Postgraduate Diploma
Cultural Event Management

tech global university

Postgraduate Diploma
Cultural Event Management

- » Modality: **online**
- » Duration: **6 months**
- » Certificate: **TECH Global University**
- » Accreditation: 18 ECTS
- » Schedule: **at your own pace**
- » Exams: **online**
- » Target Group: **University graduates, Postgraduates and Degrees holders who have previously completed any of the programs in the field of Social Sciences and Humanities**

Website: **www.techtitute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-cultural-event-management**

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01
Welcome

Achieving visibility, creativity and impact through memorable cultural experiences has become a real challenge for both creators and managers. In addition, the emergence of new technologies and the adaptation to them has promoted new formats and has allowed reaching audiences closer to the digital world. In this scenario, the management of cultural events is a challenge that requires greater professionalization and specialists who are constantly updating their knowledge. That is why this academic institution has created this 100% online program, which will lead students to acquire intensive learning about the production, design and planning of cultural events. All this through an innovative multimedia content that can be accessed 24 hours a day from any device with Internet connection.

Postgraduate Diploma in Cultural Event Management
TECH Global University

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This 100% online program will make you an expert in Cultural Event Management in just 6 months"

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 center for intensive managerial skills education.

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 balances 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.

+100000 executives prepared 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 (postgraduate learning methodology with the best international valuation) with the Case Study. Tradition and vanguard in a difficult balance, and in the context of the most demanding educational 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 analyses in academia"

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 education of the highest academic level"

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

01

A Strong Boost to Your Career

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 students achieve positive career development in less than 2 years.

02

Develop a strategic and global vision of the company

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

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

You will 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 fields 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

You will be part of an exclusive community

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

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

04
Objectives

Thanks to this Postgraduate Diploma, the professionals will be able to acquire the essential knowledge to be able to design and plan from start to finish any type of cultural event at the end of the 450 teaching hours. For this purpose, the advanced content is prepared by specialists in the sector and can be accessed at any time of the day from an electronic device with an Internet connection.

With this program you will master the timing and organization for the realization of any cultural program"

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

The **Postgraduate Diploma in Cultural Event Management** provides students with the education to:

01 Enhancing cultural development in third sector organizations

04 Knowing the management of cultural heritage in the different areas.

02 Knowing how to disseminate cultural heritage

03 Create and manage projects

05 Knowing how to define the target audience

06 Putting experiential marketing into practice

08 Organize a cultural program

09 Understand the requirements of an evacuation plan and the safety measures that an event must comply with

07 Choosing the right venue for the event

10 Planning access to the sites

05
Structure and Content

TECH uses the *Relearning* system in all its qualifications. Thanks to it, professionals who enter this Postgraduate Diploma will be able to advance through the content of the syllabus in a much more natural way, reducing even the long hours of memorization and study. In this line, the study plan also uses multimedia resources, which will favor the immersion of the students in this intensive syllabus.

The multimedia resource library is available 24 hours a day. Access it easily from your computer with internet connection"

Syllabus

This Postgraduate Diploma has been designed with the main objective of offering the professional the most advanced and current knowledge in Cultural Event Management. In this way, students will be able to successfully face any project they wish to implement in this highly competitive sector.

Therefore, the professionals will find in this university program a syllabus that will allow them to efficiently develop the necessary managerial skills to make the most appropriate decisions in the creation and production of cultural events.

A teaching that will take you over 6 months to deepen through innovative teaching tools (video summaries, videos in detail, interactive diagrams, complementary readings and case studies), on the main strategies to adopt in cultural events developed in public or private institutions, the main ones for a successful planning and production, as well as the social opportunity generated by the third sector.

In addition, students who enter this university course will delve into experiential events, marketing or the latest trends in stage proposals. All this through a content developed by experts in the field of cultural management and production, which will lead you to be aware of the latest developments and the most relevant information in this area.

A study plan that you will be able to access easily, without attendance, without classes with fixed schedules and with the option of distributing the teaching load according to the needs of the students.

This Postgraduate Diploma takes place over 6 months and is divided into 3 modules:

Module 1	Production and Direction in Cultural Management
Module 2	Design of Cultural Events
Module 3	Planning of Cultural Events

Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Diploma in Cultural Event Management completely online. Throughout the 6 months of the educational program, 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. Production and Direction in Cultural Management

1.1. Tools for the management of cultural organizations I
1.1.1. Cultural Management
1.1.2. Classification of Cultural Products
1.1.3. Cultural Management Objectives

1.2. Tools for the Management of Cultural Organizations II
1.2.1. Cultural Organizations
1.2.2. Tipología
1.2.3. UNESCO

1.3. Collecting and Patronage
1.3.1. The Art of Cpllections
1.3.2. Developer of the Taste for Collecting throughout History.
1.3.3. Types of Collections

1.4. The Role of the Foundations
1.4.1. What do They Consist of?
1.4.2. Associations and Foundations
1.4.2.1. Differences
1.4.2.2. Similarities
1.4.3. Examples of Cultural Foundations Worldwide

1.5. Cultural Development in Third-Sector Organizations
1.5.1. What are Third-Sector Organizations?
1.5.2. Role of Third-Sector Organizations in Society.
1.5.3. Networks

1.6. Public Institutions and Organizations
1.6.1. Model of Organization of Cultural Policy in Europe
1.6.2. Main public Institutions in Europe
1.6.3. Cultural Action of the European International Organizations

1.7. Cultural Heritage
1.7.1. Culture as a Country Brand
1.7.2. Cultural Policies
1.7.2.1. Institutions
1.7.2.2. Figures
1.7.3. Culture as Heritage of the Humanity

1.8. Cultural Heritage Dissemination
1.8.1. What is Cultural Heritage?
1.8.2. Public Management
1.8.3. Private Management
1.8.4. Coordinated Management

1.9. Project Creation and Management
1.9.1. What is Creation and Project Management?
1.9.2. Breeding
1.9.2.1. Public
1.9.2.2. Private
1.9.2.3. Coproductions
1.9.2.4. Others
1.9.3. Cultural Management Planning

1.10. Art, Company and Society
1.10. 1 The Third-Sector as Social Opportunity
1.10.2. Social Commitment of Companies through the Different Art Types
1.10.2.1. Investments
1.10.2.2. Profitability
1.10.2.3. Promotion
1.10.2.4. Profit

1.10.3. Art as Inclusion and Transformation of the Society
1.10.4. The Theater as Social Opportunity
1.10.5. Festivals that Involve Citizenship

Module 2. Design of Cultural Events

2.1. Project Management
2.1.1. Gathering Information, Project Start-Up: What should We Do?
2.1.2. Study of Possible Locations
2.1.3. Pros and Cons of the Chosen Options

2.2. Research Techniques. *Desing Thinking*
2.2.1. Stakeholder Maps
2.2.2. *Focus Group*
2.2.3. *Bench Marking*

2.3. Experiential *Desing Thinking*
2.3.1. Cognitive Immersion
2.3.2. Covert Observation
2.3.3. *World* Cafe

2.4. Target Audience Definition
2.4.1. Who the Event is Aimed at
2.4.2. Why we do 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 Space Design
2.6.1. Adaptation 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 Why's
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 Staging Proposals
2.10.2. Prioritization of Proximity to the Speaker
2.10.3. Scenarios Related to Interaction

Module 3. Planning of Cultural Events

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/Safety
3.5.1. Access Control: the Security Perspective
3.5.2. Coordination with Security Forces
3.5.3. Internal Control of Spaces

3.6. Emergencias
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. Accessible
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

A university program that will lead you to lead the management of national and international cultural projects"

06
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.

30%

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.

10%

8%

3%

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%

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

This academic institution has developed a Postgraduate Diploma that is aimed primarily at graduates who have completed any of the following qualifications in the fields of Social and Legal Sciences, Humanities and Economics.

This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.

In addition, this university program is also open to professionals who, being university graduates in any area, have work experience in the field of cultural direction and management.
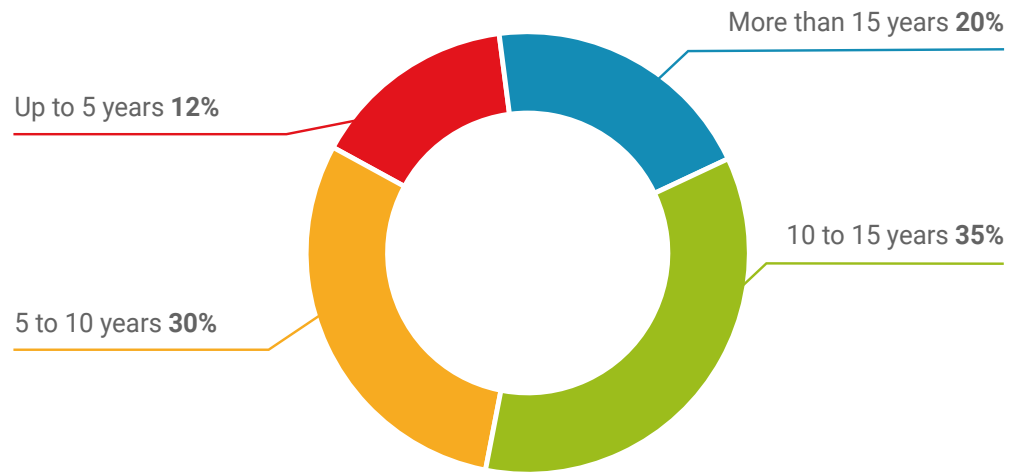
"*You are one step away from prospering in the cultural sector with a Postgraduate Diploma that provides you with the most advanced knowledge on Cultural Event Management"*

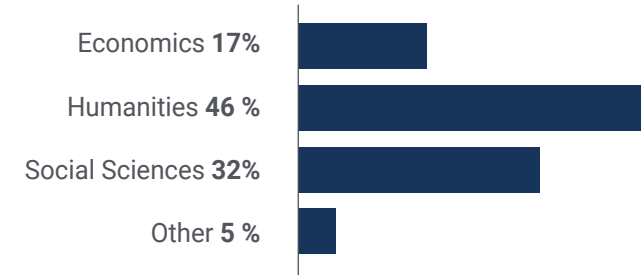## Average Age

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

Years of Experience

More than 15 years **20%**

Up to 5 years **12%**

10 to 15 years **35%**

5 to 10 years **30%**

Training

Economics **17%**

Humanities **46 %**

Social Sciences **32%**

Other **5 %**

Academic Profile

Humanities **37%**

Social Sciences **28%**

Entrepreneurs **25%**

Other **10%**
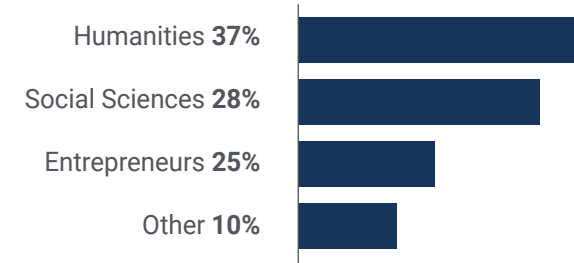
Geographical Distribution

USA **15%**

Spain **38%**

Mexico **35%**

Colombia **12%**
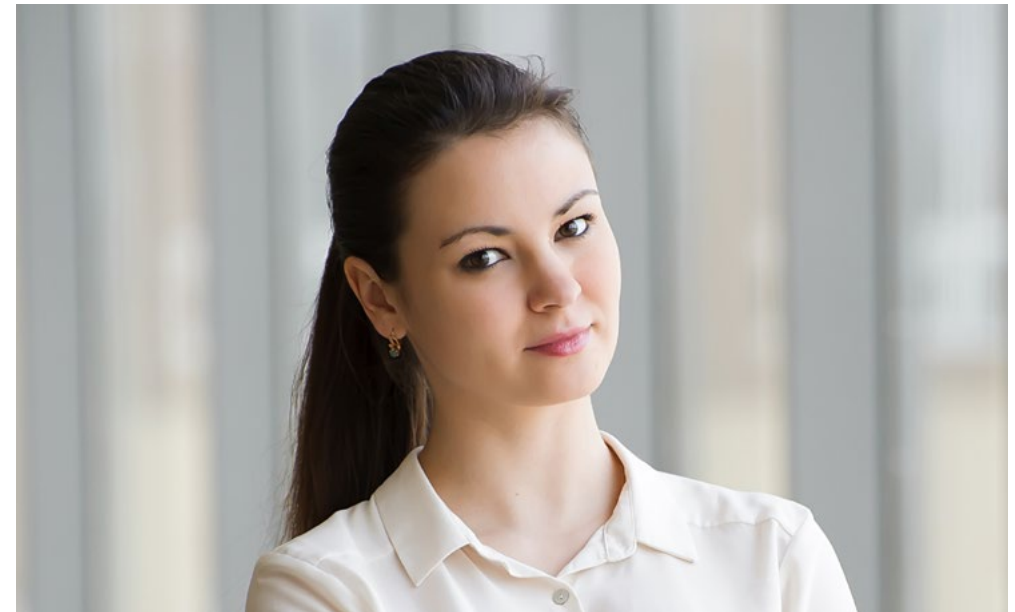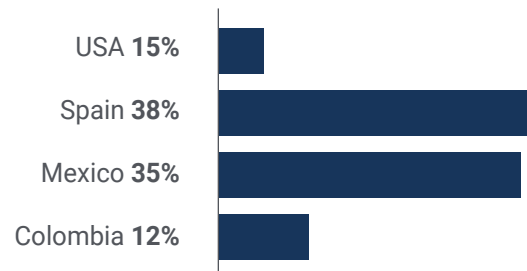
Isabel Ortega

Director and Cultural Manager

"This Postgraduate Diploma has considerably improved my knowledge of the cultural sector and has also allowed me to progress professionally. I was looking for a qualification that would allow me to climb up the career ladder and I have succeeded"

Impact on Your Career

The main objective of this university education is to provide the professionals with the competencies and skills necessary to thrive in the cultural field, especially in event management. To this end, TECH has made available the most advanced content, accessing it conveniently whenever and wherever you want.

In this way, students will be able, upon completion of this program, to lead any project, apply the different strategies and methodologies for design, planning and production, thus achieving the goals set in that cultural event.

With this Postgraduate Diploma you will be able to develop any cultural event with maximum security guarantees"

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

TECH's Postgraduate Diploma in Cultural Event Management is an intensive program that prepares you to face challenges and business decisions in the cultural field. 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're looking to succeed in directing and managing cultural events, you've come to the right place.
Be the one to lead the next project in your company.

With this program you will be able to stand out in the management of cultural events, whether they are public or private productions.

When the change occurs

| During the program **11%** | During the first year **63%** | After 2 years **26%** |

Type of change

Internal Promotion **35%**
Change of Company **43%**
Entrepreneurship **22%**
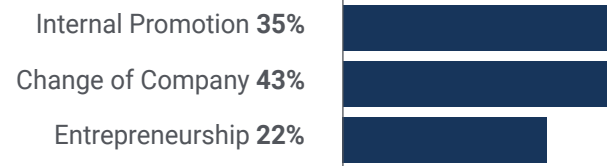
Salary increase

The completion of 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**

09

Benefits for Your Company

The professionals who enters this Postgraduate Diploma will contribute to their organization, thanks to the learning acquired in this program. The application of this knowledge will allow them to successfully face any cultural project, both nationally and internationally.

In addition, students will improve their competencies and skills in a highly competitive sector, which will give them the opportunity to progress professionally in this field.

"
This 100% online Postgraduate Diploma will allow you to manage cultural actions that involve citizens"

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

01

Growth of talent and intellectual capital

The professional 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 professional 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 company will come into contact with the main markets in the world economy.

05

Project Development

The manager can work on a current project or develop new projects in the field of R&D or Business Development within their company.

06

Increased competitiveness

This Postgraduate Diploma will equip your professionals with the skills to take on new challenges and therefore drive the organization forward.

10

Certificate

The Postgraduate Diploma in Cultural 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.

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

This private qualification will allow you to obtain a **Postgraduate Diploma in Cultural 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** 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 Diploma in Cultural Event Management**

Modality: **online**

Duration: **6 months**

Accreditation: **18 ECTS**

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tech global university

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

Postgraduate Diploma in Cultural Event Management

This is a private qualification of 540 hours of duration equivalent to 18 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

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*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.

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» Schedule: **at your own pace**

» Exams: **online**

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