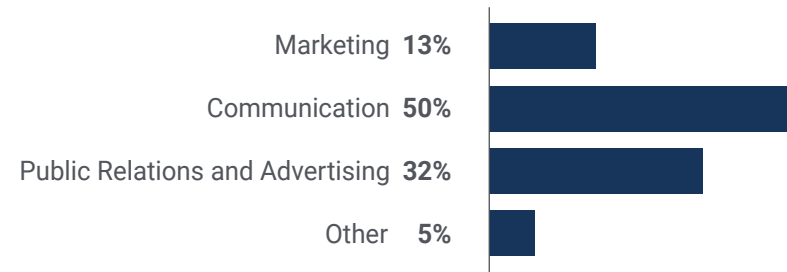
### Training

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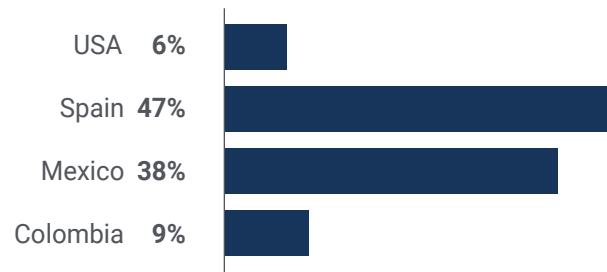
### Educational Profile

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## Geographical Distribution

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## Adolfo Rodríguez

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Entrepreneur

*"With this TECH program, I have enhanced my capabilities in the activities related to the event management, obtaining 15% more profitability in the first year after graduation. I am now more fluent in the analyses corresponding to the financial management of my company's events and without losses in the final reports"*

08

# Course Management

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



“

*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 of Barcelona Congreso Médico S.L.
- Master's Degree in Marketing Management
- Master's Degree in Pharmaceutical Marketing by ISM-ESIC
- Diploma in Tax Law by ESINE



09

# Impact on Your Career

This updating program allows the professional to stand out in their work environment in a successful way, due to the results obtained in each of their projects based on what they have learned during the 180 hours of study; since they will be able to understand the financial management of an event in its entirety, through the previous study and analysis of the elements that compose it.





“

*You will be able to efficiently assess  
all financial aspects to make the event  
possible with satisfactory results”*

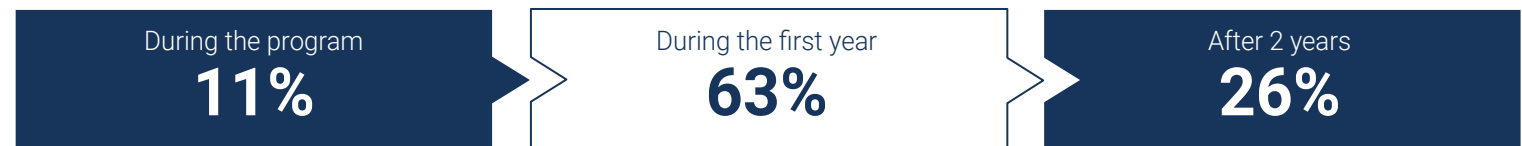
### Are you ready to take the leap? Excellent professional development awaits you

The Postgraduate Certificate in Financial Management in Event Management, exclusive from TECH, is an intensive 6-week program that prepares the student to analyze the possible income, look for financing channels, as well as to know where the break event is located and the decisions to be made in all that refers to the budget and financial aspects of the event. Its main objective is to promote personal and professional growth, helping you to achieve success and stand out in your work environment.

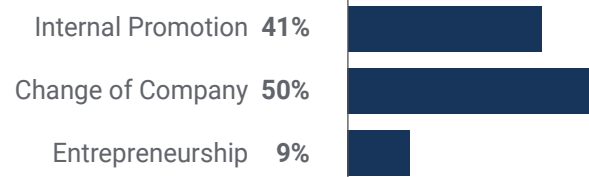
*Enroll now and live the experience of becoming a graduate in a growing events sector 100% online and in 6 weeks.*

*With this program you will learn how to efficiently create the event's candidature by evaluating all the possibilities.*

#### Time of Change



#### Type of Change



### Salary Increase

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



10

# Benefits for Your Company

The Postgraduate Certificate in Financial Management in Event Management 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.



“

*You will develop an analytical point of view in decision making in event planning after this training”*

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.



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 Financial Management in Event Management guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH 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 Financial Management in Event Management** 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 Financial Management in Event Management**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**





## Postgraduate Certificate Financial Management in Event Management

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- » Duration: 6 weeks
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