

Pós-Graduação • Lisboa

STRATEGIC EVENT MANAGEMENT



Direção

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Secretariado

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Duração

0 Anos

Créditos

27 ects

Apresentação

The course is designed and taught by professionals, currently working in events and are considered among the best in their field of expertise. They believe in the benefit of investing in the future by passing on their knowledge. Our syllabus focuses on practical skills that will be used by the student in everyday life working within the industry. Such a realistic outlook is well respected by potential employers and is considered a worthwhile investment to start or support a career in event management. Event management is creative, fast-paced, exciting, and sometimes glamorous and you will meet and work with the most amazing people on the planet.

PLANO DE ESTUDOS

1º Ano / Tronco comum

Anual	ects
Bidding & Procurement	5
Client Talks	0
Content Design	3
Digital and Hybrid Events	1
Entrepreneurship & Innovation in Events	1
Event Planning & Coordination	5
Event Production & Risk Management	3
Final Project	1
Financial Viability, Budgeting and Sponsorship	2
Incentives	1
Introduction to the Industry	2
Marketing, promotion & PR	3

Linha direta
para o teu futuro



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