

Postgraduation • Lisboa

# POST GRADUATE DEGREE IN STRATEGIC EVENT MANAGEMENT



## Direction

Linda Pereira E Mafalda Patuleia

## Secretariat

Cátia Mendes  
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## Duration

0 Years

## Credits

27 ects

## Presentation

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.

# STUDY PLAN

## 1st Year / No Branch Name

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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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