

# Postgraduate Diploma

Industry, Design and Planning  
in Event Management



## Postgraduate Diploma Industry, Design and Planning in Event Management

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Global University
- » Credits: 18 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/us/journalism-communication/postgraduate-diploma/postgraduate-diploma-industry-design-planning-event-management](http://www.techtute.com/us/journalism-communication/postgraduate-diploma/postgraduate-diploma-industry-design-planning-event-management)

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# 01

# Introduction

Events have become an excellent opportunity to generate business. It has become necessary to provoke an evolution in everything related to business communication in order to create branded products and services, to transmit clear and concise messages. This program has been designed so that the professional obtains the most up-to-date knowledge to perform efficiently in the event management sector. With a 100% online modality to graduate in a maximum of 6 months.



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*A successfully organized event is a powerful communication tool. Learn everything you need to develop as a professional in the sector, with this Postgraduate Diploma in Industry, Design and Planning in Event Management”*

When the forms and tools of communication change at a vertiginous pace, skills are often lost in order to carry out an efficient job. Mastering the most appropriate techniques and procedures for each project to generate effective and efficient results is what is looked for by every professional who needs to integrate events into their current planning; or works as an event planner for their business environment.

This Postgraduate Diploma in Industry, Design and Planning in Event Management, offers the knowledge required by the professional to provide innovative solutions in their work environment and know the new market trends, aspects and models of action according to the proposed strategy and according to the type of audience to which it is addressed.

Its design in 3 specialized modules under a modern methodology of 100% online learning, allows the student to obtain in a comfortable and agile way the tools to develop professionally in the areas of strategy, communication, organization, planning, operations and logistics.

The wide range of multimedia resources also facilitates the learning of more specialized content, selected by expert teachers who are working in the event management industry. Real cases in the world of communications and journalism will be analyzed, which will expand the professional's vision of the infinite possibilities.

This **Postgraduate Diploma in Industry, Design and Planning in Event Management** 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



*Enhance your current professional profile. Apply the most correct and innovative strategies for the event management in benefit of your company and clients. Enroll now”*

“ *If you want to become a professional in the world of event management without interfering with your current activities, this is the program for you. With its 100% online methodology and 6-month duration, you will have the flexibility you need”*

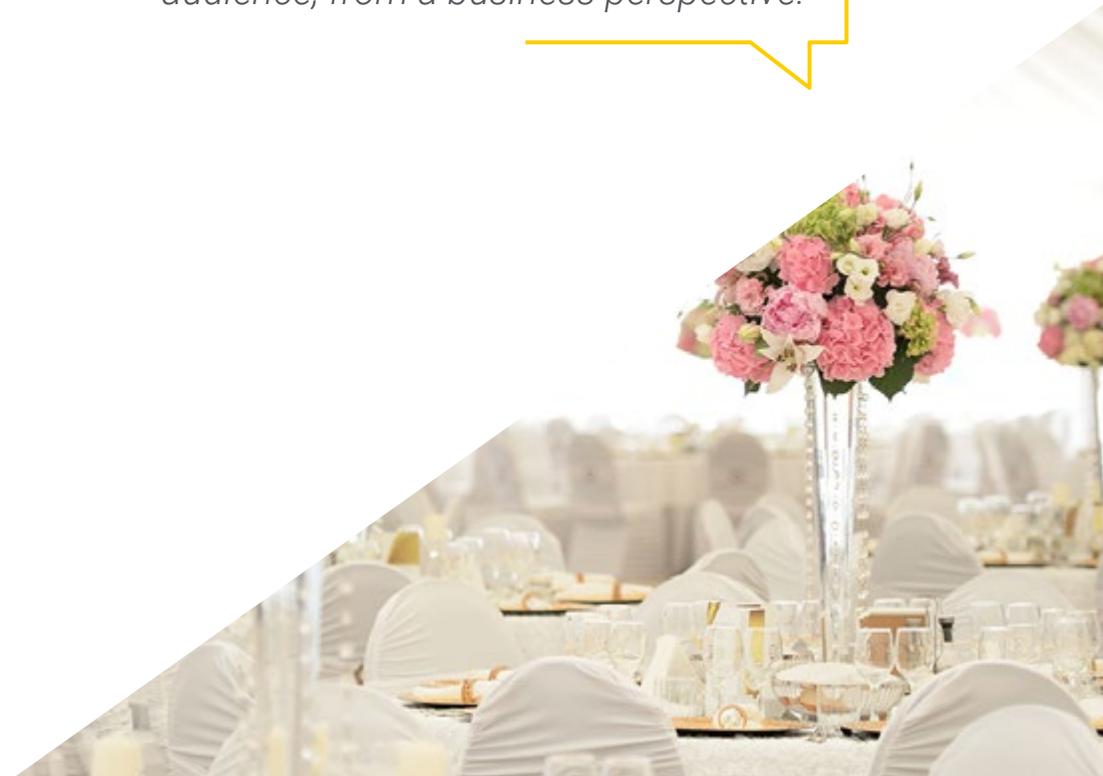
The program's teaching team includes professionals from the sector who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

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.

*Master event design in the context of the experience economy: co-creation, Design Thinking and Marketing.*

*Gain in-depth knowledge of the event design, according to the appropriate features for each strategy and type of audience, from a business perspective.*



# 02

# Objectives

Event Management is a fundamental tool in the communication and marketing sector, as well as it is the form of interrelation in the business world in general. That is why this Postgraduate Diploma in Industry, Design and Planning in Event Management, is focused on providing a specialization in techniques and appropriate procedures, towards the development and implementation of innovative ideas, in order to succeed in the strategies proposed.



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*Prepare yourself towards the achievement of your goals. Start on the road to professionalization in a field that will open up a wide range of possibilities”*



## General Objectives

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- ♦ 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
- ♦ 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





## Specific Objectives

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### Module 1. The Events and Business Tourism Industry

- ♦ 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

### Module 2. Event Design

- ♦ 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

### Module 3. Event Planning

- ♦ Learn to create the event schedule according to the established parameters
- ♦ Make the staging of each part of the event
- ♦ Gain in-depth knowledge of how to organize the spaces, what priorities and what type of format to use
- ♦ Manage the distribution of content and speakers according to needs and priorities
- ♦ Plan the access, security and transportation, based on a study of the destination and venue's potential, capacities, infrastructure and offerings



*With this program you will obtain the competencies and skills required to succeed in Event Management. Don't miss the opportunity to prepare yourself for a successful future"*

03

# Course Management

To design this Postgraduate Diploma, a teaching team has been assembled with extensive experience in event management, within the industry and communications. Teachers who are currently successfully developing their professional work and who, thanks to their extensive background in the business field, as well as in the academic or teaching field, will offer the student an exclusive education. Supported by the most secure and avant-garde platform and study methodology implemented by TECH.





“

*Throughout the learning process, you will be supported by expert teachers, receiving a direct and personalized contact”*

## 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



# 04

## Structure and Content

In order to understand the events and business tourism industry at a global level, as well as to manage the appropriate design and execute the precise planning, according to each need and objective, the content has been structured in 3 modules with a practical and experiential approach. This will allow the professional to have a broad and current vision of the subject of study. By presenting the material in different formats, it provides dynamism and facilitates the learning process, in a completely online environment.





“

*You will understand why studying at TECH is the best option. The methodology used, the online study system and the team of professionals that support it, will make you live a unique experience”*

## Module 1. The Events and Business Tourism Industry

- 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-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?



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- 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. Design Thinking
  - 2.2.1. Stakeholder Maps
  - 2.2.2. Focus Group
  - 2.2.3. Benchmarking
- 2.3. Experiential Design Thinking
  - 2.3.1. Cognitive Immersion
  - 2.3.2. Covert Observation
  - 2.3.3. World Coffee
- 2.4. Defining Target Audience
  - 2.4.1. Who Is the Event Aimed at?
  - 2.4.2. Why Are We Doing 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. Adequacy 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 Whys
  - 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 Proposal in Staging
  - 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
  - 3.5.1. Access Control: The Security Perspective
  - 3.5.2. Coordination with Security Forces
  - 3.5.3. Internal Control of Spaces
- 3.6. Emergencies
  - 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. Accesses
  - 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



*Enroll now and live the experience  
of becoming an Event Planner  
100% online and in 6 months”*

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.



“

*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.



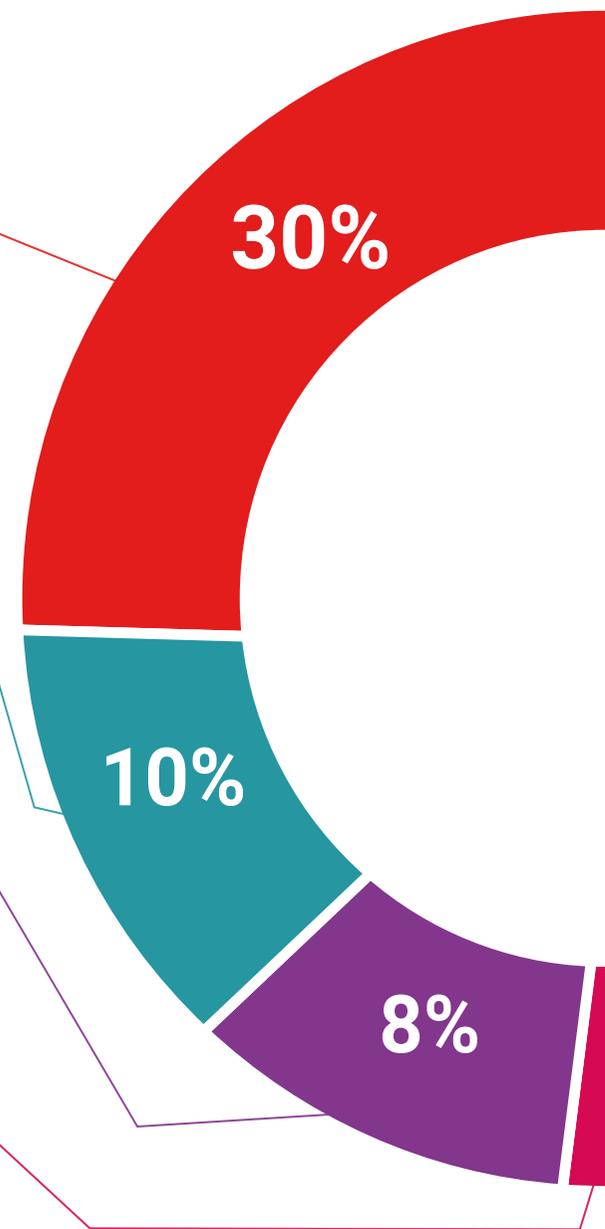
### Practising Skills and Abilities

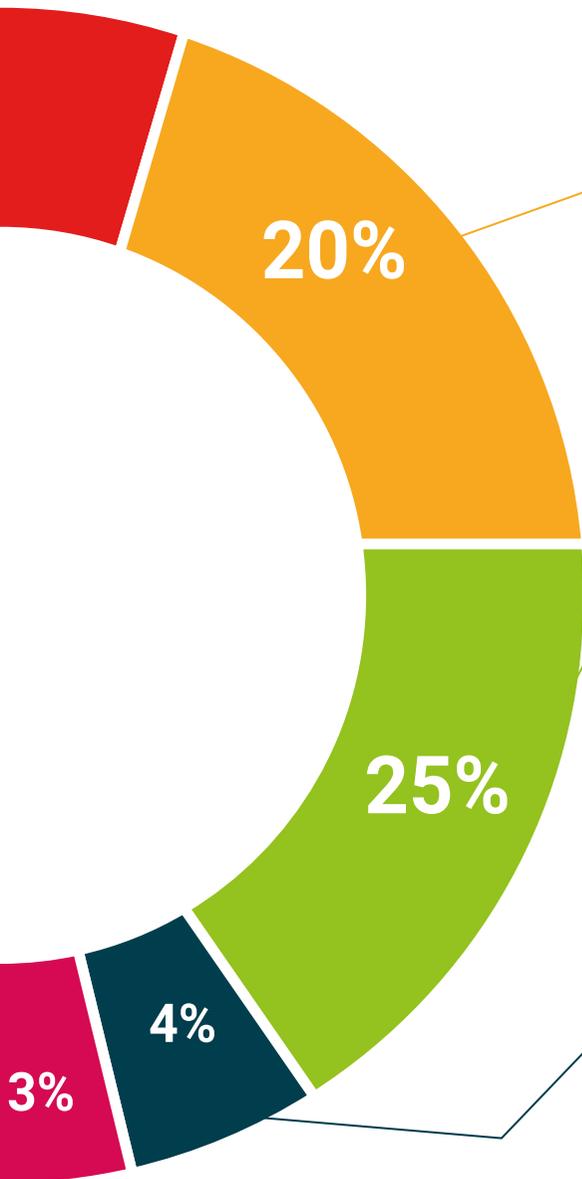
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



### 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 Diploma in Industry, Design and Planning in Event Management guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Global University.



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*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 **Postgraduate Diploma in Industry, Design and Planning 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: **Postgraduate Diploma in Industry, Design and Planning in Event Management**

Modality: **online**

Duration: **6 months**

Credits: **18 ECTS**



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



**Postgraduate Diploma**  
Industry, Design  
and Planning in  
Event Management

- » Modality: **online**
- » Duration: **6 months**
- » Certificate: **TECH Global University**
- » Credits: **18 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

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