Postgraduate Certificate

Event Management, Protocol and MICE Tourism

tech global university

Postgraduate Certificate
Event Management,
Protocol and
MICE Tourism

» Modality: **online**
» Duration: **12 weeks**
» Certificate: **TECH Global University**
» Accreditation: **12 ECTS**
» Schedule: **at your own pace**
» Exams: **online**
» Target Group: **Graduates and professionals with demonstrable experience in the sector.**

Website: **www.techtitute.com/us/school-of-business/postgraduate-certificate/event-management-protocol-mice-tourism**

Index

01
Welcome

MICE Tourism is a sector that continues to boom, being increasingly attractive to tourist organizations and institutions of all kinds. Event planning is not a trivial task, as it requires professionals highly versed in the organization of protocols, institutional relations and administrative processes underlying MICE Tourism. For this reason, and to give the manager the necessary tools to stand out in an upward trend, TECH has created this program. In it, the manager will acquire all the necessary competencies to stand out as a reputable event and protocol organizer, resulting in a convenient and easy way to advance in their professional career thanks to its 100% online format.

Postgraduate Certificate in Event Management, Protocol and MICE Tourism.
TECH Global University

" *The figure of the upright, inflexible and authoritarian manager has become obsolete. A new profile has emerged, one that is much more in line with new trends and stands out for being technologically savvy, practicing active listening and being self-critical of their work"*

Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class centre for intensive managerial skills training.

> " *TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"*

At TECH Global University

Innovation

The university offers an online learning model that combines the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.

The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

95% of TECH students successfully complete their studies

Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

100,000+ executives trained each year

200+ different nationalities

Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

500+ collaborative agreements with leading companies

Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.

Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.

TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:

Analysis

TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.

Academic Excellence

TECH offers students the best online learning methodology. The university combines the Relearning method (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic itinerary.

Economy of Scale

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a ground-breaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.

Learn with the best

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.

At TECH, you will have access to the most rigorous and up-to-date case studies in the academic community"

Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.

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"

This program will provide students with a multitude of professional and personal advantages, particularly the following:

01

A significant career boost

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

70% of participants achieve positive career development in less than 2 years.

02

Develop a strategic and global vision of companies

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional areas.

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

You will work on more than 100 real senior management cases.

04

Take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

45% of graduates are promoted internally.

05 Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

You will find a network of contacts that will be instrumental for professional development.

06 Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different areas in companies.

20% of our students develop their own business idea.

07 Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

Improve your communication and leadership skills and enhance your career.

08 Be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified professors from the most prestigious universities in the world: the TECH Global University community.

We give you the opportunity to train with a team of world renowned teachers.

04

Objectives

This program is designed to strengthen management and leadership skills, in addition to developing new competencies and skills that will be essential in their professional development. After the program you will be able to make global decisions with an innovative perspective and an international vision.

"International experience, ethical commitment, and business acumen are some of the most sought-after characteristics in executives in the digital age"

TECH makes the goals of their students their own goals too.
Working together to achieve them.

This **Postgraduate Certificate in Event Management, Protocol and MICE Tourism** qualifies students to:

01 Know the functions of the event manager, their functions and the implications of the organization and production of events

02 Know the current legislation on protocol, its interpretation and application in the organization of events

03 Define the strategic objectives in the organization of events of an organization according to its internal needs, external demands, the nature of the institution and its situation by designing strategies in event planning

04 Know and manage the steps for the elaboration of an Internal Events and Protocol Organization Manual and its application to the reality of the organizations

05 Apply the knowledge acquired to the resolution of specific problems in the operation of the organization of events in all types of organizations

06 Learn the basic concepts in advertising communication and public relations systems and processes, delimiting them with respect to other related academic and professional fields

07 Apply the contents of public relations to tourism through critical thinking and reflection based on the analysis of contents and specific case studies

08 Develop the skills necessary for professional practice, mainly by establishing mechanisms for the enhancement of creativity, intellectual curiosity, responsibility and respect for human dignity

Structure and Content

The Postgraduate Certificate in Event Management, Protocol and MICE Tourism from TECH Global University is a tailor-made program that is taught in a 100% online format so that you can choose the time and place that best suits your availability, schedule and interests.

A program that takes place over 2 months and is intended to be a unique and stimulating experience that will lay the foundations for your success in business reputation management.

What you study is very important. The abilities and skills you acquire are fundamental. You won't find a more complete syllabus than this one, believe us"

Syllabus

The content of the Postgraduate Certificate in Event Management, Protocol and MICE Tourism is designed to promote the development of management skills that will enable the professionals to obtain information that will allow them to adequately manage the reputation of a brand or company.

Throughout 300 hours of education, the student will analyze a multitude of practical cases through individual practice and teamwork. It is, therefore, an authentic immersion in real business situations.

This Postgraduate Certificate deals in depth with all strategic areas of the company and is designed to prepare managers and experts in the sector, so that they understand business management from strategic, international and innovative perspective.

A plan designed for you, focused on your professional improvement and that will prepare you to achieve excellence in the field of Event Management, Protocol and MICE Tourism. A program that understands your needs and those of your company through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide you with the competencies to solve critical situations in a creative and efficient way.

This Postgraduate Certificate is developed over 2 months and has 2 modules:

Module 1	Organization of Conferences, Events and Protocol
Module 2	Advertising and Public Relations

Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in Event Management, Protocol and MICE Tourism completely online. Over the course of 2 months, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.

Module 1. Organization of Conferences, Events and Protocol

1.1. General Considerations
1.1.1. The Role of the Event Manager
1.1.2. Characteristics of Association and Business Meetings
1.1.3. The Administrative Meeting Process

1.2. The Event Manager Administration Process
1.2.1. Forecast
1.2.2. Planning
1.2.3. Organisation
1.2.4. Management
1.2.5. Control

1.3. Event Planning
1.3.1. Checklists
1.3.2. Areas and Stages of Registration and Control
1.3.3. Types of Events
1.3.4. Main Areas of Responsibility

1.4. The Organization of a Protocol Event
1.4.1. Phases in the Organization of an Event
1.4.2. Elaboration of Posters and Invitations
1.4.3. The Program and its Elements

1.5. The Current Perception of the Organization of Events, Protocol and Institutional Relations
1.5.1. The Head of Protocol of an Institution
1.5.2. Basic Functions and Criteria in the Performance of the Event Production and/or Protocol Department

1.6. The Organization of Events in Companies
1.6.1. Reasons for the Emergence of the Company Protocol
1.6.2. Mixed Management
1.6.3. Rules Inherited from Traditions and Legislation

1.7. The Internal Manual for the Event Organization in the Company
1.7.1. Basic Criteria of the Company Protocol Manual

1.8. Organization of University Events
1.8.1. Origins of University Ceremonies
1.8.2. Basic Elements of Symbology and Ceremonials at Universities
1.8.3. University Precedents

1.9. Meals and Receptions
1.9.1. Organization Techniques
1.9.2. Types of Tables and Mealtime Codes of Conduct
1.9.3. Assembly and Diagrams

Module 2. Advertising and Public Relations

2.1. Advertising and Public Relations: Conceptual Foundations
2.1.1. What Is Persuasive Communication?
2.1.2. Concept and Dimensions of Advertising and Public Relations

2.2. Historical Approach to Advertising and Public Relations
2.2.1. New and Current Advertising Trends: Current Areas of PR Application
2.2.2. Sponsorship, Patronage, Lobbing, Publicity

2.3. Fundamentals in the Advertising System and Process
2.3.1. The Advertising Issuer: The Advertiser and the Advertising Agency
2.3.2. General Process Features

2.4. The Message in Advertising
2.4.1. Advertising Messages in Conventional Media

2.5. The Advertising Channel: Media, Support and Forms of Advertising
2.5.1. Conventional Media and *Below the Line*

2.6. The Receiver in Advertising: The Target Audience
2.6.1. Consumer Behavior: Conditioning Factors

2.7. Foundations of the Advertising Process
2.7.1. Strategic Planning in Advertising
2.7.2. Preliminary Phase: Briefing and Advertising Objectives
2.7.3. Creative Strategy: Media Strategy

2.8. Foundations of Public Relations Systems and Processes
2.8.1. The Public Relations Broadcaster
2.8.2. Public Relations in Organizations
2.8.3. Public Relations Companies

2.9. The Message in Public Relations
2.9.1. Drafting in Public Relations
2.9.2. Oral Expression in Public Relations

2.10. The Channel in Public Relations
2.10.1. Personal and Mass Media
2.10.2. The Receptor in Public Relations
2.10.3. Strategic Audiences in Public Relations

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"

TECH Business School uses the 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"*

This program prepares you to face business challenges in uncertain environments and achieve business success.

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. 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 business reality is taken into account.

>> *You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments"*

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 must integrate all their knowledge, research, argue and defend their ideas and decisions.

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

Relearning Methodology

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

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

Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.

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 online business school is the only one in the world licensed to incorporate 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.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

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. With this methodology we have 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, markets, and financial 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.

Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.

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.

30%

10%

8%

3%

30%

15%

4%
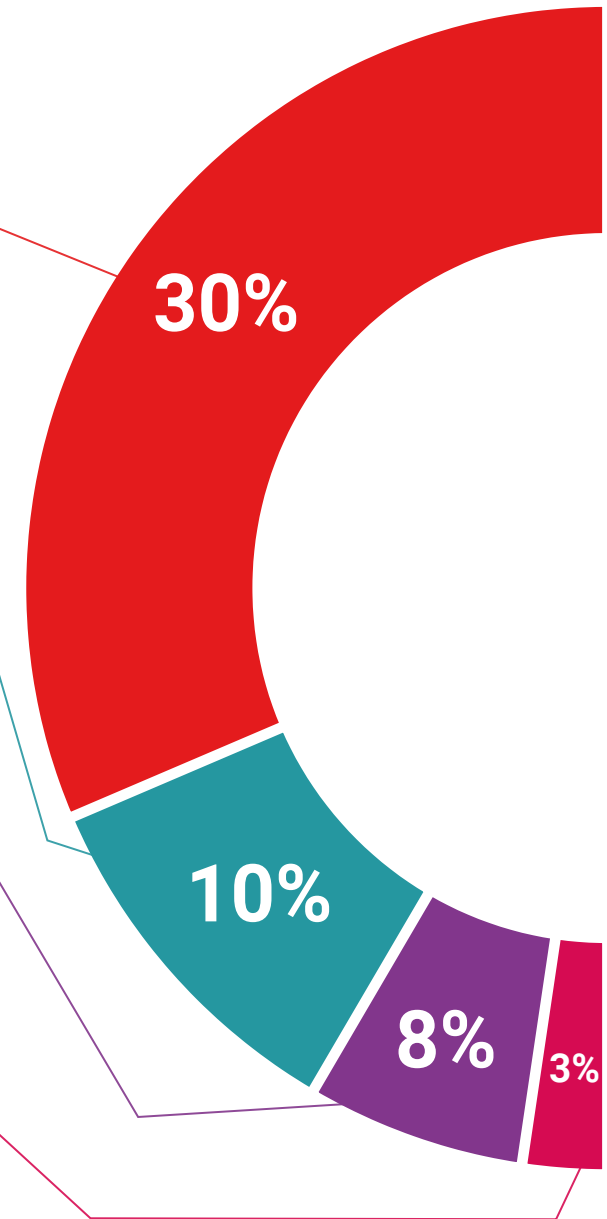
Case Studies

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 senior management 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.

Our Students' Profiles

The Postgraduate Certificate in Event Management, Protocol and MICE Tourism is a program aimed at professionals who want to acquire greater skills and competencies in hotel management; discover new ways to manage the brand; control, through the analysis of results, the possible reputational conflict; and advance in their professional career.
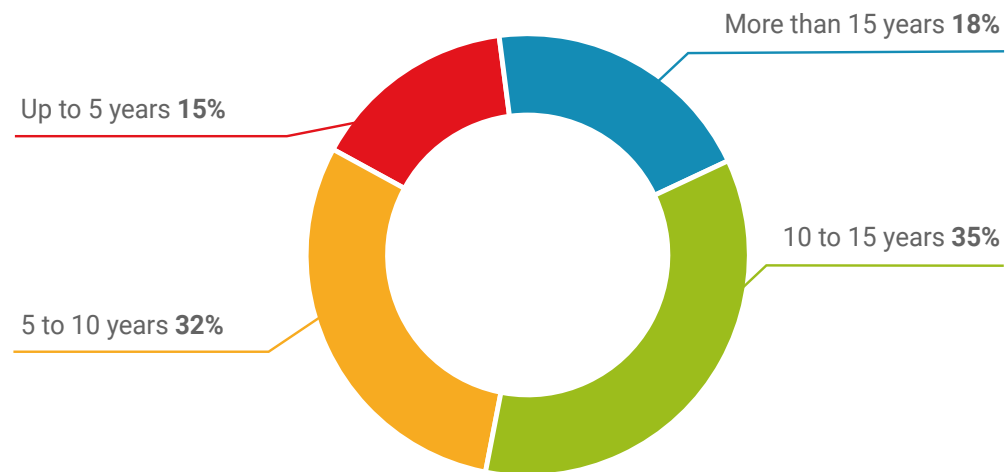
If you think you need to improve your corporate reputation management skills and are looking for an interesting career enhancement while continuing to work, this is the program for you"

Average Age

Between **35** and **45** years

Years of Experience

More than 15 years **18%**

Up to 5 years **15%**

10 to 15 years **35%**

5 to 10 years **32%**

Training

Economics and Business **27%**

Tourism **32%**

Physical-Sporting Activities **22%**

Social Sciences **6%**

Other **13%**

Academic Profile

Hotel Manager **23%**

Leisure **28%**

Cultural Tourism **14%**

Rural Tourism **25%**

Other **10%**
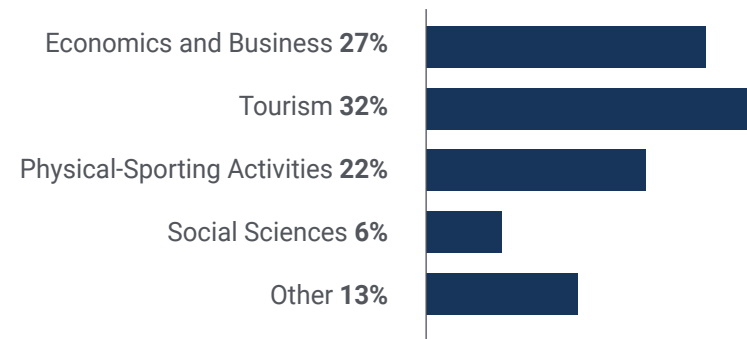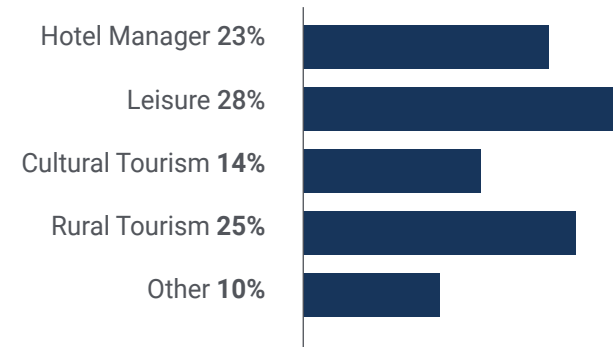
Geographical Distribution

USA **11%**	
Spain **40%**	
Mexico **21%**	
Colombia **6%**	
Argentina **9%**	
Chile **5%**	
Peru **2%**	
Other **6%**	
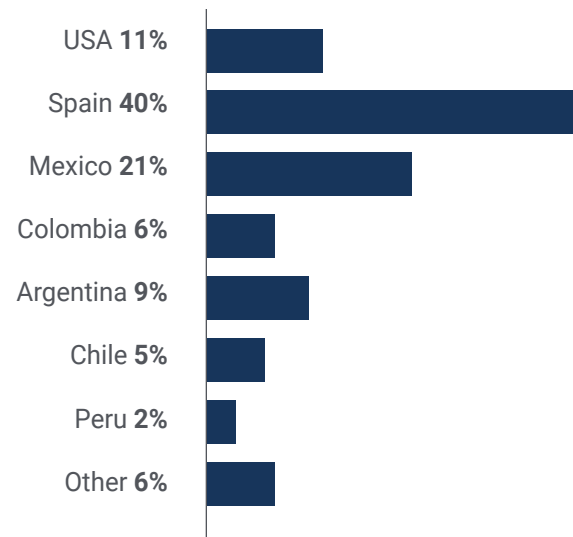
Mónica Pérez

Manager of a sustainable hotel

"The tourism sector is constantly evolving and therefore, it is necessary to focus on sustainability to make a difference with our competitors. "Although I am self-taught, I had been thinking for some time about doing a specialization program in this field, in order to obtain up-to-date knowledge and to be able to stand out from the rest of the professionals in the sector. Luckily, at TECH I found this Postgraduate Certificate in Event Management, Protocol and MICE Tourism, which has been very useful to increase my education"

Impact on Your Career

We are aware that studying a program like this entails great economic, professional and, of course, personal investment.

The ultimate goal of this great effort should be to achieve professional growth.

"

Our challenge is to generate a positive change in your professional career. We are fully committed to helping you achieve it"

**Are you ready to take the leap?
Excellent professional development awaits you.**

The Postgraduate Certificate in Event Management, Protocol and MICE Tourism of TECH Global University is an intense program that prepares you to face challenges and business decisions and internationally. The main objective is to promote your personal and professional growth. Helping you achieve success.

If you want to improve yourself, make a positive change at a professional level, and network with the best, then this is the place for you.

If you want to achieve professional success, the completion of this program will help you achieve it.

Take the leap you desire at a professional level by increasing your qualification with this program.

When the change occurs

During the program
21%

During the first year
43%

After 2 years
36%

Type of change

Internal Promotion **37%**

Change of Company **40%**

Entrepreneurship **23%**
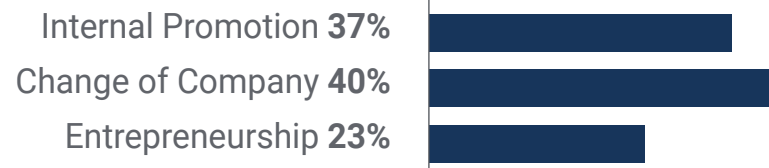
Salary increase

This program represents a salary increase of more than **25.22%** for our students

Salary before	A salary increase of	Salary after
$57,900	**25.22%**	**$72,500**

Benefits for Your Company

The Postgraduate Certificate in Event Management, Protocol and MICE Tourism contributes to elevate the organization's talent to its maximum potential through the specialization of high-level leaders.

Participating in this program is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers.

Your role is indispensable to carry out highly relevant research in the business field"

Developing and retaining talent in companies is the best long-term investment.

01

Intellectual Capital and Talent Growth

You will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

02

Retaining high-potential executives to avoid talent drain

This program strengthens the link between the company and the executive and opens new avenues for professional growth within the company.

03

Building agents of change

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

04

Increased international expansion possibilities

Thanks to this program, the Organisation will come into contact with the main markets in the world economy.

Project Development

05

You will be able to work on a current project or develop new projects in the field of R&D or Business Development within the company.

Increased competitiveness

06

This program will equip students with the skills to take on new challenges and drive the organization forward.

10
Certificate

The Postgraduate Certificate in Event Management, Protocol and MICE Tourism guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.

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

This private qualification will allow you to obtain a **Postgraduate Certificate in Event Management, Protocol and MICE Tourism** 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** private qualification 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 Certificate in Event Management, Protocol and MICE Tourism**

Modality: **online**

Duration: **12 weeks**

Accreditation: **12 ECTS**

tech global university

Mr./Ms. _____, with identification document _____
has successfully passed and obtained the title of:

Postgraduate Certificate in Event Management, Protocol and MICE Tourism

This is a private qualification of 360 hours of duration equivalent to 12 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH Global University will make the necessary arrangements to obtain it, at an additional cost.

tech global university

Postgraduate Certificate
Event Management, Protocol and MICE Tourism

» Modality: **online**
» Duration: **12 weeks**
» Certificate: **TECH Global University**
» Accreditation: **12 ECTS**
» Schedule: **at your own pace**
» Exams: **online**

Postgraduate Certificate
Event Management, Protocol and MICE Tourism

tech global university