

# Postgraduate Diploma Marketing and Digitalization in Event Management





## Postgraduate Diploma Marketing and Digitalization in Event Management

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: University graduates who have previously completed studies in Marketing and the Social Sciences and who want to make a quality leap in their professional careers.

Website: [www.techtute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-marketing-digitalization-event-management](http://www.techtute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-marketing-digitalization-event-management)

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# 01 Welcome

One of the sectors that was most affected in recent years by the Covid-19 pandemic was the events industry, the inability to gather a certain number of people in a space physically, gave way to an explosion of digital events that opened the vision of the infinite possibilities. However, not knowing the new dynamics in a professional way generates adverse consequences to the proposed objectives. Managing correctly the techniques of Marketing and Digitalization in Event Management is today and will be in the future an indispensable tool for the professional development of Event Planner. This 100% online program offers the professional the most up-to-date and complete content under the Relearning methodology, to speed up the learning process and obtain the diploma in 6 months.



Postgraduate Diploma in Marketing and Digitalization in Event Management  
TECH Technological University



“

*Your professional profile needs to be up to date with supporting qualifications. This Postgraduate Diploma in Marketing and Digitalization in Event Management will give you the boost you need”*

02

# 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 Technological 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

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TECH offers students the best online learning methodology. The university combines the Relearning methodology (the most internationally recognized postgraduate learning methodology) with Harvard Business School case studies. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.



### 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 groundbreaking 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 Harvard Business School case studies"*

03

# 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 Technological University community.

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

# 04 Objectives

Discovering the new reality in the organization of digital events and their implementation in the business world, through the correct analysis of Marketing, is the objective of this Postgraduate Diploma. Provide the student with the knowledge about the technical means, the new procedures and how to make possible hybrid or 100% digital events. All this based on a fully online study methodology and supported by experts selected by TECH, so that the professional reaches its preparation for success.



“

*Master the most efficient tools currently used for digitalization in event management”*



TECH makes the goals of their students their own goals too.

Working together to achieve them.

The Postgraduate Diploma in Marketing and Digitalization in Event Management will enable students to:

01

Differentiate each type of event according to objective and need

04

Implement new trends in immersive and experiential events

02

Manage projects from information gathering through to presentation



03

Understand different techniques and tools involved in Event Design

05

In-depth knowledge of current trends in event organization

06

Master the digitalization of the event, the most used tools today and new trends

08

Understand the different ways of sponsoring an event, the deontology, legality and compliance in different sectors



07

Understand the importance and organization of hybrid events

09

Present the sponsorship dossier

10

Understand the new reality in event management following the major crisis caused by the COVID-19 pandemic

05

# Structure and Content

Understanding the importance and opportunities presented by digitalization in the event management and knowing how to apply the correct marketing analysis will provide the professional with an intellectual background. This Postgraduate Diploma offers the most specific knowledge to develop efficiently in this sector, in the current Covid-19 and digital era. Structuring 3 modules in such a way that the student generates their own analysis of the employability of each of the exposed tools. The various online formats developed by the teaching team will make the learning process much more dynamic.



“

*Understanding the new trends in the event management in the Covid-19 era is possible with this program. Experts will show you with real cases the importance of knowing and following the regulations”*

## Syllabus

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 in the face of the new challenges that involve the need for the use of digital tools.

The development of this 100% online program offers the flexibility that the student currently requires. During a maximum of 6 months you will be able to learn the most specialized content on how new communication technologies influence the development and results of projects. Therefore, how to boost a brand thanks to digital media and specialized techniques such as Benchmarking, segmentation and marketing analysis.

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

The subject of digitalization in the event management in the Covid-19 era will be explained in depth, going through all the aspects involved in planning a hybrid or digital project. It should be noted that the multimedia resources implemented in this program will allow for dynamic learning, under an innovative methodology based on Relearning, which allows for fast and effective learning of all the concepts because it is based on repetition. Therefore, the 450 hours of this program will be fully utilized.

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

<b>Module 1.</b>	Marketing and Communication Management Strategies
<b>Module 2.</b>	Marketing Management and Digitalizing Events
<b>Module 3.</b>	Digitalizing Events; How to Develop Digital Events



### Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Diploma in Marketing and Digitalization in Event Management completely online. Over the course of 6 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. 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
- 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. 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 Digitalizing 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 Management Models
- 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. Digital Branding

- 2.5.1. Branding
- 2.5.2. Event Branding
- 2.5.3. Actions to Be Taken Based on the Income Statement

### 2.6. The Benchmarking Process

- 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.** Event Digitalization. How to Develop Digital Event

**3.1. The COVID-19 Era at Events**

- 3.1.1. Import Aspects to Know
- 3.1.2. 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 Instructions
- 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



*Learn how to develop an event in the digital era, with the most specific and updated contents of this TECH Postgraduate Diploma”*

# 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.*



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

## 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.

## 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.





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.





### 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.



07

# Our Students' Profiles

This program in Marketing and Digitalization in Event Management is aimed at all those professionals who work in the business world or entrepreneurship, and seek to expand their horizons in the face of the great opportunity offered by the digital era. Using the events as communication and business tools, guiding them specifically in the general direction of the events.

Being online, the diversity of participants offers a multidisciplinary and multicultural nuance which makes it a unique opportunity to establish new professional contacts and Networking. Expanding the strategic and innovative vision with high experiential value.





“

*A 100% online program that will allow you to study and work at the same time, in an agile and effective way”*

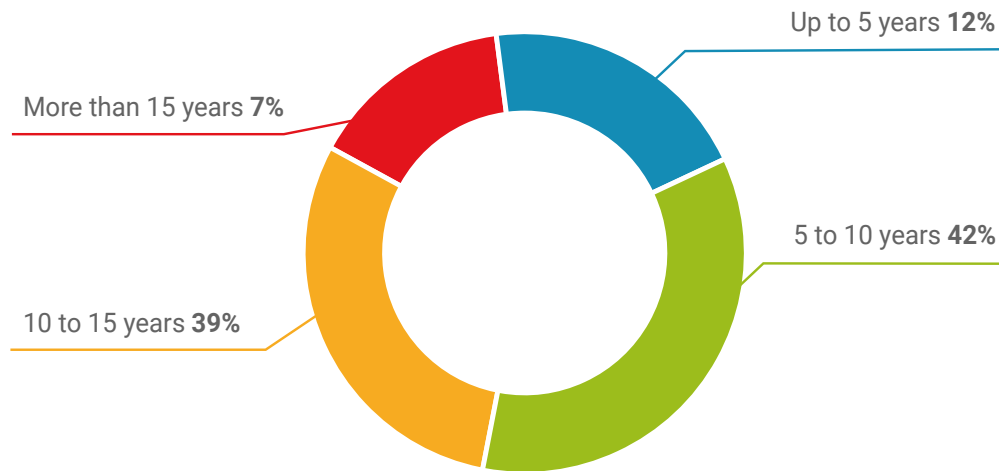
### Average Age

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

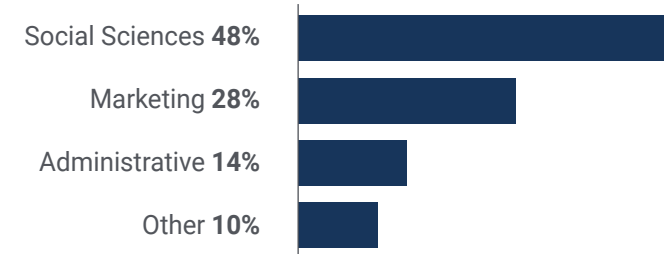
### Years of Experience

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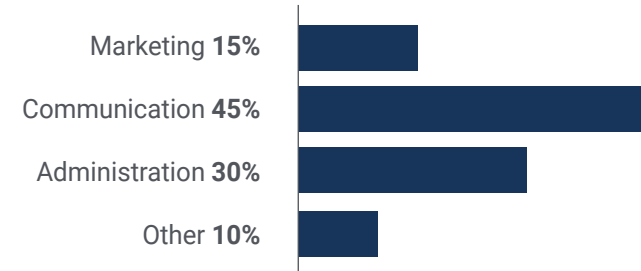
### Training

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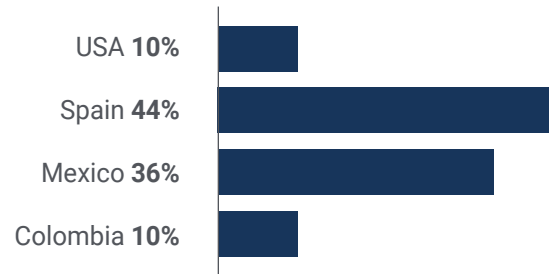
### Educational Profile

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## Geographical Distribution

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## Paola Suárez Martín

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### Event Planner

*"I had always liked using social networks to connect with friends and little else, but seeing that I could expand that potential to my events for better results and profits, I sought to learn all about Marketing and Digitalization in Event Management with this TECH Postgraduate Diploma; which, being online gave me the flexibility I needed. I have now made a 25% profit in the first year alone"*

08

# Course Management

A team of teachers specialized in the Event Management sector and with pedagogical background, are in charge of the direction of this Postgraduate Diploma; being professionally active in the sector, they guarantee an up-to-date content based on real practical cases. They will offer the student an exclusive teaching, accompanying them throughout the learning process, from the most secure digital platform and innovative methodology 100% online implemented by TECH.







“

*In the direction of this Postgraduate Diploma are professional experts in Event Management who will guide you throughout the learning process”*

## Management



### Mr. Gil Tomas, Tommy

- ◆ Founder and CEO of Atelier MICE
- ◆ Project Management Consultant for the UNESCO World Conference on Higher Education
- ◆ Development Director of Creativalab S.L.
- ◆ Director Barcelona Congrésó Mèdic S.L.
- ◆ Master's Degree in Marketing Management
- ◆ Master's Degree in Pharmaceutical Marketing ISM-ESIC
- ◆ Diploma in Tax Law by ESINE

## Professors

### Mr. Perelló Sobrepere, Marc

- ◆ Corporate Communications and Marketing Manager
- ◆ Director of Digital and Strategy Area Creativalab S.L.
- ◆ Head of the Communications and Marketing Area at Abantia Group
- ◆ Head of the Communications and Marketing Area at Managing Incompetence
- ◆ University Marketing and postgraduate Communication studies teacher
- ◆ 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





09

# Impact on Your Career

By understanding market demands and observing global event trends, the professional equipped with the most effective techniques and tools will achieve positive results in their upcoming projects. Taking advantage of technology and the infinite possibilities of expansion, through which you will open your vision to new business models and all the advantages that can be obtained with the up-to-date Marketing and digitalization strategies learned in this Postgraduate Diploma. Looking forward to a career of success beyond what has been achieved so far.





“

*You know how to organize an event, but are you prepared for the current digital revolution and what is coming? This Postgraduate Diploma will enable you to master the most effective tools in Marketing and Digitalization. Start now”*

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

The Postgraduate Diploma in Marketing and Digitalization in Event Management develops the best capabilities and enhances the skills of its students, being able to face great challenges in today's business environment and view to the future. Promoting personal and professional growth, helping you to achieve success more effectively.

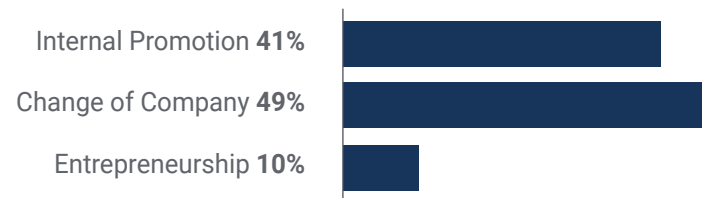
*The best decisions are in your hands, decide for your future by choosing to professionalize yourself with the most up-to-date program on Marketing and Digitalization in Event Management.*

*Enroll now and take advantage of all the benefits of a 100% online program, designed by experts in Event Management.*

#### Time to change



#### Type of change



## Salary increase

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This program represents a salary increase of more than **28%** for our students.



10

# Benefits for Your Company

Knowing not only the trends in event management in the business world, but also mastering the most efficient tools for digitalization and marketing in each project, will translate into optimizing results in a market that demands it. Every company or business aspires to evolve with its brand and this program enables the professional to plan, organize and manage an event in its entirety within the framework of the digital revolution in the business sector. The achievements will be remarkable once students achieve their qualification, standing out in each new project due to their impeccable performance.





“

*By mastering the tools and having the knowledge in Marketing and Digitalization in Event Management, your projects will obtain optimal results. It's a simple equation: preparation + work = success”*

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

01

### **Intellectual Capital and Talent Growth**

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 professional can work on a real project or develop new projects in the field of R&D or Business Development of your company.

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06

### **Increased competitiveness**

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

11

# Certificate

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





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*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 diploma 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 N° of Hours: **450 h.**



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



## Postgraduate Diploma Marketing and Digitalization in Event Management

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

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