

WELCOME



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 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

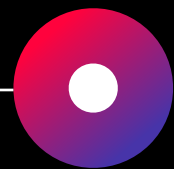
OUR vision is to maintain and grow our dominant market leadership in providing programs for the development of Saudi entertainment and Event Management human capital.

— M I S S I O N

OUR mission is to achieve our vision by:

1. Expanding our programs across all entertainment and event management sectors.
2. Growing our presence in major markets across Saudi Arabia.
3. Enhancing our e-learning platform and online offerings.

CORE Values



DISTINGUISHED

EFFICIENT

LIFELONG-LEARNING

INTEGRITY

GOVERNANCE

HEALTHY-ENVIRONMENT

TEAMWORK

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 التميز
Colleges of Excellence

صندوق تنمية
الموارد البشرية
HUMAN RESOURCES
DEVELOPMENT FUND



INTERNATIONAL & LOCAL PARTNERS

INTERNATIONAL ACADEMIC PARTNERS

UNIVERSITÉ
CÔTE D'AZUR

ACADÉMIE
DE PARIS
*Liberté
Égalité
Fraternité*

EA

aim AUSTRALIAN
INSTITUTE
OF MUSIC

skema
BUSINESS SCHOOL

LAU
الجامعة اللبنانية الأمريكية
Lebanese American University

INTERNATIONAL ORGANIZATIONS

International
Music Council

IAAPA

!nversive

JETRO
Japan External Trade Organization

DSC
VIRTUAL REALITY DEPARTMENT

DSC
FRANCE

ICCA

INTERNATIONAL PROVIDERS

HOP
SCOTCH
GLOBAL PR GROUP

JWC

the
PROFUN
ACADEMY

M42
ENTERTAINMENT

ibMEDIA
ESPORTS | GAMING | DIGITAL ENTERTAINMENT

LOCAL PARTNERS

رئاسة الرياض
Riyadh Chamber

اتحاد الغرف السعودية
Federation of Saudi Chambers

ptway

أكاديمية الطاقة والمياه
ENERGY & WATER ACADEMY

FIRST MOVER

DERWAZA

MUSIC HOME
School Of Art
مدرسة البيت السعودي للفنون

MARKET STUDY SURVEY

MOST 10

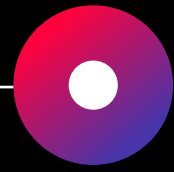
MOST IMPORTANT PROGRAMS
ACCORDING TO THE SURVEY
CONDUCTED BY SEA



SAUDI ENTERTAINMENT ACADEMY
الأكاديمية السعودية للترفيه

Important programs

In 2022



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

Important programs

In 2024



1. Event Planing
2. Marketing and promotion
3. Crowd management
4. Event design and decoration
5. Design and enrich the customer experience
6. Management of AV, sound and lighting
7. Content writing
8. Communication and PR
9. Talent Management
10. Sponsorship management

TRAINING Categories



ENTERTAINMENT



**SAFETY AND
CROWD MANAGEMENT**



**MICE AND
EVENT MANAGEMENT**



**VISITOR AND
CUSTOMER EXPERIENCE**

OUR Programs



**Entertainment
Center
Management**



**Maintenance and
Safety**



**Crowd
Management**

OUR Programs



**Entertainment
events
management**



**Live events
management**



**Conference and
exhibition
management**

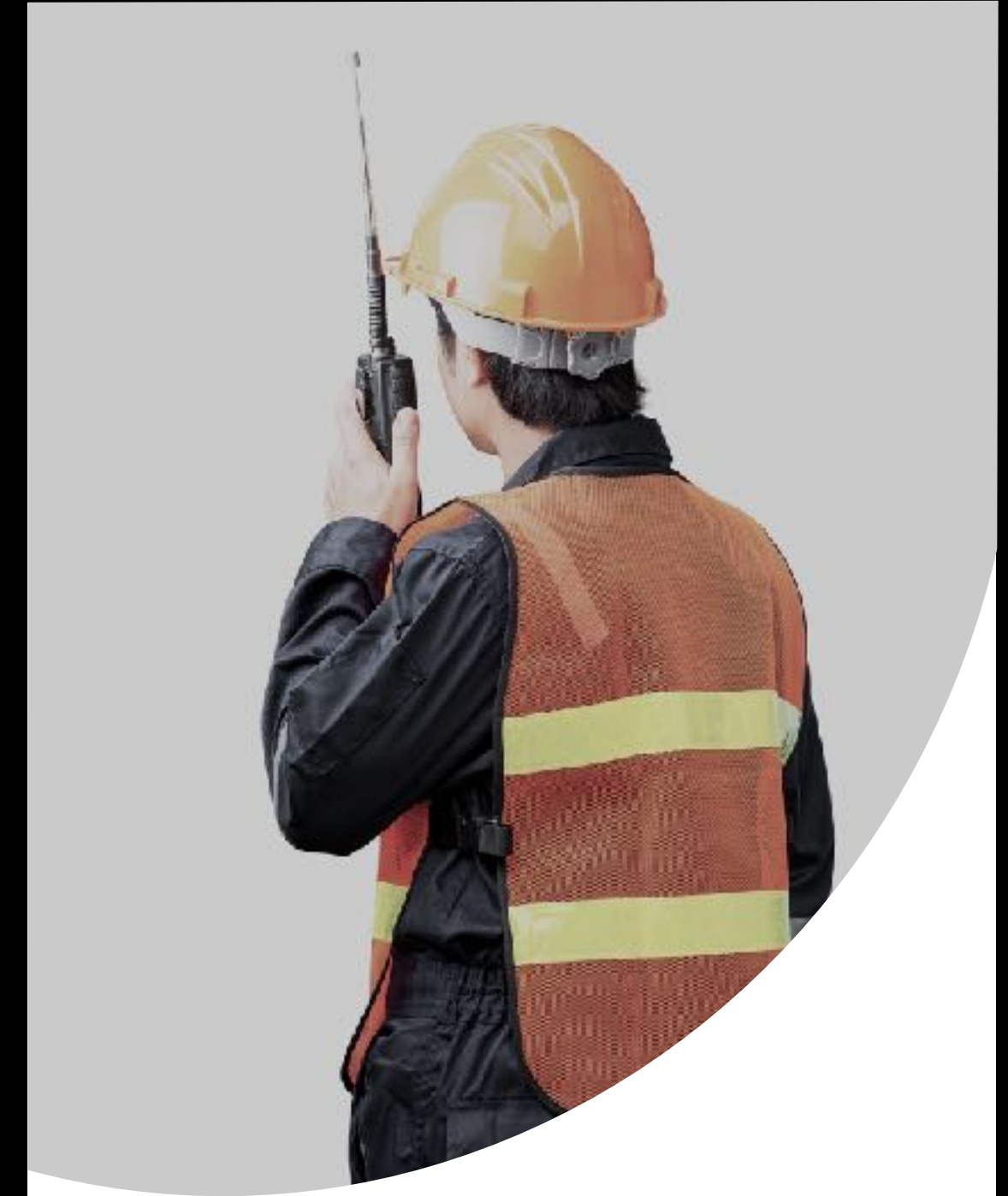
OUR Programs



**Entertainment
Destination
management**



**Entertainment
Design Experience**

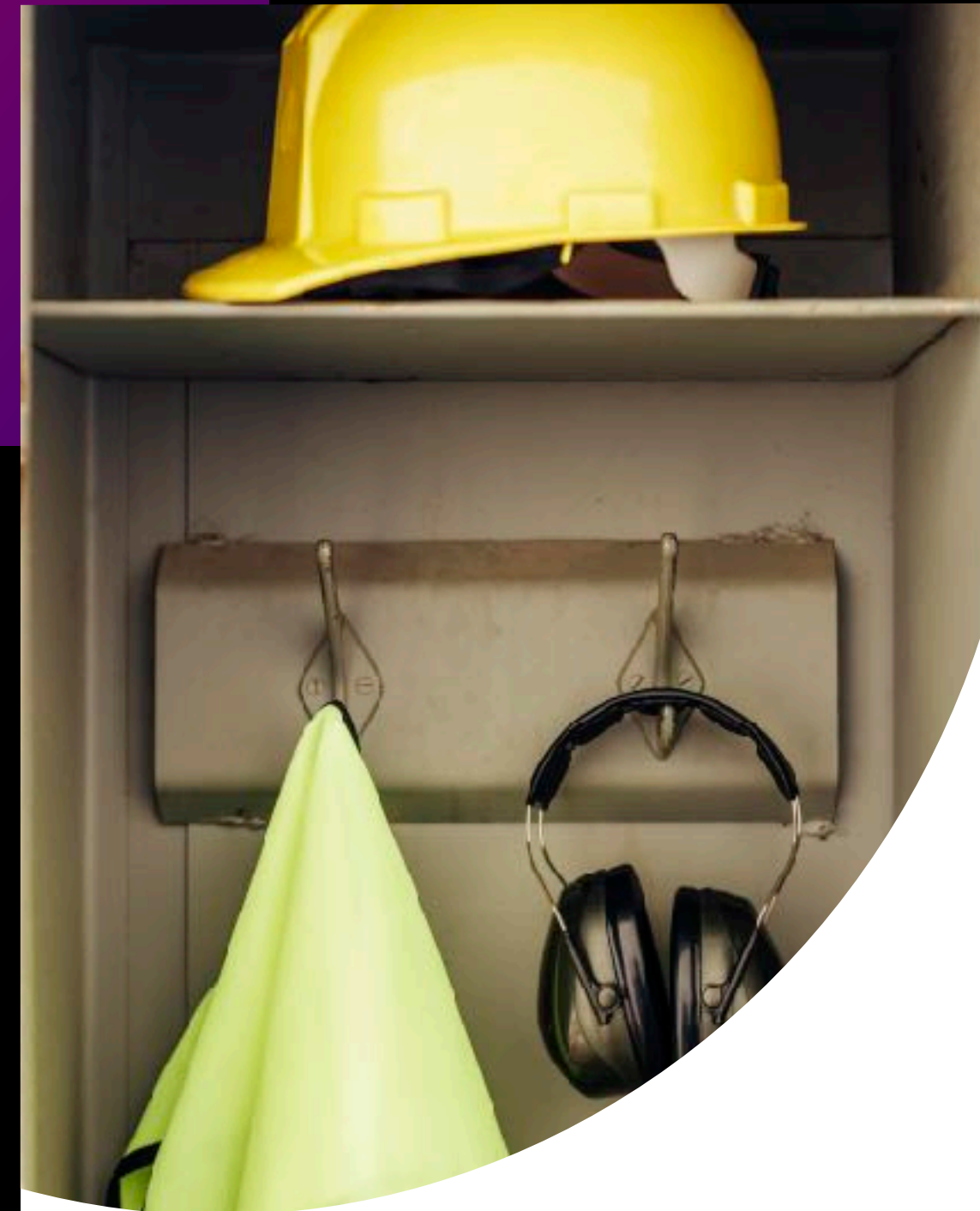


**Health, Safety,
and Operation in
Events**

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

INNOVATION AND TECHNOLOGY



AI
Artificial Intelligence



XR
Extended reality



AR
Augmented Reality

THANK YOU.

Riyadh, Kingdom of Saudi Arabia

info@saea.sa
www.saea.sa

