

# Internship Program Event Organization

A woman with brown hair in a ponytail, wearing a black blazer over a white top, is smiling and looking down at a table. The table is cluttered with various items: a white coffee cup on a saucer, a glass bottle of water, several glass jars, papers, and colorful sticky notes. In the foreground, another person's arm and hand are visible, holding a pen and writing on a document. The background shows a window with white frames and a radiator. The image is framed by a diagonal split, with a dark blue triangle on the left and a white triangle on the right.

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Internship Program  
Event Organization

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# 01 Introduction

New technologies have transformed the organization of events, making it possible to hold them in virtual environments. A change that requires not only adaptation on the part of the organizers, but also knowledge of the necessary tools. However, face-to-face events are still relevant and increasingly merging with technology to offer the latest generation of hybrid events. In this Internship Program, students will learn about the latest industry trends in a company of the sector with professionals with extensive experience. Thus, the professionals will be integrated into a team versed in Event Organization where they will not only be able to keep current with the latest developments, but will also be able to transfer them to their own daily practice in an efficient way.



*Incorporating the latest advances in face-to-face and virtual event organization into your daily practice has never been easier. Take advantage of this opportunity and experience a unique and distinctive practical stay". Take this opportunity and experience a unique and distinctive hands-on stay"*







The new scenario faced by the event organizer requires a mastery of all the areas involved in its development: marketing, logistics, communication, planning and finance. In addition to traditional face-to-face events, with the advent of new technologies and virtual environments that allow either to run exclusively online events or to combine a hybrid system that allows the reach of all audiences. This means that the professionals in charge of these tasks must know all the ins and outs and procedures that await the sector, in order to develop the most prestigious and modern events on the market.

During 3 intensive weeks, the specialists will be integrated into a multidisciplinary team of the highest level, with whom they will work actively in the approach to the different events that will take place during their stay. Thus, not only will you be up-to-date on the most effective organizational strategies, but you will also learn how to apply them in order to obtain the expected results. The development of your communication and work skills will allow you to raise your talent to the highest level, but also to increase your human and empathetic quality. Not an easy task, but the knowledge of which will allow you to advance in your professional goals.

Likewise, an assistant tutor will accompany you during your practical stay, providing the necessary support to ensure compliance with all the requirements for which this Internship Program has been designed. Thus, the professionals will improve their skills and competencies, ensuring that they are prepared for any challenge they may face in their daily practice as event organizers.

# 02

## Why Study an Internship Program?

The organization of events is a discipline that requires a wide range of knowledge, in which different branches such as Communication, Marketing or Logistics are involved. In addition, new technologies have brought about considerable changes in this field, which sometimes goes beyond face-to-face to virtual environments. Therefore, the specialist in charge of these tasks needs the latest tools to execute effective and quality events. With the idea of bringing the professional closer to the latest market procedures, TECH has designed this unique and disruptive academic product, in which the event organizer will enter a real business environment to put into practice the latest techniques. Thus, during 3 intensive weeks, they will live with a multidisciplinary team from which they will learn not only the latest resources, but also how to apply them to their daily work. A unique opportunity that places the specialist at the center of the equation to offer you real learning adapted to your needs.



*Get into real business environments, and learn about the latest developments in the industry from the best event planners of the moment"*

### **1. Updating from the latest technology available**

The field of event organization has been revolutionized in recent years with the emergence of new technologies. This has led to a shift from traditional face-to-face events to virtual or hybrid systems in order to adapt to the changing pace of society. Therefore, the specialist must know the latest procedures and modern techniques in the planning and execution of any type of event. In this way, and in order for the professional to be informed of the latest methods, TECH offers this Internship Program, an opportunity for the event organizer to enter a unique and avant-garde business environment.

### **2. Gaining In-Depth Knowledge from the Experience of Top Specialists**

Throughout the entire practical period, a team of experts in the sector will accompany the specialists, thus guaranteeing their practical stay and the development of all their skills and competencies. In addition, a specifically assigned tutor will guide and advise you through all the steps involved in the execution of an event. Thus, you will be prepared to incorporate into your daily practice the most effective processes in the Event Organization.

### **3. Enter into first class environments**

All the centers available for this Internship Program have been carefully selected by TECH. Thus, the specialists are assured access to a highly prestigious company in the area, which will allow them to experience the day-to-day life of a demanding and rigorous work environment. A unique opportunity that allows them to apply the latest developments in their work methodology.





#### **4. Putting the acquired knowledge into daily practice from the very first moment**

This new 100% practical learning model aims to break away from the traditional pedagogical programs existing in the market. The objective is that the specialists can combine their personal and professional life with learning. For this reason, this course not only allows you to get to know the latest procedures in the area, but also to put them into professional practice during 3 intensive weeks.

#### **5. Expanding the Boundaries of Knowledge**

TECH offers the possibility of carrying out this Internship Program not only in national but also international centers. In this way, professionals can expand their frontiers and acquire knowledge from the best experts in the sector, who work in first class companies in different continents.

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*You will have full practical immersion  
at the center of your choice"*

# 03 Objectives

The objective is to ensure that students will be able, at the end of their Internship Program, to organize an event from start to finish, taking into account all the elements and tools necessary to carry it out, depending on the type of event they wish to carry out. An opportunity for the professional who wishes to specialize in an industry that moves large sums of money throughout the year anywhere in the world.



## General Objectives

- ♦ Master the latest procedures in Event Organization, with emphasis on virtual environments and the use of technology
- ♦ Incorporate into daily work the most effective methods and techniques to guarantee first class events
- ♦ Deepen in the approach of each of the processes necessary to execute an event, delving into the different cases that may occur according to the typology of the event



*The teaching materials of this program, elaborated by these specialists, have contents that are completely applicable to your professional experiences”*







## Specific Objectives

- ♦ Analyze the management of a digital event and its importance. The schedule and Timings
- ♦ Understanding the importance of giving notoriety to the sponsor and, at the same time, generating synergies with the event
- ♦ Understand HR management as an indispensable factor in the development of the event
- ♦ Understand and apply Benchmarking
- ♦ Implementing the Objectives of Sustainable Development in events
- ♦ Develop Cash Flow and its importance in decisions, investments and amortizations
- ♦ Apply SWOT analysis in the destination and venue of the event to make decisions
- ♦ Learn in depth how to organize spaces, what priorities and what types of formats to use
- ♦ Master the design of events in the context of the experience economy, co-creation, Design Thinking and Marketing
- ♦ Master the importance of Convention Bureaus and co-creation with them



*Master the design of events in different spaces and contexts thanks to the experience of the professionals who will accompany you during this stay"*

# 04

## Educational Plan

The Internship Program in Event Organization consists of a stay of 120 hours, that is, 3 weeks of duration where the student will be in a company specialized in the organization of events and that has highly qualified and experienced professionals in the industry.

The students will be present in this internship stay in a prestigious center, from Monday to Friday with 8 consecutive hours of teaching so that they can acquire real experience that will allow them to progress in their professional field, work in an event agency or even develop their own business in the industry.

In this Internship Proposal, completely practical in nature, the activities are aimed at developing and perfecting the skills necessary for the provision of event organization services, which require a high level of qualification, and are oriented towards specific skills for the exercise of the activity in a safe environment.

An excellent opportunity to learn by working in a sector that constantly seeks innovation to attract the public, generate successful business environments and encounters between people that enrich all participants. The internship in the company will allow the professional to complete a minimum number of activities that contemplate the mastery of the organization of events in different environments such as congresses, conventions and incentive events, developing them the rigorous planning criteria used to achieve a professional event from start to finish.

The practical education will be carried out with the active participation of the student performing the activities and procedures of each area of competence (learning to learn and learning to do), with the accompaniment and guidance of teachers and other fellow students to facilitate teamwork and multidisciplinary integration as transversal competences for the praxis of the organization of events (learning to be and learning to relate).

The procedures described below will be the basis of the practical part of the training, and their implementation will be subject to the center's own availability and workload, the proposed activities being the following:



*Receive specialized education in an institution that can offer you all these possibilities, with an innovative academic program and a human team that will help you develop your full potential"*

Module	Practical Activity
<b>Approach to Design and Planning of events</b>	Mastering the different types of events, with an in-depth knowledge of congresses, conventions and incentive events
	Develop activities in cultural, musical, social or sporting events
	Manage an Event Organization project, executing all the phases from the search of the space to the subsequent measurement of results
	Research through Design Thinking the best strategy to follow in the creation of an event
	Practice the technique of creating the appropriate signage according to the event
	Decide on the most appropriate transportation options and locations according to the event to be organized
	Consider the possibilities of accommodation, transportation and activities at the event destination as part of the organization of the event
	Choose a destination based on its gastronomy, architecture, art and congress centers
<b>Techniques applied to Finance Management</b>	Manage the event's budget, with the corresponding income and expense items
	Develop a contingency plan for possible inconveniences in the organization of the event
	Manage the taxation of the event, taking into account amortizations and commissions
	Participate in the management of the profits obtained, delving into the investment possibilities

Module	Practical Activity
<b>Approach of Strategic Management and Digitalization of Marketing and Communication in events</b>	Elaborate marketing and advertising plans according to the organized event
	Analyze the strengths and weaknesses of the event through different techniques
	Maintain relations with the media and agencies for the elaboration of a communication plan
	Manage digital events based on new communication technologies
	Segmenting the target audience of the event according to users and Buyer persona
	Manage the digital branding of the brand and event in question
	Plan the dossier and set-up of a digital event
	Manage communication channels and networks of the digital event
	Manage the management of the digital and hybrid event
<b>Operations Management, Logistics and Event Sponsorship Techniques</b>	Developing effective operations and logistics management plans
	Plan for speakers, VIP guests and accessibility
	Manage the logistics of event setup and dismantling
	Plan a sponsorship strategy and sustainability of an event
	Create a sponsorship dossier with technical data
	Apply common marketing policies in event sponsorship management



# 05

## Where Can I Do the Internship Program?

In its commitment to offer a quality education within the reach of the majority of people, TECH selects companies in the event organization sector that are able to provide students with an education in accordance with the demands of the sector. This will provide an education that will allow the student to grow professionally. The teaching team will tutor students to help them achieve their goals.




*A TECH faculty will tutor you during your stay so that you acquire quality learning"*







The student will be able to do this program at the following centers:



**School of Business**

**Madrid Urban Vibes**

Country	City
Spain	Madrid


Address: Calle de Sta Engracia, 62, 28010 Madrid

Experiences, tours, music and activities

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**Related internship programs:**

- Event Organization



**School of Business**

**ultimafiesta.com**

Country	City
Spain	León


Address: El Río, 9, 24359 Seisón de la Vega

People we want to dignify and celebrate life at the moment of death.

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**Related internship programs:**

- Event Organization
- Commercial and Sales Management

**School of Business**

**Nameless Agency**

Country	City
Mexico	Mexico City


Address: Tula 30 Colonia Condesa  
Cuauhtémoc C.P. 06140

Entity specialized in digital marketing and public relations

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**Related internship programs:**

- Advertising Communication
- MBA in Digital Marketing



**School of Business**

**Wakken**

Country	City
Mexico	Mexico City

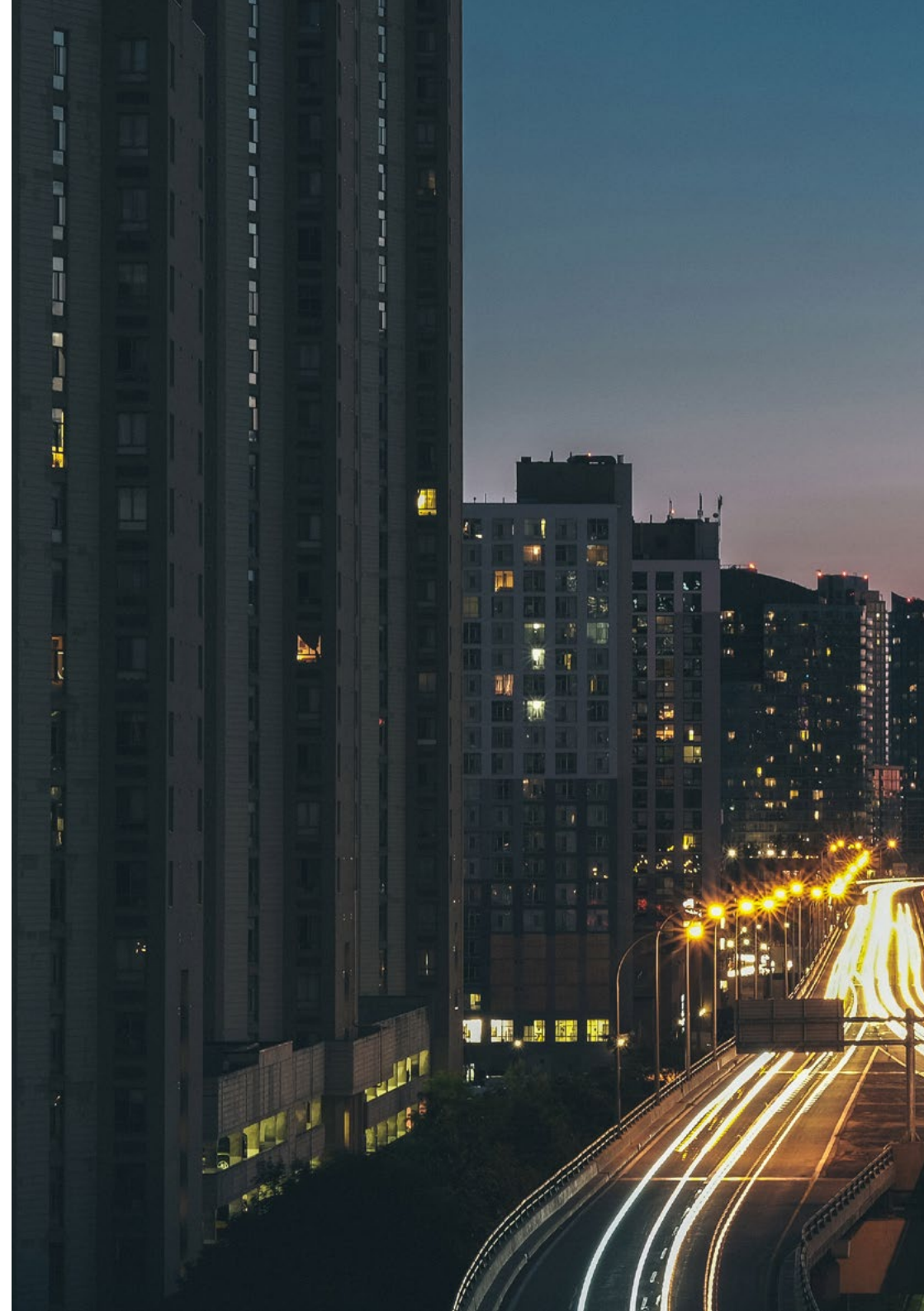
Address: Ozuluama 21 B Col. Hipódromo  
Condesa Del. Cuauhtemoc

Space for high-level physical activity

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**Related internship programs:**

- High Performance Sports
- Sports Journalism







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*Enroll now and advance in a very practical way in your field of work"*

# 06

## General Conditions

### Civil Liability Insurance

This institution's main concern is to guarantee the safety of the trainees and other collaborating agents involved in the internship process at the company. Among the measures dedicated to achieve this is the response to any incident that may occur during the entire teaching-learning process.

For this purpose, this educational entity undertakes to take out a liability insurance policy to cover any eventuality that may arise during the stay at the internship center.

This liability policy for interns will have broad coverage and will be taken out prior to the start of the practical training period. That way professionals will not have to worry in case of having to face an unexpected situation and will be covered until the end of the internship program at the center.



## General Conditions of the Internship Program

The general terms and conditions of the internship agreement for the program are as follows:

**1. TUTOR:** During the Internship Program, students will be assigned with two tutors who will accompany them throughout the process, answering any doubts and questions that may arise. On the one hand, there will be a professional tutor belonging to the internship center who will have the purpose of guiding and supporting the student at all times. On the other hand, they will also be assigned with an academic tutor, whose mission will be to coordinate and help the students during the whole process, solving doubts and facilitating everything they may need. In this way, the student will be accompanied and will be able to discuss any doubts that may arise, both clinical and academic.

**2. DURATION:** The internship program will have a duration of three continuous weeks, in 8-hour days, 5 days a week. The days of attendance and the schedule will be the responsibility of the center and the professional will be informed well in advance so that they can make the appropriate arrangements.

**3. ABSENCE:** If the students does not show up on the start date of the Internship Program, they will lose the right to it, without the possibility of reimbursement or change of dates. Absence for more than two days from the internship, without justification or a medical reason, will result in the professional's withdrawal from the internship, therefore, automatic termination of the internship. Any problems that may arise during the course of the internship must be urgently reported to the academic tutor.

**4. CERTIFICATION:** Professionals who pass the Internship Program will receive a certificate accrediting their stay at the center.

**5. EMPLOYMENT RELATIONSHIP:** The Internship Program shall not constitute an employment relationship of any kind.

**6. PRIOR EDUCATION:** Some centers may require a certificate of prior education for the Internship Program. In these cases, it will be necessary to submit it to the TECH internship department so that the assignment of the chosen center can be confirmed.

**7. DOES NOT INCLUDE:** The Internship Program will not include any element not described in the present conditions. Therefore, it does not include accommodation, transportation to the city where the internship takes place, visas or any other items not listed

However, students may consult with their academic tutor for any questions or recommendations in this regard. The academic tutor will provide the student with all the necessary information to facilitate the procedures in any case.



# 07 Certificate

This **Internship Program in MBA in Event Organization** contains the most complete and up-to-date program in the professional and academic landscape.

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

The certificate issued by TECH will reflect the grade obtained in the test.

Title: **Internship Program in Event Organization**

Duration: **3 weeks**

Attendance: **Monday to Friday, 8-hour consecutive shifts**

Total Hours: **120 h. of professional practice**





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