

THE PROGRAM

+ Teaching and Learning Methods:

- The course has been designed with a practical approach featuring experienced lecturers and speakers who have worked extensively in the most important areas of event management.
- The program of lectures, practical cases and debate panels have been designed entirely from actual events.

+ Visit to venues:

- The program features visits to several venues such as the Wizink Center, the Wanda Metropolitano football stadium, IFEMA and Teatro La Latina.
- These guided visits will be conducted by the management of the various venues during which students will learn venue hiring, feasibility studies, audio-visual requirements, setup, security, etc.

+ The program features:

- Lectures and Masterclasses on the topics listed below.
- Debates and panel sessions at which students will interact with the speakers and experts, asking questions and debating on topics related to event promotion.
- Group work – students will have to submit an end of course case study and dissertation. Throughout the course, the participants will be instructed on the format of this dissertation.





Attendance to major events in Madrid

The visits will coincide with major events such as concerts, soccer games and trade fairs which will serve as practical examples and to understand the logistics and venue requirements for organizing such events.

The following are the events that will be featured in this course:



Wizink Centre

Students will have the opportunity to witness first hand the setup and logistics of a major production.

During the entirety of Friday the participants will receive lectures and guided visits to the setup of this venue.



Real Madrid Soccer Match

Participants will be invited to the VIP enclosure of Real Madrid's Santiago Bernabeu Stadium to watch an official match of La Liga.

Real Madrid is one of the most legendary soccer teams having won 13 Champions League titles.



IFEMA - Expodental

Expodental, the benchmark trade fair for the European dental industry, will consolidate its international expansion with Spain as its Host Country.

On Saturday, the participants will have the chance to visit this venue to learn first hand how such a trade fair is setup and managed.