

# SPEAKERS & PROGRAM MANAGEMENT

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## Introduction

At MENA Speakers, we specialize in organizing events and securing the right speakers to meet your needs. Our approach ensures seamless presentations and engagements, tailored to your specifications.







## Clients





# Case Study

## Block Chain For Smart Economy

— An international client had organized a big event at the Atlantis but few days prior the client noticed a low number of guests attending the event.

## Results

— MENA Speakers has been able to turn things around in just 5 days by:

- Overachieving the client's desired number of registrations for the event.
- Achieving the desired number of attendees to the event (250 attendees).
- Attendees were industry professionals and fit the exact criteria requested.
- Successfully building a network for the event organizers & the attendees.
- Attendees covering the whole day agenda 9:00-18:00.
- Successful choice of speakers.
- High rate of success feedback from attendees and event organizers.
- Advising on protocol and event management as there was VIPs and a Sheikh.





# Case Study

## Swecare Health Event EXPO 2020

An Expo 2020 event organized by Swecare for top VIP in the health sector. A high level delegation in healthcare from Sweden wanted to meet government officials from the Gulf.

## Results

- MENA Speakers has been able to deliver the following results in 45 days:
- Overachieving the client's desired number of registrations for the event.
  - Achieving the desired number of attendees to the event (100 attendees).
  - Attendees were industry professionals and fit the exact criteria requested.
  - Ministerial representatives and government workers within the health and care sector.
  - Attendees covering the whole day agenda 09:30 - 20:00.
  - Attaché to guest of honour
  - Security and protocol handling of guests of honour.





# Case Study



## SHE 2021 Leadership Program

The SHE 2021 Leadership Programme is a leadership development programme aiming to empower women as business leaders and entrepreneurs by the Swedish Institute. You can read more about the programme [here](https://si.se/en/apply/leadership-programmes/swedish-institute-she-2021-leadership-programme/).

<https://si.se/en/apply/leadership-programmes/swedish-institute-she-2021-leadership-programme/>

## Results

MENA Speakers was tasked with inviting high powered female business leaders to a special networking event hosted by the Director General of the government entity.

- Handling invitations and RSVPs and the coordination of the invitees on the day.
- Welcoming and inviting 50 senior female professionals in key positions from UAE.
- All in alignment with the Governments nation branding and communication.
- There were 62 participants accepted to the programme.
- Participants were based 50/50 in Saudi Arabia and the UAE.
- Participants were all female, between the ages of 25-45, in manager/executive positions
- Both public and private entities as employers
- Sectors primarily: transportation, energy, technology
- Secondary sectors: finance, communications





# Case Study



## NSTI Family Festival In Dubai

The National Science, Technology, and Innovation Festival (NSTI) champions the spirit of discovery and innovation, setting a stage for nurturing passions in science, technology, innovation, and entrepreneurship. This festival invites attendees to dive into learning, sharing, and collaboration, backed by the solid foundation of scientific research.

## Results

- Spotlighted over 100 innovative projects from high schools across the UAE.
- Featured 28 speakers who contributed to a comprehensive discourse on science, technology, innovation, and entrepreneurship.
- Engaged early learners through the Young Innovators Competition, promoting entrepreneurial and innovative thinking from KG1 to Grade 4.
- Brought together a diverse group of speakers, including Aysha Alobeidli, the youngest Emirati Chef, alongside entrepreneurs and government officials, to inspire the community towards positive global impact.
- The Family Festival, featuring Art, Food, and Edutainment Districts, fostered community interaction and promoted edutainment, enhancing engagement.



# Case Study



## Saudi Falcons

International Saudi Falcons and Hunting Exhibition, the largest in the Kingdom and the world, unites the heritage of falconry, hunting, and safari trip activities in a cultural and entertainment event.

In order to introduce the heritage and national identity of the Kingdom of Saudi Arabia, the International Saudi Falcons and Hunting Exhibition comes to pass it on to future generations, aiming to preserve the legacy of falconry and hunting.

We were contracted 2 years in a row to handle it. This year we received 2 weeks to create an agenda, source expert speakers from around the world that were able and willing to attend the event in Saudi and handled all the details related to the speakers.

100s of falconry experts and aficionados join the event at the King Abdulaziz Falconry Festival.

After contacting and researching 100s of speakers we confirmed a highly curated and highly esteemed agenda with 8 speakers from Europe, US and the Gulf. Speakers in attendance were Bob Dalton, Prof. Dr. Mohammad Shobrak, Giovanni Granati, Janusz Sielicki, Dr. Mohamed Sabry, Dr. Mohammed Al-Rasheed, Dr. Monif AlRashidi and Mustafa Ramadhan.

We had an administrative office handling the work from Beirut and Dubai. And an attaché on the ground in Saudi Arabia.



# Case Study

## International Falconry Conference

— The International Falcon Conference, organized by SELA Company and managed by MENA Speakers in October 2023, underscored falconry's heritage and aimed to support the industry's sustainability. It served as a global platform for falconry specialists, researchers, and enthusiasts to exchange experiences and knowledge. The event, highlighting Saudi Arabia's role in falconry preservation, fostered international collaboration among researchers, economists, and investors.

## Results

- Opening speech by Mr. Talal Al-Shammisi, CEO of the Saudi Falconry Club.
- Attendance by 60 individuals.
- Presentation of 10 scientific papers, contributing to the falconry body of knowledge.
- Contributions from international speakers, including Dr. Susan Haig, who focused on falconers' role in biodiversity conservation.

## Discussions on:

1. Falconry sustainability: Analyzing current and future outlooks.
2. Falcon Conservation: Efforts and challenges.
3. Falcon Diseases: Approaches for prevention, diagnosis, and treatment.
4. Falcon Breeding Farms: Present status and future projections.
5. Legal Framework: Navigating falconry regulations and combating illegal trade.
6. Investment in Falconry: Identifying opportunities and addressing challenges.





# Case Study

## Saudi African Youth Forum '23

Organized by Misk Foundation, with its aim to exchange expertise and knowledge across diverse fields such as Entrepreneurship, Economy and Investment, Youth Health and Wellness, Arts and Culture and the third sector. SAYF23 served as a catalyst for strengthening bilateral relations and driving transformative change.

We gathered 30+ speakers and moderators, with 9 programmed panel discussions, keynotes and workshops over 1 day.

## Results

- Established a platform for cooperation between Saudi Arabia and African countries, enhancing knowledge exchange across science, education, technology, economy, culture, and art.
- Hosted in the dynamic and innovative City Hub within Mohammed bin Salman non-profit city in Riyadh.
- Featured engaging presentations and talks by over 25 Saudi and African expert speakers.
- Covered a wide range of topics including culture and arts, entrepreneurship, social development, and youth health and wellbeing.
- Conducted interactive sessions for hands-on experience, skill development, and peer collaboration.
- Offered innovative and immersive experiences, adding a distinctive flair to the event.
- Provided fun and networking opportunities with a delightful selection of refreshments, enhancing the overall experience.





# Case Study

## Experience MISK

Experience Misk, held in February 2024 at Mohammed Bin Salman Non-profit City offered Misk Programs' beneficiaries a platform to celebrate achievements and explore opportunities. This annual event highlighted various educational and career stages, allowing attendees to engage with programs designed to inspire creativity and ambition.

## Results

- Hosted at Mohammed Bin Salman Non-profit City.
- Engaged over 100+ speakers, uniting a diverse mix of voices and perspectives.
- Conducted 22 stage sessions tailored to various aspects of education and career development.
- Organized more than 30 workshops, focusing on entrepreneurship, practical skills, and leadership.
- Celebrated the graduation of 60 executives and entrepreneurs.
- Created an environment for self-discovery and growth, encouraging attendees to explore and evolve.
- Advanced the dialogue on inclusivity.





## Pre-Event 1.0

- Client Meetings and alignment and servicing end-client
- Aligning with marketing on asset requirements
- Confirming speeches/timings/Agenda
- Speakers and MCs bios
- Speakers and MCs Presentations
- Speakers and MCs correct resolution photos
- Approval on marketing content
- Reviewing titles and names on all marketing assets
- Creating a standard speakers' brief with all practical details
- Protocol handling for VVIPs in coordination with government entity
- Attaché management with gov. entity
- Rehearsals
- Ensuring that a set standard is upheld on every front
- Get documents and workbooks for seminars and workshops
- Ensure all rooms are equipped for the speakers
- Facilitating Arabic Translation if required
- Create contingency plans

## Pre-Event Facilitation 2.0

- Flight preference
- Hotel preference
- Collecting passport and biometric details
- Visa coordinate
- Chauffeur coordination
- Ensuring permits and licenses are handled
- Guest services at hotel
- 24/7 concierge available
- Logistical help during stay
- Finalizing any reimbursements, expenses and similar pending queries to speakers
- Creating a bespoke speakers' brief including specific per speaker details

## Conference Management

- Attaché coordination for speakers
- Minute planning of speakers' flow
- Ensure access and awareness of majlis
- Micing up
- Double checking on slides and presentations where required
- Ensuring that AV and clickers work
- Managing any protocol oriented seating
- Managing VIP handling with their offices on site
- Badges, goodie-bags management
- Arranging last-minute introductions where requested
- Coordinating with translators and stage managers and speakers
- Ensure maximum security is not breached
- Facilitating any media briefings/interviews with speakers
- Dedicated personnel to every speaker

## Post-Event Facilitation

- End of event report
- Thank you notes to all speakers
- Providing marketing collateral plus pictures to speakers
- Asking for testimonials and feedback from speakers