

# Postgraduate Diploma Event and Protocol Management





## Postgraduate Diploma Event and Protocol Management

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/in/school-of-business/postgraduate-diploma/postgraduate-diploma-event-protocol-management](http://www.techtute.com/in/school-of-business/postgraduate-diploma/postgraduate-diploma-event-protocol-management)

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# 01. Welcome

Specializing in protocol and event management poses a challenge today after the pandemic, so it is necessary to update and modernize to contemplate new ground-breaking scenarios with efficient and successful logistics. This is an essential figure in the world of communication, fundamental for companies, organizations and institutions. Through this TECH program, the professional will get into the requirements of the profession, growing their capabilities to a higher level, achieving the personal and professional skills necessary to practice as an expert in the field. This will ensure access to better jobs and greater capacity to take on large-scale event and protocol projects



Postgraduate Diploma in Event and Protocol Management.  
TECH Technological University



“

*Gain an understanding of all current processes in the fields of advertising and public relations to manage events of all kinds and comply with the established protocol without margin for error"*

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:



### Learn with the best

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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"*



### Analysis

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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.

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

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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 program is designed for students to strengthen their skills in event management and protocol, leading a key organization that brings together different agents and audiences. Throughout the program, students will develop new competencies and enhance their skills for academic and professional growth in an environment that requires a profile with extensive protocol knowledge. As a result, after completing the program, the professional will be able to make the right decisions with a global approach, from an innovative perspective and an international vision



“

*You will know and analyze the effects of advertising communication on society and culture, managing events of this kind with great success”*

**TECH makes the goals of their students their own goals too.  
We work together in order to achieve them**

This **Postgraduate Diploma in Event and Protocol Management** will enable students to:

01

Gain knowledge about the fields of advertising and public relations and their processes and organizational structures

04

Identify the fundamental principles of human creativity and its application in the manifestations of persuasive communication

02

Identify the professional profiles of advertising and public relations professionals, as well as the main skills required in the performance of their professional practice



03

Master the elements, forms and processes of advertising languages and other forms of communication, using the knowledge of the Spanish language, analyzing the different levels and components that make up the Spanish linguistic system, as well as the discursive products that are framed in the different textual typologies

05

Get to know how to apply creative processes in the field of communication, especially in the field of advertising and public relations



06

Understand the systems for analyzing advertising and public relations campaigns

08

Delineate each of the functions for the management of the advertising and public relations company, highlighting their main applications

09

Know and analyze the effects of advertising communication on society and culture

07

Know how to describe the structure of advertising agencies

10

Gain knowledge about the historical evolution of advertising and public relations



11

Know how to relate advertising to other cultural manifestations such as literature, art or cinema, among others

14

Recognize the elements, forms and processes of advertising languages and other forms of persuasive communication

12

Understand the structure and transformation of today's society in relation to the elements, forms and processes of advertising and public relations communication

13

Relate advertising and public relations in a coherent manner with other social and human sciences



15

Relate advertising and public relations in a coherent manner with other social and human sciences

16

Encourage creativity and persuasion through different formats and communication media

17

Recognize significant and appropriate tools for the study of advertising and public relations

18

Know how to organize events in the private and public sphere, following protocol guidelines



05.

# Structure and Content

The Postgraduate Diploma in Event and Protocol Management comprises a complete program structured in three modules, the content of which has been prepared by experts in the sector so that the student will learn the basics of public relations, the history of advertising, event management and a great knowledge of the protocol field. In this way, the professionals will master those key aspects for different media, through quality content to make their profile stand out in an environment that is facing new challenges today



“

*After this TECH program you will be an expert in the organization of events in the private and public sphere, following the protocol guidelines”*

## Syllabus

The Postgraduate Diploma in Event and Protocol Management from TECH Technological University is an intensive program that prepares the student to manage events correctly, following the relevant protocol guidelines

The content of the Postgraduate Diploma is designed to promote the development of managerial skills that allow students to make decisions with greater rigor in uncertain environments, facing the business challenges that the scenario presents today after the health impact, so it is a great opportunity to renew in this sector

Throughout 450 hours of preparation, the student will analyze a multitude of practical cases through individual and teamwork. It is, therefore, an authentic immersion in real business situations, which will position the professional's profile

In this way, the Postgraduate Diploma focuses on aspects related to the fundamentals of public relations or the history of advertising impact through different events. A curriculum designed to specialize professionals in the business environment and orient them towards this sector from a strategic, international and innovative perspective

Therefore, this program is designed for the students, focused on their professional improvement that prepares them to achieve excellence in a field focused on results that requires coordination skills, with innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide them with the skills to develop successfully in this environment

This Postgraduate Diploma takes place over 6 months and is divided into 3 modules:

### Module 1

Fundamentals of Public Relations

### Module 2

History of Advertising and Public Relations

### Module 3

Event and Protocol Management



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

TECH offers its students the possibility of taking this Postgraduate Diploma in Event and Protocol Management completely online. Over the course of the 6 months, the student will be able to access all the contents of this program at any time, allowing them to self-manage their study time

*Delve into the study of cybersecurity and manage to prevent computer attacks in your company.*

## Module 1. Fundamentals of Public Relations

### 1.1. Theoretical Framework of Public Relations

- 1.1.1. Introduction
- 1.1.2. Public Relations Research
- 1.1.3. Main Public Relations Theorists
- 1.1.4. Public Relations and Related Items
- 1.1.5. Definition of Public Relations

### 1.2. Evolution Over Time

- 1.2.1. Stages
- 1.2.2. The Origin of Public Relations
- 1.2.3. Trends in Public Relations

### 1.3. External Communication

- 1.3.1. Characteristics and Audiences
- 1.3.2. Media Relations
- 1.3.3. Provision of Information

### 1.4. Internal Communication

- 1.4.1. Introduction
- 1.4.2. Functions and Objectives
- 1.4.3. Types of Internal Communication
- 1.4.4. Internal Communication Tools

### 1.5. Public Relations and Public Opinion

- 1.5.1. Powerful Media Image
- 1.5.2. The Limited Influence of the Media
- 1.5.3. Structural Effects on the Company

### 1.6. International Public Relations

- 1.6.1. Characteristics of the International Society
- 1.6.2. Definition
- 1.6.3. The Role of International Public Relations
- 1.6.4. Types of Actions

### 1.7. Public Relations and Crisis

- 1.7.1. The Organization in the Face of a Crisis
- 1.7.2. Characteristics of Crises
- 1.7.3. Crisis Typologies

### 1.8. Stages of Crisis

- 1.8.1. Preliminary Phase
- 1.8.2. Acute Phase
- 1.8.3. Chronic Phase
- 1.8.4. Post-Traumatic Phase

### 1.9. Preparation of a Crisis Plan

- 1.9.1. Analysis of Possible Problems
- 1.9.2. Planning
- 1.9.3. Adequacy of Personnel

### 1.10. Communication Technologies in Crises

- 1.10.1. Advantages
- 1.10.2. Disadvantages
- 1.10.3. Tools



**Module 2. History of Advertising and Public Relations**
**2.1. Advertising Activity before the Printing Press**

- 2.1.1. Advertising in its Most Primitive Forms
- 2.1.2. First Manifestations
- 2.1.3. The Old World

**2.2. From the Printing Press to the Industrial Revolution**

- 2.2.1. Some Aspects that Contributed to the Emergence of the Printing Press in Europe
- 2.2.2. First Expressions: Brochures and Posters
- 2.2.3. Brands and Labels
- 2.2.4. The Loud and Talkative Advertisements
- 2.2.5. The Sign and the Commercial Mural
- 2.2.6. The Birth of a New Media
- 2.2.7. Communication and Power: Controlling Persuasion

**2.3. The Revolutions**

- 2.3.1. Advertising and the Industrial Revolution
- 2.3.2. The Long and Tortuous Road to Press Freedom
- 2.3.3. From Propaganda to Advertising
- 2.3.4. Propaganda and Political Advertising: Concepts
- 2.3.5. Characteristics of this Advertisement
- 2.3.6. The Industrial Revolution in the Birth of Commercial Advertising

**2.4. Birth of Advertising**

- 2.4.1. The Origin of Commercial Advertising
- 2.4.2. The Technological Revolution
- 2.4.3. Printing Systems
- 2.4.4. The Paper
- 2.4.5. Photography
- 2.4.6. The Telegraph
- 2.4.7. Print Advertising
- 2.4.8. Posters

**2.5. Consolidation of Advertising Activity**

- 2.5.1. Economic Factors between 1848-1914
- 2.5.2. New Forms of Commercialization
- 2.5.3. Newspapers
- 2.5.4. Magazines
- 2.5.5. The Art of the Poster
- 2.5.6. Fundamentals of Modern Advertising
- 2.5.7. American Advertising Agencies
- 2.5.8. Advertising Technique and Craftsmanship

**2.6. Advertising Between Two Wars**

- 2.6.1. Characteristics of the Period 1914-1950
- 2.6.2. Advertising in World War I
- 2.6.3. Consequences of World War I on Advertising
- 2.6.4. Advertising Campaigns in the Second World War
- 2.6.5. Consequences of World War II on Advertising
- 2.6.6. Advertising Media
- 2.6.7. Poster and Advertising Graphic Design
- 2.6.8. Outdoor Advertising
- 2.6.9. The Cinema
- 2.6.10. Cinema as a Means of Persuasion
- 2.6.11. The Radio
- 2.6.12. Commercial Radio

**2.7. The Development of the Advertising Technique**

- 2.7.1. The Development of the Advertising Technique
- 2.7.2. Advertising Organization
- 2.7.3. Agencies and Styles

**2.8. Electronic Advertising**

- 2.8.1. T.V. The Third Dimension of Advertising
- 2.8.2. Advertising in the 1950s and 1960s
- 2.8.3. The Arrival of Television

**2.9. Current Advertising**

- 2.9.1. Introduction
- 2.9.2. The Current Advertising Context: A Technological Perspective
- 2.9.3. Main Challenges of Today's Advertising Communication
- 2.9.4. Main Opportunities in Today's Advertising Communication

**2.10. History of Public Relations**

- 2.10.1. The Origins
- 2.10.2. Bernays and his Contributions
- 2.10.3. Expansion: PR in the Second Half of the Twentieth Century

**Module 3. Event and Protocol Management**

**3.1. General Considerations**

- 3.1.1. The Role of the Event Manager
- 3.1.2. Characteristics of Association and Business Meetings
- 3.1.3. The Administrative Meeting Process

**3.2. The Event Organizer Administration Process**

- 3.2.1. Forecast
- 3.2.2. Planning
- 3.2.3. Organization
- 3.2.4. Management
- 3.2.5. Control

**3.3. Event Planning**

- 3.3.1. Checklists
- 3.3.2. Areas and Stages of Registration and Control
- 3.3.3. Types of Events
- 3.3.4. Main Areas of Responsibility

**3.4. The Official Spanish Protocol**

- 3.4.1. Definitions, Rules of Thumb and Fundamental Standards
- 3.4.2. Hierarchy of the Ministries and Departments of an Autonomous Community
- 3.4.3. Protocol for Reception of Foreign Emissaries. European Case Studies

**3.5. The Organization of a Protocol Event**

- 3.5.1. Phases in the Organization of an Event
- 3.5.2. Elaboration of Posters and Invitations
- 3.5.3. The Program and its Elements

**3.6. The Current Perception of the Organization of Events, Protocol and Institutional Relations**

- 3.6.1. The Head of Protocol of an Institution
- 3.6.2. Basic Functions and Criteria in the Performance of the Event Production and/or Protocol Department
- 3.6.3. Conflict Resolution Guide

**3.7. The Organization of Events in Companies**

- 3.7.1. Reasons for the Emergence of the Company Protocol
- 3.7.2. Mixed Management
- 3.7.3. Rules Inherited from Traditions and Legislation

**3.8. The Internal Manual for the Event Organization in the Company**

- 3.8.1. Basic Criteria of the Company Protocol Manual
- 3.8.2. Responsibilities of the Participants in the Organization of the Event
- 3.8.3. Conflict Resolution: Case Studies

**3.9. Organization of University Events**

- 3.9.1. Origins of University Ceremonies
- 3.9.2. Basic Elements of Symbology and Ceremonials at Universities
- 3.9.3. University Precedents

**3.10. Meals and Receptions**

- 3.10.1. Organization Techniques
- 3.10.2. Types of Tables and Mealtime Codes of Conduct
- 3.10.3. Assembly and Diagrams



*Master the role of the event manager and learn the characteristics of association and corporate meetings to manage them successfully"*



# 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.



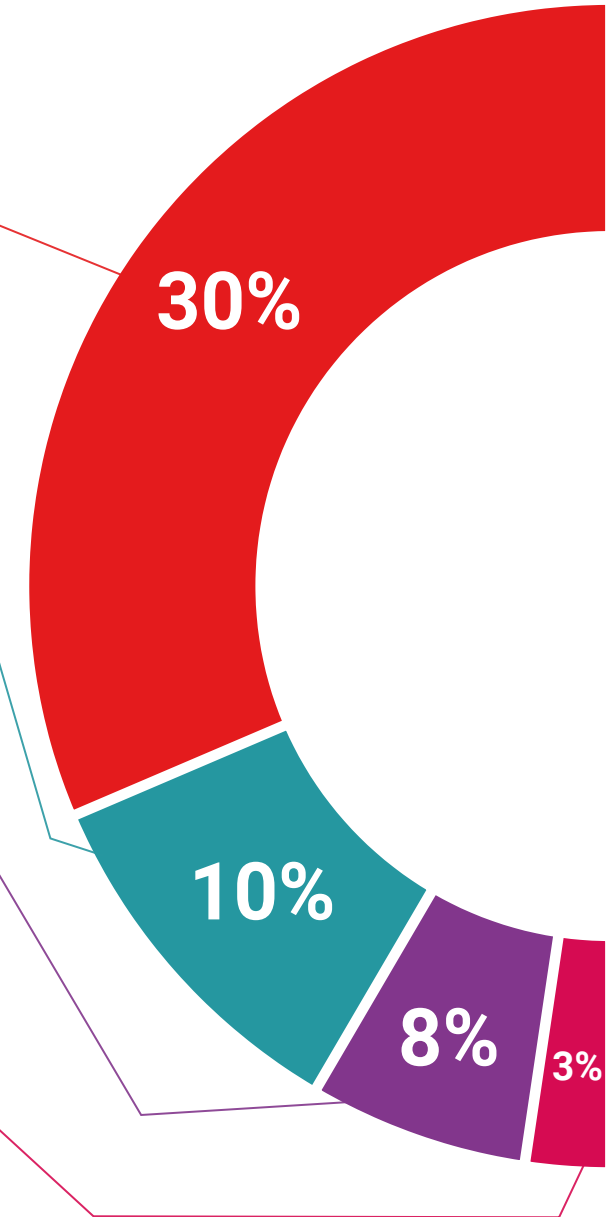
### Management Skills Exercises

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 Postgraduate Diploma is aimed at university graduates who have previously completed any of the following degrees in the field of Social and Legal Sciences, Administration and Economics, as well as those graduates from other related fields with experience in this sector, who want to deepen and update their knowledge in event and protocol management

The diversity of participants with different academic profiles and from multiple nationalities makes up the multidisciplinary approach of this program

Professionals who, being university graduates in any area, have two years of work experience in a related field, may also take the Postgraduate Diploma





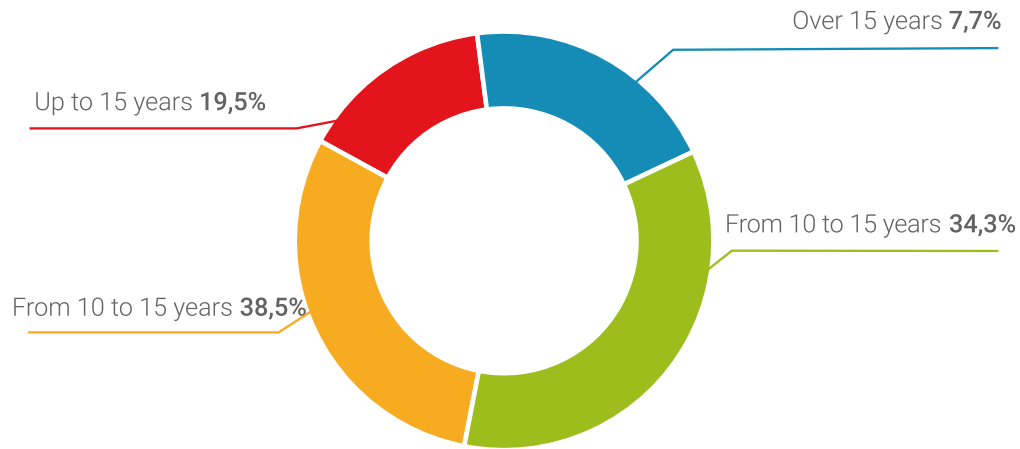
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*The leisure sector is in full renovation and the event manager is a highly demanded figure nowadays. Give yourself and pursue what you really love, now is the time!"*

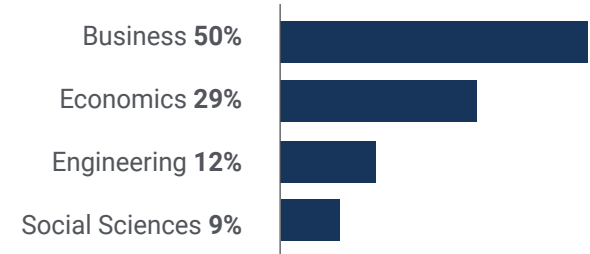
### Average Age

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

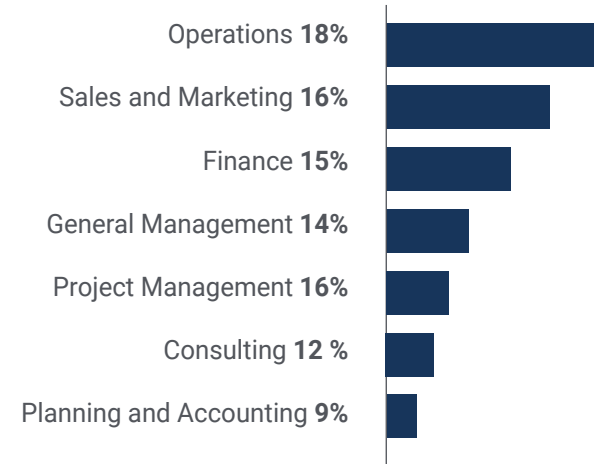
### Years of Experience



### Training

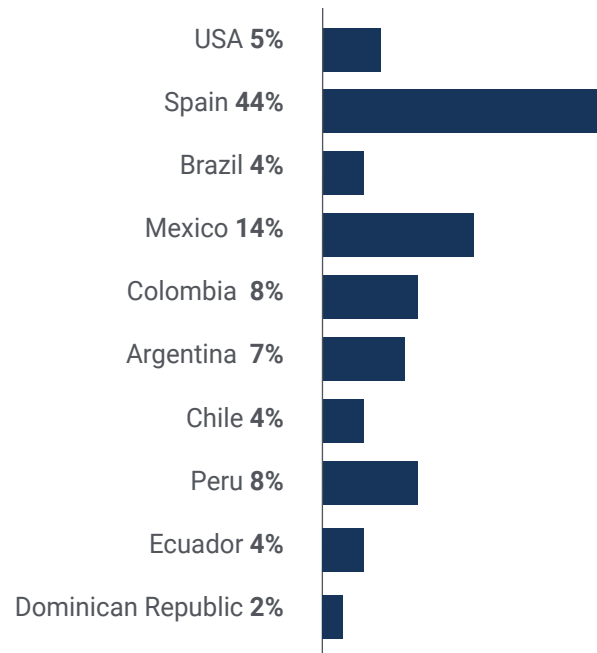


### Academic Profile



## Geographical Distribution

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## Víctor Figueiras

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Production Assistant

*"I've been a production assistant for a year now and want to move into event management, so this program seemed ideal to get me on track towards my goal, as I was lacking a foundation in protocol and public relations. I recommend it to anyone who, like me, wants to orient their career towards a more managerial and prestigious position"*

08.

# Impact on Your Career

TECH is aware that taking a program of these characteristics implies a great economic, professional and personal investment on the part of the student. The ultimate goal of carrying out this great effort should be to achieve professional growth, so that the professional's job placement or promotion in this sector is in line with expectations. TECH is committed to this objective and achieves it through the design of competitive programs, an innovative methodology and the best experts in the sector





“

*Manage all types of events successfully and apply the fundamentals of public relations to achieve it, TECH gives you all the keys"*

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

The TECH Postgraduate Diploma in Event and Protocol Management is an intensive program that prepares students to face challenges and business decisions to manage events following protocol guidelines, specializing them in a sector that requires experts. Therefore, its main objective is to promote the student's personal and professional growth in order to achieve success in this field of work

*If you want to specialize in Event and Protocol Management, stop looking, this program is for you.*

*You will get to organize and coordinate events that will have a positive impact on the public, positioning yourself as an expert.*

### When the change occurs



### Type of change



## Salary increase

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This program represents a salary increase of more than **26.33%** for our students.



09.

# Benefits for Your Company

The Postgraduate Diploma in Event and Protocol Management contributes to elevate the organization's talent to its maximum potential through the promotion of high-level leaders

Participating in this Postgraduate Diploma is a unique opportunity to access a powerful network of contacts where you can find future professional partners, clients, or suppliers





“

*Revolutionize the strategic line of a company by managing corporate events that will place them at the forefront of the industry thanks to this TECH program”*

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 current project or develop new projects in the field of R&D or Business Development within their company.

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06

### **Increased competitiveness**

This Postgraduate Diploma will equip your professionals with the skills to take on new challenges and thus drive the organization forward.

# 10. Certificate

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







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*You need this qualification to shine in the profession. Take it and you'll stand out from the competition!”*

This **Postgraduate Diploma in Event and Protocol Management** 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 Diploma** issued by **TECH Technological University** via tracked delivery\*.

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

Title: **Postgraduate Diploma in Event and Protocol Management**

Official N° of Hours: **450 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 Diploma Event and Protocol Management

- » Modality: **online**
- » Duration: **6 months**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

# Postgraduate Diploma Event and Protocol Management