



07:30 - 09:00 Reception, Registration and Networking

1

Session One

09:00-10:30

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ICCA

Attracting International Business Events to Saudi Arabia

This session aims to discuss how to attract international business events to Saudi Arabia. It focuses on the attractive tools and requirements to attract these events according to the international standards, in order to enhance the Kingdom's position and making it an attractive hub for international business events.

MODERATOR:

Rashed Al Fawzan, Director of CNBC Offices in Saudi Arabia

SPEAKERS:

Enhancing Saudi Arabia's abilities to attract international business events and the opportunities available.
Abdullah Al-Juhani, Advisor to President of the Saudi Commission for Tourism and National Heritage, and Supervisor of the Establishment of Saudi Exhibition and Convention Bureau

Skills for preparing competitive bids to attract business events

Juan Garcia, Vice President of the Board of Directors, International Congress and Convention Association (ICCA)

Development of tools to attract business events

Christian Mutschlechner, Director, Vienna Convention Bureau

10:30-11:00

Coffee Break - Networking

2

Session Two

11:00-12:30

Strategic Trends of the Saudi Meetings Industry 2030

This session will be discussed by events specialist and experts concerned with the development of the Saudi meetings industry. It aims to highlight the role of that industry and its importance to support the national economy, and achieve Saudi Vision 2030. This session will highlight the importance of partnership and collaboration between governmental authorities and private sector to develop this industry.

TOPICS:

- **Evaluation of the Saudi Meeting Industry 2014-2018 (strengths and weaknesses)**
- **Future opportunities and challenges in the Saudi meeting industry.**
- **How to be world leader in the industry of meetings by 2030.**

MODERATOR:

Mr. Talaat Zaki Hafez, Economic Consultant and Author

KEYNOTE SPEAKER: Eng. Tariq Al Essa, Executive Director of the Saudi Exhibition and Convention Bureau

PANELISTS:

David DuBois, President and CEO, International Association of Exhibitions and Events

Tom Holton, Public Relations Manager, IMEX Group

Dr. Zohair Al Sarraj, CEO, Specialist Group

Dr. Ali Al Gassim, Advisor to Emirate of Makkah Province, Head of Faculty of Tourism & Hotels, Umm Al Qora University

Eng. Abdullah Al Abdulkarim, Chairman of HEIGHTS Company

Mohammed AL Hussaini, Executive Consultant at Riyadh Exhibitions Company Ltd

12:30-13:00

Prayer - Break





3

Session Three

13:00-14:30

Governmental Initiatives to overcome the challenges at the Saudi meeting industry

This session will discuss the initiatives implemented by many governmental authorities to overcome the challenges that face the Saudi meetings industry, through organizations, systems as well as public-private integration to accelerate the development of this industry.

MODERATOR:

Dr. Eihab Abou-Rokbah, Chairman, Arabian Mehad Excellence - Member of the Advisory Group of the Saudi Exhibition & Convention Bureau.

SPEAKERS:

Development of visa services for international delegates attending business events

Ali Al Yousuf, General Director of the Visa Department, Ministry of Foreign Affairs

Developments of customs services for exhibitions

Khaled Al Araj, Director of Customs Control Department, Saudi Customs

Foreign investment requirements in business activities

Basem Al-Sallom, Deputy Governor at Saudi Arabian General Investment Authority SAGIA

14:30-15:30

Coffee Break - Networking

Parallel Learning Sessions

15:30-17:30

1. How to manage safety and security in business events (Meetings Room2)

General Safety Measures in Business Events

Major Eng. Mohammed Alotaibi, Institute of Civil Defense, Ministry of Interior

First Aids and Emergency

Emoqarab Wafi Alshakhs, Ambulance and Emergency Specialist, Saudi Red Crescent Authority

Crowd Management

Dr. Sami Barhameen, Dean of the Custodian of the Two Holy Mosques Institute for Hajj and Umrah Research at Umm Al Qura University



2. Communication and Media Management in Business Events (Round Hall)

Marketing and Media Communication in Promoting Business Events

Turki Al Toiami, Minister of Transport Adviser & General Supervisor on Marketing & Communication

Social Media Management in business events

Abdallah Al Harby, CEO, Eye of Riyadh



3. Business Events Project Management Skills (Main Theater Hall)

Eng. Mahmoud Al Owadi, CEO, Laheem Event Management



4. Business Events Identity Design (Meetings Room1)

Visual, Creative Design, Production & Infographic Design Skills

Nasser Al Abbas, Certified Trainer in Design

Art Directing Design of Exhibition Pavilions and Floor Plans

Abdulmajeed Alamoudi, Safety Officer, Riyadh International Convention & Exhibition Center



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4

Session Four

09:00-10:30

Highlights of new Events Venues

This session will present the most important business events venues that been recently under operation in Saudi Arabia and their specifications, standards and the added value provided to the Meetings Industry in the Riyadh, Mekkah and Eastern regions.

MODERATOR:
Reham Farash , TV Presenter & Events Developer

SPEAKERS:
Ahmed AlAmmar, Manager, Al Qaseim International Convention Centre And Exhibition
Mazen AL-Jabri, General Director of Social and Economic Development at Economic Cities Authority
Majeed Mohammadia, Convention Manager, Jabal Omar Hilton hotel & Convention
Ahmed Shath, Operation Manager, APEX Conventions Center, Riyadh
Abdullah Alabdullah, Head of Communications & Relations, King Abdulaziz Center for World Culture - Ithra

10:30-11:00 Coffee Break - Networking

5

Session Five

11:00-12:15

Institutional Sustainability in Business Events

This session will highlight the sustainable development tools in business events and successful experiences to contribute to the development, institutionalization and sustainability of business events in Saudi Arabia.

MODERATOR:
Hanan Mutlaq, Presenter at Saudi TV and Journalist at Saudi Gazette

SPEAKERS:
Sustainability in business events
Dr. Khalid Altorairi, Events Specialist

Experience in organizing the OMAINTEC Conference in the Arab Countries
Eng. Bassem Sayel, Secretary General of the Arab Institute for Operations and Maintenance

Experience in organizing the Riyadh Economic Forum
Ahmed Bin Ali Alswailm, Secretary General of Riyadh Chamber

12:15-13:00 Prayer - Break





APEX Convention Center



Parallel Learning Sessions

13:00-14:00



- 5. Lighting & Audio-visual techniques** (Meetings Room 1)
Mohamed Jaafar, Technical Manager, Highlight Company
- 6. Latest Technologies in the Hospitality Industry** (Meetings Room 2)
Gokul Bajaj, Head of Sales & Partnerships for the Middle East and Africa Market, Cvent Company
- 7. The Electronic Gate of The Saudi Exhibition and Convention Bureau** (Round Hall)
Ali Farag Al Shehri, Operations Manager, The Saudi Exhibition and Convention Bureau
- 8. Public Speaking Arts** (Main Theater Hall)
Eng. Hassan Abbas Maghazel, Member of the Toastmaster Committee for Speech and Leadership

14:00-15:00



- 9. Technical Production, Filming and Montage** (Round Hall)
Roger Abboud, Film Director
- 10. Hospitality and Accommodation arrangements in Hotels** (Meetings Room 2)
Mr. Mohammad Sharaf, Cluster Director of Sales, Fairmont Raffles Hotels International
- 11. The Role of Technology In The Success of Business Events** (Main Theater Hall)
Paul Martin, Director of Sales Operations – EMEA, CENTIUM software
- 12. Saudi Speakers Bureau** (Meetings Room 1)
Ahmed Fahd Al-Abdel Wahed, Manager of the Saudi Speakers Bureau





SAUDI ASSOCIATIONS DAY

Supported by:



ICCA

Saudi Associations Day:

An important gathering for executives from certified professional, scientific and medical associations in Saudi Arabia. The goal behind this gathering is the development of association-related meetings and conferences, and how to develop partnerships with its International association counterparts. Such initiatives will participate in bringing international conferences and meetings to Saudi Arabia.

07:30 - 09:00		Reception, Registration and Networking
1 Session One	Developing the performance of Saudi associations in attracting international business events This session will highlight the experiences in ways of developing the performance of Saudi associations to enable them to attract meetings and conferences organized by international associations and organizations to Saudi Arabia	
	<p>MODERATOR: Dr. Khaled Alsarhan, Director, Relations of Associations, Institutions and Centers, Ministry of Labor and Social Development</p> <p>SPEAKERS: Association financing sustainability - International approach John Peacock, General Manager of Australian Associations Forum</p> <p>Being competitive and Bidding. Is it a process or long-term success? Ajay Bhojwani, Managing Director of MCI Middle East, MCI Group</p> <p>What are trends of global associations and its impact on the meetings Industry Robin Miller, Director of Sales (Conferences & Events), ADNEC</p>	
09:00-10:00		
10:00-10:30		Coffee Break - Networking
2 Session Two	The Envoy Program to attract international associations meetings to Saudi Arabia This session aims to have presidents of professional, scientific and medical associations in Saudi Arabia, international relations heads in governmental entities and sports Federations to introduce the Envoy Program which is one of the initiatives of the Saudi Exhibition and Convention Bureau, its characteristics, ways to benefit from and available opportunities to attract international business events to Saudi Arabia. An enrolment application will be filled at the end of the session to apply to the envoy program.	
	<p>MODERATOR: Dr. Saad Aseri, CEO of Medical Associations, Saudi Commission for Health Specialities</p> <p>SPEAKERS: International Experiences in applying the Envoy Program Senthil Gopinath, Regional Director Middle East, International Congress and Convention Association (ICCA)</p> <p>Case study Gary Grimmer, CEO, Gaining Edge</p> <p>Envoy programme, 20,000 Global Association Meetings and Conferences, Are we ready to attract hosting them? Fahad Al-Arfaj, Director of Marketing Communication, The Saudi Exhibition and Convention Bureau</p>	
11:00-12:30		
12:30-13:00		Prayer - Break



FUTURE LEADERS FORUM

Hosted By:



Future Leaders Day

Future Leaders Forum in the Meetings Industry: An important gathering of youth from both genders to highlight their role in the future of the Saudi meetings industry. Also to develop professional youth capable of working in the meetings industry and help in making it grow.

<p>1</p> <p>Session One</p> <p>12:30-14:00</p>	<p>Introducing opportunities for employment and investment in the Saudi meeting industry</p> <p>This session aims at letting the 18 – 35 demographic age group know the available job opportunities, ways to invest in the Meetings Industry and how can the maximum benefit be achieved out of it to develop careers in the meetings industry along with its benefits, characteristics, and government initiatives to support young business and small and medium enterprises.</p> <p>MODERATOR: Eng. Tariq Al Essa, Executive Director of the Saudi Exhibition and Convention Bureau</p> <p>SPEAKERS:</p> <p>Initiatives of the General Authority for Small and Medium Enterprises in supporting future leaders in the Saudi meeting industry Speaker from The General Authority for Small and Medium Enterprises</p> <p>King Salman Institute for Leading Businesses role in supporting Future Leaders in the Meetings Industry Dr. Ibrahim El Harkan, General Supervisor of the King Salman Institute for Leading Businesses</p> <p>Enhancing the capabilities of future leaders in the Meetings Industry Dr. Zohair Al Sarraj, Managing Director of the Saudi Event Management Academy for Conferences and Exhibitions (SEMA)</p> <p>Initiative of Bab Rizq Jameel & Saudi Event Management Academy - Conferences & Exhibitions to train and recruit national cadres Rola Basamad, Senior General Manager of Bab Rizq Jameel</p>
<p>14:00-14:30</p>	<p>Coffee Break - Networking</p>
<p>2</p> <p>Session Two</p> <p>14:30-16:00</p>	<p>Future Leaders and the Saudi Meetings Industry (Youth Experiences)</p> <p>This session aims to showcase youth experiences that worked in the meetings industry either through employment or investment, ways to benefit from these experiences, and discussing the challenges youth face in the industry and the educational sector's role in developing the youth's capabilities in the meetings industry.</p> <p>MODERATOR: Nora Al Shaaban, Member of Al Shura Council</p> <p>SPEAKERS:</p> <p>Abdulaziz Al-Saeed, Director of Operations, Sobol</p> <p>Maram Al-Jasser, General Manager, Durrat Al-Riyadh</p> <p>Yousef Al Sultan, CEO, Leadership Address Company</p> <p>Dima Al-Zamil, Founder Partner & CEO, 180 Degrees Event</p> <p>Eng. AbdulRahim Fatani, Founder of MOTION32</p> <p>Ghada Al-Mutairi, Group & Events Executive, Burj Rafal Hotel Kempinski</p> <p>Discussion of the challenges faced by the youth in the meetings industry</p>
<p>16:00-16:30</p>	<p>Closing of the SMIC</p>