Postgraduate Diploma

Marketing and Digitalization in Event Management

tech technological university

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Postgraduate Diploma

Marketing and Digitalization in Event Management

Course Modality: **Online**
Duration: **6 months**
Certificate: **TECH Technological University**
Teaching Hours: **450 h.**
Website: www.techtitute.com/pk/journalism-communication/postgraduate-diploma/postgraduate-diploma-marketing-digitalization-event-management

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01

Introduction

At least a decade ago, digitalization was introduced in the event management industry. However, it is now, after experiencing a pandemic that hit the sector very hard, when a new trend in the use of technology for the planning and implementation of an event has exploded. In the corporate environment, events have been vital to establish effective communication within the company; but at the communicational level, events such as concerts or award ceremonies for groups such as music or cinema, have had to reinvent themselves in the face of a new normality; however, as they are becoming more and more technological, the human experience must prevail. In order to understand and apply it in a professional way, this program offers the most up-to-date and complete content under the Relearningmethodology, 100% Online, obtaining a diploma in 6 months.

Learn how to apply Digitalization and Marketing in Event Management, to take advantage of all its benefits and achieve outstanding results in the short term"

The inability to gather a certain number of people in a physical space gave room to a trend of digital events that opened the vision to new organizational styles. However, not knowing the new dynamics in a professional manner generates adverse consequences to the objectives set, which often result in significant losses.

The communication professional who understands the importance of events as a powerful tool for interrelationships and business seeks to implement the greatest possible creativity in their planning, which, combined with correct procedures based on sapience, provide the achievement of the objectives set.

Understanding everything about the new trends in event management in the digital era is possible with this Postgraduate Diploma in Marketing and Digitalization in Event Management, as it provides the knowledge required for the professional to perform efficiently, facing the new challenges involved in the need for the use of digital tools.

There are 3 modules through which the student will learn, among other topics related to the title of this program: the global communication challenges, sustainability as a strategy, analysis models in Marketing, consumer behavior and brand analysis; the student will understand the implementation of the communication plan in events and the relationship with the media and advertising agencies.

In addition, the student will learn how to boost a brand thanks to digital media and specialized techniques such as Benchmarking, segmentation and marketing analysis. The development of this 100% online program offers the flexibility that students require today, allowing them to graduate quickly and safely in a period of no more than 6 months.

This **Postgraduate Diploma in Marketing and Digitalization 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

Having speakers and guests from other countries at your events, without incurring large investment costs, is possible in the digital era. Learn how to achieve this efficiently with proper timing and coordination"

Get up to date with this Postgraduate Diploma and master the most effective tools in Marketing and Digitalization in Event Management"

Enroll now and become an expert in a few months and online"

Apply now and get access to a library full of valuable multimedia content for you to download"

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

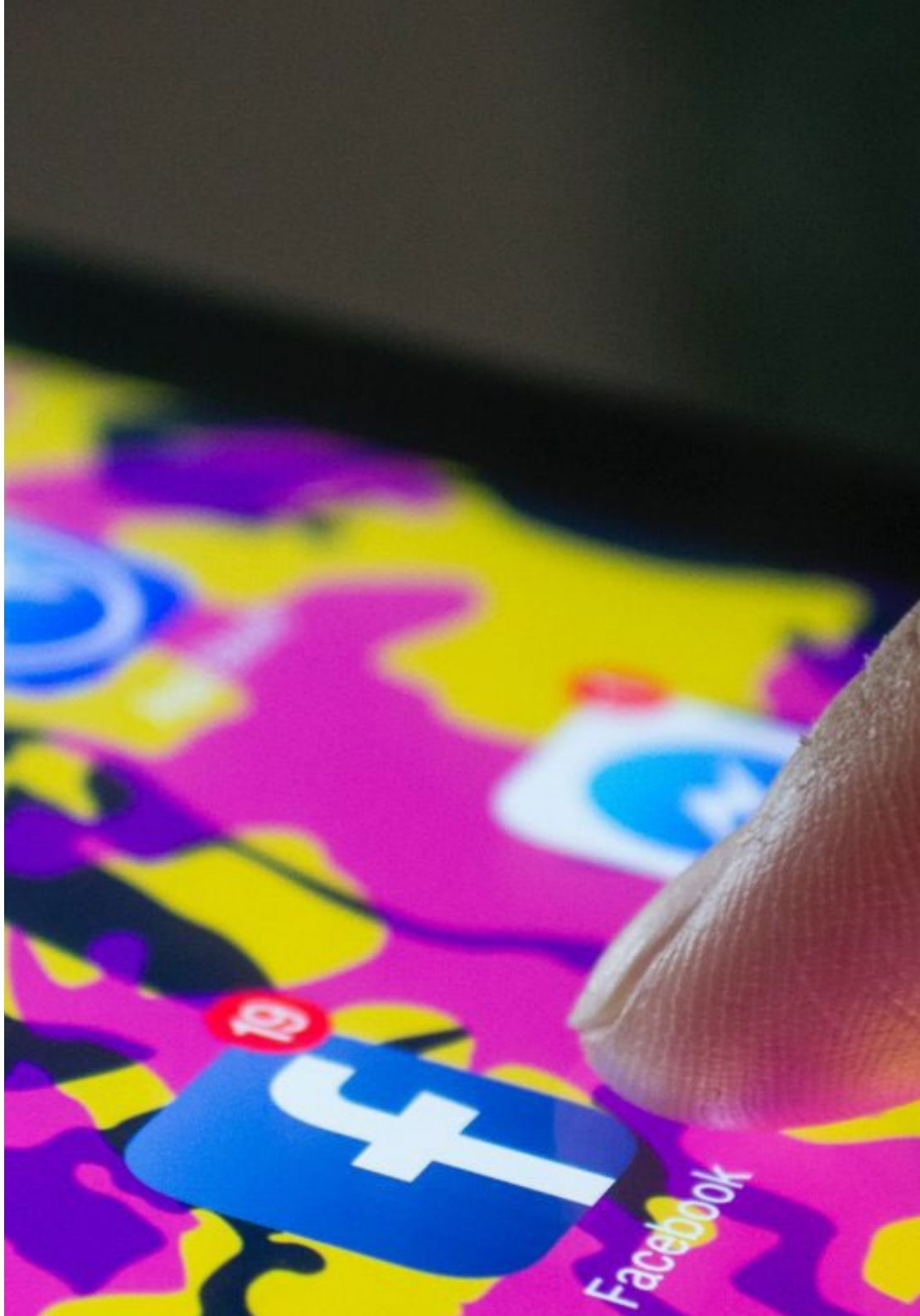
Objectives

Adapting to the new reality in the organization of digital events and the implementation in the communicational world through the correct analysis of Marketing, is the objective of this Postgraduate Diploma, as well as providing the student with the knowledge about the technical means, new procedures and how to manage hybrid or 100% digital events. All this based on a completely online study methodology and supported by experts selected by TECH, so that the professional can achieve their preparation for success.

You set the limits, digitalization opens the doors to infinity"

General Objectives

- Understand the new reality in the organization of events following the major crisis caused by the COVID-19 pandemic
- In-depth knowledge of current trends in event management
- Master the digitalization of the event, the most used tools today and new trends
- Develop interpersonal relationship skills to manage multidisciplinary and multicultural work teams
- Understand the importance and organization of hybrid events
- Understand the different ways of sponsoring an event, the deontological, legal and compliance environment of the different sectors



Specific Objectives

Module 1. Marketing and Communication Management Strategies

- Develop the communication plan and its importance for the event
- Master the actions and tools of advertising and marketing for events
- Evaluating new consumer behavior
- Determine the value and purpose of the brand
- Implement the Sustainable Development Goals in events
- Explore different models of internal and external analysis

Module 2. Marketing Management and Digitization of Events

- Understand the new communication technologies
- Manage segmentation, metrics and Big Data analysis
- Evaluate the benefits and difficulties of digitization in events
- Understand and apply the Benchmarking
- Manage the brand's reputation
- Master social networks and their ecosystems to benefit the development of the event

Module 3. Digitization of Events; Development of Digital Events

- Analyze the new reality in the event management following the major crisis caused by the COVID-19 pandemic
- Find out all about digital events and how to carry them out
- Gain in-depth knowledge about hybrid events, their current importance and their future
- Analyze the regulation of a digital event and its importance The rundown and Timings
- Create a virtual set Know its elements: chroma key, Backscreen, augmented reality, among others
- Analyze the audience and its capabilities, forms of interaction, both on-site a nd virtual

Learn about Chroma, Rear, LED Screens and Kyros with the best academic qualification in the current digital panorama. Only with TECH"

03

Course Management

A teaching team with extensive experience in event management, within the industry and communications, are at the forefront of this program. As they are currently developing their professional work successfully, they will offer the student an up-to-date and exclusive education; accompanying them throughout the learning process, from the most secure digital platform and innovative 100% online methodology implemented by TECH.

Learn from the best professionals, versed in Marketing and Digitalization in Event Management"

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

Professors

Dr. Perelló Sobrepere, Marc

- Corporate Communications and Marketing Manager
- Director of Digital and Strategy Area at Creativialab SL
- Head of the Communications and Marketing Area at Abantia Group
- Head of the Communications and Marketing Area at Managing Incompetence
- Marketing and Communication professor for university postgraduate studies
- 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

04

Structure and Content

This Postgraduate Diploma offers the most specific knowledge to develop efficiently in the Events Management sector, in the current COVID-19 and digital era. Structuring 3 modules in such a way that the student understands the importance and opportunities presented by digitalization and applies marketing analysis correctly. The different online formats developed by the team of teachers will make the learning process much more dynamic, allowing students to graduate in 6 months.

Experts will show you with real cases the importance of understanding the new trends in the event management in the COVID-19 and digital era"

Module 1. Marketing and Communication Management Strategies

1.1. Strategic Communication
- 1.1.1. Strategic Event Communication
- 1.1.2. The Importance of Environment in the Strategy
- 1.1.3. Brands Betting on Long term return

1.2. Consumer Behavior
- 1.2.1. New Interpretation of Maslow's Pyramid
- 1.2.2. Psychology of Today's Consumers
- 1.2.3. Google Claims a New Model of Behavior

1.3. Brand Purpose
- 1.3.1. Current Importance of Brand Purpose
- 1.3.2. Finding the Value and Purpose of the Brand
- 1.3.3. Integration or Coexistence of Purpose with CSR

1.4. Sustainability as a Strategy
- 1.4.1. Discovery and Practice of Sustainability
- 1.4.2. Communication of Sustainable Development Goals
- 1.4.3. Implementation of the SDGs at Events

1.5. Global Communication Challenges
- 1.5.1. International Marketing Theories
- 1.5.2. Cross-Cultural Marketing y Its Application
- 1.5.3. Moving Brands and Messages to Other Countries

1.6. Advertising and Marketing
- 1.6.1. Traditional and Digital Advertising
- 1.6.2. Creativity: Art or Science
- 1.6.3. Event Actions and Tools

1.7. Analysis Models
- 1.7.1. Internal Analysis: SWOT and CAME
- 1.7.2. Strategic Analysis: Boston and Ansoff
- 1.7.3. External Analysis: Porter's 5 Forces and PESTEL

1.8. Media Relations
- 1.8.1. Press Conferences, Press Releases and Other Tools
- 1.8.2. Spokesperson Training
- 1.8.3. Crisis Communication

1.9. Agency Relationships
- 1.9.1. Competitions, Contracts and Other Practices
- 1.9.2. Project Management and Implementation
- 1.9.3. Project Measurement and Results

1.10. The Communication Plan
- 1.10.1. The Communication Plan
- 1.10.2. Development of the Tactical Part of the Communication Plan
- 1.10.3. Implementation and Follow-Up of the Communication Plan

Module 2. Marketing Management and Digitization of Events

2.1. Event Digitization
- 2.1.1. New Communication Technologies
- 2.1.2. Digital Events
- 2.1.3. Big Data. Metrics and Analytics

2.2. Digital Segmentation
- 2.2.1. New Audiences and Types of Users
- 2.2.2. New Segmentation Variables
- 2.2.3. The Buyer and Their Development

2.3. Digitization of Information
- 2.3.1. Thinking and Communicating Digitally
- 2.3.2. New Knowledge ManagementModels
- 2.3.3. Fake News and Other Enemies of Digitalization

2.4. Digital Reputation Management
- 2.4.1. Personal Brand
- 2.4.2. Social Listening
- 2.4.3. Inbound Marketing

2.5. DigitalBranding
- 2.5.1. Branding
- 2.5.2. EventBranding
- 2.5.3. Actions to Be Taken Based on the Income Statement

2.6. The BenchmarkingProcess
- 2.6.1. Purpose of the Event
- 2.6.2. Competitive Analysis
- 2.6.3. Benchmarking of Results

2.7. Event Campaigns
- 2.7.1. Brainstorming
- 2.7.2. Internal and External Part of the Campaign
- 2.7.3. Campaign Implementation and Follow-Up

2.8. Digital Tools
- 2.8.1. Setting Objective and Strategies
- 2.8.2. Channel and Platform Selection
- 2.8.3. Optimizing Results in Real Time

2.9. Social Media
- 2.9.1. Knowledge and Use of Social Networks
- 2.9.2. Most Important Uses for an Event
- 2.9.3. Livestreaming an Event on Social Networks

2.10. Marketing and Communication Team Management
- 2.10.1. Leadership Skills
- 2.10.2. Keys to Pragmatic Management
- 2.10.3. Day-to-Day Management

Module 3. Digitization of Events; Development of Digital Events

3.1. The COVID-19 Era at Events
- 3.1.1. Import Aspects to Know
- 3.1.2. Constant Follow-Up. Government Health Standards
- 3.1.3. Timing to Make Decisions

3.2. Planning Digital Events Scale
- 3.2.1. Creation of the Schedule
- 3.2.2. Components to Consider in the Schedule
- 3.2.3. Aspects to Reflect in the Schedule. Priorities

3.3. Supplier Selection
- 3.3.1. Choice of Technology Partner
- 3.3.2. Requirements to Be Requested from the Supplier
- 3.3.3. Supplier Selection. Price Factor vs. Value Factor Experience

3.4. Network and Internet Management
- 3.4.1. Aspects of Network Management to Be Considered
- 3.4.2. Contracting Internet Services
- 3.4.3. Network Stress and Saturation Tests

3.5. Scope Objectives. Audience
- 3.5.1. Determine Your Target Audience
- 3.5.2. Rebroadcast in Other Languages
- 3.5.3. Rooms to Broadcast

3.6. Interaction of the Attendees. Voting
- 3.6.1. Implementation of the Interaction System
- 3.6.2. Elements to Be Taken into Account in the Interaction of Attendees
- 3.6.3. Forms and Procedures for Developing Interaction

3.7. Introduction Videos. Kyrons. Music
- 3.7.1. Kyrons
- 3.7.2. Importance of the Introduction
- 3.7.3. Resources to Consider

3.8. Onsite and Digital Coordination. Onsite and Remote Speakers
- 3.8.1. Contact with Speakers
- 3.8.2. Delivery of the Action Program to the Speakers
- 3.8.3. Timing and Organization of Speakers Rules to Follow

3.9. Creating Virtual Sets
- 3.9.1. Chroma
- 3.9.2. Rear
- 3.9.3. Led Screen

3.10. Virtual and Hybrid Event Management
- 3.10.1. Follow-Up of the Event through Management
- 3.10.2. Schedule and Order of Broadcasting
- 3.10.3. Live Incident Resolution

Achieving quality education, while continuing with your daily schedule is possible, enroll now and live the experience 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

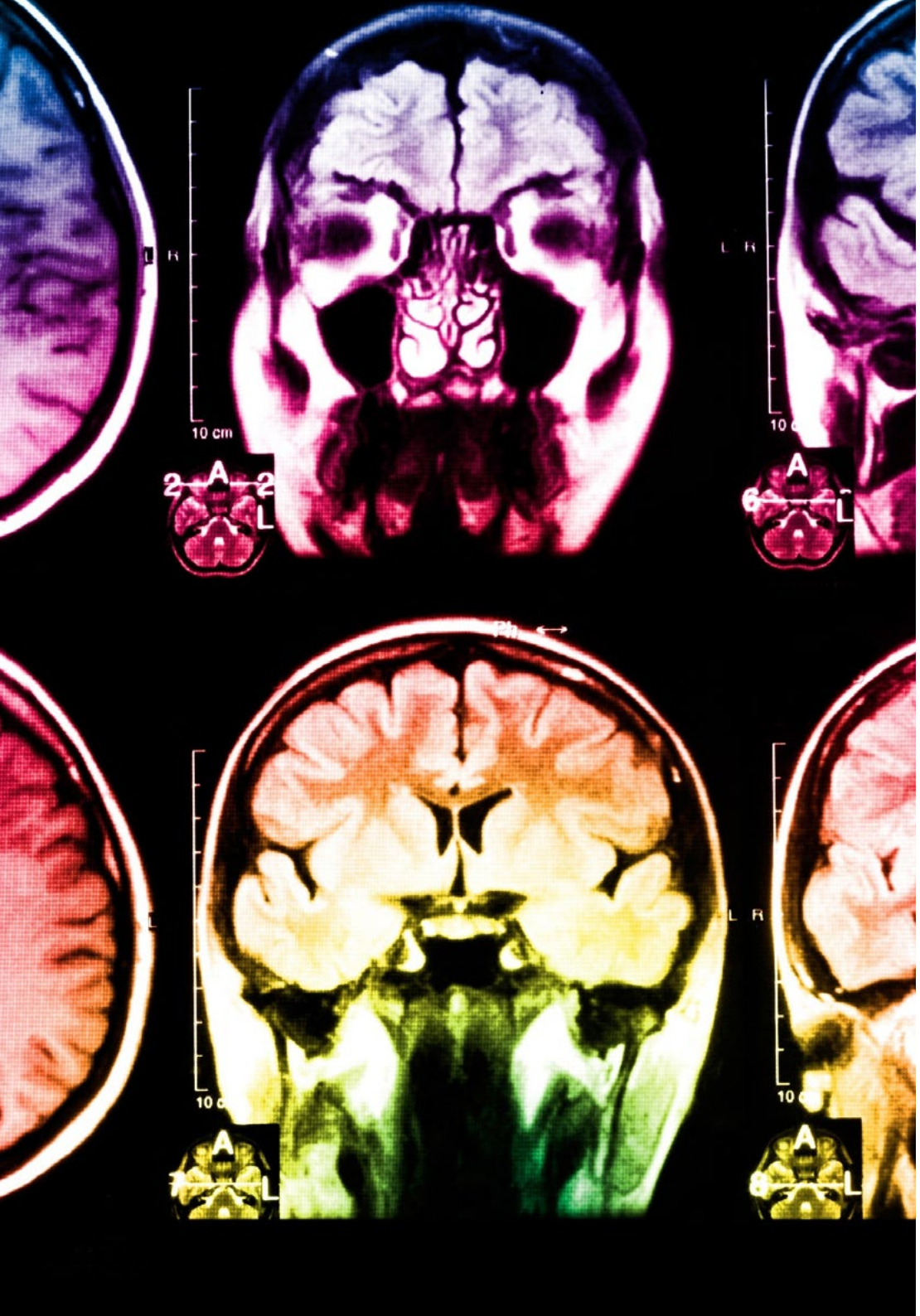
TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

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.

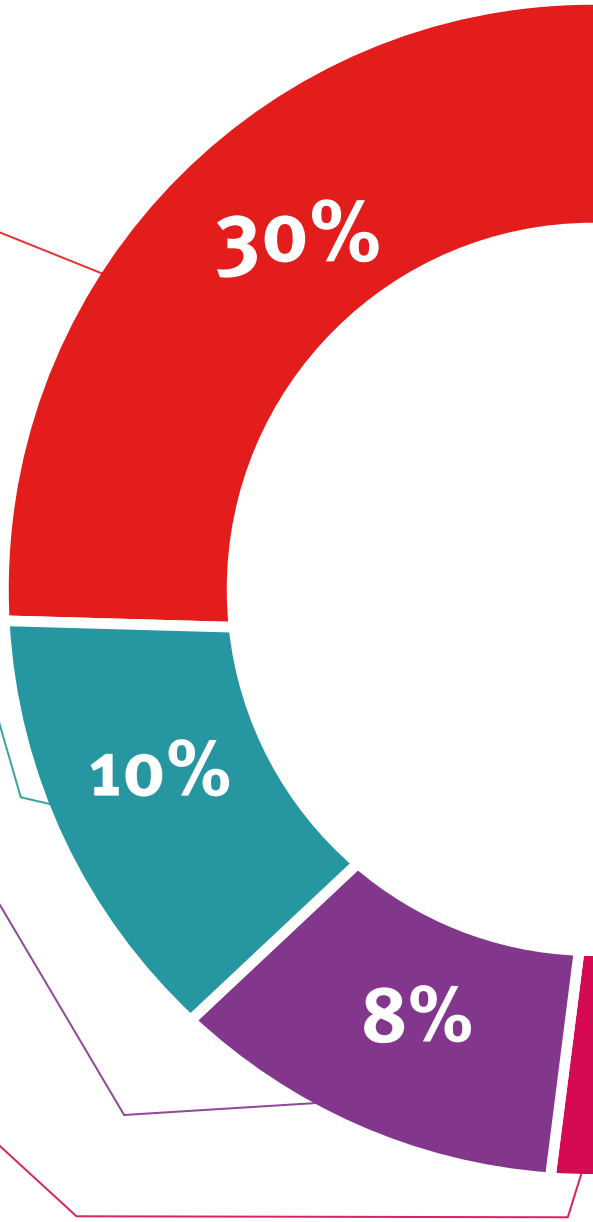
Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.

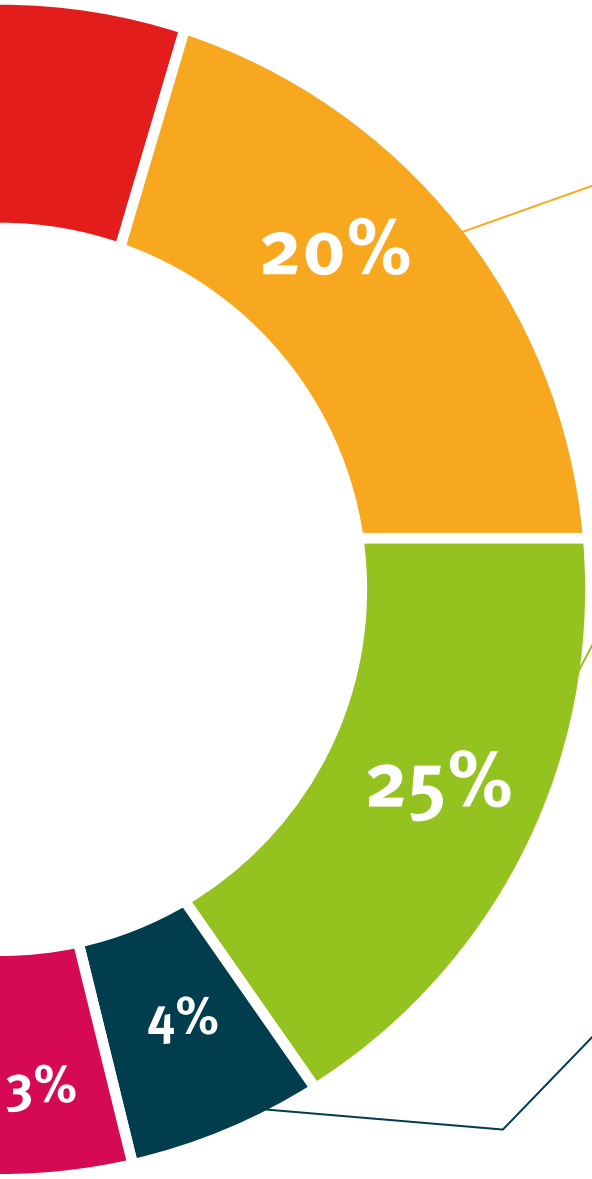
Practising Skills and Abilities

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

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

This **Postgraduate Diploma in Marketing and Digitalization in Event Management** contains the most complete and up-to-date program on the market.

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

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

Title: **Postgraduate Diploma in Marketing and Digitalization in Event Management**

Official Nº of Hours: **450 h.**

tech technological university

Awards the following

CERTIFICATE

to

Mr./Ms. _____, with identification number _____.

For having passed and accredited the following program

POSTGRADUATE DIPLOMA

in

Marketing and Digitalization in Event Management

This is a qualification awarded by this University, equivalent to 450 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro

Dean

Unique TECH Code: AFWORD23S techtitute.com/certificates

*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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Marketing and Digitalization in Event Management

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