Executive Master's Degree
Event Management

MEM

tech global university

Executive Master's Degree
Event Management

» Modality: **online**
» Duration: **12 months**
» Certificate: **TECH Global University**
» Credits: **60 ECTS**
» Schedule: **at your own pace**
» Exams: **online**
» Target Group: **university graduates who have previously completed studies in Marketing and the Social Sciences and who want to make a quality leap in their professional careers. Creating their own event agency whether as Event Managers or as Businesspeople.**

Website: **www.techtitute.com/us/school-of-business/professional-master-degree/master-event-management**

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01
Welcome

In a world that is advancing at a dizzying pace and where modes of communication change alongside technological advances, it is important to be updated on new methods and procedures. In the corporate and social environment, it is necessary to organize events tailored to both needs and objectives. A well-organized event is the best possible communication strategy. It is a very effective marketing tool that must fit into the communication strategy being pursued. On this program, students will develop different competencies in strategy, communication, marketing, finance, organization and planning, operations and logistics; essential training areas to successfully carry out professional work as event organizers.

Executive Master's Degree in Event Management.
TECH Global University

"

To be a good event planner today you need knowledge of finance, Marketing, communication and digitalization. As well as an organized mind and adequate training to gain confidence in your work"

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 ground-breaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.

Learn with the best

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

Teachers representing 20 different nationalities.

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

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

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 Executive Master's Degree focuses on developing the skills required for professional practice add to students specialization and give them the opportunity to develop and implement original ideas by managing multidisciplinary and multicultural teams and making decisions toward achieving objectives.

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

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

The **Executive Master's Degree in Event Management** trains 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

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

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

04 Develop interpersonal relationship skills to manage multidisciplinary and multicultural work teams

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

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

08 Develop Financial Management competences (Financial Management)

09 In-depth knowledge of current trends in event organization

10 Master the digitalization of the event, the most used tools today and new trends

11 Understand the importance and organization of hybrid events

12 Understand the different ways of sponsoring an event, the deontological, legal and compliance environment of the different sectors

13 Present the sponsorship dossier

14 Understand the new reality in event management following the major crisis caused by the COVID-19 pandemic

05
Skills

Those who graduate from this Executive Master's Degree in Event Management will develop the required competencies in various training areas, which will allow them to successfully carry out professional work as event organizers. This will take into account specialization in areas such as Planning, Logistics, Development, Finance, Digital and Event Marketing. All this will provide value and adequate knowledge for the professional development of our students.

Learn to organize events professionally. Enroll now in this Executive Master's Degree in Event Management. Reach the finish line in 12 months and 100% online"

01 Know the MICE sector, its scope of action and who is part of it

04 Manage projects from information gathering through to presentation

02 Understand the events and business tourism industry

03 Differentiate each type of event according to objective and need

05 Understand different techniques and tools involved in Event Design

06 Implement new trends in immersive and experiential events

08 Know the protocol to be followed in the event of an emergency

09 Apply fundamental concepts for budget planning and its implementation

07 Master all elements of event planning, from protocol, security, logistics, guests, speakers, transportation, timing, among others

10 Execute strategic communication planning and marketing plan according to the proposed objective

11 Understand the new communication technologies and their importance for the generation of hybrid or digital events

12 Manage communication and marketing teams

13 Learn about social networks and the importance of live events in the communication of an event

14 Manage the logistics and operation of the event according to the needs of the event

15 Coordinate the sponsorship of events and their most relevant aspects together with the participants

16 Know about the Learn on-site incident resolution and action protocols in each possible case

Structure and Content

The outstanding practical and experiential approach, as well as its innovative online learning formula, make this program in Event Management unique. It includes the differential value of the specific topics to be covered, distributed throughout 10 modules, with an expanded and updated vision of the field from the beginning to the end of the program. The intervention of active professionals in the field, who will provide real cases, will enrich students' training experience through the relearning methodology, which enables progressive and natural learning, without having to invest large amounts of time.

"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

The Executive Master's Degree includes exclusive TECH content, and it is an intensive program that prepares professionals to face challenges and business decisions in Event Management.

Students will gain the most relevant and useful knowledge required to develop professionally, especially in the areas of Strategy, Communication, Marketing, Finance, Organization and Planning, Operations and Logistics. These areas will provide adequate value and knowledge for students to develop professionally both within an organization in management positions or in developing their own business.

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 1,500 hours 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 takes place over 12 months and is divided into 10 modules:

Module 1	The Industry of Business Events and Tourism
Module 2	Event Design
Module 3	Event Planning
Module 4	Creating Event Nominations
Module 5	Financial Management in Event Management
Module 6	Marketing and Communication Management Strategies
Module 7	Marketing Management and Digitalizing of Events
Module 8	Event Operations and Logistics Management
Module 9	Event Sponsorship
Module 10	Event Digitalization. How to Develop Digital Events

Where, When and How is it Taught?

TECH offers students the opportunity to take this Executive Master's Degree in Event Management fully online. Throughout the 12 months of the educational program, 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

Module 2. Event Design

2.1. Project Management
2.1.1. Gathering Information, Project Start-Up: What do We Need to Know?
2.1.2. Study of Possible Locations
2.1.3. Pros and Cons of the Chosen Options

2.2. Research Techniques. Desing Thinking
2.2.1. Stakeholder Maps
2.2.2. Focus Group
2.2.3. Bench Marking

2.3. Experiential Design Thinking
2.3.1. Cognitive Immersion
2.3.2. Covert Observation
2.3.3. World Cafe

2.4. Defining Target Audience
2.4.1. Who the Event is Aimed at
2.4.2. Why Do We Do The Event?
2.4.3. What is the Purpose of the Event

2.5. Trends
2.5.1. New Trends in Staging
2.5.2. Digital Contributions
2.5.3. Immersive and Experiential Events

2.6. Personalization and Design Space
2.6.1. Adaptation of the Space to the Brand
2.6.2. Branding
2.6.3. Brand Manual

2.7. Experience Marketing
2.7.1. Living the Experience
2.7.2. Immersive Event
2.7.3. Fostering Memory

2.8. Signage
2.8.1. Signage Techniques
2.8.2. The Attendant's Vision
2.8.3. Coherence of the Story. Event with Signage

2.9. The Event Venues
2.9.1. Studies of Possible Venues. The 5 Why's
2.9.2. Choice of the Venue According to the Event
2.9.3. Selection Criteria

2.10. Proposed Staging. Types of Scenarios
2.10.1. New Staging Proposals
2.10.2. Prioritization of Proximity to the Speaker
2.10.3. Scenarios Related to Interaction

Module 3. Event Planning

3.1. Timing and Organization of the Program
3.1.1. Time Available for the Organization of the Event
3.1.2. Duration of the Event
3.1.3. Event Activities

3.2. Space Organization
3.2.1. Number of Expected Attendees
3.2.2. Number of Simultaneous Rooms
3.2.3. Room Formats

3.3. Speakers and Guests
3.3.1. Choice of Speakers
3.3.2. Contact and Confirmation of Speakers
3.3.3. Management of Speakers' Attendance

3.4. Protocol
3.4.1. Range of Invited Guests
3.4.2. Disposition of the Presidency
3.4.3. Parliamentary Organization

3.5. Security/Safety
3.5.1. Access Control: the Security Perspective
3.5.2. Coordination with Security Forces
3.5.3. Internal Control of Spaces

3.6. Emergencias
3.6.1. Evacuation Plan:
3.6.2. Study of the Needs in Case of Emergency
3.6.3. Creation of Medical Assistance Point

3.7. Capabilities
3.7.1. Assessment of Capacity
3.7.2. Distribution of Attendees at the Venue
3.7.3. Maximum Capacities and Decisions to Be Made

3.8. Accessible
3.8.1. Study of the Number of Accesses
3.8.2. Capacity of Each of the Accesses
3.8.3. Timing Calculation for Entry and Exit for Each Access

3.9. Transport
3.9.1. Assessment of Transportation Possibilities
3.9.2. Transportation Accessibility
3.9.3. Personal or Public Transportation Pros and Cons

3.10. Locations
3.10.1. How Many Locations Does the Event Have?
3.10.2. Where Are They Located
3.10.3. Ease of Access to Venues

Module 4. Creating Event Nominations

4.1. Choice of Destination
4.1.1. Study of Destination
4.1.2. Destination Possibilities; Strengths
4.1.3. Infrastructure of Destination

4.2. Advantages of Destination
4.2.1. Transport and Access Facilities
4.2.2. Accommodation and Venues
4.2.3. Tourism Offer

4.3. Destination Capacity
4.3.1. Type of Event That Can Be Hosted
4.3.2. How Many Flights, Highways, Trains Does It Have
4.3.3. Congress Halls, Venues and Hotel Services

4.4. Cultural and Activity Offer of the Destination
4.4.1. Gastronomic Offer of the Destination
4.4.2. Cultural and Leisure Offer of the Destination
4.4.3. Activities Available at the Destination

4.5. Accommodation
4.5.1. Study of Hotel Supply
4.5.2. Study of the Supply of Apartments, Campsites and Others
4.5.3. Student Housing Options

4.6. Transport
4.6.1. Ease of Access to the Destination
4.6.2. Access and Transport to the Venue
4.6.3. Destination's Internal Transportation Services

4.7. Universities and Research Centers
4.7.1. Know the Number of Universities in the Destination
4.7.2. How Many Research Centers Are There
4.7.3. Resume or Prestige of the Universities and Research Centers

4.8. Sports and Cultural Facilities
4.8.1. How Many Sports Facilities Are Available at the Destination
4.8.2. How Many Cultural Facilities Are Available at the Destination
4.8.3. Capacity of the Facilities and Possibilities of Use

4.9. Gastronomy, Architecture and Art
4.9.1. Gastronomic Offer of the City Michelin Star Restaurants
4.9.2. Museums Available
4.9.3. Recognized Architects or Singular Buildings of the Destination

4.10. Congress and Sports Venues
4.10.1. Number of Congress and Convention Centers
4.10.2. Number of Sports Halls and Pavilions
4.10.3. Infrastructure. Possibilities of Congress and Sports Centers

Module 5. Financial Management in Event Management

5.1. Event Budget
5.1.1. Event Budgeting
5.1.2. Budget Timing
5.1.3. Budget Presentation

5.2. Revenues
5.2.1. Types of Revenues
5.2.2. Revenue Confirmation Possibilities
5.2.3. Revenue Payment Facilities

5.3. Expenses
5.3.1. Types of Expenses: Fixed and Variable
5.3.2. Possibilities for Action Based on Expenditure
5.3.3. Supplier Payment Agreements

5.4. Contingency Plan
5.4.1. Actions to Be Taken in the Face of Increased Expenses
5.4.2. Actions to Be Taken in the Face of Declining Revenues
5.4.3. Percentage of Unforeseen Expenses

5.5. Income Statement
5.5.1. Preparation of the Income Statement
5.5.2. Use of the Income Statement
5.5.3. Actions to Be Implemented Based on the Income Statement

5.6. Benefit Management
5.6.1. Purpose of the Event and Its Proceeds
5.6.2. Management of Scholarships and Grants
5.6.3. Investment Possibilities

5.7. Cash Flow
5.7.1. What Is Cash Flow?
5.7.2. Cash Flow Contributions
5.7.3. Actions to Be Taken Based on Cash Flow

5.8. Taxation
5.8.1. Taxation of Profits According to Use
5.8.2. VAT and Its Impact (International)
5.8.3. Difference between a Corporation and a Not-for-Profit Company

5.9. Commission Management
5.9.1. Determine the Number of Commissions Achieved
5.9.2. Customer-Based Commission Management
5.9.3. Commission Agreement with the Supplier

5.10. Amortization. ROI
5.10.1. Calculate the Return of Investment
5.10.2. ROI Timing
5.10.3. Amortization of Investment(s)

Module 6. Marketing and Communication Management Strategies

6.1. Strategic Communication
6.1.1. Strategic Event Communication
6.1.2. The Importance of Environment in the Strategy
6.1.3. Brands Betting on Long Term Return

6.2. Consumer Behavior
6.2.1. New Interpretation of Maslow
6.2.2. Psychology of Today's Consumers
6.2.3. Google Claims a New Model of Behavior

6.3. Brand Purpose
6.3.1. Current Importance of Brand Purpose
6.3.2. Finding the Value and Purpose of the Brand
6.3.3. Integration or Coexistence of Purpose with CSR

6.4. Sustainability as a Strategy
6.4.1. Discovery and Practice of Sustainability
6.4.2. Communication of Sustainable Development Goals
6.4.3. Implementation of the SDGs at Events

6.5. Global Communication Challenges
6.5.1. International Marketing Theories
6.5.2. Cross - Cultural Marketing y Its Application
6.5.3. Moving Brands and Messages to Other Countries

6.6. Advertising and Marketing
6.6.1. Traditional and Digital Advertising
6.6.2. Creativity: Art or Science
6.6.3. Event Actions and Tools

6.7. Analysis Models
6.7.1. Internal Analysis: SWOT and CAME
6.7.2. Strategic Analysis: Boston and Ansoff
6.7.3. External Analysis: Porter's 5 Forces and PESTEL

6.8. Media Relations
6.8.1. Press Conferences, Press Releases and Other Tools
6.8.2. Spokesperson Training
6.8.3. Crisis Communication

6.9. Agency Relationships
6.9.1. Competitions, Contracts and Other Practices
6.9.2. Project Management and Implementation
6.9.3. Project Measurement and Results

6.10. Communication Plan
6.10.1. The Communication Plan
6.10.2. Development of the Tactical Part of the Communication Plan
6.10.3. Implementation and Follow-Up of the Communication Plan

Module 7. Marketing Management and Digitization of Events

7.1. Event Digitization
7.1.1. New Communication Technologies
7.1.2. Digital Events
7.1.3. Big Data. Metrics and Analytics

7.2. Digital Segmentation
7.2.1. New Audiences and Types of Users
7.2.2. New Segmentation Variables
7.2.3. The Buyer and Their Development

7.3. Digitization of Information
7.3.1. Thinking and Communicating Digitally
7.3.2. New Knowledge Management Models
7.3.3. Fake News and Other Enemies of Digitalization

7.4. Digital Reputation Management
7.4.1. Personal Brand
7.4.2. Social Listening
7.4.3. Inboud Marketing

7.5. Digital Branding
7.5.1. Branding
7.5.2. Event Branding
7.5.3. Actions to Be Taken Based on the Income Statement

7.6. The Benchmarking Process
7.6.1. Purpose of the Event
7.6.2. Competitive Analysis
7.6.3. Benchmarking of Results

7.7. Event Campaigns
7.7.1. Brainstorming
7.7.2. Internal and External Part of the Campaign
7.7.3. Campaign Implementation and Follow-Up

7.8. Digital Tools
7.8.1. Setting Objective and Strategies
7.8.2. Channel and Platform Selection
7.8.3. Optimizing Results in Real Time

7.9. Social Media
7.9.1. Knowledge and Use of Social Networks
7.9.2. Most Important Uses for an Event
7.9.3. Livestreaming an Event on Social Networks

7.10. Marketing and Communication Team Management
7.10.1. Leadership Skills
7.10.2. Keys to Pragmatic Management
7.10.3. Day-to-Day Management

Module 8. Event Operations and Logistics Management

8.1. Operations and Logistics of Activities
8.1.1. Study of the Activity Needs
8.1.2. Projecting the Necessary Operations
8.1.3. Know the Needs of the Operation's Staff

8.2. Transport and Access Logistics
8.2.1. Logistics According to the Type of Transport of the Event
8.2.2. Logistics Based on Access
8.2.3. Capacity at Access and Transport Points

8.3. HR Event Management
8.3.1. Types of HR Available for the Event
8.3.2. Internal Communication
8.3.3. Hierarchies and Chains of Command

8.4. Supplier Management
8.4.1. Communication Policy with Supplier
8.4.2. Management of Each Supplier's Operations
8.4.3. Adaptability and Needs of Each Supplier

8.5. Speakers and VIP Guests Operation
8.5.1. VIP Contact Protocol
8.5.2. Manage VIP Guest Needs (Access Areas, Security, Transportation, etc.)
8.5.3. Management of VIP Support and Assistance Personnel Lecturer

8.6. Accessibility Management
8.6.1. Manage Event Accessibility Tasks to Perform
8.6.2. Inclusive and Respectful Gastronomy
8.6.3. Inclusion Programs for Assistants with Difficulties

8.7. Sustainability Management
8.7.1. Local Gastronomy
8.7.2. Event Waste Management
8.7.3. Selection of Sustainable Materials and Products

8.8. Internal Transfers Operation
8.8.1. Guest Transfers Management Protocol
8.8.2. The Difficulty of the Airport and Its Operations
8.8.3. Incident Management and Resolution

8.9. Attendant Service Operation
8.9.1. The Hospitality Desk
8.9.2. Segmentation of Service Areas
8.9.3. Management of Special Incidents

8.10. Event Set-Up and Dismantling
8.10.1. Timing and Personnel Calculation for Set-Up
8.10.2. Assembly Logistics Requirements
8.10.3. Event Dismantling Logistics

Module 9. Event Sponsorship

9.1. Sponsorship Planning and Strategy: Target Group Selection
9.1.1. Aspects to Analyze of the Sector to Be Sponsored
9.1.2. Selection of the Best Sponsors
9.1.3. What to Sponsor and Reasons for Sponsorship

9.2. Sector Policies. Code of Ethics. Compliance
9.2.1. Code of Ethics for Each Sector
9.2.2. Sponsor Data Management
9.2.3. Compliance Departments and Their Importance

9.3. Making the Sponsorship Dossier. Introduction
9.3.1. Introduction
9.3.2. Identification
9.3.3. Objectives

9.4. Making the Sponsorship Dossier. Technical Data
9.4.1. Identification of Endorsements and Guarantors
9.4.2. Historical data
9.4.3. Sponsorship Opportunities

9.5. Sales Price Management
9.5.1. Calculate Sponsorship Selling Prices
9.5.2. Individual Sale by Concept
9.5.3. Group Sales of Different Sponsorships

9.6. Exhibition Areas Plans and Locations
9.6.1. Creation of the Stands
9.6.2. What Should Be Included
9.6.3. Attendee Traffic Flow

9.7. Exhibition Area Planning
9.7.1. Visualization
9.7.2. Notoriety
9.7.3. Volume Equity

9.8. Marketing Policies
9.8.1. Where to Sell Sponsorships
9.8.2. How to Sell Sponsorship
9.8.3. Payment Terms and Penalties

9.9. Management and Follow-Up of Sponsorship Sales
9.9.1. Sponsorship Execution and Forecasting
9.9.2. Viability study
9.9.3. Achievement of Objectives or Restatement

9.10. Sponsorship Loyalty
9.10.1. Sponsor Loyalty Actions
9.10.2. Services to Provide
9.10.3. Improvements or Innovations

Module 10. Event Digitalization. How to Develop Digital Event

10.1. The COVID-19 Era at Events
10.1.1. Important Aspects to Know
10.1.2. Timing to Make Decisions

10.2. Planning Digital Events Scale
10.2.1. Creation of the Schedule
10.2.2. Components to Consider in the Schedule
10.2.3. Aspects to Reflect in the Schedule Priorities

10.3. Supplier Selection
10.3.1. Choice of Technology Partner
10.3.2. Requirements to Be Requested from the Supplier
10.3.3. Supplier Selection Price Factor vs. Value Factor Experience

10.4. Network and Internet Management
10.4.1. Aspects of Network Management to Be Considered
10.4.2. Contracting Internet Services
10.4.3. Network Stress and Saturation Tests

10.5. Scope Objectives. Audience
10.5.1. Determine Your Target Audience
10.5.2. Rebroadcast in Other Languages
10.5.3. Rooms to Broadcast

10.6. Interaction of the Attendees. Voting
10.6.1. Implementation of the Interaction System
10.6.2. Elements to Be Taken into Account in the Interaction of Attendees
10.6.3. Forms and Procedures for Developing Interaction

10.7. Introduction Videos. Kyrons. Music
10.7.1. Kyrons
10.7.2. Importance of the Instructions
10.7.3. Resources to Consider

10.8. Onsite and Digital Coordination. Onsite and Remote Speakers
10.8.1. Contact with Speakers
10.8.2. Delivery of the Action Program to the Speakers
10.8.3. Timing and Organization of Speakers Rules to Follow

10.9. Creating Virtual Sets
10.9.1. Chroma
10.9.2. Rear
10.9.3. Led Screen

10.10. Virtual and Hybrid Event Management
10.10.1. Follow-Up of the Event through Management
10.10.2. Schedule and Order of Broadcasting
10.10.3. Live Incident Resolution

07
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.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically. With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.

This program offers the best educational material, prepared with professionals in mind:
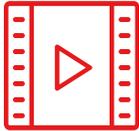
Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.

30%

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.

10%

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.

8%

3%

Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.

30%

15%

4%
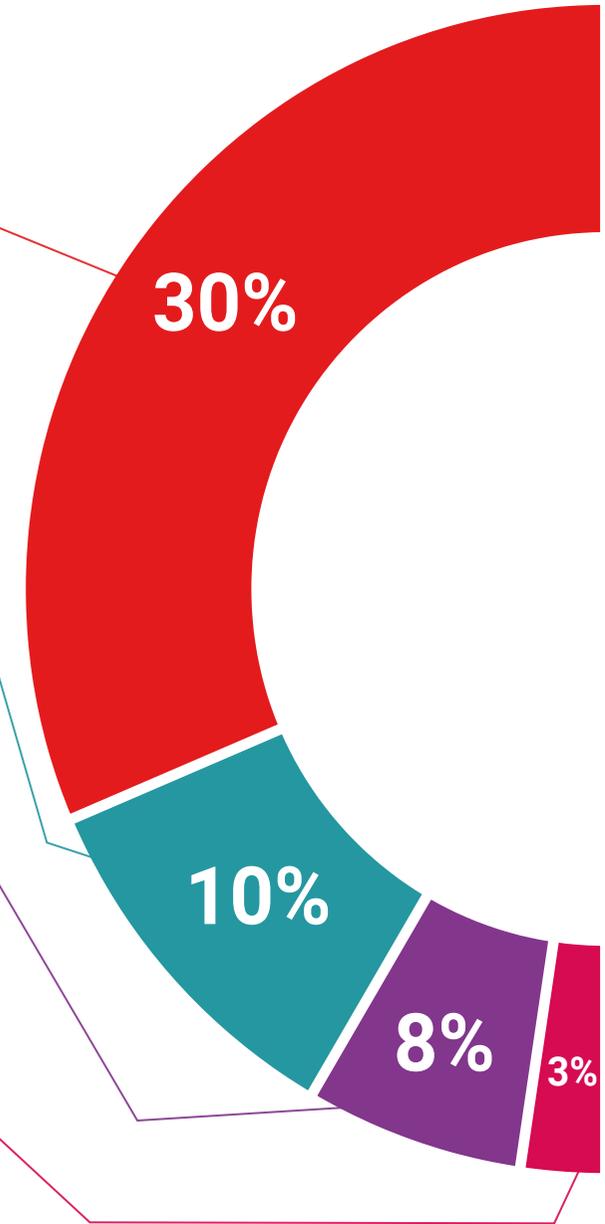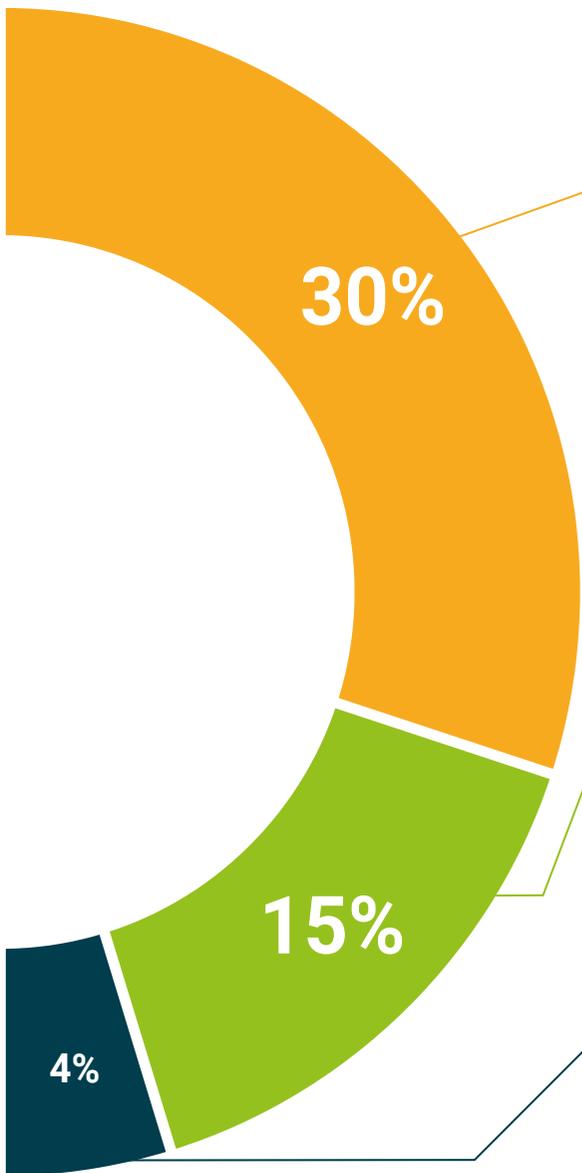
Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.

Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".

Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.

Our Students' Profiles

This program is aimed at professionals in communications, Marketing or business who are enthusiastic about organizing events, and who wish to make a qualitative leap in their professional careers. Either as an Event Manager or as entrepreneurs. 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

Up to 5 years **10%**

5 to 10 years **44%**

10 to 15 years **41%**

More than 15 years **5%**

Training

Social Sciences **50%**

Marketing **33%**

Administrative **10%**

Other **7%**

Educational Profile

Marketing **13%**

Communication **50%**

Public Relations and Advertising **32%**

Other **5%**
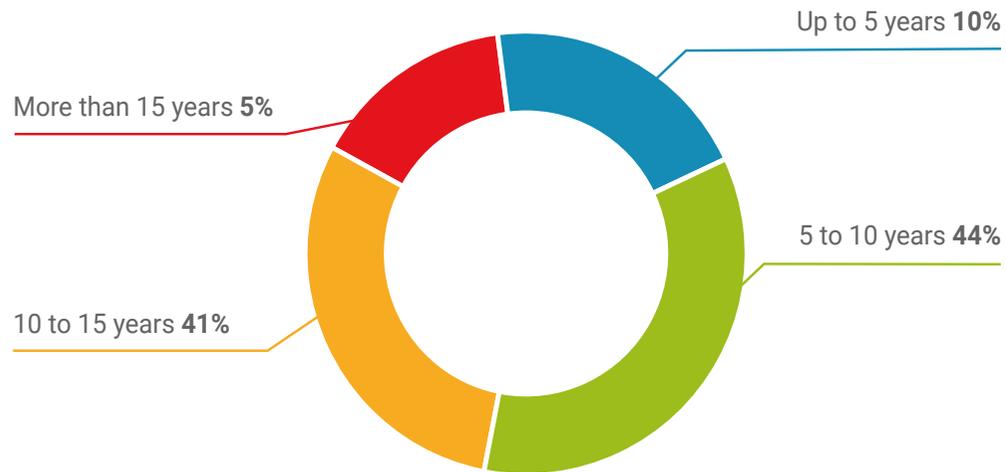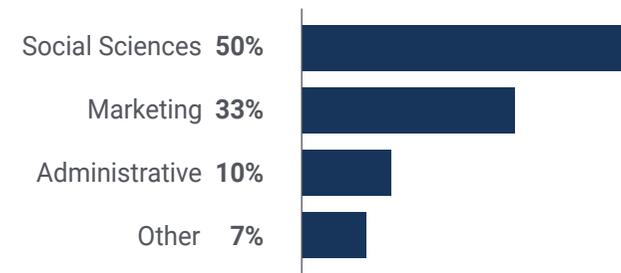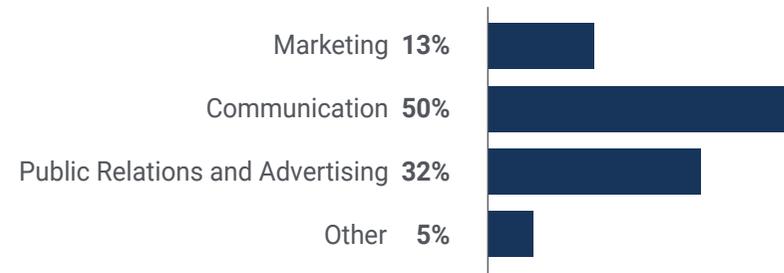
Geographical Distribution

USA **6%**
Spain **47%**
Mexico **38%**
Colombia **9%**
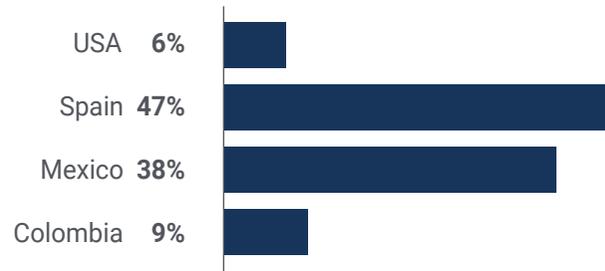
Paola Fernández

Stage Manager

"The program's syllabus and methodology prompted me to make the decision to enroll. With my current job and responsibilities, I didn't have enough time to professionalize as I had set for myself years ago. But at TECH, in just months I was able to complete the program and I managed to climb to a better position in the company I work for, thanks to the most up-to-date knowledge and tools that I gained on this Executive Master's Degree"

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 Creativialab S.L
- Director Barcelona Congréso Médic S.L
- Master's Degree in Marketing Management
- Master's Degree in Pharmaceutical Marketing ISM-ESIC
- Diploma in Tax Law by ESINE

Professors

Mr. Perelló Sobrepere, Marc
- Corporate Communications and Marketing Manager
- Director of Digital and Strategy Area Creativialab SL
- Head of the Communications and Marketing Area at Abantia Group
- Head of the Communications and Marketing Area at Managing Incompetence
- University Marketing and postgraduate Communication studies teacher
- Author and co-author of articles for magazines specialized in Communication
- PhD in Communication Sciences from the University Ramon Llull
- Degree in Journalism from CEU Abat Oliba University
- Degree in Advertising and Public Relations from CEU Abat Oliba University
- Master's Degree in Humanities and Social Sciences at CEU Abat Oliba University

10
Impact on Your Career

TECH values the investment, both in terms of time and money, made by professionals who decide to take the step and take this program. For this reason, every effort is made to offer content that lives up to expectations, resulting in the greatest possible positive impact on the graduate's career path. Being able to achieve the proposed goals in the short, medium and long term. As well as, 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.

"This program will be decisive in your career path, as it will provide you with the competencies and skills necessary to succeed in Event Management"

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

TECH's Executive Master's Degree in Event Management is an intensive program that prepares students to face challenges and business decisions in event organization and planning of various kinds. Its primary objective is to promote personal and professional growth,, you achieve success.

If you want to improve yourself, make a positive change professionally and network with the best, this is the place for you.

Enroll now and live the experience of becoming an Event Planner 100% online and in only 12 months.

You will master planning strategies for all types of events and stand out in the organizational arena with the skills developed during this program.

Time of Change

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

Type of Change

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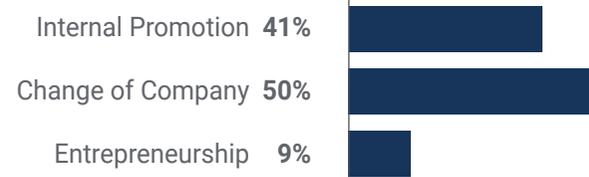
Salary Increase

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

Salary before	A salary increase of	Salary after
$57,900	**25.22%**	**$75,500**
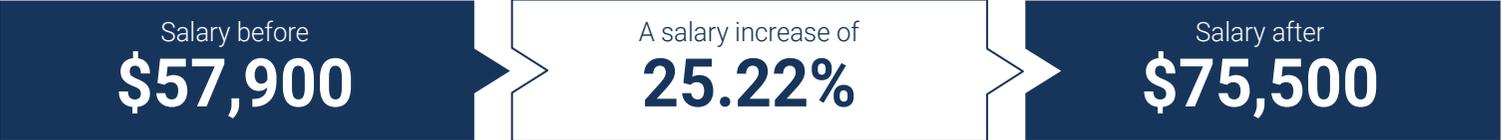
11
Benefits for Your Company

The Executive Master's Degree in Event Management contributes to raising the organization's talent to its maximum potential through the training of high-level leaders.

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 digitalization and organizational area.

" In the new digital age, mastering the organization of hybrid or digital events is a great differentiator in the competitive labor market. With this program able to do just that"

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.

12

Certificate

The Executive Master's Degree in Event Management guarantees students, in addition to the most rigorous and up-to-date education, access to an Executive Master's Degree 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 **Executive Master's Degree diploma 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: **Executive Master's Degree in Event Management**

Modality: **online**

Duration: **12 months**

Accreditation: **60 ECTS**

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tech global university

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

Executive Master's Degree in Event Management

This is a program of 1,500 hours of duration equivalent to 60 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

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

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

Dr. Pedro Navarro Illana
Rector

Unique TECH Code: AFWORD23S   techtitute.com/certificates

Professional Master's Degree in Event Management

General Structure of the Syllabus

Subject type	ECTS
Compulsory (CO)	60
Optional (OP)	0
External Work Placement (WP)	0
Master's Degree Thesis (MDT)	0
	Total 60

General Structure of the Syllabus

Year	Subject	ECTS	Type
1º	The Industry of Business Events and Tourism	6	CO
1º	Event Design	6	CO
1º	Event Planning	6	CO
1º	Creating Event Nominations	6	CO
1º	Financial Management in Event Management	6	CO
1º	Marketing and Communication Management Strategies	6	CO
1º	Marketing Management and Digitization of Events	6	CO
1º	Event Operations and Logistics Management	6	CO
1º	Event Sponsorship	6	CO
1º	Event Digitalization. How to Develop Digital Event	6	CO

Dr. Pedro Navarro Illana
Rector

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

Executive Master's Degree
Event Management

- » Modality: **online**
- » Duration: **12 months**
- » Certificate: **TECH Global University**
- » Credits: **60 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

Executive Master's Degree
Event Management

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