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# WELCOME

SEIA

SAUDI ENTERTAINMENT ACADEMY  
الأكاديمية السعودية للترفيه

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# SEVA

SAUDI ENTERTAINMENT ACADEMY  
الأكاديمية السعودية للترفيه

THE PLACE WHERE WE  
CAN CREATE HAPPINESS :)



المؤسسة العامة للتدريب التقني والمهني  
Technical and Vocational Training Corporation



الهيئة العامة للترفيه  
General Entertainment Authority

# We're an entertainment academy

WE DON'T JUST TRAIN, WE GRADUATE HAPPINESS.





# STRATEGIC PARTNERS



المؤسسة العامة للتدريب التقني والمهني  
Technical and Vocational Training Corporation

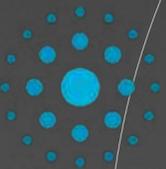
صندوق تنمية  
الموارد البشرية  
HUMAN RESOURCES  
DEVELOPMENT FUND



كليات التميّز  
Colleges of Excellence



الهيئة العامة للترفيه  
General Entertainment Authority

UNIVERSITÉ  
CÔTE D'AZUR 

# International Partners

académie  
Paris 





- The Academy of Paris is responsible for all educational institutions for the Paris region.
- It includes close to 35,000 personnel and more than 1,100 establishments.
- The Academy includes 6 universities, 40 higher education institutions. Among the list, the Prestigious Sorbonne University, Pantheon Assas, or Political Sciences, Institute of Paris, Paris Conservatory of Crafts and Professions etc.

UNIVERSITÉ  
CÔTE D'AZUR



SEA  
SAUDI ENTERTAINMENT ACADEMY  
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- Université Côte d'Azur is the product of the merger between the Université Nice Sophia Antipolis created in 1965 and the Communauté d'Universités et d' Etablissements Université Côte d'Azur created in 2015.
- Université Côte d'Azur now includes 17 major academic establishments around the historic university core to create one of France's top 10 research-intensive universities.
- Université Côte d'Azur won the prestigious Initiative d'Excellence (Idex) label in 2016. This distinction, awarded by an international jury, positions the university among the 10 best French research-intensive universities, provides it with additional resources to further accelerate its development, and marks the recognition of a university capable of standing tall in the face of global competition.
- It has more than 35,000 students, and more than 100 nationalities on its campuses.



# ABOUT US

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**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.

# MISSION

**WE** will achieve this by:

- 1) Expanding our programs to cover all of the entertainment sector including but not limited to amusement park management, hybrid destinations management, festivals, music and concerts, theatricals, sports, films, event managements, MICE, and crowd management.
- 2) Expanding geographically to build a presence in all major markets in Saudi Arabia.
- 3) Developing our e-learning platform infrastructure and online program offerings.

# CORE Values

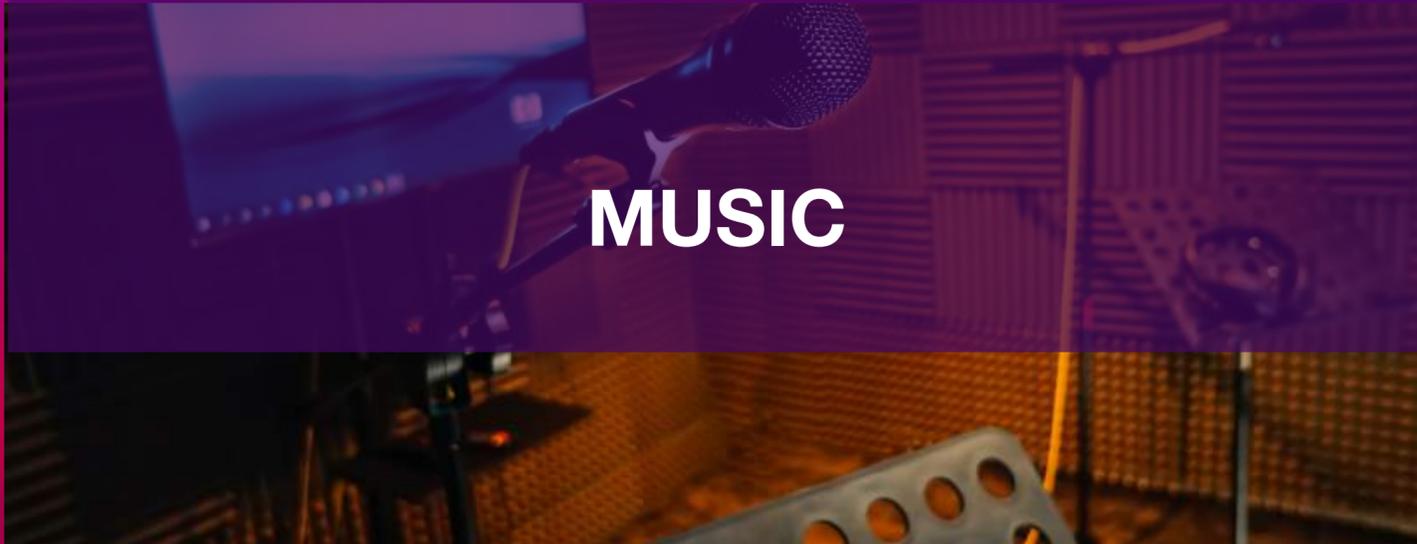
**D**ELIGHT  
**D**ISTINGUISHED  
**E**FFICIENT  
**L**IFELONG-LEARNING  
**I**NTEGRITY  
**G**OVERNANCE  
**H**EALTHY-ENVIRONMENT  
**T**EAMWORK

WE  
JUST  
LOVE  
WHAT  
WE DO

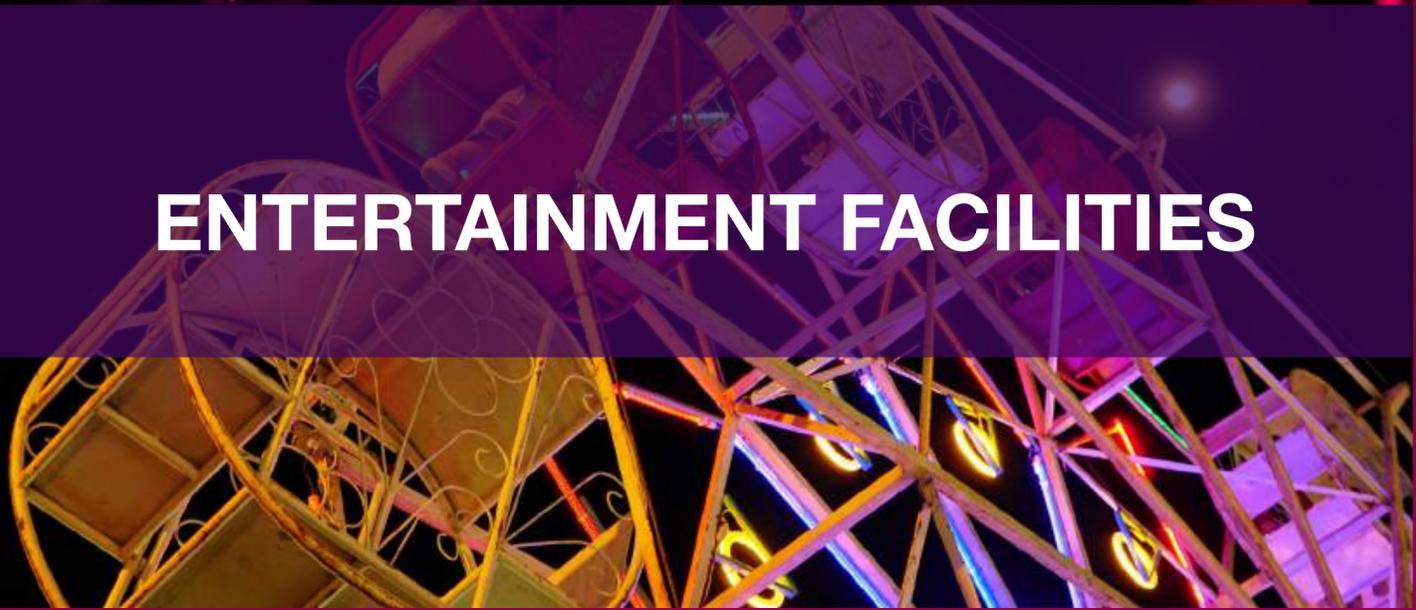
# TRAINING Categories



**EVENTS**



**MUSIC**



**ENTERTAINMENT FACILITIES**



**ESPORT & VIDEO GAMES**

# TRAINING Categories



**TOURISM**



**SPORTS**



**MEUSEUMS**



**Automobile & Motorcycle**



**WE PUT MAJOR EFFORTS INTO PROVIDING OUR TRAINEES WITH  
THE HIGHEST STANDARDS OF OPERATIONS FOLLOWED IN THE MARKET.**

Saudi Entertainment Academy

# WHAT WE DO? WE GRADUATE HAPPINESS.





CEO  
**Dr. Eihab  
AbouRukbah**

# Our Super Team ++

We're SEA. We conceive original and mind-bending ideas to make the training entertaining.



Executive  
Manager  
**Dr. Vivien  
Exartier**

STUDENTS

250

SUCCESSFUL  
ENROLLED IN  
3 DIPLOMAS



WE  
JUST  
LOVE  
WHAT  
WE DO

# OUR 3 CURRENT DIPLOMAS

1



Entertainment  
center  
management

MEET & GREET

2



Entertainment  
center  
management

MAINTENANCE  
AND SAFETY

3



Entertainment  
management

CROWD  
MANAGEMENT

# FUTURE Vocational Diplomas



Entertainment Center  
Design



Entertainment Center  
Management:  
Attraction Operator



Video Games

VIEWERS

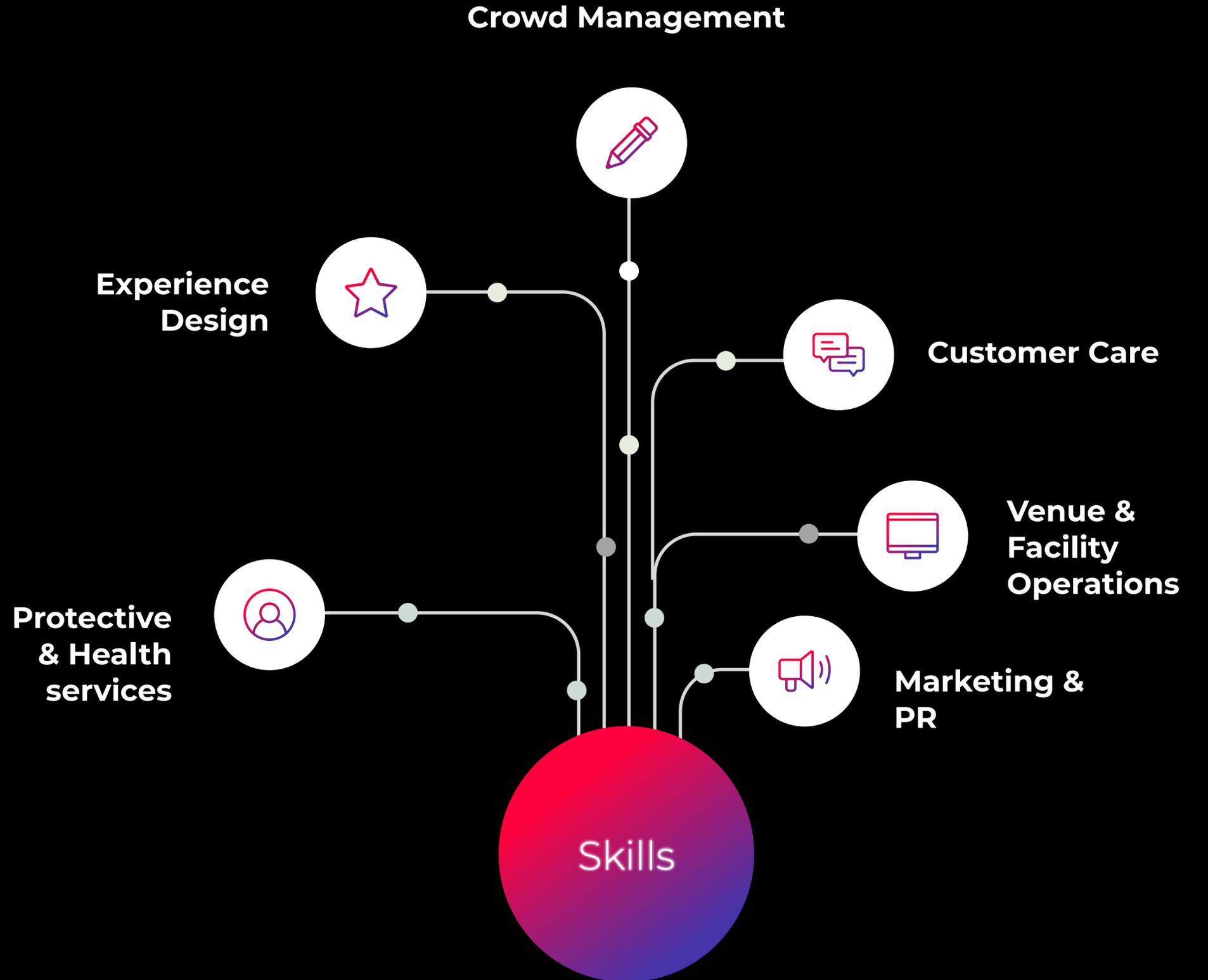
988K

ATTENDED  
64 ONLINE  
COURSES



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WHAT  
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# Job Families Identified By GEA Report 2021



### Experience Design

- Event Manager  
- Set Designer  
- Customer Experience Professional  
- Audio & Video Specialist  
- Lighting Specialist  
- Artistic Directors & Producers  
- Hospitality Manager 
- Multimedia Designer 
- Animator 

### Venue & Facility Operations

- Entertainment & Recreation Manager  
- Amusement & Recreation Attendant  
- Amusement Machine Services & Repairers 
- Facility Manager  
- Logistics Services Manager  
- Cashier  
- Waiter  
- Seller  
- Announcer  

### Crowd Management

- Crowd Management  
- Ticket Checker  
- Guard Pedestrian Walkway 

### Customer Care

- Customer Service Center Inquiry Clerk  
- Customer Complaints Clerk  
- Receptionist 

### Protective & Health Services

- Health Safety & Environmental Engineer  
- Security Guard  
- First Aid Assistant  
- Lifeguard 

### Marketing & PR

- Agent of Artists performers and athletes 

 sector-specific occupations

 occupations linked to high-growth sub-segments

 no workforce shortage

 mild workforce shortage

 significant workforce shortage

SKILLS NEEDED  
BY THE  
INDUSTRY IN KSA  
AS IDENTIFIED  
BY 2021 GEA'S  
REPORT

# TOP 10

NEEDED JOBS AS PER A 2022  
SURVEY CONDUCTED BY SEA AND  
SENT TO 5,000 GEA REGISTERED  
COMPANIES

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# Needed jobs



- 1 Visitor Experience Design: Events Organizer
- 2 Visitor Experience Design: Hospitality Manager
- 3 Entertainment Facility Operation: Facility Manager
- 4 Crowd Management: Crowds Manager
- 5 Customer Care: Customer Service Representative
- 6 Marketing and Public Relations: Marketing Manager
- 7 Marketing and Public Relations: Public Relations Manager
- 8 Crowd Management: Movement Organizer
- 9 Entertainment Facility Operation: Games Operator
- 10 Customer Care: Complaints Manger

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WE DO

# MOST 10

MOST IMPORTANT PROGRAMS  
ACCORDING TO THE SURVEY

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# Important programs



- 1 Reception and Events Protocols
- 2 Crowd Management
- 3 Marketing for local seasons through social media
- 4 Customer Relationships
- 5 Teams Management (for supervisors and coordinators)
- 6 Projects Management (supervisors and coordinators)
- 7 Conference Assistant and Events Organizer
- 8 Customer Care
- 9 Public Safety and Security
- 10 Sales and Stores Reception

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# MOST 12

Suggested Program Titles

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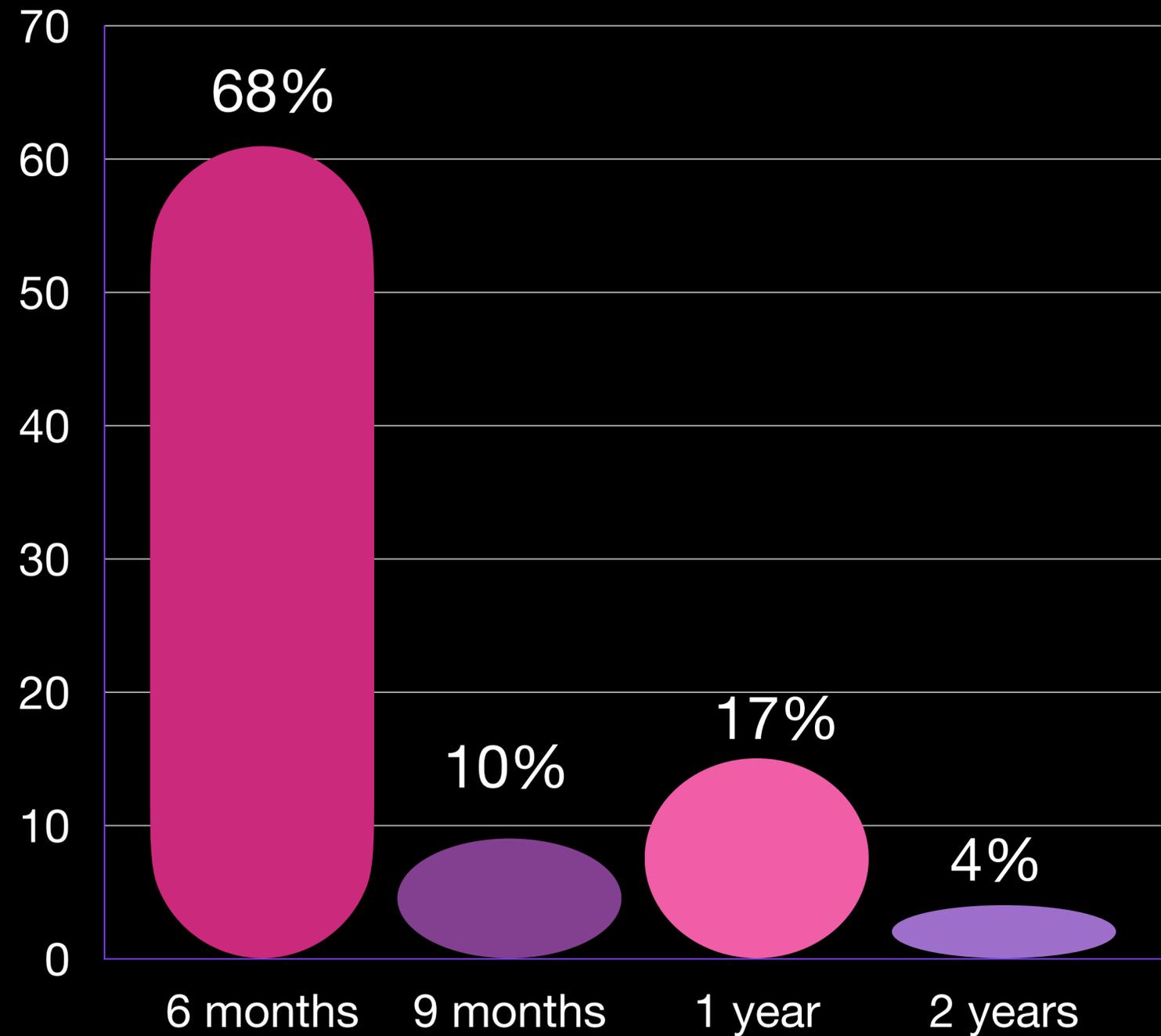
# Suggested programs



- 1 Operation, Safety, Security
- 2 Creative Ideas Management
- 3 Events Organization and Management
- 4 Planning and Designing Events
- 5 Enriching Visitor Experience
- 6 Producing and Constructing Events Venues
- 7 Protocol and Hospitality Management
- 8 Theater Management
- 9 Crowd Management
- 10 Occupational Health and Safety (OHS)
- 11 Entertainment Centers Management
- 12 Customer Journey

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The appropriate period for diploma programs ending in employment, according to the visualizations of participating establishments:



Crisis Management	Hazard Identification	Incident investigation	Introduction to Crowd Management	Health and safety level2
Risk management level 2	Fire Safety Level 2	Emergency Safety and First Aid	Entertainment Project Management	Customer Service Activities
Warehouse Management	Counter Activities-Sales	Museum Organization	Event Promotion Through Social Media	VIP Customer Service
Light Catering Services	Customer Relationship	Library Organization	Event registration & ticketing	Photographer assistance activities
Ushers Activites	Public Safety and Security	Team Management for Supervisors	Counter Activities-Food	Boutique Welcome and Sale
Conference and Event Organization	Customer Care	Welcome & Event Protocol Activities	Event Marketing and Promotion	

# SHORT COURSES

# Possible topics

Based on immediate demand



- 1 visitor experience, crowd management, safety
- 2 Reception and Events Protocol
- 3 Event Management
- 4 Customer Care
- 5 Project Management
- 6 Conference Management
- 7 Public Safety
- 8 Sales
- 9 Audiovisual Technician
- 10 Stage Management
- 11 Talent booking
- 12 Attraction Maintenance

WE  
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WHAT  
WE DO

**OVER 50  
INTERNATIONAL  
UNIVERSITIES  
AND  
ASSOCIATIONS  
BEEN  
CONTACTED**



UNIVERSITY OF CENTRAL FLORIDA

# THANK YOU.

Female section  
Phone: 0908 450 11 966+  
Fax:0840 440 11 966+  
P.O. Box: 50983  
Riyadh 11533  
Kingdom of Saudi Arabia

info@saea.sa  
www.saea.sa

