

# UNLOCKING THE POWER OF VIRTUAL REALITY

A WORKSHOP ON VIRTUAL REALITY FOR TRAINING & MARKETING



In collaboration with:



Master the essentials of VR technology, discover its potential for training and marketing, and hone your skills in leading a team to design high-impact, gamified experiences. Explore real-world use cases, delve into project management, and build the infrastructure for VR success.

By the end, participants will be equipped to transform both human capital development programs and marketing campaigns with the magic of Virtual Reality.

Participants receive a certificate from Arrupe Jesuit University.

Registration to participate in this workshop closes on Friday 23 February 2024.

**6 - 8 March 2024**

Register by 23 Feb. 2024

**A'Zambezi River Lodge**

Victoria Falls, Zimbabwe

For more information, and to register and make payment to participate in this workshop, please contact the workshop coordinator using the contact details listed below.



+263 71 149 9816 | +263 78 759 7153



admissions@aju.ac.zw | marketing@aju.ac.zw



16 Link Road, Mount Pleasant, Harare, Zimbabwe



arrupejesuituniversity



# UNLOCKING THE POWER OF VIRTUAL REALITY

**Don't just train, transform. Don't just market, mesmerize. Embrace the power of Virtual Reality and unlock the next chapter of your organization's success.**

This immersive workshop will equip participants with the knowledge and skills to harness the transformative potential of Virtual Reality (VR) for human capital development and marketing.

Participants will gain an understanding of:

- The basics of Virtual Reality.
- Virtual Reality as an instructional technology.
- Instructional and Marketing use cases for Virtual Reality.
- Designing high-impact Virtual Reality experiences.
- Gamification for instructional and marketing Virtual Reality experiences.
- Managing Virtual Reality development projects.
- The infrastructure for successful instructional and marketing Virtual Reality programs.

During the workshop participants will create Virtual Reality experiences based on an adventure activity of their choice.

## INVESTMENT

### FULL PACKAGE **\$3000.00**

- 3 nights' accommodation (B&B) at A' Zambezi River Lodge.
- Conferencing with meals & refreshments (7 & 8 March).
- Dinner (6, 7 & 8 March).
- Adventure activity
- Return Air transport from Harare or Bulawayo.
- Airport transfers.

### WORKSHOP & ACCOMODATION **\$2500.00**

- 3 nights' accommodation (B&B) at A' Zambezi River Lodge.
- Conferencing with meals & refreshments (7 & 8 March).
- Dinner (6, 7 & 8 March).
- Adventure activity

### WORKSHOP ONLY **\$1800.00**

- Conferencing with meals & refreshments (7 & 8 March).
- Dinner (6 March).
- Adventure activity

### VIRTUAL **\$1400.00**

- Live-streamed workshop sessions

### OPTIONAL EXTRAS

Oculus Quest 3 VR Headset	\$1200
Insta360 X3 360° Camera & invisible selfie stick	\$900



In collaboration with:



# TRAINING TEAM



## Addi Mavengere

Addi advocates for the use of Virtual Reality and Augmented Reality to offer training at scale, to reduce training costs and improve training and development outcomes. Addi has assisted clients to digitise their training programs and to adopt Virtual Reality for instruction with

remarkable results. Since 2020 Addi has provided leadership in the deployment of Virtual Reality and Augmented Reality for education delivery; capacitating users and assisting organisations to setup infrastructure to use Virtual Reality and Augmented Reality effectively.



## Bella Rogerson

Equipped with a Masters degree in Film from the University of Cape Town, Bella Rogerson leads the marketing department of Sea Monster with a keen understanding of the local creative industries and a passion for storytelling. With her skills in strategic planning and a

deep love for research, Bella plays a pivotal role in shaping and executing Sea Monster's marketing initiatives and ensures that every aspect of Sea Monster's marketing and brand building efforts is carried out with precision to drive impact.

## Amy Duncan Ph.D

Amy has a PhD in Neuropsychology, and is a registered Neuropsychologist with a strong background in education and academia.

With a diverse set of skills including client relationship management, project management, experience design and

curriculum development, digital content creation and instructional design, as well as both general and clinical research, Amy is hugely passionate about using games to educate and create a positive impact in the world.



## Mbangiso Mabaso

Mbangiso "Baso" Mabaso, founder of Sisanda Tech, transitioned from an engineering career to game development. Baso has developed several educational Augmented Reality games which include Sisanda App Universe, which garnered recognition at the MTN Business App

Awards in South Africa. He has taught Augmented Reality and Virtual Reality at several platforms in South Africa, Botswana, and Zimbabwe. Baso is a forerunner in immersive tech, emphasizing its educational potential.



## Eng. Prudence Kadebu

Eng. Prudence Kadebu is Deputy Director of Research and Innovation at Arrupe Jesuit University, She is a Software Engineer, Academician, Lecturer, and Researcher. She holds an MTech degree in Software Engineering and is a Ph.D candidate.

Prudence's research interests are in Software Security Engineering, AI, IoT and Virtual Reality. She mentors young innovators, through constant motivation, team leading, and Project Management.



## ARRUPE JESUIT UNIVERSITY

Arrupe Jesuit University is an autonomous international academic institution, which is fully accredited by and registered with the Zimbabwe Council for Higher Education as an independent degree awarding institution of higher learning.



## LEARNING FACTORY

Learning Factory is an instructional technology and training enterprise which supports education delivery by offering online courses and training programs. Learning Factory supplies instructional and learning devices for STEM education. At Learning Factory, we believe that a good education is a solid foundation of success. For this reason, we offer products and services which give learners the best possible learning experiences. Learning Factory was incorporated in Zimbabwe in 2018 and since then, we have impacted thousands of learners and equipped hundreds of educators and instructors with skills to use emerging technologies effectively for teaching delivery.



## SUPER MALOME

Supermalome is a digital media studio specializing in creating character-driven story worlds, immersive games, and digital assets. We also provide professional training in augmented and virtual reality.



## SEA MONSTER

Sea Monster is an award winning impact game studio based in Cape Town, South Africa. By leveraging the power of game design, Sea Monster creates digital solutions for large corporations and public benefit organisations in South Africa, across Africa and around the world. Operating at the intersection of play and purpose, Sea Monster understands how to combine storytelling with technology to create effective change in businesses and society by building brands, empowering diverse audiences and by driving learning and communication outcomes.