

Postgraduate Certificate

The Industry of Events and Business Tourism



Postgraduate Certificate The Industry of Events and Business Tourism

- » 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, either as event managers or as business people, creating their own event agency.

Website: www.techtute.com/pk/school-of-business/postgraduate-certificate/industry-events-business-tourism

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01 Welcome

Along with globalization and the boost of ICTs, and despite a pandemic in recent years, the Industry of Events and Business Tourism sector continues to boom and grow, as one of the main drivers of development in the services sector. It is estimated that 20% of tourists traveling worldwide do so for business and for cities, MICE tourism is a great source of income. A well-organized event is the best possible communication and businesses strategy. In this program, the professional will be able to understand everything about this topic and expand their skills for the planning and organization of a MICE event; as well as develop the necessary skills to be able to manage an event company depending on the type of event.



Postgraduate Certificate in the Industry of Events and Business Tourism.
TECH Technological University



“

An event planner is a professional with a solid interdisciplinary background and a multifunctional profile. They must be versatile, with a great capacity to adapt to change, and especially have a very flexible mind”

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

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 Harvard Business School case studies"

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

Due to the importance of communication and Marketing for business and society to be fluid and productive in general, Event Management is a fundamental tool to be exploited. That is why this Postgraduate Certificate focuses on providing the necessary skills to the professional in the MICE or business tourism sector, which provide a specialization or opportunity to be original in the development and/or application of ideas, as well as their implementation, through the management of multidisciplinary and multicultural work teams, making decisions toward achieving objectives.



“

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

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

Working together to achieve them.

The **Postgraduate Certificate in The Industry of Events and Business Tourism** 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 linked to the application of their knowledge and judgments

06

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

07

Evaluate the operating procedures in the field of business tourism and events to make a complete analysis of its production process in terms of excellence and quality of service

10

Direct the Destination/Event Marketing

08

Delve into the knowledge of the Key Players of the MICE sector

11

Gain an in-depth knowledge of the global events industry and its economic importance

09

Master the importance of Convention Bureaus and co-creation with them

12

Develop the necessary skills to be able to manage an event company according to the type of event

05

Structure and Content

The outstanding practical and experiential approach, as well as its innovative online learning formula, make this Postgraduate Certificate in The Industry of Events and Business Tourism an exclusive program, thanks to the differential value of the subjects, with an expanded and up-to-date vision of the sector from the beginning to the end of the program. On the other hand, the intervention of professional teachers active in the sector, provide real cases, which enrich the student's experience, through the Relearning methodology that allows progressive and natural learning, without large investments of time.



“

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

Syllabus

This Postgraduate Certificate in The Industry of Events and Business Tourism, with exclusive content from TECH Technological University, provides an in-depth understanding of the global events industry and its economic importance. An intensive program that prepares the professional to face challenges and business decisions in the field of event management.

Giving students the necessary tools and the most important and useful knowledge to develop professionally, delving into the knowledge of the Key Players of the MICE sector, in order to develop the skills that will allow them to manage an event company according to the type of event.

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. Students will incorporate more specific competencies, such as defining objectives, strategies and commercial policies in the MICE market, which will enable them to analyze, plan, develop and execute procedures in business tourism and events.

This program is developed over 6 weeks and consists of 1 module:

Module 1.

The Industry of Events and Business Tourism



Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in Industry of Events and Business Tourism 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. The Industry of Business Events and Tourism

1.1. The MICE World

- 1.1.1. What Is the MICE Sector?
- 1.1.2. Who Do They Include?
- 1.1.3. Where Does It Operate?

1.2. Actors and In-Depth Look at the Sector: Economic Impact

- 1.2.1. Number of Events and People Moved Annually
- 1.2.2. Expectations for Growth in the Post-COVID Era

1.3. Congresses, Conventions, Incentives

- 1.3.1. What Is a Convention, a Congress and an Incentive?
- 1.3.2. Main Differences of These Events
- 1.3.3. Types of Conventions, Congresses and Incentives

1.4. Fairs

- 1.4.1. Main Characteristics of the Fairs
- 1.4.2. Types of Fairs
- 1.4.3. The Trade Show

1.5. The Role of Convention Bureaus

- 1.5.1. What Is a Convention Bureau?
- 1.5.2. Purpose of Convention Bureau
- 1.5.3. Coordination between Public and Private Entities

1.6. Destination Marketing

- 1.6.1. Strengths and Weaknesses of the Destination
- 1.6.2. Threats and Strengths of the Destination
- 1.6.3. Differentiation and Competitive Advantage

1.7. Cultural Events

- 1.7.1. The Cultural Events Market
- 1.7.2. Types of Cultural Events
- 1.7.3. How to Manage Profitable Cultural Events

1.8. Musical Events

- 1.8.1. Importance of Ticketing
- 1.8.2. Concert Merchandising and Sponsorship

1.9. Social Events

- 1.9.1. The Role of the Wedding Planner
- 1.9.2. Celebrations and Other Parties

1.10. Sporting Events

- 1.10.1. Major Sporting Events
- 1.10.2. Regulations for Sporting Events
- 1.10.3. Sponsoring



The program you need to reinforce, expand and enhance your knowledge in Event Management in the Business Tourism sector. Opening up a range of possibilities in today's market"



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 communications, marketing or business sector who are enthusiastic about the organization of events, and who wish to make a qualitative leap in their professional careers. Either as an Event Manager or as entrepreneurs of their own business. 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.





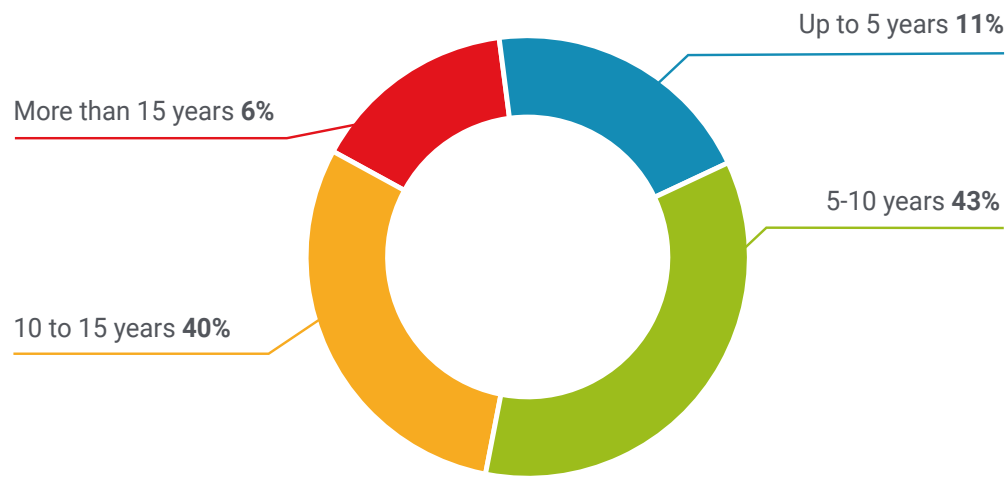
“

You will surround yourself with people who share your ambitions and interests, being a key motivational factor to achieve success in this program"

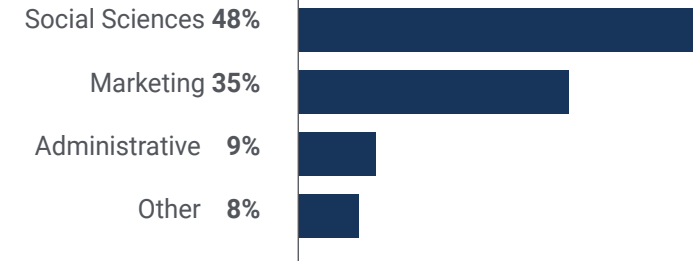
Average Age

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

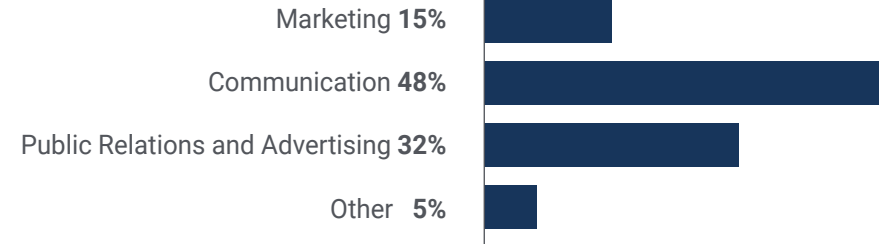
Years of Experience



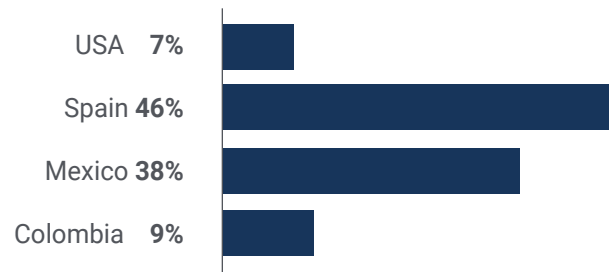
Training



Educational Profile



Geographical Distribution



Estefanía García

Event Planner

"The business tourism sector has opened incredible doors for me. From the beginning I was passionate about dedicating myself to this type of events, so when I saw the syllabus of this Postgraduate Certificate I decided to enroll, since I needed to know it in depth and specialize to stand out in my environment. Now the opportunities are greater by demonstrating confidence in every step I take. I had never tried the methodology before and it really worked for me, studying without stress was essential. Thanks to TECH for promoting this type of program"

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.





“

You will share the experience with active expert professors in the area. Professors who have focused their research on the use of new technologies in the fields of Marketing and communication”

Management



Mr. Gil Tomas, Tommy

- ◆ Founder and CEO of Atelier MICE
- ◆ Project Management Consultant for the UNESCO World Conference on Higher Education
- ◆ Development Director of Creativalab S.L.
- ◆ Director Barcelona Congreso Mèdic 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

TECH values the effort made by professionals who decide to take the step and take this program. Therefore, it focuses on offering content that meets the expectations, resulting in the greatest possible positive impact on the student's career path and that can achieve their proposed goals in the short, medium and long term. Therefore, enhancing organizational and planning skills with a view to expanding into a business of one's own or climbing up the management ladder in a company dedicated to the industry of events and business tourism.



“

With the knowledge acquired in this program you will gain security in your actions, knowing in depth the Industry of Events and Business Tourism”

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

TECH's Postgraduate Certificate in the Industry of Events and Business Tourism is an intensive program of 6 weeks that prepares students to face challenges and business decisions in event management and planning in the MICE sector. Its main objective is to promote personal and professional personal and professional growth, helping you to achieve success.

If you want to improve yourself, achieve a positive change at a professional level and interact with the best, this is the place for you.

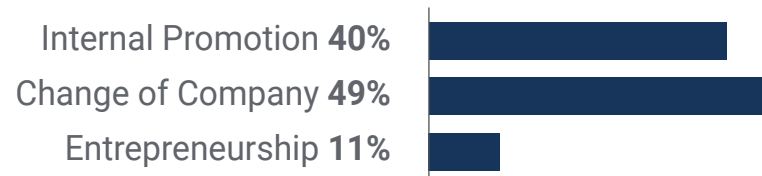
Enroll now and live the experience of becoming a qualified professional in a growing events sector 100% online and in 6 weeks.

You will master the latest strategies in the Industry of Events and Business Tourism.

Time to change



Type of change



Salary increase

This program represents a salary increase of more than **28%** for our students



10

Benefits for Your Company

The Postgraduate Certificate in Industry of Events and Business Tourism 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 business, digitalization and planning area.





“

Being an expert in organizing meetings, incentives, conferences and exhibitions in the business field implies a wide range of possibilities for the professional. With this program able to do just that”

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.

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 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 Industry of Events and Business Tourism 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 The Industry of Events and Business Tourism** 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 express the qualification obtained in the Postgraduate Certificate, and will meet the requirements commonly demanded by labor exchanges, competitive examinations and professional career evaluation committees.

Title: **Postgraduate Certificate in The Industry of Events and Business Tourism**
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.



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- » Exams: **online**

Postgraduate Certificate

The Industry of Events and Business Tourism

