

# Postgraduate Certificate Event Design





## Postgraduate Certificate Event Design

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

Website: [www.techtitute.com/in/journalism-communication/postgraduate-certificate/event-design](http://www.techtitute.com/in/journalism-communication/postgraduate-certificate/event-design)

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# 01

# Introduction

The design of the event is the initial part of the project. When it comes to communicating through this type of strategies, it is important to deal with the how, where and when in a special way. The event management has evolved along with the demands of today's world and improving the event experience is a challenge that goes hand in hand with the use of new marketing and technological tools that, in addition to providing entertainment, allow the brand to be involved and relate to it. In this program the professional will acquire the necessary skills to design an event with all the necessary elements to achieve success; a qualification achievable in 6 weeks of exclusive content 100% online and led by experts in the field.





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*Mastering the how, when and where of events is fundamental to the success of the project. Learn how to choose the perfect scenario with this Postgraduate Certificate"*

When organizing an event, the first thing to think about is the design, how the ideas, the concept, the visual and emotional image of the event will be transmitted. Undoubtedly, taking advantage of the tools provided by the technological evolution is essential, this has a strong influence on the how, on the planning and development of the event. The design establishes the guidelines that must be carried out in each of the aspects of an event, marks the vision of the attendee and what is going to be communicated in general.

Planning is one of the keys to an event, but design is the main aspect and must be taken special care of. The design must achieve the coherence of the whole, and that is why companies must have outstanding professionals in the field who understand the concept and current trends, as it will reflect their identity and convey the value of the brand to all attendees.

One of the current trends is the generation of greater emotional connection with the customer, which provides more notoriety to the brand, brings value to both the brand and the customer, improves the understanding of the potential customer, among other benefits that are achieved with specific techniques in an appropriate Event Design . Master Event Design in the context of the experience economy, co-creation, Design Thinking and Marketing is what is proposed in this Postgraduate Certificate.

A 6-week intensive 100% online program that prepares professionals to face challenges and business decisions in the field of Event Design, giving them the required tools and the most important and useful knowledge to develop professionally and learn the importance of events as an experiential marketing tool.

Thanks to the most innovative methodology in the university environment: Relearning, the learning process is dynamic and effective. With the content chosen exclusively by professional experts in the field of communication, marketing and with more than two decades of experience in the event management, a seal of quality is stamped on this qualification.

This **Postgraduate Certificate in Event Design** contains the most complete and up-to-date educational program on the market. The most important features include:

- ♦ The development of practical cases presented by experts in Communication, Marketing and Event Management
- ♦ The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- ♦ Practical exercises where self-assessment can be used to improve learning
- ♦ Its special emphasis on innovative methodologies
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



*The generation of immersive experiences in events, achieve greater impact on people. Learn how to do it with this Postgraduate Certificate"*

“

*Thanks to this program you will learn how to organize experiential marketing events. You will present the brand in a much more attractive and interesting way”*

The program's teaching team includes professionals from the sector who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive education programmed to learn in real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the academic year. For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts.

*TECH promotes the Relearning methodology, which will help you to quickly memorize and understand all the content.*

*Improve your communication and leadership skills and enhance your career.*



# 02 Objectives

Learning the importance of Event Design as a marketing tool and knowing the most efficient trends implemented in the market, is part of what is proposed in this Postgraduate Certificate, focused on providing the necessary skills to the professional in the context of the economy of experience, co-creation and Design Thinking. Providing a specialization or opportunity to be original in the development of ideas, as well as their implementation, through the management of multidisciplinary and multicultural work teams.







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*The objective of this Postgraduate Certificate is to become an expert in the Event Design of the MICE sector. Enroll and get it"*



## General Objectives

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- ♦ 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
- ♦ Develop interpersonal relationship skills to manage multidisciplinary and multicultural work teams
- ♦ In-depth knowledge of current trends in event management
- ♦ Master the digitalization of the event, the most used tools today and new trends
- ♦ Understand the new reality in the organization of events following the major crisis caused by the COVID-19 pandemic





## Specific Objectives

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- ♦ Master Event Design in the context of the experience economy, co-creation, Design Thinking and Marketing
- ♦ Learn how to plan events to increase the return on investment (ROI)
- ♦ Learn the importance of events as a Marketing tool according to market trends
- ♦ Generate experiences in events (experiential marketing) and immersive experiences
- ♦ Efficient design of spaces, signage and personalization

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*You will learn how to design spaces, signage and personalization for experiential events”*

03

# Course Management

TECH has created a program with exclusive content selected by professional experts in communication and Marketing focused on the Event Management industry, 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.



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*Communication and Marketing professionals will teach you all about Event Design in this program"*

## Management



### Mr. Gil Tomas, Tommy

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



Destino

Región de Murcia

Costa Cálida

Región de Murcia

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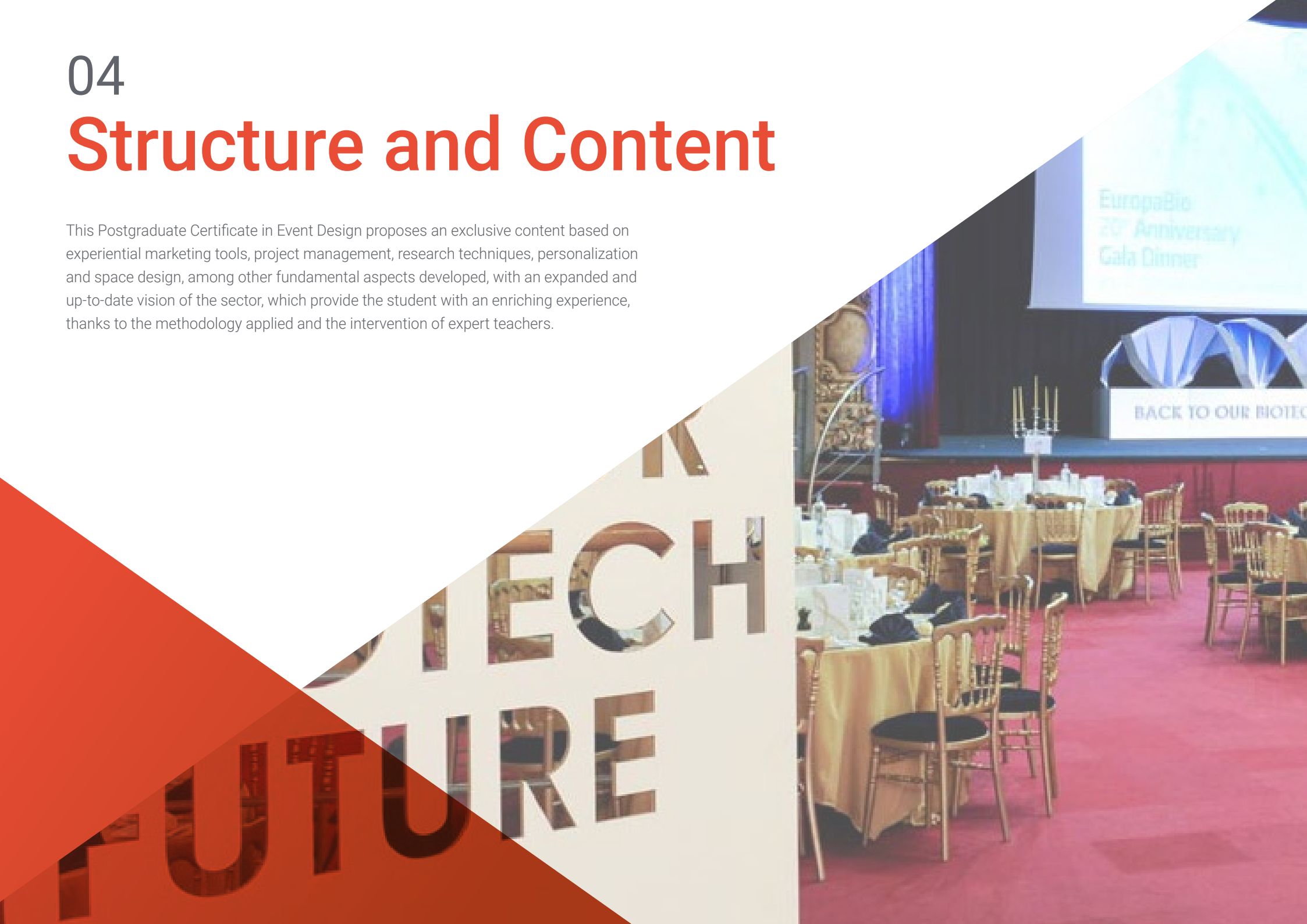
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# 04

# Structure and Content

This Postgraduate Certificate in Event Design proposes an exclusive content based on experiential marketing tools, project management, research techniques, personalization and space design, among other fundamental aspects developed, with an expanded and up-to-date vision of the sector, which provide the student with an enriching experience, thanks to the methodology applied and the intervention of expert teachers.







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*TECH brings you this Postgraduate Certificate with exclusive content, online modality and Relearning methodology that facilitates the learning process"*

## Module 1. Event Design

- 1.1. Project Management
  - 1.1.1. Gathering Information, Project Start-Up: What Do We Need to Know?
  - 1.1.2. Study of Possible Locations
  - 1.1.3. Pros and Cons of the Chosen Options
- 1.2. Research Techniques. Design Thinking
  - 1.2.1. Stakeholder Maps
  - 1.2.2. Focus Group
  - 1.2.3. Benchmarking
- 1.3. Experiential Design Thinking
  - 1.3.1. Cognitive Immersion
  - 1.3.2. Covert Observation
  - 1.3.3. World Coffee
- 1.4. Defining Target Audience
  - 1.4.1. Who Is the Event Aimed at?
  - 1.4.2. Why Are We Doing the Event?
  - 1.4.3. What Is the Purpose of the Event?
- 1.5. Trends
  - 1.5.1. New Trends in Staging
  - 1.5.2. Digital Contributions
  - 1.5.3. Immersive and Experiential Events
- 1.6. Personalization and Design Space
  - 1.6.1. Adequacy of the Space to the Brand
  - 1.6.2. Branding
  - 1.6.3. Brand Manual



- 1.7. Experience Marketing
  - 1.7.1. Living the Experience
  - 1.7.2. Immersive Event
  - 1.7.3. Fostering Memory
- 1.8. Signage
  - 1.8.1. Signage Techniques
  - 1.8.2. The Attendant's Vision
  - 1.8.3. Coherence of the Story. Event with Signage
- 1.9. The Event Venues
  - 1.9.1. Studying Possible Venues. The 5 Whys
  - 1.9.2. Choice of the Venue According to the Event
  - 1.9.3. Selection Criteria
- 1.10. Proposed Staging. Types of Scenarios
  - 1.10.1. New Proposal in Staging
  - 1.10.2. Prioritization of Proximity to the Speaker
  - 1.10.3. Scenarios Related to Interaction



*Enroll now and study from anywhere by connecting from your favorite device"*

05

# 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.



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*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"*

## 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.

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*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”*



*You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.*



*The student will learn, through collaborative activities and real cases, how to solve complex situations in real business environments.*

### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. 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 professional reality is taken into account.

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

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 will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*In 2019, we obtained the best learning results of all online universities in the world.*

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 university is the only one in the world authorized to employ 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.

This methodology has 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, and financial markets and 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.



### Practising Skills and Abilities

They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



### 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 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.



06

# Certificate

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





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

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

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

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

Title: **Postgraduate Certificate in Event Design**

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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