

EVENT MARKETING & BRANDING

Metaverse, Spatial Computing & Mixed Reality Events

A two-day programme in metaverse & mixed reality events, with eight modules and workplace application.



DURATION 2 days

DELIVERY Public or in-house

Why this programme

A forward-looking exploration into fully immersive event formats using Apple Vision Pro, Meta Spatial Web, and web3 environments. This course equips event planners and brand strategists to build hybrid spatial environments that blend physical venues with interactive virtual dimensions.

What participants will learn

- 01** Understand spatial computing design principles for hybrid and fully virtual events.
- 02** Create seamless spatial networking environments that surpass traditional video streams.
- 03** Monetize virtual real estate, digital assets, and spatial sponsorship packages.

Who should attend

Event planners and managers, marketing and brand teams, communication professionals, venue operators and experience designers.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application.

Detailed programme

Day 1 | Foundations and core skills

01 Spatial Computing Landscape for 2030 Events

- Navigating head-mounted displays, AR glasses, spatial web standards, and multi-user environments.

02 Designing Dual-Presence Spatial Architectures

- Constructing physical venues with real-time digital twin mirrors for remote immersive attendees.

03 Spatial Audio & Interactive Haptics in Event Design

- Leveraging 3D positional audio and sensory feedback to create true sense-of-presence.

04 Virtual Asset Creation & Digital Twin Venues

- Building interactive 3D booths, immersive keynote stages, and persistent brand worlds.

Detailed programme

Day 2 | Application and action planning

05 Monetization & Digital Rights Management in Spatial Events

- Selling virtual sponsorships, premium spatial seats, access tokens, and digital collectibles.

06 Facilitating Human Connection in Immersive Spaces

- Overcoming digital fatigue through avatar interaction mechanics, spatial proximity chat, and gamified icebreakers.

07 Technical Infrastructure & Bandwidth Requirements

- Managing high-speed rendering pipelines, 6G infrastructure, and low-latency edge computing for spatial web.

08 Capstone: Designing a Dual-Presence Hybrid Event Blueprint

- Developing a end-to-end framework for a spatial hybrid conference or product launch.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application.

TRAINER PROFILE

Annette Yeo

An entrepreneur, event professional and corporate trainer with more than 20 years of experience. Her work spans event management, branding, marketing and customer engagement across Malaysia, Singapore and Southeast Asia.

Trainer availability is confirmed for each programme.

Confirm HRD Corp (HRDF) eligibility and claim arrangements with ISDS before booking. Where applicable, claims are arranged through Orange Revolution.

Plan your training with ISDS

Discuss fees, delivery options and a programme suited to your team.

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