Organizing Corporate Events
Hybrid
July 19, 2022

The College of Tourism and Hospitality Management conducted an event servicing the National University community regarding organizing a corporate event. This is to give the other department and colleges not related to tourism and hospitality management ideas about event management, its overview, and the technicality of planning, organizing, implementing, and evaluating the events. Dr. Karen Fernandez, the resource speaker, the Vice President of the APIEM of Southeast Asia, and a faculty of the CTHM, shared her experiences and techniques in handling an event. There were 82 online and 22 on-site attendees who [participated in this webinar/seminar/workshop.

NATIONAL UNIVERSITY
COLLEGE OF TOURISM AND
HOSPITALITY MANAGEMENT

Present this

CERTIFICATE OF APPRECIATION

to

Dr. Karen M. Fernandez

for the gift of time and expertise as Resource Speaker in a seminar workshop titled **Organizing Corporate Events: Planning, Execution, Evaluation, Protocols and Trends.** A faculty development initiative for National University community.

Given this 19th day of July in the year of our Lord 2022 at National University Manila

Mr. CHRISTOPHER R. MANLAPAZ, MTHM
Program Chairperson, Tourism Management

Mr. RODOLFO E. GABARDO, MSHRM
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OIC-Dean, College of Tourism and Hospitality Management

Table 1. Evaluation Results

Indicators	WM	VI	Rank
How was the Event Organized?	4.24	Very Good	3
How would you rate the event regarding achieving the program's Objectives?	4.31	Very Good	2
How was the length and duration of the event?	4.12	Very Good	4.5
How were the materials (audio, visual presentation) used in presenting the event?	4.12	Very Good	4.5
How were the performance/ deliveries of our resource speaker?	4.52	Exceptional	1

Table 1 shows that the overall event was as successful as the participants rated the event "Very Good." Specifically, an outstanding rating is given to the expertise of the resource speaker as she shared her knowledge and specialization with the audiences, both face-to-face and online attendees. Furthermore, the participants think that the event achieved its set objectives. This was also confirmed by (P20) who stated that "*This Hybrid Faculty Development was great venue so that all College Department will have an idea on how to properly plan, execute and evaluate all events that each college will be*", seconded by (P21) "*Planning was well discussed but I guess technical aspects of (execution) producing virtual or hybrid events was not fully covered.*", moreover, (P4) "*I learned a lot with events planning. First time to learn these things.*" and (P10) said that "*Thank you for facilitating this webinar. Very timely since we are organizing various events in our college.*" Hence, requires more improvement with the audio input in conducting a hybrid session. This was affirmed by (P26) "*Audio was no clear for the online attendees like me and some other faculty members. Am sure, that as we go on with this hyblend setting, this can still be improved.*", added by (P41) "*The audio for the online attendees is really bad. I'm pretty sure we will be able to fix this in time for our Hyblend classes. Thank you.*" And (P42) "*The audio for the virtual audience is poor, still understandable but not easy to hear.*". Some participants also suggested that it would be better if the resource speaker may have an interaction with the online attendees. (P19) "*It would be better if the speaker is also interacting on the camera for the virtual participants.*"