ورشة
WORKSHOP X

KNOWLEDGE PARTNER · SAUDI ARABIA · SINCE 2017

We design how knowledge moves.

Company Profile 2026



A conference. A roundtable. A training cohort. A hackathon.

Every institution runs programmes meant to move knowledge: to inform a policy, build a skill, produce an idea. Most are measured by attendance. Few are measured by what changed afterwards.

The format gets organised. The knowledge inside it rarely has an owner.



Knowledge first. Delivery included.

OUR CORE

The knowledge

- Programme, agenda and curriculum design
- Speakers, trainers and mentors curated
- Content, briefs and learning materials
- Outcomes report and lasting content

ALSO OURS

The delivery

- Registration and guest logistics
- Production and run-of-show
- On-site operations
- Ushers trained in-house

Most providers either run the logistics or advise on the content. We do both, so the team that designs the knowledge is the team that makes sure it lands.

Conferences are one tool. We design them all.

Conferences and forums

The flagship stage, programmed end to end.

Roundtables

Small rooms where decisions get made.

Workshops and masterclasses

Hands-on learning led by practitioners.

Webinars

Expert knowledge with national reach.

Hackathons

Challenges that end in working solutions.

Nationwide training

One standard, delivered city by city.

Internship programmes

Structured pathways that build talent.

One knowledge partner, one method, every format.

Nine years of designing how knowledge moves.

700+
workshops and sessions delivered

600+
speakers managed

25+
government and private-sector partners

3
awards: Middle East Prestige Awards (2×) and IFEL Top 100 Leaders in Education

Founded 2017 · Riyadh

ISO 9001:2015 certified

Every programme in Arabic and English

One method, whatever the format.

01

Intent

What must participants know, decide or do differently afterwards?

You receive: an outcomes brief

02

Architecture

The programme built as a journey, each session or module with a job.

You receive: the agenda or curriculum

03

Voices

Speakers, trainers, mentors and moderators cast for the outcome.

You receive: verified shortlists and management

04

The Moment

Every voice briefed, rehearsed and given its cultural context.

You receive: briefing packs

05

Legacy

What was learned, captured and turned into content you can use.

You receive: an outcomes report

Content you can hold, review and sign off.



- Outcomes brief
- Programme architecture, agenda or curriculum
- Session content, toolkits and learning materials
- Speaker, trainer and moderator shortlists
- Speaker management, from invitation to stage
- Briefing packs and question frameworks
- Arabic and English content, each written natively
- Outcomes and impact report



Biban 23

THE BRIEF

The Kingdom's flagship SME forum needed a content programme that matched its national profile.

WHAT WE DID

Knowledge partner for the main conference, the e-commerce stage and the full workshop programme.

THE RESULT

Coordination of three programming streams, conference and workshop scheduling, session flow, speaker readiness, and on-ground stage coordination.



Greening Arabia Forum

THE BRIEF

A UN-level environmental summit hosted in Riyadh, with an international audience and high diplomatic stakes.

WHAT WE DID

Knowledge partner for the forum's programme.

THE RESULT

Scientific committee coordination, session briefings, speaker and moderator coordination, protocol liaison, MC preparation, and on-ground session management.



Kafa'athon

THE BRIEF	Turn a hackathon into an innovation tool, not a one-day branding moment.
WHAT WE DID	Designed and ran the programme over nearly a year, from challenge design to final solutions.
THE RESULT	Hackathon execution planning, participant and stakeholder coordination, competition scheduling, judging operations, venue and technical requirements, on-site delivery.

A hackathon should keep producing value after the cameras leave. That was the design principle.



Ebd'a 2024

THE BRIEF	Give undergraduates practical, job-ready culinary skills through the Culinary Arts Commission's vocational training programme.
WHAT WE DID	Designed and delivered the hands-on internship programme: curriculum, chef-trainers and kitchen-based sessions.
THE RESULT	Training venue preparation, culinary workstations, equipment and ingredient procurement, participant scheduling, trainer coordination, and practical-session supervision.

Training that ends with something the trainee has made, not just something they have heard.



Riyadh International Book Fair 2021

A full cultural workshop programme for one of the region's largest book fairs, hosted and managed end to end by Workshop X.

70+
workshops

10
days

700+
participants

120+
VIP instructors

Programmes we've designed and delivered

Programme	Our role
World Investment Conference 28	Speaker stream
AlUla Conference for Emerging Market Economies	Speaker stream
Saudi-Arab-African Economic Conference 2023	Knowledge partner
Arabian Leopard Fund awareness programme	Schools in 6 cities
Ebd'a Vocational Training Programme	Culinary training
Boulevard World Workshops	Concept to delivery
Education & Training Investment Forum 2026	Knowledge partner
DeveGo 2024	Knowledge partner
Gameathon 2024	Hackathon consultant
E-Commerce Tour	Workshops in 8 cities

Projects and conferences



Trusted across government and industry

GOVERNMENT AND NATIONAL INSTITUTIONS

وزارة الثقافة
Ministry of Culture

وزارة المالية
Ministry of Finance

وزارة الاستثمار
Ministry of Investment

وزارة التعليم
Ministry of Education

وزارة الصحة
Ministry of Health

منشآت
monsha'at

SME Bank
بنك المنشآت الصغيرة والمتوسطة
Small & Medium Enterprises Bank

بنك التنمية الاجتماعية
SOCIAL DEVELOPMENT BANK

صندوق التنمية الوطني
NATIONAL DEVELOPMENT FUND

IsDB
البنك الإسلامي للتنمية
Islamic Development Bank

EXPRO
هيئة كفاءة الإنفاق والمشروعات الحكومية
Expenditure Efficiency & Projects Authority

الهيئة الملكية لمحافظة العلا
ROYAL COMMISSION FOR ALULA

هيئة تطوير منطقة عسير
Aseer Development Authority

أمانة العاصمة المقدسة
HOLY MAKKAH MUNICIPALITY

المركز الوطني لتنمية الغطاء النباتي ومكافحة التصحر
National Center for Vegetation Cover Development & Combating Desertification
المملكة العربية السعودية

هيئة المتاحف
Museums Commission

هيئة فنون الطهي
Culinary Arts Commission

هيئة الأدب والنشر والترجمة
Literature, Publishing & Translation Commission

هيئة الأزياء
Fashion Commission

NEW MURABBA

BRANDS

إثراء
ithra

مؤسسة بينالي الدرعية
Diriyah Biennale Foundation

BSF

IKEA

accenture

CISCO

Audi

Voices we've brought to Saudi stages.



Kristalina Georgieva
Managing Director, IMF

Prof. Muhammad Yunus
Nobel Peace Prize Laureate, 2006

Steve Chen
Co-Founder, YouTube

Chris Barton
Co-Founder, Shazam

Alexander Osterwalder
Founder, Strategyzer

Jeff Hoffman
Chairman, Global Entrepreneurship Network



Noor H. Al-Marzoky

FOUNDER & CEO

Noor's background is in language and diplomacy: a degree in English & Linguistics from Umm Al-Qura University and a Master's in International Relations from Dar Al-Hekma University. She treats every programme as a translation: of expertise into understanding, and of understanding into action.

She founded Workshop X in 2017 and grew it from a workshop platform into a knowledge partner for ministries, development banks and national programmes.

> “I studied language and diplomacy. Workshop X is both: we make sure ideas arrive with their meaning intact”

11 · YOUR FIRST STEP

Start with a Programme Diagnostic.

Let’s design your next programme A conference, a roundtable, a training programme or a hackathon: tell us what you’re planning, and what it needs to achieve.

info@workshopx.online

workshopx.online



Riyadh · CR 4030307719 · ISO 9001:2015