

# ELLE

## EDUCATION



| Event  
| Production

# ELLE Education

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For 10 years ELLE Education has been training the best professionals of the industry through valuable academic experiences designed for students who seek flexibility, and high quality education programs that focus on innovation and the latest trends in the areas of fashion, and interior design.

ELLE is one of the most influential fashion lifestyle

brands in the world with 45 editions, over 21 million readers and more than 100 million website visits per month. We take all of this experience and combine it with the academic knowledge of prestigious institutions such as Complutense University of Madrid, one of the oldest universities in the world, and key university for hispanic countries; Mindway Liberal Studies ®, a school which focuses on the impact of design in organizations, and its

power as a tool to push innovation.

We value practical knowledge on par with academic research and insist on a synthesis of both through our academic partnerships, keynote addresses by industry leaders, and faculty with professional experience. Join a community of more than 20,000 students and embark on an academic journey that will allow you to reach your potential in your desired career path.

# ELLE EDUCATION

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**mindway**  
**LIBERAL  
STUDIES**



Join a community  
of more than  
**20,000** students.



# Event Production

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Do you enjoy a fast-paced work environment? Are you a logistical strategist and organizational mastermind? Do you have creative ideas for events? In this short course, you will learn the different phases in the process of Event Production, how to coordinate and execute

**You will learn the different phases in the process of Event Production.**

each element in order to exceed client expectations and provide an unforgettable event experience.

Are you confident with your professional fees and possible costs? To have a successful result, you will learn how to create and comply a budget.

# + SYLLABUS

## 1. The Events Industry

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Delve into the events industry. This module offers an introduction to different types of events, it will answer the question: What is the role of the Event Producer?

- Context
- The Sector
- What is an Event Producer
- Roles of the Event Producer
- Aptitudes and Qualities
- Types of Events
- Roles in an Event

## 2. Event Production Areas

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Learn about the main areas present in most events. Understand who are the main suppliers and how to best establish close relationships.

- Introduction
- Different Areas of Event Production and Suppliers
- Technical Team
- Supplier Relationship Management

## 3. Phases in Event Production

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A look at the planning stages from client brief to load day before event set up.

- Briefing Phase
- The Proposal
- Pre-Production Phase
- Production Documents

## 4. Live Event Day and Post Production Phase

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A view in detail to the set-up of the event through to breakdown. Understand what is the role of the Producer during the live show.

- The Set Up
- The Live Event
- Breakdown/Strike
- Post-Production Phase

## 5. Production Budget & Fees

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Managing budgets is intrinsic to the role of a producer. Learn how to approach costs, discover how to present a budget to client and how to set one up in Excel.

- Introduction
- How to Approach a Budget
- Cost Research and Procurement
- Presenting a Budget to a Client
- Setting Up an Event Budget in Excel
- Examples of Budgeting Software for Events
- Service Fees
- Event Profitability

## 6. Technology and the future of events

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Take a look at some of the latest technologies used and understand why virtual events are in surge.

- Technology in Events
- Virtual Events
- The Future of Events

# Virtual Campus

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## START

Through our academic calendar you can follow all of our events, tests and assignments, as well as the course syllabus. Don't miss anything!

## PROGRAM

You will find the videos, tests and assignments as well as all the documentation of each module as the theoretical content is taught.

## LIBRARY

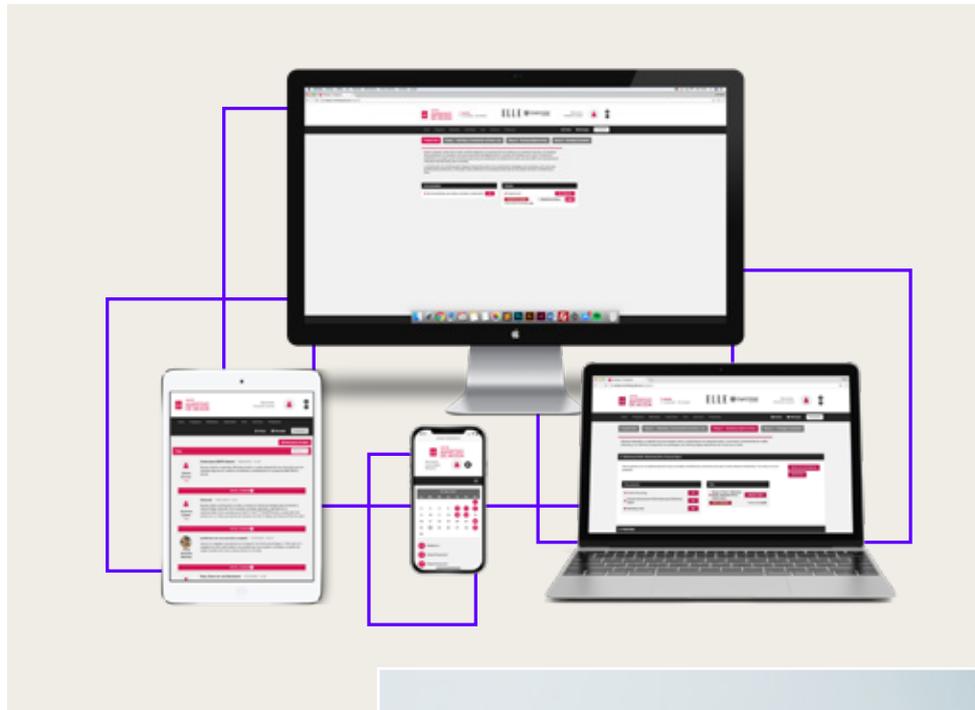
Do you want to delve into the topic? Find additional documentation such as online books in our library!

## CALENDAR

Check all the deadlines for your tests and practical assignments.

## FORUM

You can share information and opinions with other colleagues and the tutor, and do some online networking!



## STUDENTS

You will meet all of the course participants and know more about their interests and training.

## NOTICES

You will receive your tutor's notices to keep up-to-date!

## MESSAGES

Do you have any doubts about the course? Do you want to comment on anything? Contact your tutor or any of your colleagues by private message.



Whenever you want.  
Wherever you are.



# Online Teaching

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Watch videos of the online classes wherever and whenever you want



Enjoy all the benefits we offer!

Guest speaker addresses with experts

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Videos of online classes:  
you can watch lectures as many times as  
you want

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Learning Circle Webinar with the  
tutoring team in each module

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Online Campus materials:  
documentation, tests and case  
studies

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Networking through the platform



# Methodology

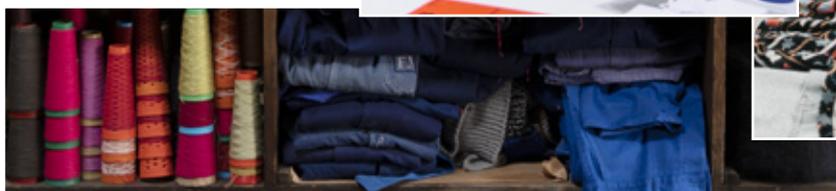
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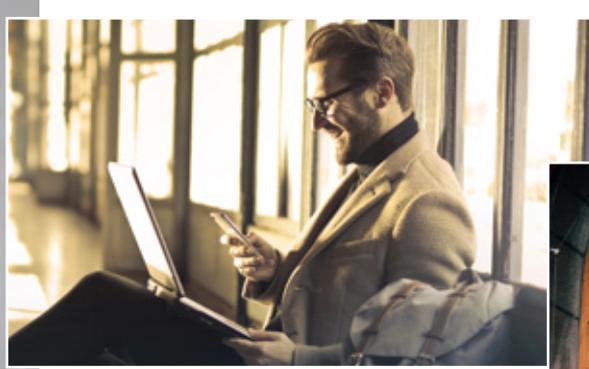
## + EVALUATION

At ELLE Education all of the Short program courses have an ongoing evaluation where the tutor and the student can see their progress through the program. Students are expected to complete several tests and practical exercises. Throughout the program, the students will also be able to attend Webinars programmed by the Tutor to solve any questions regarding the Tests, Practical Assignments or the overall content of the course.

## + PROGRAM DETAILS

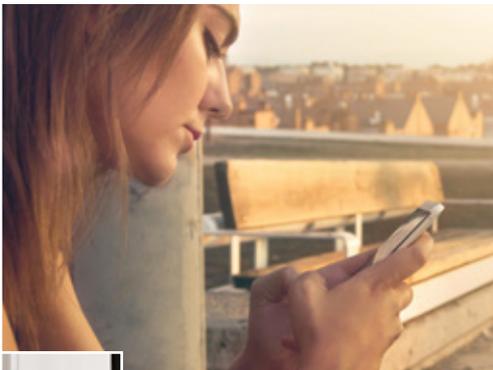
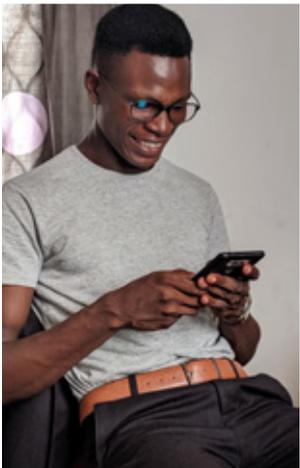
Our programs are designed to adapt to your schedule and your pace. You can work at the same time you complete one of the programs or more. Short program courses have a duration of 2 months.





### + TUTORING

Your tutor will be at your disposal, upon request, to help you to complete your course successfully.



# The Learning Experience

### + COMMUNICATION

Share topics you are interested in! Debates are important for learning. Use the forum to network!



### + METHODOLOGY

Our virtual campus is equipped with all the material required to complete the course: theoretical notes, documentation, webinars and videos. The assessment will be done through tests and practical exercises to check your understanding.



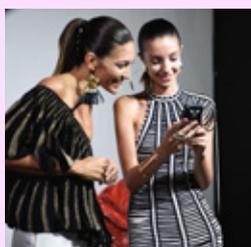
# Expert ELLE Education Certificates

Show recruiters your expertise, and achieve your career ambitions, obtain an Expert ELLE Education Certificate, and become a well-rounded professional in your preferred knowledge area. Do it at your own pace, at an adaptable schedule, and gain the knowledge and skills needed to be a top professional with managerial competences. Expert ELLE Education Certificates focus on three areas that adapt to your interests, and career goals.

With this short course you can complete the Expert ELLE Education Certificate in **Event Direction** or in **Editorial Processes** by signing up to any two courses on the same certificate line.

Contact the admissions team at any time of your decision process!

## + EXPERT CERTIFICATE IN EVENT DIRECTION



| Influencer Marketing



| Fashion & Lifestyle Branding

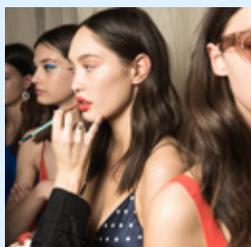


| How to Create a Brand



| Fashion Business

## + EXPERT CERTIFICATE IN EDITORIAL PROCESSES



| Image Consulting and Personal Shopper



| How to Create a Brand



| Fashion Business

Note:

- Registering for three courses of the same certificate at once with the same registration form will give you a 15% discount on the third course.
- In this case, even though you register for the three courses at once, you do not need to study the three courses at the same time; you would reserve your spot for a future edition of a course.
- Financing: Finance your Certificate Courses in up to 8 months (10 euros handling fee per month).

# Enrollment

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**1** Complete the registration form with your complete name and email.

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**2** Choose the diploma or short course you want to study and enter your personal details.

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**3** Payment: after completing the registration form, you can pay the course fees.

## Method of payment

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### + TUITION FEES

750 €

### + PAYMENT PLANS

The course payment must be done by choosing one of the following options:

- Full payment of the fees.
- Payment in three installments. The first installment due at the moment of registration. The second installment due to the following month and the third and final installment due to 30 days after the second payment.

\*Payment options include credit/debit card or bank transfer.



Learn through relevant case studies and proven frameworks that have immediate applicability to real business challenges.

Develop a more innovation-driven and strategic mindset by performing practical exercises.



## 5 Reasons to Study with Us



Enjoy a program format that allows for the flexibility to study and work in a high quality digital environment.



Make an impact in your career and personal brand. Incorporate global business education to your resume.



Acquire practical knowledge of the industry from key industry leaders.

# ELLE EDUCATION

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