

Faculty of Higher Education

Subject Code	EVB602
Subject Name	Virtual and Hybrid Strategies for Business Events
Credit points	6
Study Level	Year 2
Delivery mode	On campus
Location	Melbourne
Prerequisites	None

Subject Coordinator
Simon Hamm
Simon.Hamm@angliss.edu.au

Subject Overview	The development, implementation and growing acceptability of virtual and hybrid business events is of critical important to the business events sector. This subject directs students to identify and assess the current and future possibilities presented by virtual and hybrid business events. Students will compare and contrast the still dominant face-to-face business events paradigm with the opportunities and flexibilities offered by virtual and hybrid business events. In this subject students will gain first-hand knowledge and application for the planning, organizing and delivery of both virtual and hybrid events. Importantly, EVB602 gives students the skills and knowledge to better prepare for a changing business events delivery mode that is more flexible, sustainable and cost effective. Given the limitations, impacts and constraints that are present with face-to-face business events, EVB602 directs students to take on the challenge and seek new opportunities possible with virtual and hybrid business events.
-------------------------	--

Learning Outcomes	Identify and analyse the theoretical models and studies relating to human to technology interaction
	Describe and apply the essential components and elements required for virtual and hybrid events
	Investigate and communicate the development and introduction for virtual and hybrid events
	Design and present a virtual event using relevant digital technology
	Examine the progress and future drivers for virtual and hybrid within the existing face-to-face delivery paradigm

Assessments	Details	Weighting
	Report presentation (group assessment)	30%
	Plan and organize a virtual event (group assessment)	40%
	Launch a virtual event (group assessment)	30%

Graduate Attributes addressed in this subject	Preparedness
	Systematic and coherent body of knowledge
	Cognitive skills to analyse and critique, synthesise and consolidate knowledge
	Teamwork skills
	Communication skills