

2 - 4 جمادى الآخرة 1439 هـ. قاعة الملك فيصل للمؤتمرات - فندق انتركونتيننتال الرياض

تجهيزات الضيافة والإقامة في الفنادق

محمد بن عبدالله شرف

مدير إدار مبيعات مجموعة فنادق فيرمونت و رافلز و سويس أوتيل مكة



SAUDIMIC.COM

تنظيم



الشريك الأكاديمي



الإشراف
والشراكة الإستراتيجية



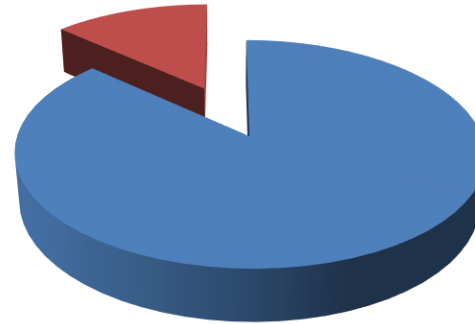
الشريك الرئيسي



Key Facts



الملتقى السعودي لصناعة الاجتماعات
SAUDI MEETINGS INDUSTRY CONVENTION (SMIC)



■ Leisure Spending 86.8 % ■ Business Spending 13.2 %

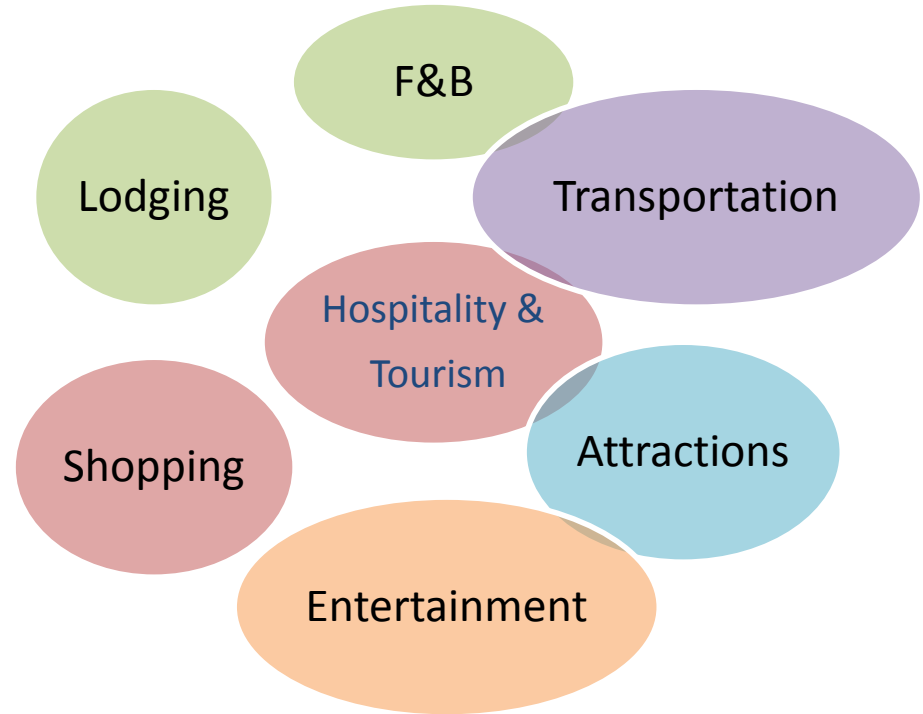
SAUDI ARABIA	2016 USDbn ¹	2016 % of total	2017 Growth ²	USDbn ¹	2027 % of total	Growth ³
Business spending	3.6	0.4	4.0	4.9	0.4	2.7

HOW MICE is related to Hospitality and Service Industry ?



المؤتمر السعودي لصناعة الاجتماعات
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- MICE is part of and encompasses many elements of the hospitality and tourism industry .
- MICE involved with all segments of Hospitality .



Why its Important to KSA ?



الملتقى السعودي لصناعة الاجتماعات
SAUDI MEETINGS INDUSTRY CONVENTION (SMIC)

- The Kingdom's vision 2030
- Islam and Arab Center
- Member of G20
- The growing of diversifying the economy
- A private sector with a promising future
- The growing of private sector in the industry
- High quality hotels in strategic locations
- Experience in managing mega events.
- Being the biggest oil producer in the world
- Strong communication and transportation infrastructure

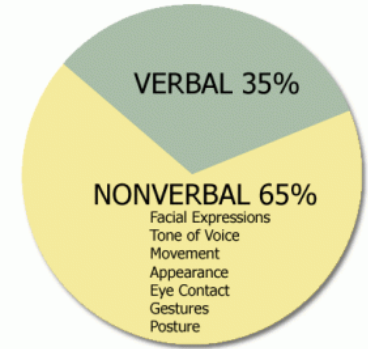


STRONGER WORKFORCE. **EXCEPTIONAL** QUALITY OF LIFE.
THRIVING ECONOMY.

Why Have Meetings and Events?



- People prefer to meet face-to-face
- People meet with and learn from peers
- Learn new products/services
- Build “Communities of Practice”



	2016	2016 of Total %	2017 Growth	2027	2027 of Total	Growth
KSA	3.6	0.4	4.0	4.9	0.4	2.7
Middle East	31.5	0.6	3.5	52.2	0.6	4.8
Worldwide	1.153	0.7	4.0	1.719	0.8	3.7



Who Is Your Target ?



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- Corporations
- Government
- Associations
- Exhibition Management Companies
- Meeting Management Companies

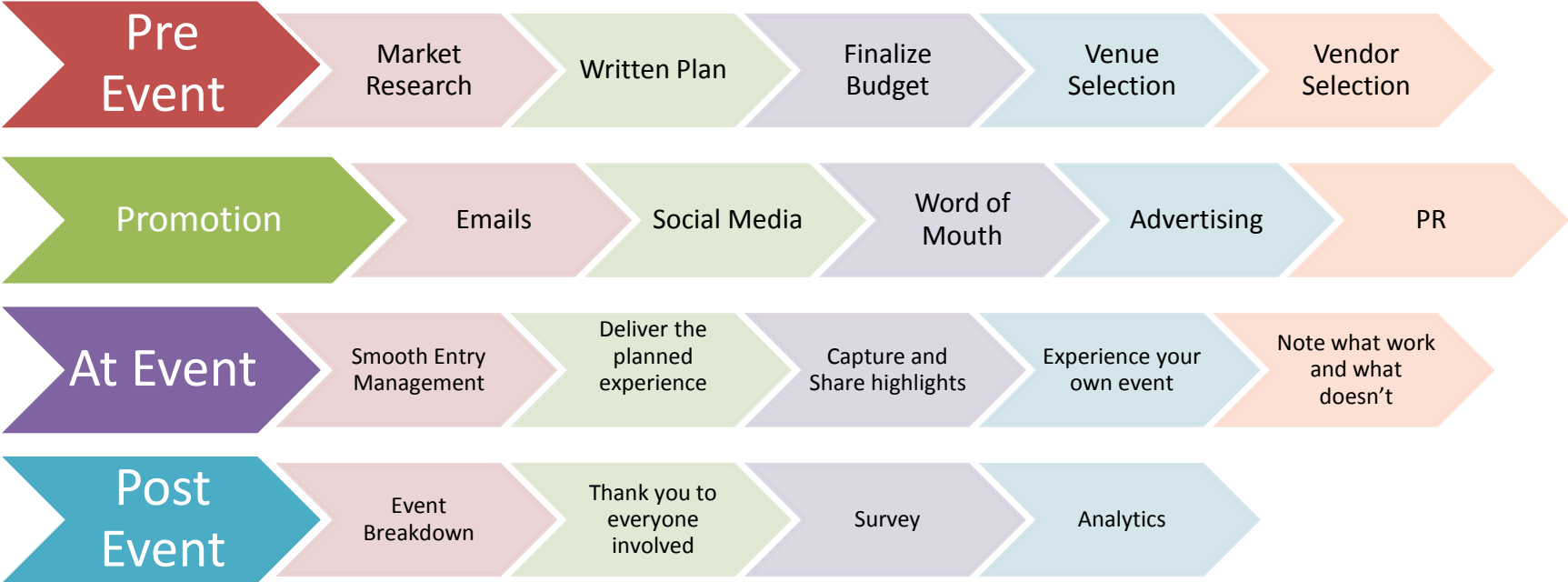




Type Of Events



Event Planning Cycle



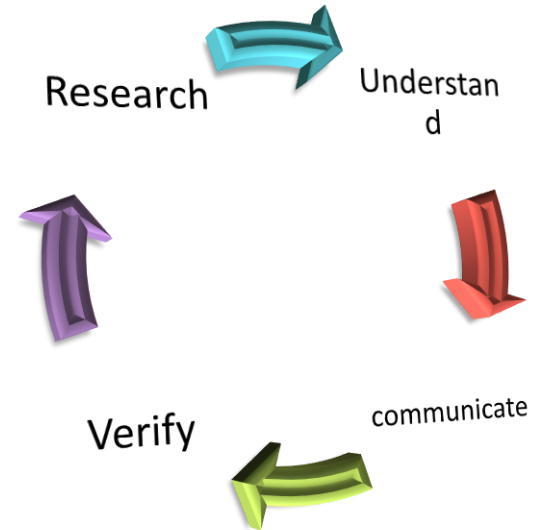
Recommendations for dealing with venues



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- Success of events depends on the interaction between the planner and all other parties .
- Accurate VS Detailed ARE NOT SAME THING

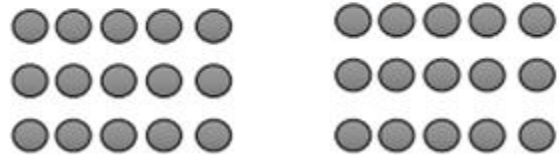
The key is fourfold :



Event Set UP

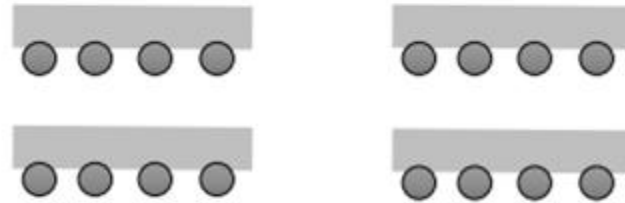


Theater Style



Theater: rows of chairs (no tables) arranged with all participants facing towards the front of the room

Classroom Style



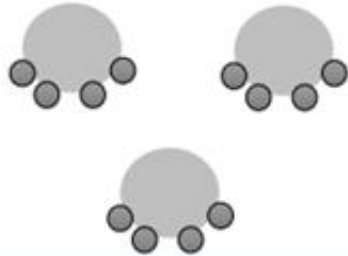
Classroom: rows of tables arranged with all participants facing towards the front of the room

Event Set UP



الملتقى السعودي لصناعة الاجتماعات
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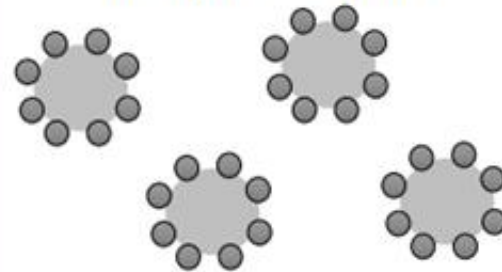
Crescent (Half) Rounds



Crescent (Half) Rounds: seating around half of the table so all participants are facing the front with no one's back to the presenter

*ideal for groups that include meal service in the same room

Banquet Rounds



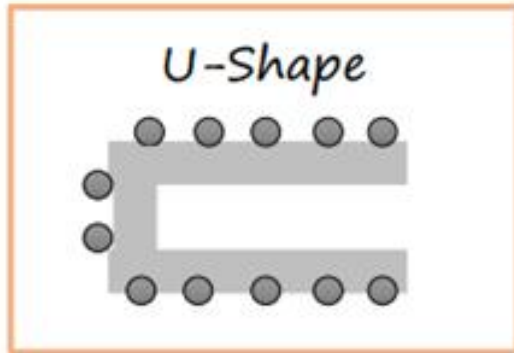
Banquet Rounds: round tables arranged throughout the room. Participants are seated around the entire perimeter of each table

*ideal for groups that include meal service in the same room

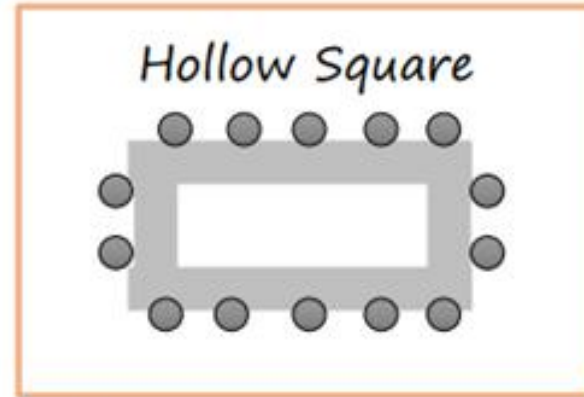
Event Set UP



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U-Shape: tables are arranged in a large U with open space in the middle. Participants are seated around the outside facing the center of the U

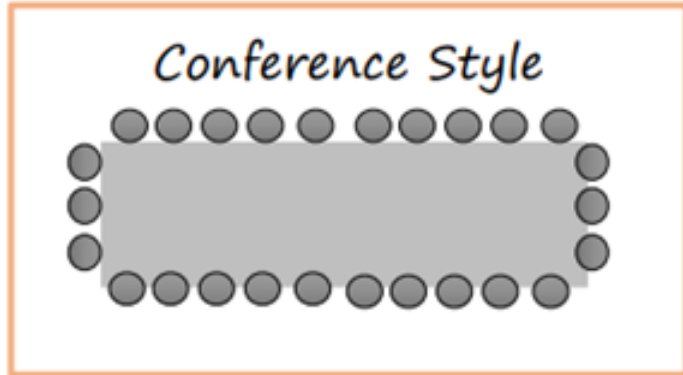


Hollow Square: tables are arranged in a square with chairs along the outside facing an empty center

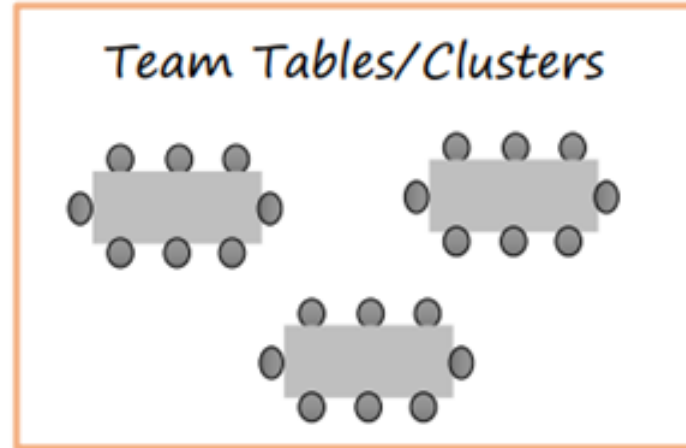
Event Set UP



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Conference: tables arranged together to create a single large table



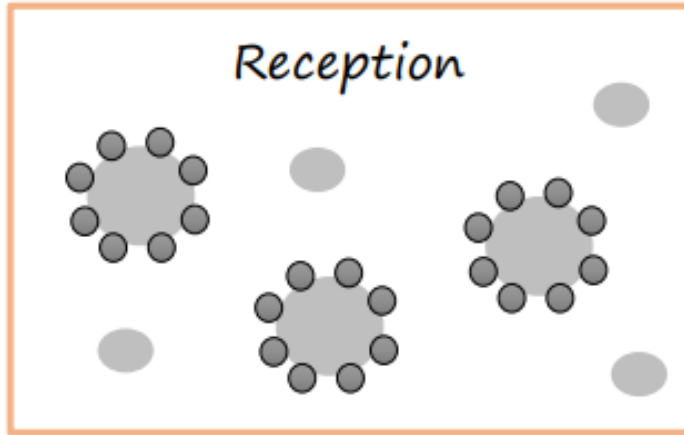
Team Tables / Clusters: several conference style set-ups scattered throughout the room

*appropriate for small work groups that need to meet in the same room at the same time

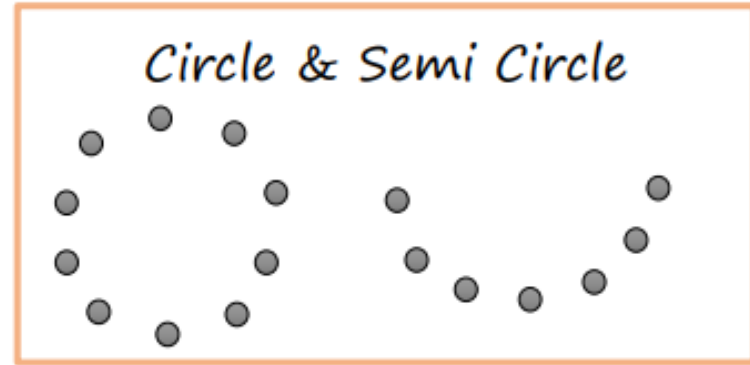
Event Set UP



المؤتمرات السعودية لصناعة الاجتماعات
SAUDI MEETINGS INDUSTRY CONVENTION (SMIC)



Reception: a combination of round tables and smaller cocktail tables neatly arranged throughout the room



Semi-Circle (or complete Circle):
a variant of the U-Shape, but without tables

*ideal for small to medium groups with a discussion or teaching format, where little or no writing is required and participation is encouraged



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