Subject Code	EVE707
Subject Name	Digital Event Design
Credit points	6
AQF Level	7 (Year 3)
Delivery mode	On campus
Prerequisites	None

Subject Overview	This subject equips you with the skills and critical insights to design and deliver engaging virtual and hybrid events. You will explore cutting-edge event technologies, digital platforms, and the role of AI in event delivery. Topics include inclusivity and accessibility, sustainability, and the challenge of ensuring authenticity in online experiences. By the end of semester, you will have designed and executed a live virtual or hybrid event, gaining advanced technical knowledge and the ability to evaluate the impact of digital formats on audiences and communities. This subject is perfect for students who want to lead in the future of events, combining creativity with digital fluency.

Learning Outcomes	Critique audience engagement strategies across virtual, hybrid, and traditional event formats.
	Integrate advanced event technologies, including AI tools, to design innovative digital event solutions.
	Appraise principles of accessibility, inclusivity, sustainability, and authenticity, and apply them in digital event delivery.
	Design and deliver a digital or hybrid event that demonstrates leadership in applying emerging technologies and global best practice

Assessments	**Indicative assessments**	**Weighting**
	Diagnostic case study analysis	25%
	Digital event plan	30%
	Digital or hybrid event delivery (group) and critical reflection (individual)	45%

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

Additional Information	Approximately 12 additional hours are required for preparation and delivery of the live digital or hybrid event.

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