
WELCOME

·SE·A
SAUDI ENTERTAINMENT ACADEMY
الأكاديمية السعودية للترفيه

SEVA

SAUDI ENTERTAINMENT ACADEMY
الأكاديمية السعودية للترفيه

THE PLACE WHERE WE
CAN CREATE HAPPINESS :)



المؤسسة العامة للتدريب التقني والمهني
Technical and Vocational Training Corporation

GEA

الهيئة العامة للترفيه
General Entertainment Authority

WHAT WE DO? WE GRADUATE HAPPINESS CREATORS:)





ABOUT US

**We are first accredited entertainment academy that
trains trainees ending in employment in the market**

**We guarantee an excellent future for our graduates with
the best entertainments entities that serves various
sections in the market.**

Vision

TO maintain and grow our dominant market leadership in providing programs for the development of Saudi entertainment human capital.

M I S S I O N

WE will achieve this by:



Expanding our programs portfolio



Expanding geographically



Developing e-learning platform

CORE Values

DELIGHT

DISTINGUISHED

EFFICIENT

LIFELONG-LEARNING

INTEGRITY

GOVERNANCE

HEALTHY-ENVIRONMENT

TEAMWORK

WE
JUST
LOVE
WHAT
WE DO

STRATEGIC PARTNERS



الهيئة العامة للمعارض والمؤتمرات
SAUDI CONVENTIONS & EXHIBITIONS GENERAL AUTHORITY



المؤسسة العامة للتدريب التقني والمهني
Technical and Vocational Training Corporation



الهيئة العامة للترفيه
General Entertainment Authority



كليات التميّز
Colleges of Excellence

صندوق تنمية
الموارد البشرية
HUMAN RESOURCES
DEVELOPMENT FUND





SAUDI ENTERTAINMENT ACADEMY
الأكاديمية السعودية للترفيه

INTERNATIONAL & LOCAL PARTNERS

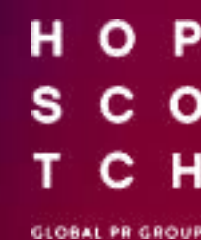
INTERNATIONAL ACADEMIC PARTNERS



INTERNATIONAL ORGANIZATIONS



INTERNATIONAL PROVIDERS



LOCAL PARTNERS



MARKET STUDY SURVEY

TOP 10

NEEDED JOBS AS PER A 2022
SURVEY CONDUCTED BY SEA

SEA

SAUDI ENTERTAINMENT ACADEMY
الأكاديمية السعودية للترفيه

Needed jobs

- 
1. Events Organizer
 2. Hospitality Manager
 3. Facility Manager
 4. Crowds Manager
 5. Customer Service Representative
 6. Marketing Manager
 7. Public Relations Manager
 8. Movement Organizer
 9. Games Operator
 10. Complaints Manger

WE

DO

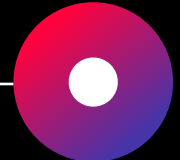
MOST 10

MOST IMPORTANT PROGRAMS
ACCORDING TO THE SURVEY
CONDUCTED BY SEA in 2022

SEA

SAUDI ENTERTAINMENT ACADEMY
الأكاديمية السعودية للترفيه

Important programs

- 
1. Reception and Events Protocols
 2. Crowd Management
 3. Social Media Marketing
 4. Customer Relationships
 5. Team Management
 6. Project Management
 7. Conference Assistant & Events Organizer
 8. Customer Care
 9. Public Safety and Security
 10. Sales and Stores Reception

WE

DO

TRAINING Categories



ENTERTAINMENT



MUSIC



**EVENTS, LIVE EVENTS,
CONFERENCES & EXHIBITIONS
MANAGEMENT**



ESPORT & VIDEO GAMES

OUR Programs



**Entertainment
Center
Management**



**Maintenance and
Safety**



**Crowd
Management**

OUR Programs



**Entertainment
events
management**



**Live events
management**



**Conference and
exhibition
management**

OUR Programs



**Entertainment
Destination
management**



**Entertainment
Design Experience**



**Health, Safety,
and Operation in
Events**

OUR Programs



**Entertainment
Centers
Maintenance**



**Entertainment
Centers Safety**

OUR Programs



**Crowd Management
& Safety Officer**



**Visitor Experience
Management in
Entertainment**

Executive courses



**International
Training Tour**



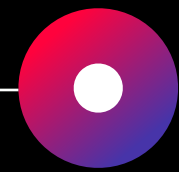
**World Class Visitor
Attraction
Management**



Attraction Trainers

Short courses

Based on sector needs



- 1 Team management for supervisors**
- 2 Public safety and security**
- 3 Incident Investigation**
- 4 welcome and Event Protocol**
- 5 Warehouse Management**
- 6 Crisis Management level 2**
- 7 Health Safety Level 2**
- 8 Counter activities Sales**
- 9 Entertainment Project Management**
- 10 Customer Service**
- 11 Introduction to Crowd Management**
- 12 Event registration and ticketing**

**WE CAN
CUSTOMIZE
PROGRAMS
BASED ON
CUSTOMERS
NEEDS**

THANK YOU.

Riyadh, Kingdom of Saudi Arabia

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