

# Postgraduate Certificate

## The Industry of Events and Business Tourism





## Postgraduate Certificate

### The Industry of Events and Business Tourism

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

Website: [www.techtute.com/in/journalism-communication/postgraduate-certificate/industry-events-business-tourism](http://www.techtute.com/in/journalism-communication/postgraduate-certificate/industry-events-business-tourism)

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# 01

# Introduction

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. A major sector for the economy of nations is Business Tourism, it is estimated that 20% of tourists traveling worldwide do so for business and for the cities, MICE tourism is a great revenue stream. Hence the importance of specializing and knowing in depth how to apply it correctly, to achieve profitable results; in this program the professional will be able to understand everything about this topic and expand their capabilities for the planning and organization of a MICE event; 100% online and with the most innovative methodology.





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

In line with globalization and the boost of ICTs, and despite a pandemic in recent years, the industry of events and business tourism sector remains on the rise and growing, as one of the main drivers of development of the service sector. Some of the reasons are that it is not limited to a specific time of year and has a high level of investment. According to statistics, MICE tourism generates 30% more revenue than leisure tourism.

A well-organized event is the best possible communication and business strategy. Knowing how to professionally develop events for meetings, incentives, conferences and exhibitions in a city that serves as a multicultural meeting place expands the possibilities of any brand or company. Furthermore, choosing the type of event can be key to its success and correct development, and creating the appropriate information spaces both to obtain information from the participants and to choose the destination from the beginning of the organization, as well as all the elements, involves a research process.

This Postgraduate Certificate in the Industry of Events and Business Tourism allows the professional to develop the necessary skills to manage events focused on this segment, studying the Key Players, understanding the importance of Convention Bureaus, gaining in-depth knowledge of the events industry at a global level and its economic importance.

An intensive 100% online program, that prepares the professional to face challenges and business decisions in the field of Event Management. Through the most innovative methodology in the university environment: Relearning, the content chosen exclusively by professional experts in the communication and marketing sector, who have more than two decades of experience in the event management, a seal of quality is stamped on this degree.

This **Postgraduate Certificate in the Industry of Events and Business Tourism** contains the most complete and up-to-date 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



*Being an expert in organizing meetings, incentives, conferences and exhibitions in the business field implies a wide range of possibilities for the professional. With this program you will be able to achieve it"*

“

*At TECH 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"*

*The MICE sector is an important source of income in the events industry, open yourself to the opportunities and professionalize yourself with this specialized program.*

*A good event planner knows that preparation is the key to the success of their projects. Train yourself to succeed in a specialized field.*

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.

Its multimedia content, developed with the latest educational technology, will allow the professional a situated and contextual learning, that is, a simulated environment that will provide an immersive education programmed to prepare 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.



# 02 Objectives

This Postgraduate Certificate is focused on developing the skills required for the professional in the MICE or business tourism sector, which provide the students a specialization and opportunity to develop and implement original ideas by managing multidisciplinary and multicultural work team and making decisions that contribute to the achievement of the objectives.





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*The objective of this Postgraduate Certificate is to become an expert in the event management 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
- ♦ 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
- ♦ 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







### Specific Objectives

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- ♦ Delve into the knowledge of the Key Players of the MICE sector
- ♦ Master the importance of the Convention Bureaus and co-creation with them
- ♦ Manage the Destination/Event Marketing
- ♦ In-depth knowledge of the events industry at a global level and its economic importance
- ♦ Develop the required skills to be able to manage an event company according to the type of event



*Carry out your professional projects in the Industry of Events and Business Tourism successfully after this qualification"*

03

# 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.





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*Well-renowned professionals offer you their best knowledge to help you succeed in the management of your cultural projects"*

## 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





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GRAND AUDITORIUM LOUIS LUMIERE





# 04

## Structure and Content

The program has been designed with a strong practical and experiential approach, as well as an innovative online learning methodology, which makes it unique. Thanks to the differential value of the topics, with an expanded and up-to-date vision of the sector from the beginning to the end of the program, the student's experience is enriched through the Relearning methodology, which facilitates progressive and natural learning, without large investments of time.





“

*You will have a variety of multimedia resources and the best content, that will facilitate the learning process”*

## 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. Economic Impact of the Sector in Spain BORRAR
  - 1.2.2. Number of Events and People Moved Annually
  - 1.2.3. Expectations for Growth in the Post- COVID-19 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. Market Study of Major Concerts in Spain BORRAR
  - 1.8.2. Importance of Ticketing
  - 1.8.3. Concert Merchandising and Sponsorship
- 1.9. Social Events
  - 1.9.1. The Wedding Market in Spain BORRAR
  - 1.9.2. The Role of the Wedding Planner
  - 1.9.3. 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

“Enroll now and you will achieve your qualification in 6 weeks in an agile and efficient way”

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.

“

*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.



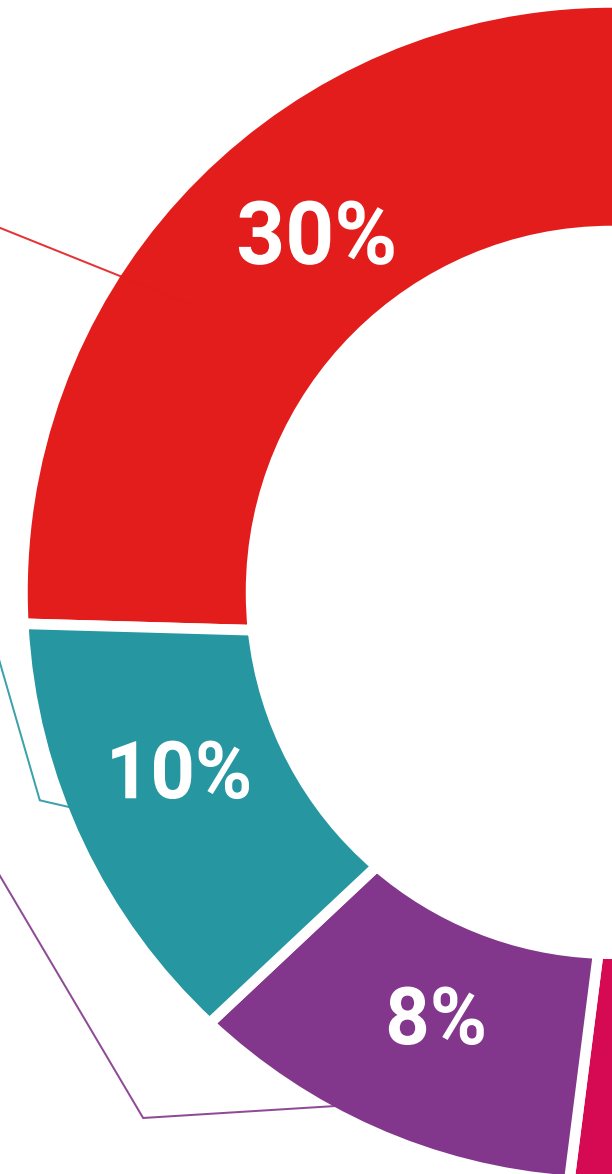
#### Practising Skills and Abilities

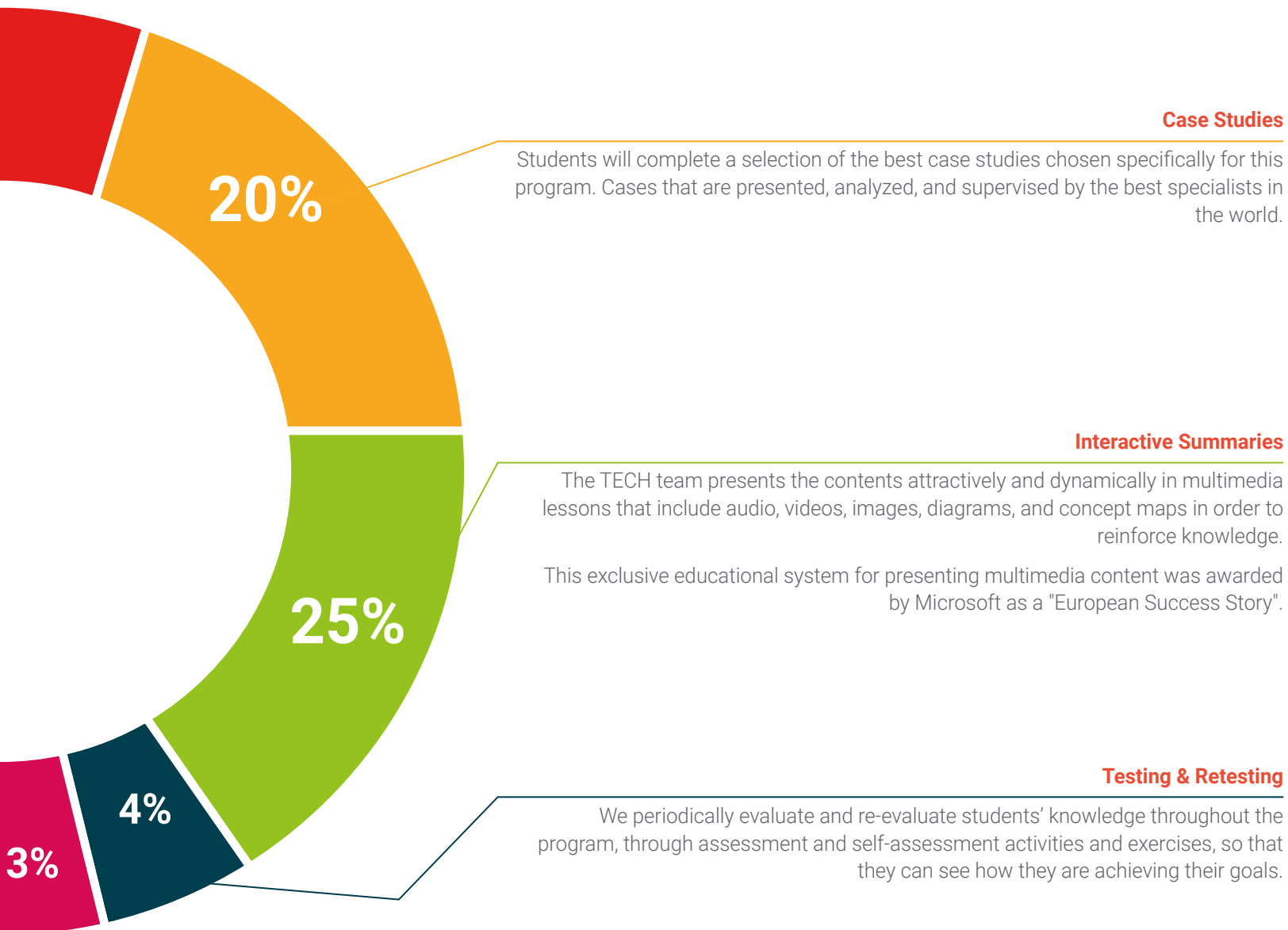
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



#### 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 the Industry of Events and Business Tourism 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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*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork"*

This **Postgraduate Certificate in the Industry of Events and Business Tourism** contains the most complete and up-to-date program on the market.

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

The certificate issued by **TECH Technological University** will 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 the Industry of Events and Business Tourism**

Official N° of Hours: **150 h.**





future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present  
development language  
virtual classroom



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