

Workshop X

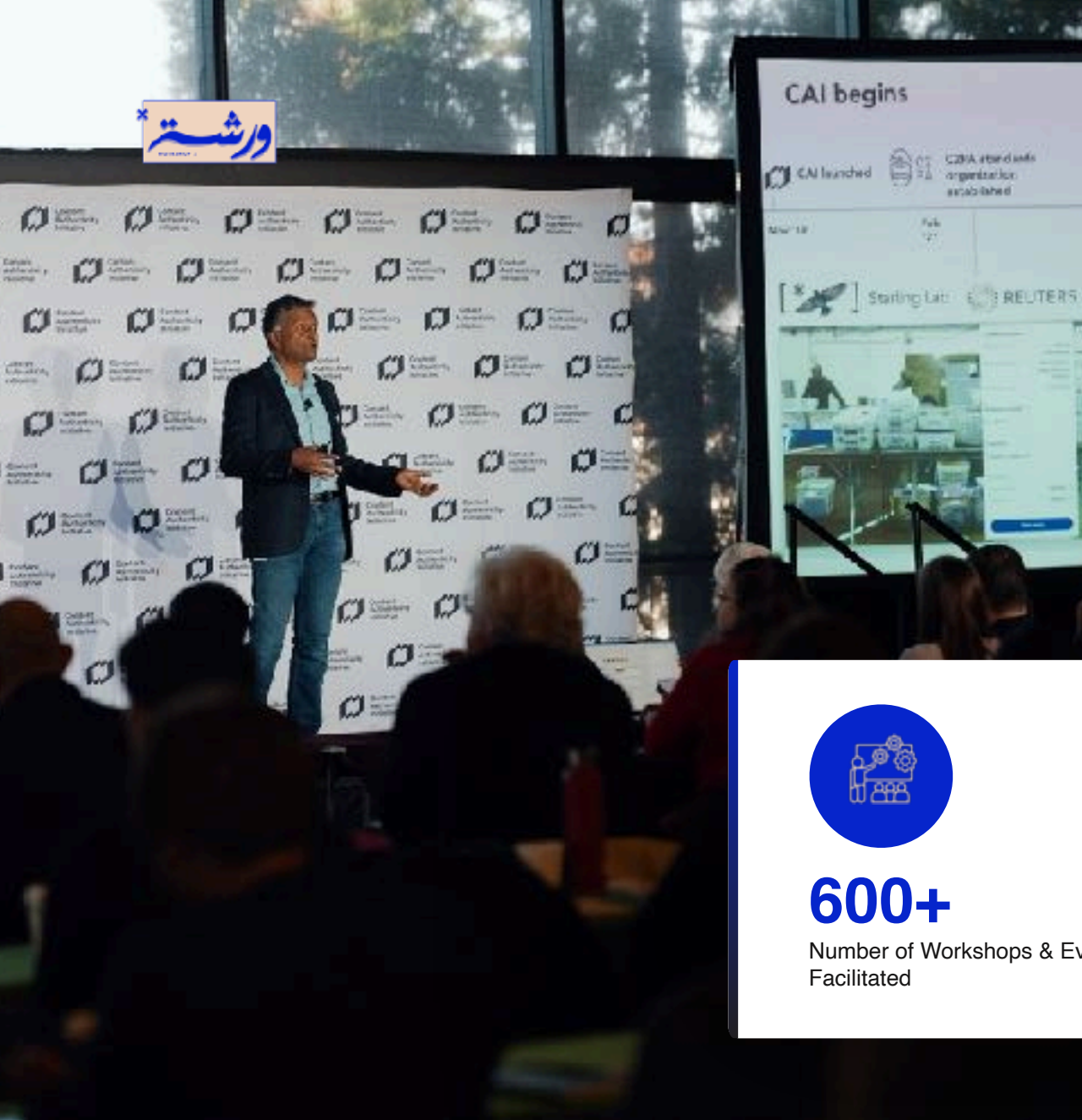


Making Change Happen Since 2017.

Company Profile



The Short Story.



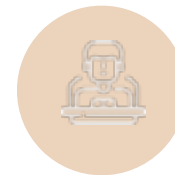
Who we are...

Dynamic and culturally attuned
Knowledge Partner



600+

Number of Workshops & Events
Facilitated



400+

Number of Speakers, Moderators
& MCs Managed

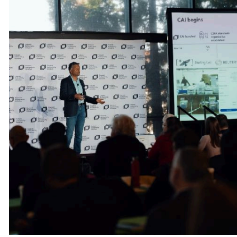


25+

Number of Clients worked with



What we do...



We create content

For conferences, workshops, hackathons, internships etc.

01

02

We acquire & manage talent

Speakers, MCs, Moderators, Instructors etc.

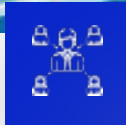


We create content

Event planning, stage management, show calling, venue management, talent management etc.

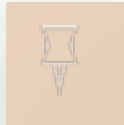
03

Our strengths



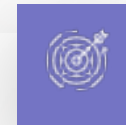
Network

We boast an extensive network and we connect with stakeholders seamlessly.



Localization

We specialize in adapting international ideas and content to the local market. We know what works for the Kingdom.



Impactful

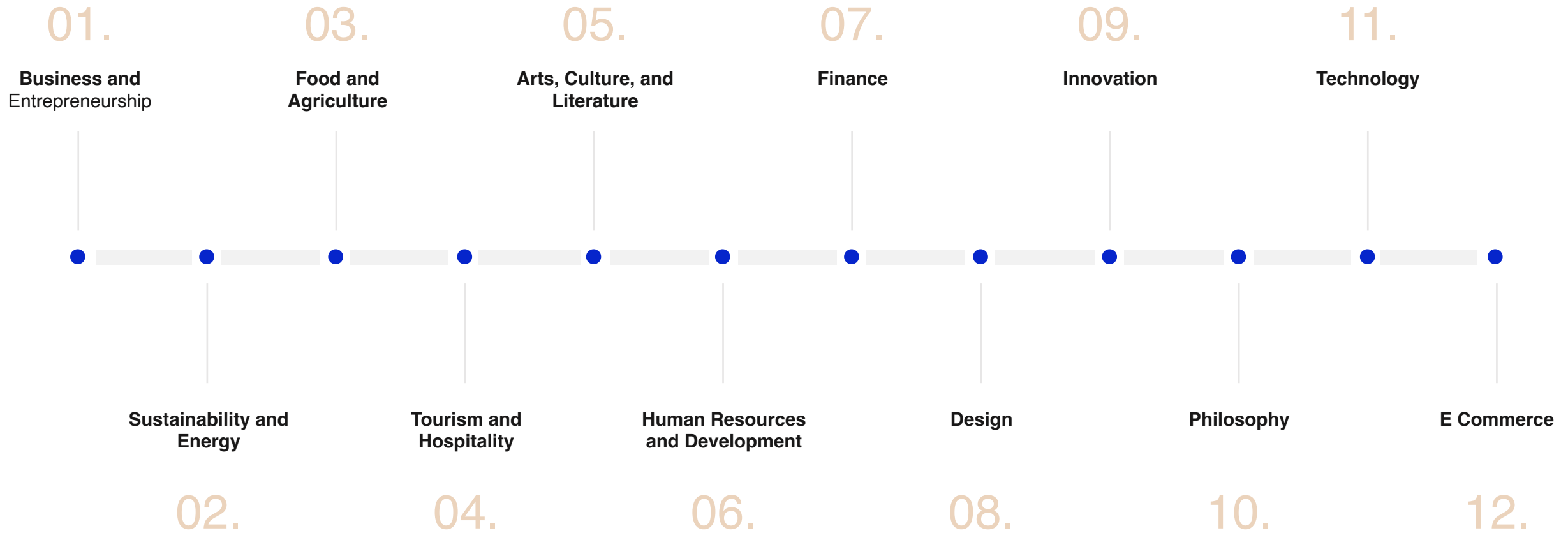
Our content and events are impactful; we make change happen.



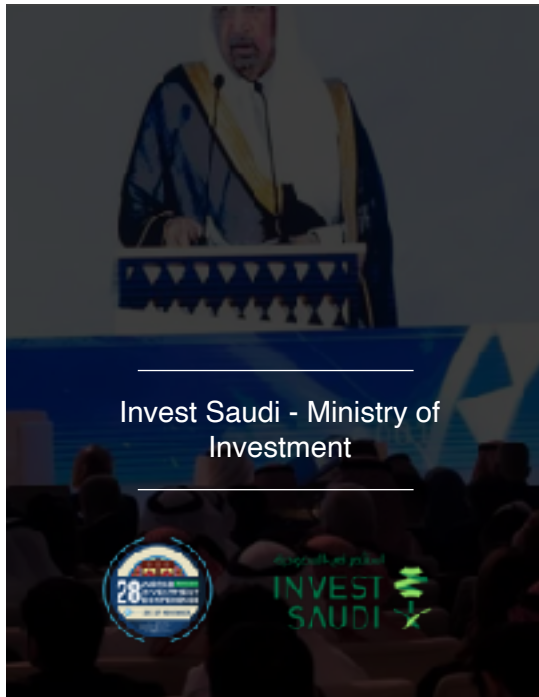
Ownership

We are passionate about what we do, and we embrace ownership of our projects; deliver them as our own. We exceed expectations every time.

Themes

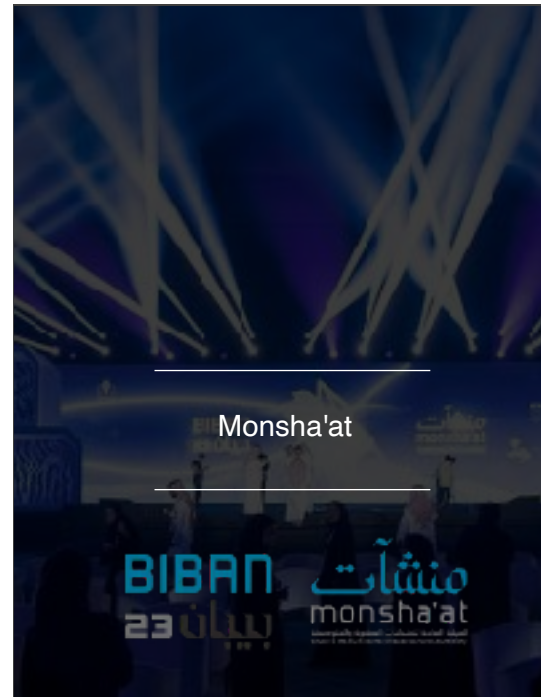


Our projects



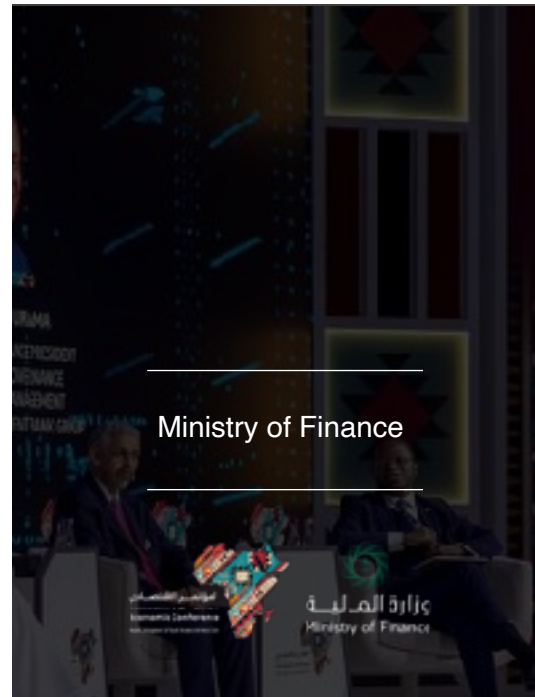
Invest Saudi - Ministry of Investment

28th World Investment
Conference 2024



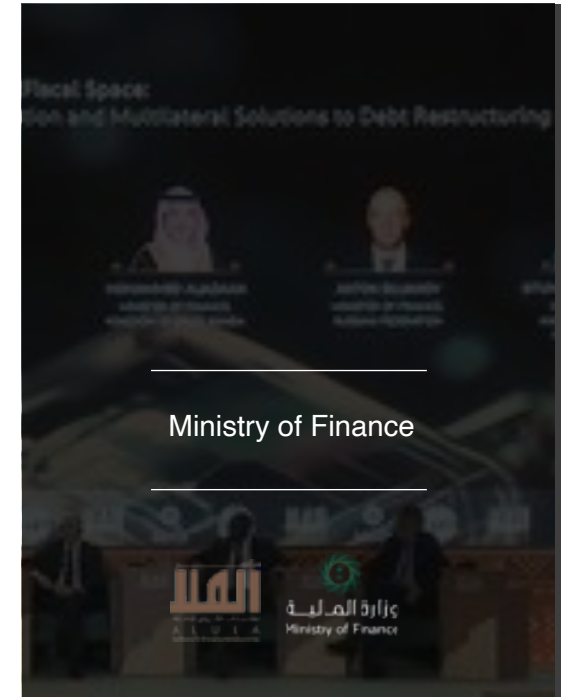
Monsha'at

Biban23 Conference



Ministry of Finance

The Saudi Arab African
Economic Conference
2023



Ministry of Finance

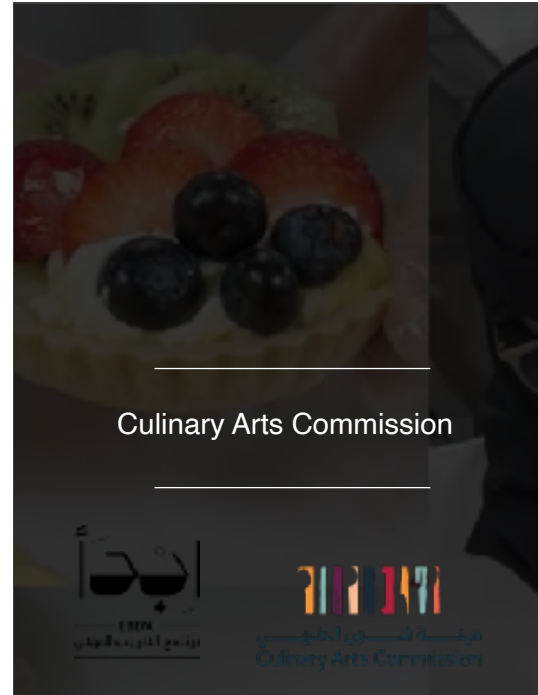
AIUla Conference for
Emerging Market
Economies 2025

Our projects



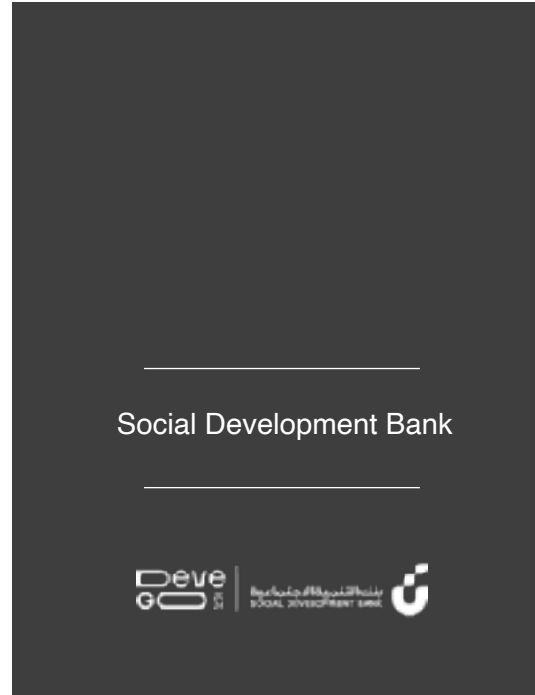
Kafa'athon

Hackathon for Innovation and Efficiency



Ebd'a 2024

360 Internship Program



DeveGo 2024

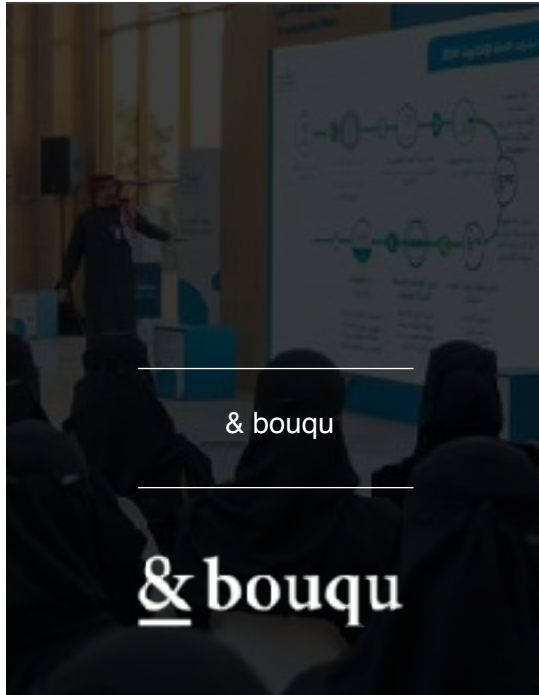
Entrepreneurship & Modern Business Practices Forum



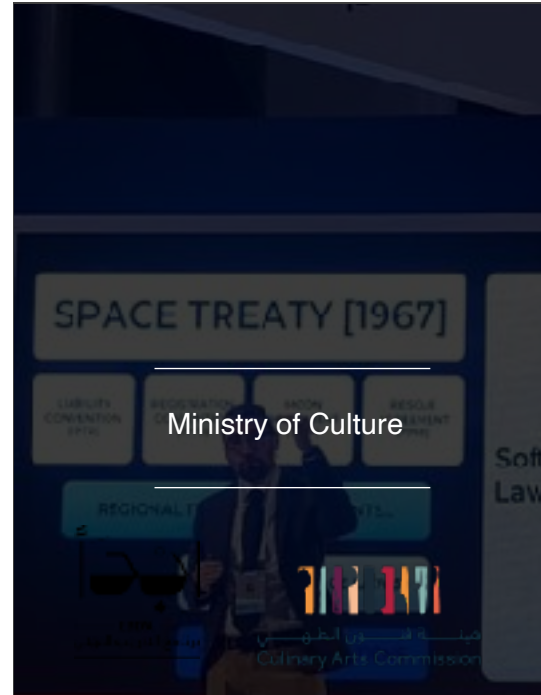
RIBF 2021

Riyadh International Book Fair

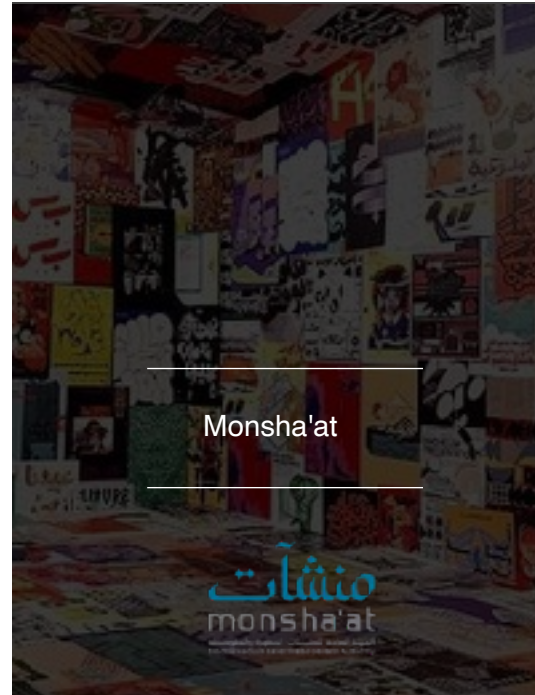
Our projects



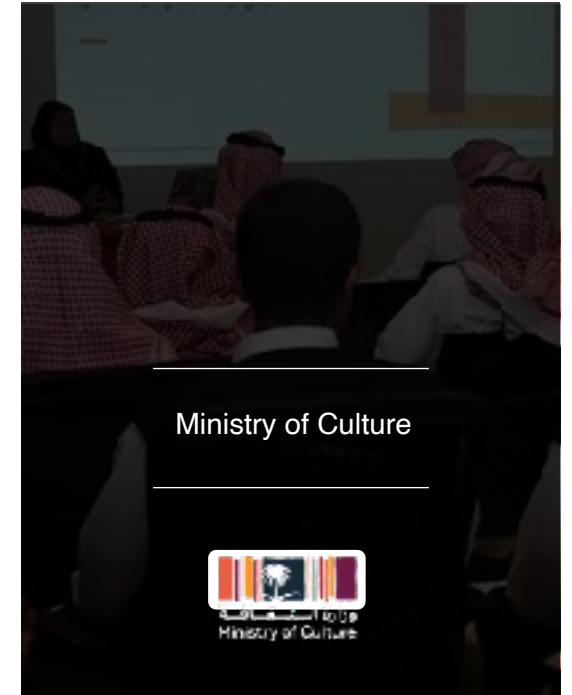
Saudi Design
Festival



Philosophy
Conference



Franchise Tour &
E-Commerce
Tour



Global Art &
Museums

Speakers & Facilitators



Workshop X boasts a database of 500+ esteemed speakers and facilitators. Below are some of the world renowned speakers we had the pleasure of working with



Kristalina
Georgieva

President, International Monetary
Fund



Chris Barton

Co-Founder - Shazam



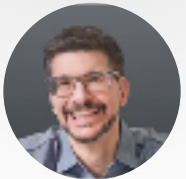
Steve Chen

Co-Founder & Ex CTO - Youtube



Brad Sugars

Founder and Chairman of
ActionCOACH



Alexander
Osterwalder

Founder & CEO of Strategyzer, Visiting
Professor IMD



Prof. Muhammad
Yunus

Founder of Grameen Bank | Nobel
Peace Prize Laureate 2006



Jeff Hoffman

Chairman - Global Entrepreneurship
Network



Matthew Griffin

Founder and CEO 311 Institute &
XPotential University

ورشة





The long Story.

About Workshop X

Workshop X is a dynamic and culturally attuned knowledge partner based in Saudi Arabia, offering a cutting-edge and highly interactive educational experience in both English and Arabic, facilitated by a team of experts across diverse fields.

Our specialized services provide a seamless transition from static events to immersive, dynamic learning and networking experiences, underpinned by our deep understanding of the constantly evolving cultural landscape in Saudi Arabia.

Moreover, we are adept at conceptualizing, strategizing, and executing corporate events and training programs from conception to completion, leveraging our extensive expertise in the field to deliver unparalleled quality and value. At Workshop X, we are committed to providing innovative and effective solutions that foster meaningful engagement, knowledge-sharing, and personal growth, all while staying attuned to the unique needs and expectations of our clients and partners.





Mission

To create exceptional experiences that inspire, educate, and engage our clients' audiences. We strive to exceed expectations by delivering innovative, customized solutions that align with our clients' goals and values.



Vision

To be the leading workshop and knowledge arm for events, known for our exceptional service, creativity, and innovation. We will be recognized for our ability to deliver transformative experiences that inspire, educate, and empower individuals and organizations.

Fact Sheet

600+

Number of Workshops & Events Facilitated

350+

Number of Speakers, Moderators & MCs Managed

25+

Number of Clients worked with

Certifications & Awards



2X Prestige awards



Outstanding leadership in education award



C#:AMER12022





Partnerships

Official partnership with PECB, a certification body that provides education, certification, and certificate programs for individuals on a wide range of disciplines including various ISO certifications.



Meet the Founder

Noor H. Marzoky

Noor Marzoky is an award-winning Saudi visionary and educator. While earning her Masters' degree in International relations, she founded her first company

Workshop X in 2017, which is now one of a leading knowledge partner in Saudi Arabia, offering a cutting-edge and highly interactive educational experience in both English and Arabic, facilitated by a team of experts across diverse fields. After nearly eight years Noor brought a wealth of knowledge to the local market by developing workshops that fulfilled the gap in knowledge. Earlier in the company, she shifted the business model to also cater to B2B and B2G clients such as Ministry of Culture, Ministry of Finance, Social Development Bank, Monsha'at etc.

Workshop X has worked with over 25 clients, managing over 350 high level speakers and related content, and has hosted more than 600 workshops with award-winning instructional partnerships, with a success rate of 17.9% reoccurring participants in the B2C workshop Segment.

Noor commenced her career by opening a Co-working space that helped serve young entrepreneurs to establish their business, by creating an exclusive-only space that exudes warmth and friendly feelings to help facilitate a safe learning environment.

She holds a bachelor's degree in the English Language from UQU and a Master's degree

MAIR from Dar Alhekma University.



The Core Team

As a self-directed team with a penchant for unconventional thinking, we have faced numerous challenges and obstacles along our journey. Yet, through our unwavering commitment to professionalism, we have successfully executed each project, leaving a lasting and favorable impression on our clients.

We remain poised and optimistic about the future, eagerly anticipating the continued transformation of the kingdom and the vast array of opportunities that will undoubtedly emerge. With an unwavering dedication to excellence and a relentless pursuit of innovation, we are confident in our ability to capitalize on these opportunities and achieve even greater success in the days to come.



Noor Marzoky

Founder/CEO



Sharika Marikar

Project Director



Shams Al Oudah

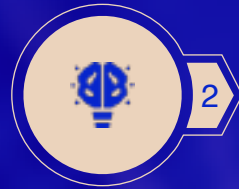
Public Relations Manager

Our Values



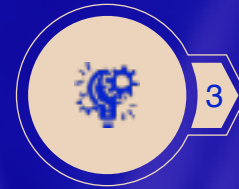
Empathy

We listen to our clients and exceed their expectations



Creativity

We value creativity in all aspects of our work, from event design to problem-solving



Innovation

We embrace innovation and continuous improvement



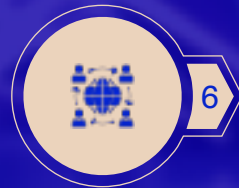
Sustainability

We are committed to sustainable practices and reducing our environmental impact, while also promoting social responsibility and ethical business practices



Integrity

We uphold the highest standards of integrity, honesty, and ethical behavior in all our interactions with clients, partners, and the community



Collaboration

We believe in the power of collaboration and teamwork, both within our organization and with our clients and partners



Excellence

We are committed to delivering excellence in all aspects of our work, striving for the highest standards of quality, efficiency, and professionalism



Result Oriented

We get things done, and we exceed expectations our clients' and attendees experience while doing so. We are passionate about perfecting our results

Our Services

01

Standardized/ Customized Educational Programs

- › Workshop X's ready-to-go workshops and other educational programs are critically designed by training specialists to enhance knowledge and skills pivotal to an organization's relevant industry.
- › Workshop X also offers fully tailored
- › workshops that address particular needs with a long- lasting impact collaborating with its network of experienced trainers that deliver unmatched standards.

02

Speaker, Moderator & MC Acquisition & Management

Workshop X is a specialized service provider that offers end-to-end talent acquisition and management for conferences and summits, covering the entire process from initial research to on-site coordination. We possess an extensive database of speakers who are experts in diverse fields, moderators, MCs, trainers and facilitators.

03

Content Creation & Management

- › Workshop X is proficient in crafting comprehensive event material; including concepts, framework, agendas, session briefs, toolkits, MC scripts and other relevant content adhering to international standards, within local perimeters.

04

Event Management

- › We specialize in event management services, providing end-to-end solutions that ensure seamless and successful events; from venue selection and vendor
- › management to marketing and logistics. We also extend our
- › expertise through consultation to organizations & entities in the form
- › of team building sessions, cultural & networking workshops, roll-out strategy workshops etc.

Our Approach

Learn & Adapt

We listen, we learn, and we adapt. By diving deep into the client's mission, vision, and purpose, we not only understand their needs, but we also become a part of their story. This level of immersion allows us to deliver truly unique and personalized solutions that go beyond their expectations.

Design

We take the client's vision and elevate it to the next level, leveraging our extensive experience to design and plan events and workshops that exceed their expectations. We collaborate closely with our clients every step of the way, ensuring that their vision is brought to life with a touch of our creative flair.

Execute

We don't just execute the design, we perfect it. Our commitment to delivering beyond our clients' expectations is what sets us apart. At the end of the day, our focus is on delivering a perfect execution that leaves a lasting and positive impact on our clients and the attendees.

Value Proposition

In light of the project strategic objectives, Workshop X and its creative team aims to build capabilities and talents in all industries, through interactive and tailor-made cutting-edge content developed for the sole purpose of showcasing the project as the benchmark of productive interactive events. To this end we:



- 01** Develop successful models for creative educational programs.
- 02** Create a full-cycle experience with the audience and the event.
- 03** Develop and test impactful content.
- 04** Provide A Z event solutions of all kinds
- 05**

Speakers & Facilitators



Solution 1:

Craft a comprehensive workshop program for creative entertainment, anchored by a well-defined theme and situated on a large scale platform.



Solution 2:

Our team of creatives sources materials, inspiration, and globally recognized standards for the specific skillset of the workshop, and selects qualified instructors based on our established methodology.

Phase 1

- › Development of concept
- › Timeline, strategy, and roadmap
- › Creative direction
- › Agenda and content creation
- › Speakers' management
- › Instructor training, background check and media sweep
- › Developing welcome kits, speakers' kits and attendee kits

Phase 2

- › On-the-ground management
- › Coordination with third party
- › Logistics for speakers/ facilitators
- › Risk management
- › Crowd and quality control
- › Pricing strategy for workshops / masterclasses
- › Detailed plan for workshops
- › Marketing

Phase 3

- › Detailed project report
- › Developing evergreen content for the use of the client

Our bespoke service is designed to support trailblazing companies in their respective industries, recognizing the critical importance of audience engagement and sustained relevance.



Our Role as Knowledge Partners

Speaker Acquisition and Management

- Set speaker criteria based on expertise, relevance, and experience
- Comprehensive communication plan
- Research potential speakers
- Reach out to networks
- Create speaker proposal process including clear guidelines
- Select and confirm speakers confirming availability.
- Speakers kit - Bios, pictures and presentations if any
- Coordinate logistics
- Provide speaker support by appointing a dedicated relationship manager
- Rehearsals and pre-conference Briefing
- Schedule presentations rehearsals
- Manage technical requirements
- On-ground management
- Gather feedback
- Document lessons learned



Our Role as Knowledge Partners

Moderator Acquisition and Management

- Define panel goals and moderator responsibilities
- Select moderators
- Brief moderators about the event
- Arrange virtual meeting between the moderators and panelists
- Ensure panel questions are aligned with the theme of the event.
- Moderators kit - Bios, pictures and presentations if any
- Coordinate Logistics
- Provide moderator supports by appointing a dedicated relationship manager
- Rehearsals and pre-conference briefing
- Facilitating a meet-up with the panelists before the session
- On ground management
- Gather feedback
- Document lessons learned



Our Role as Knowledge Partners

MC Acquisition and Management

- Define MC responsibilities
- Select MC
- Brief MC about the event
- Arrange virtual meeting between the MC and relevant stakeholders
- MC kit - Bios, pictures and presentations if any
- Meticulous creation of the MC script
- Coordinate logistics
- Provide MC support by appointing a dedicated relationship manager
- Rehearsals and pre-conference briefing
- On ground management
- Gather feedback
- Document lessons learned



Our Role as Knowledge Partners

Content Creation

Content creation is one of the key services provided by Workshop X. Our strategy usually involves:

- Client Consultation to understand event goals, objectives, and themes.
- Establishing the target audience, key messages, and desired outcomes.
- Conducting a needs assessment to identify the specific content requirements for workshops, events, and conferences.
- Determine the format, duration, and nature of the content.
- Conduct research on relevant topics, industry trends, and audience preferences.
- Benefit from the involvement of an expert consultant based on field.
- Develop engaging and informative content tailored to the event's objectives.
- Ensure the content is localized to match the Saudi audience and regulations



Our Role as Knowledge Partners

Content Creation

As a knowledge partner of an event and conference, we specialize in crafting a compelling theme and framework that sets the tone and structure for the entire event. Here's how we can assist:

- **Conference Theme Development:** We work closely with our clients to create a captivating and relevant theme for their conference event. Our team of experts conducts thorough research and analysis to identify key industry trends, challenges, and emerging topics. Based on this research, we develop a theme that resonates with the target audience, captures their attention, and aligns with the goals and objectives of the event.
- **Framework Design:** Once the conference theme is established, we create a well-structured framework that outlines the overall program and agenda. Our team carefully considers the flow of content, attendee engagement, and the desired outcomes of the event. We design a framework that ensures a seamless progression of sessions, workshops, and activities, providing participants with a cohesive and meaningful experience.



Our Role as Knowledge Partners

Content Creation

- **Engaging Session Formats:** We offer innovative and interactive session formats that go beyond traditional presentations. Our team suggests various formats such as panel discussions, fireside chats, workshops, and breakout sessions to encourage active participation and knowledge sharing among attendees. We also incorporate interactive elements such as audience polling, Q&A sessions, and networking opportunities to foster engagement and collaboration, where applicable.
- **Thematic Content Curation:** We assist in curating content that aligns with the conference theme and objectives. Our experts collaborate with industry thought leaders, subject matter experts, and speakers to ensure that the content presented is timely, insightful, and addresses the specific interests and needs of the participants. These include session briefs that detail the key messages and talk points, along with panel discussion questions.



Our Role as Knowledge Partners

Content Creation

- **Workshop Toolkits:** We specialize in developing comprehensive toolkits for workshops, which include professionally designed presentation materials, engaging handouts, and interactive activities. These toolkits are carefully crafted to ensure that participants have an enriching and immersive learning experience.
- **MC Script Creation:** We offer expertise in creating engaging and effective scripts for event hosts or emcees. Our MC scripts are tailored to the specific event or conference, incorporating relevant announcements, introductions, transitions, and audience interactions. These scripts help to maintain a smooth flow of the program and keep participants engaged throughout the event.
- **Training Manuals:** In addition to the above services, we also develop training manuals for specific training or educational programs. These manuals provide comprehensive guidance and resources for trainers and participants, ensuring that the learning objectives are effectively communicated and achieved.



Our Role as B2B Training Consultants

- › Team building workshops
- › Cultural and networking Workshops
- › Skill/ know-how transfer workshops
- › Roll-out strategy workshops
- › Hands on training of freelancers for event management
- › Creating tailored training manuals
- › Leadership and or soft skill development trainings



Our Role as Event Managers

Pre-Event

- Conceptualizing, planning, and executing events
- Developing and managing event budgets
- Determining event goals and objectives
- Selecting event venues and vendors
- Negotiating contracts with suppliers and vendors
- Coordinating event logistics such as transportation, accommodation, and catering
- Design and production of visual and audio components of the event
- Creating event timelines and schedules
- Developing and implementing event marketing and promotional strategies
- Managing event registration and ticketing
- Planning and managing visitor experience
- Managing event staff, volunteers, and contractors
- Handling event day operations and problem-solving
- Evaluating event success and identifying areas for improvement



Our Role as Event Managers

Execution

- Stage management
- Show calling
- Venue management and navigation
- Speaker and talent management
- Managing event registration and ticketing
- Managing visitor experience
- Managing event staff, volunteers, and contractors
- Handling event day operations and problem-solving
- Evaluating event success and identifying areas for improvement

Our Workshops



IMMERSIVE

Short Workshops

1 - 3 hour - one day workshops, where participants are exposed to a number of hands-on activities designed at an introductory level training session.



BROADENED

Masterclass

Four to five hours over two-to-five-day workshops/ talks, where participants experience several hands-on activities designed at an intermediate level training session and is developed to elevate their expertise and knowledge in the specific field.



EMERGE

Talks and Panels

One off talks, where the speakers impart knowledge and wisdom to the participants designed at an introductory/ intermediate level to facilitated enlightened conversation.

Our Events



CORPORATE Events

We plan, manage & execute all kinds of corporate events including but not limited to: Professional Development, Team Building, Felicitations, Award Ceremonies, Product Launches etc.



CULTURAL Events

The cultural events we undertake include festivals, concerts, art exhibitions, literary festivals etc. .



ACROSS
05 DAYS



HOSTED
445+
WORKSHOPS



OVERSAW
20K+
PARTICIPANTS



MANAGED
200+ VIP
INSTRUCTORS



HOSTED
INTL
DELEGATES

Past Projects

Monsha'at

Biban23 Conference

Workshop X was the sole knowledge partner for Biban23, managing all tracks including the main conference, e-commerce stage and workshops. Main responsibilities included:

- › A Z speaker management including on-boarding, contracting, logistics, communication and on-ground management.
- › Creating and managing content.
- › Working with speakers of 3 tiers; both locally and internationally.
- › Conceptualized, created and implemented over 445 workshops for over 20,000 participants.
- › Crowd management and ushering pertaining to the workshops.
- › Created the agendas of the main conference and the e-commerce stage including keynotes, fireside chats and panel discussions.





ACROSS
02 DAYS



MANAGED
OVER 30
VIP SPEAKERS



COORDINATED
HIGH-LEVEL
DISCUSSIONS



MANAGED
LOGISTICS
& ONGROUND
SUPPORT



HOSTED
INTL
DELEGATES

AIUla Conference for Emerging Market Economies

Workshop X was the sole knowledge partner for Biban23, managing all tracks including the main conference, e-commerce stage and workshops. Main responsibilities included:

- › A Z speaker management including on-boarding, contracting, logistics, communication and on-ground management.
- › Coordinating moderators and panelists
- › Worked with high level policy makers and academics.
- › Robust on-ground management

Past Projects

Ministry of Finance





ACROSS
03 DAYS



MANAGED
100+ speakers



33
sessions



Managed
3 stages

28th World Investment Conference

Workshop X handled the speakers stream at the 28th World Investment Conferences hosted by the World Association of Investment Promotion Agencies

- › A Z speaker management including on-boarding, contracting, logistics, communication and on-ground management.
- › Managing panel direction via briefing sessions
- › Working with speakers of 3 tiers; both locally and internationally.

Past Projects

Invest Saudi - Ministry of Investment, Saudi Arabia





ACROSS
02 DAYS



MANAGED
100+ participants



CREATED A
ROBUST HACKATHON
PLATFORM



TWO
STAGED
HACKATHON

Kafa'athon

Workshop X spearheaded the conceptualization, planning, and execution of the Kafa'athon, a hackathon focused on enhancing efficiency and sustainability. Key responsibilities included:

- › Conceptualize Initiatives: Develop innovative ideas and strategies to achieve project objectives.
- › Plan Events: Oversee end-to-end event planning, ensuring seamless execution.
- › Facilitate Collaboration: Coordinate with teams and stakeholders to foster alignment and efficiency.
- › Monitor Progress: Track milestones and ensure deliverables are met within deadlines.

Past Projects

Expenditure, Efficiency & Project Authority





TALENT AND
PROGRAM
MANAGEMENT



MANAGED
7 discussions



MANAGED over
20 VIP SPEAKERS



HOSTED
INTL
DELEGATES

Past Projects

Ministry of Finance

The Saudi Arab African Economic Conference

Workshop X was the knowledge partner for the Saudi Arab African Economic Conference 2023. Main responsibilities included:

- › A Z speaker management including on-boarding, logistics, communication and on-ground management.
- › Managing content.
- › Working with esteemed speakers and delegates including honorable ministers.
- › Complete management of the moderators and facilitation of the panel discussions.
- › Liaising with the masters of ceremonies for smooth function





TALENT AND
PROGRAM
MANAGEMENT



MANAGED 7
PANEL
DISCUSSIONS



MANAGED
OVER 30
VIP SPEAKERS



MANAGED
OVER 40
WORKSHOP
INSTRUCTORS



HOSTED
INTL
DELEGATES

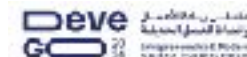
Past Projects

Social Development Bank

DeveGo 2024 – Entrepreneurship & Modern Business Practices Forum

Workshop X was the knowledge partner for the DeveGo 2024 – Entrepreneurship & Modern Business Practices Forum. Main responsibilities included:

- › A Z speaker and workshop instructor management including on- boarding, logistics, communication and on-ground management.
- › Working with esteemed speakers and delegates including honorable ministers.
- › Complete management of the moderators and facilitation of the panel discussions.
- › Liaising with the masters of ceremonies for smooth function and building the MC script from scratch





TALENT AND
PROGRAM
MANAGEMENT



MANAGED
7 discussions



MANAGED over
20 VIP SPEAKERS



HOSTED
INTL
DELEGATES

Past Projects

Social Development Bank

Gameathon 2024

Workshop X acted in the role consulting PMO for the Hackathon named Gameathon organized by the Social Development Bank. Key responsibilities included:

- › Content supervision
- › Showcasing
- › Statemanagement
- › MC script creation and supervision
- › Assisting in overall management





THANK YOU.

Noor Marzoky
noor@workshopx.online
+966 55 422 7878