



# Where AI Meets Innovation & Transformation

1 Conference Day | 8 Workshops

**08 - 12 November 2026**

Crowne Plaza Riyadh RDC  
Hotel & Convention  
Riyadh, KSA

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# Shape the Kingdom's workforce of the future - TODAY!

Rooted in the ambition of Saudi Vision 2030, this event cuts through the noise to tackle what really matters: ethical deployment, sustainable innovation, and AI solutions that transform industries and economies.

Be the first to unlock exclusive AI insights, become a certified AI expert, and explore industry-transformative breakthroughs that redefine markets and set new global standards.

This is where leaders set the agenda and innovators shape the future. This event brings together business leaders, innovators, AI practitioners, policymakers, and AI enthusiasts as part of the movement shaping the future of artificial intelligence.

Forget the buzzwords. Saudi AI Week 2026 is where the real players meet - the visionaries, disruptors, and decision-makers driving AI forward.



# About Saudi AI Week

## Key Themes Include

- Localisation and Saudization
- Female Leadership and Youth Empowerment
- Digital Transformation and Generative AI
- Employee Wellbeing, Experience, and Retention
- Career Progression and Capability Building

## Why Attend?

- **Visionary Keynotes:** Hear from global AI leaders shaping innovation
- **Cutting-Edge Sessions:** Dive into expert-led discussions on ethical AI, sustainable innovation, and industry-specific applications
- **Interactive Workshops:** Get hands-on with next-gen AI tools and tech
- **Saudi Vision 2030 Alignment:** See how AI drives the Kingdom's transformation
- **AI Marketplace:** Discover innovations from startups to global giants
- **Innovative Showcases:** Experience live demonstrations of cutting-edge AI technologies revolutionising industries
- **Global Collaboration:** Engage with international experts and stakeholders driving AI advancements worldwide

## This Event Is Ideal For:

- **Business Leaders and Executives** – Those leading or aspiring to lead businesses seeking strategic and innovative growth
- **Policy Makers and Regulators** – Ones who are shaping AI governance, ethics, and compliance for responsible deployment
- **AI Practitioners and Developers** – AI enthusiasts who design and deploy AI solutions while enhancing technical expertise
- **Investors and Venture Capitalists** – Big spenders seeking the next big AI opportunity and connecting with innovators
- **Educators and Researchers** – Scholars advancing AI knowledge and engaging with global experts
- **Entrepreneurs and Innovators** – Those leading or aspiring to lead businesses, startups, or entrepreneurial ventures, with strategic and innovative approaches
- **Professionals Across Industries** – Experts in healthcare, finance, manufacturing, education, and beyond, looking to integrate AI into workflows, decision-making, and everyday operations for smarter outcomes




# Main Conference


This isn't another tech conference. It is where the future of AI is negotiated, built, and unleashed. Get the tools, insights, and connections to move from talk to transformation.



**20+**  
Speakers



**7+**  
Sessions



**1**  
day of interactive  
networking



**8**  
Certificate  
Workshops



# Conference Agenda

Timings	Content
08:00 - 08:30	Registration & Networking
08:30 - 08:40	Welcome Address by the Chairperson
08:45 - 09:05	<b>Opening Keynote</b> <b>Beyond Generative AI: The AI Revolution You Haven't Seen Yet !</b>
09:10 - 09:35	<b>Lab to Life: How AI Ideas Become Billion-Dollar Realities?</b> <ul style="list-style-type: none"><li>• Master the art of spotting AI opportunities before they go mainstream</li><li>• Learn the insider playbook for turning AI concepts into market dominators</li><li>• Discover why cross-industry AI disruption is creating the biggest wealth transfer in human history.</li></ul>
09:40 - 10:25	<b>Panel Discussion - The Good, The Bad &amp; The AI Algorithm: Its all about Ethics Showdown</b> <ul style="list-style-type: none"><li>• Navigate the AI ethics like a pro</li><li>• Build bulletproof responsible AI strategies that actually work in the real world</li><li>• Understand exactly how Saudi's unique cultural context is shaping the global AI ethics conversation.</li></ul>
10:30 - 10:55	<b>The Queens of AI Code: Driving Innovation and Leadership</b> <ul style="list-style-type: none"><li>• Saudi Arabia now boasts one of the highest rates of women in STEM education globally, with female university graduates outnumbering males in many technical fields. Lets highlight their impact!</li></ul>
10:55 - 11:25	Break and Networking

[VIEW FULL CONFERENCE AGENDA](#)

# Conference Agenda

Timings	Content
11:25 - 11:45	<b>From Copilots to Governed Agents: The 2026 Playbook for AI Transformation that Scales (and doesn't explode)</b> <ul style="list-style-type: none"><li>• How to select the highest-value workflows, progress safely from assist → automate → autonomise</li><li>• Deploy a reference architecture (Sense–Think–Act–Audit) with policy gates, human-in-command controls, continuous evaluation, and audit-ready evidence packs.</li></ul>
11:50 - 12:10	<b>AI and Arabic: Teaching Machines to Think in 100 dialects</b> <ul style="list-style-type: none"><li>• Unlock the massive untapped market of Arabic AI applications and learn how language preservation through AI is creating entirely new industries in the region.</li></ul>
12:15 - 13:00	<b>Panel Discussion - Unicorn Factory: Building Industries That Didn't Exist Yesterday</b> <ul style="list-style-type: none"><li>• Spot the next AI-native industry before it explodes</li><li>• Understand the new rules of AI-first investing and entrepreneurship</li><li>• Connect with the visionaries building Saudi's AI-powered economic future</li></ul>
13:05 - 13:30	<b>AI &amp; Cybersecurity: When AI attacks AI ! Friend or Foe?</b> <ul style="list-style-type: none"><li>• Build AI-powered defenses that actually work against AI-powered attacks</li><li>• Understand the new threat landscape that's keeping CISOs awake at night, and learn why the future of cybersecurity is an AI vs. AI showdown.</li></ul>
13:35 - 13:55	<b>Fireside Chat/Interview - The Human-AI Partnership and the Cost of Poor AI Implementation</b> <ul style="list-style-type: none"><li>• For every AI success story you hear, there are dozens of failures buried in corporate secrecy. Today, we are digging them up and dissecting them so you don't become the next cautionary tale!</li></ul>
13:55 - 14:20	<b>Presentation - Smart Talent Strategies: Leveraging AI to Attract, Retain, and Empower Talent</b> <ul style="list-style-type: none"><li>• Master the art of AI workforce development that actually works</li><li>• Understand the leadership skills that matter in an AI-first world</li><li>• Discover change management strategies that turn AI anxiety into AI excitement across your entire organisation.</li></ul>
14:20 - 14:30	<b>Closing Keynote - The Next Decade Preview</b> <ul style="list-style-type: none"><li>• What will AI look like in 2035? Which technologies will dominate? Which markets will explode?</li></ul>
14:30 - 15:30	<b>Close of Conference and Networking Lunch</b>

[VIEW FULL CONFERENCE AGENDA](#)

# AI Certs – AI+ Executive



## Workshop Overview

This hands-on, implementation-first workshop builds practical AI leadership fluency for executives.

Delegates learn core AI fundamentals quickly, then create an Executive AI Blueprint: a prioritised use-case portfolio, clear decision boundaries, leadership guardrails for responsible AI, and a lightweight governance routine. You will translate strategy into measurable pilots with KPIs, checkpoints, and scaling criteria, using real leadership scenarios and decision briefs. The workshop concludes with a 90-minute exam on Day two.

## Learning Outcomes

By the end of the workshop, you will be able to:

- Leave with an Executive AI Blueprint: portfolio, guardrails, governance, and a roadmap to sponsor accountable pilots in weeks
- Improve decision speed and quality by using AI to draft briefs, stress-test options, and surface unknowns early
- Reduce adoption risk by defining decision boundaries, human review gates, and evidence habits that support auditability across teams
- Build KPI-driven pilots with clear owners, checkpoints, stop rules, and scaling criteria to move fast beyond experiments



**Workshop Director**  
**Frederik Haentjens**

## Workshop Content

- AI fundamentals for executive decisions
- Use-case portfolio and prioritisation framework
- Leadership guardrails: autonomy, risk, explainability
- Responsible AI governance and accountability
- KPI-driven pilots with clear scaling
- Operating rhythm for sustained adoption

## This Workshop Is Ideal For

CEOs, General Managers, Business Unit Heads, Managing Directors, Strategy and Transformation Leaders, Portfolio/PMO Heads, Operations Directors, Finance Directors, Risk and Compliance Heads, CIOs/CDOs, Heads of Data and AI, HR Directors, and Senior Functional Leaders driving governed AI adoption.

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Certification Partner

**AI CERTS™**

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# CIPD – Artificial Intelligence (AI) for HR

## Workshop Overview

Master the essential knowledge and practical skills required to leverage AI and GenAI in the ever-evolving HR landscape.

The Artificial Intelligence (AI) for HR Certification Programme, offered in collaboration with the CIPD, equips HR professionals with the tools and techniques to transform HR practices and drive strategic organisational success. With over 100 years of expertise, the CIPD sets standards, builds capabilities, and connects a global community of HR professionals. This course combines cutting-edge insights and practical exercises to help participants implement AI solutions effectively, ensuring their organisations thrive in the age of digital transformation.

## Learning Outcomes

By the end of the workshop, you will be able to:

- Develop a clear and actionable AI strategy tailored to your HR needs
- Understand the cultural shifts, mindsets, and skills necessary for successful AI and GenAI implementation
- Learn how to implement AI solutions to enhance recruitment, talent management, employee engagement, and performance
- Explore the ethical implications of AI and shape an ethical AI policy for your organisation

**BOOK NOW**



**Workshop Director**  
CIPD Professionals

## Workshop Content

- Identify skills necessary for successful AI and GenAI implementation
- Understanding AI regulation and governance
- Developing an AI policy for your organisation
- Practical implementation of GenAI for HR
- Ethical considerations in the use of AI
- Cultivating psychological safety and encouraging experimentation

## This Workshop Is Ideal For

This course is ideal for HR professionals, business leaders, and consultants eager to stay ahead in the rapidly evolving digital landscape. Whether you're an HR Manager, HR Technology Manager, People Operations Manager, HR Data Analyst, Change Management Specialist, HR Transformation Lead, Recruitment Technology Specialist, AI/Technology Integration Manager in HR, or a Learning Experience Designer, this course will empower you to harness the transformative power of AI and GenAI in your HR strategy.

# قيادة ثورة الذكاء الاصطناعي باللغة العربية



## نظرة عامة على الورشة

استوعب الأثر التحويلي للذكاء الاصطناعي وقُد مؤسستك عبر موجات التغيير بثقة وابتكار. تسلط هذه الدورة الضوء على الأهمية الجوهرية لفهم التأثير التحويلي للذكاء الاصطناعي على المؤسسات. ومع استمرار الذكاء الاصطناعي في إعادة تشكيل القطاعات، يصبح لزاماً على القادة الاستعداد لإدارة التحولات التي يفرضها. صُمم هذا البرنامج لتزويد المشاركين باستراتيجيات إدارة التغيير الأساسية اللازمة للتعامل مع هذه التحديات بفاعلية. ومن خلال التركيز على تقاطع القيادة والتكنولوجيا وإدارة التغيير، يقدم البرنامج إطاراً شاملاً لفهم كيفية توظيف الذكاء الاصطناعي لتحقيق ميزة تنافسية استراتيجية.

بنهاية البرنامج، سيكون المشاركون مزودين باستراتيجيات عملية لقيادة مؤسساتهم خلال تعقيدات دمج الذكاء الاصطناعي، وتحويل التحديات المحتملة إلى فرص للنمو والابتكار.

## مدير الورشة سام فولادغار



### محتوى الورشة

- استشراف مستقبل قطاعك
- الاتجاهات التكنولوجية
- اللياقة العاطفية في القيادة
- إدارة الاضطرابات وتسخير الذكاء الاصطناعي
- بناء أنظمة للنمو المستدام

### هذه الورشة مثالية لـ

القادة والمديرين والمهنيين المسؤولين عن دفع التحول والابتكار المؤسسي. وهي مناسبة بشكل خاص لكبار التنفيذيين وصناع القرار، ومتخصصي إدارة التغيير، وقادة التكنولوجيا والابتكار، ومديري الاستراتيجية والعمليات، والقادة التنظيميين، واستراتيجيي الابتكار، ومديري التكنولوجيا، ومحللي الأعمال، وصناع القرار المسؤولين عن تبني الذكاء الاصطناعي وإدارة التغيير المؤسسي.

## مخرجات التعلم

بنهاية الورشة، سيكون المشاركون قادرين على:

- اكتساب أدوات واستراتيجيات عملية للتعامل مع الاضطرابات المدفوعة بالذكاء الاصطناعي داخل مؤسستك
- فهم كيفية موازنة مبادرات الذكاء الاصطناعي مع الأهداف المؤسسية لتحقيق ميزة استراتيجية
- تعزيز ثقافة الابتكار والقدرة على التكيف داخل فرق العمل
- استكشاف أفضل الممارسات لإدارة مقاومة التغيير وضمان نجاح دمج الذكاء الاصطناعي

سجل الآن

# AI Certs – AI+ Project Manager

## Workshop Overview

This immersive two-day certified course equips project managers to use AI safely and confidently across the project lifecycle. This course will cover essential AI fundamentals, prompting, data privacy, and quality checks. Allowing delegates to apply AI to initiation, planning, stakeholder communication, risk, and reporting.

Delegates will build a reusable prompt library and an AI-enabled project delivery kit, then present a simple 30–60–90-day rollout plan for their team with measures, controls, and adoption steps. Work on a case using LLM and PowerPoint and then the workshop concludes with a 90-minute exam on Day Two.

## Learning Outcomes

By the end of the workshop, you will be able to:

- Create an AI safe use checklist for confidentiality, redaction, and secure storage
- Redesign PM workflows, addressing friction points and integrating AI with controls
- Develop a prompt pack and multi-step prompt chain for consistent PM tasks
- Evaluate outputs using a quality toolkit with criteria and scenario tests
- Design a pilot plan with scope, metrics, risks, and checkpoints for AI adoption

**BOOK NOW**



**Workshop Director**  
**Frederik Haentjens**

## Workshop Content

- AI fundamentals, safety, and quality
- Prompt patterns for PM deliverables
- AI-assisted planning, risks, and scope
- Stakeholder comms and reporting workflows
- Build a reusable prompt library
- Capstone: AI-enabled project delivery kit

## This Workshop Is Ideal For

This course is ideal for Project Managers, Program Managers, PMO Leads, Scrum Masters, Delivery Managers, Portfolio Managers, Project Controls Engineers, Business Analysts, Change Managers, Transformation Leads, Implementation Managers, Client Success Managers, Risk Managers, Resource Planners, Product Owners, Operations Project Leads, IT Project Managers, Agile Coaches.

Certification Partner

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# CXO - Certified Executive AI Strategy Leader



## Workshop Overview

Turn failed AI ambitions into scalable success with a proven framework that delivers results with your organisation in mind. Transform your organisation with the Certified Executive AI Strategy Leader workshop.

In four intensive days, you will master a structured, results-driven framework to design and roll out intelligent systems for your team, department, or organisation. Forget abstract concepts that have failed to meet desired AI goals. This programme delivers hands-on tools to drive innovation and streamline operations.

From planning to execution, you will gain the skills to develop and lead impactful projects that create real value. Ready to take charge and make smarter decisions for your business?

## Learning Outcomes

By the end of the workshop, you will be able to:

- Gain practical frameworks to confidently initiate AI strategies that deliver measurable business outcomes
- Learn to align AI initiatives with organisational goals for scalable success
- Develop leadership skills to navigate AI governance and drive cultural transformation
- Master performance analysis to optimise and refine AI projects for long-term impact



**Workshop Director**  
**Rob Llewellyn**

## Workshop Content

- Implement core AI strategies foundations for transformation
- Leadership in AI governance
- Building an AI-driven culture
- From strategy to execution and operationalising AI
- Prioritise and oversee AI Initiatives for measurable success
- Refining AI performance for your organisation

## This Workshop Is Ideal For

Forward-thinking Executives, Managers, and Business Leaders who need to navigate the complexities of AI-driven transformation. It is ideal for professionals responsible for strategic initiatives, innovation, and digital transformation within their organisations.

**BOOK NOW**

Certification Partner  
**CXO**  
TRANSFORM

# AI for Data Governance, Ethics & Compliance



## Workshop Overview

Tackle AI governance, ethics, and compliance challenges and criticisms head-on. Explore ethical AI principles and build accountable, and trustworthy systems with robust frameworks.

Struggling with the complexities of AI governance, ethics, and compliance? This workshop tackles the pain points head-on. Dive into the principles of ethical AI deployment and regulatory compliance, addressing challenges like opaque systems, accountability gaps, and trust issues. Learn how to implement robust data governance frameworks that ensure transparency, mitigate risks, and build confidence in your AI systems. By the end, you'll have the tools to turn AI challenges into opportunities for smarter, safer, and more trustworthy innovation.

## Learning Outcomes

By the end of the workshop, you will be able to:

- Gain actionable strategies to align AI systems with ethical principles and evolving regulatory requirements
- Build trust through transparent, accountable governance frameworks, leveraging expertise in AI ethics and cross-cultural communication
- Mitigate risks while driving innovation with practical tools for ethical AI deployment and digital transformation
- Confidently navigate compliance challenges with insights into the EU AI Act and regulatory impacts on organisations



**Workshop Director**  
**Darren Winter**

## Workshop Content

- Explore ethical AI principles for confident compliance
- Build transparent, accountable governance frameworks
- Mitigate risks and safeguard trust in AI
- Align AI strategies with regulations
- Gain tools to operationalise ethical AI
- Turn compliance challenges into innovation opportunities

## This Workshop Is Ideal For

Business leaders, IT professionals, and Compliance Officers looking to align AI strategies with ethical principles and regulatory requirements. It also suits Innovators and Strategists aiming to drive digital transformation while maintaining trust and accountability.

**BOOK NOW**

# بناء وكلاء الذكاء الاصطناعي والتعاون معهم (باللغة العربية)



## مدير الورشة هادي عريضي



### محتوى الورشة

- تحديد دور البيانات والأتمتة في الأنظمة الذكية
- مبادئ التصميم الذكي المرتكز على الإنسان
- أنظمة الطاقة والتنقل المعززة بإنترنت الأشياء
- تحويل الرؤى الفورية إلى إجراءات وقرارات تصميمية
- تجارب تبيؤية ومخصصة واستباقية
- بناء الجاهزية والقدرات لمنظومات المستقبل

### هذه الورشة مثالية لـ

- المهنيين وصناع القرار المعنيين بالابتكار وتجربة العملاء والتحول الرقمي.
- ومن المشاركين المناسبين:
- مديري تجربة العملاء وقادة الابتكار والتنفيذيين في مجال التحول
- استراتيجيي القطاع العام ومخططي المدن الذكية
- مديري تقنية المعلومات ومصممي الخدمات ومطوري المنتجات

### نظرة عامة على الورشة

اكتشف الأدوات والتقنيات الأساسية اللازمة لفهم ودمج وتقييم تقنيات الذكاء الاصطناعي (AI) وإنترنت الأشياء (IoT) لابتكار تجارب أكثر ذكاءً واستجابة للعملاء والمواطنين. إن تكامل الذكاء الاصطناعي (AI) وإنترنت الأشياء (IoT) وتجربة العملاء (CX) يعيد تشكيل القطاعات ويدفع نحو بناء منظومات ذكية للمستقبل. يُقدّم هذا البرنامج بالتعاون مع خبراء رائدين، ويزوّد المشاركين بالرؤى الاستراتيجية اللازمة للاستفادة الفعّالة من هذه التقنيات. ومن خلال دراسات حالة واقعية ونقاشات تفاعلية، سيستكشف المشاركون كيف يُحدث الذكاء الاصطناعي وإنترنت الأشياء تحولاً في العمليات وصنع القرار والتفاعلات عبر قطاعات مثل الطاقة والرعاية الصحية والتنقل والتجزئة.

### مخرجات الورشة

- بنهاية الورشة، سيكون المشاركون قادرين على:
- فهم تكامل الذكاء الاصطناعي وإنترنت الأشياء وتصميم التجارب ودورهم المشترك في تشكيل المنظومات الذكية
- تحليل دراسات حالة عالمية وإقليمية توضح كيفية توظيف المدن الذكية والمؤسسات للذكاء المتصل
- تحديد فرص دمج الذكاء الاصطناعي وإنترنت الأشياء ضمن استراتيجيات تجربة العملاء والمواطنين
- توضيح كيفية تكامل البيانات والأجهزة والقرارات لتوليد القيمة في الأنظمة الذكية
- استشراف الاتجاهات المستقبلية والتوجهات الاستراتيجية للتجارب الذكية في إطار رؤية 2030

سجل الآن

# AI & Data Analytics for Finance Professionals

## Workshop Overview

Dive into the world of Low-Code AI and Machine Learning tools specifically designed for finance professionals. Learn how to independently set up AI environments using Anaconda Navigator, master time series analysis for forecasting, implement predictive models like Random Forest and logistic regression for credit scoring, and conduct sophisticated risk assessments through Monte Carlo simulations. Through hands-on case studies with real financial data, you will be able to develop practical skills in automated valuation, portfolio performance analysis, and clustering techniques for risk segmentation.

## Learning Outcomes

By the end of the workshop, you will be able to:

- Gain actionable strategies to align AI systems with ethical principles and evolving regulatory requirements
- Build trust through transparent, accountable governance frameworks, leveraging expertise in AI ethics and cross-cultural communication
- Mitigate risks while driving innovation with practical tools for ethical AI deployment and digital transformation

All delegates registered for this workshop will receive a free copy of the **AI in Financial Decision Making** book written by **Dr. Arif Ahmed and Prof. Veena Hingarh**



**BOOK NOW**



## Workshop Directors

**Dr. Arif Ahmed and Prof. Veena Hingarh**

## Workshop Content

- Master Lo-Code AI setup & data management
- Advanced time series forecasting
- Predictive modeling for credit & risk
- Clustering & risk segmentation
- Monte-Carlo simulation & scenario analysis
- Real-world portfolio analytics

## This Workshop Is Ideal For

Finance professionals (Analysts, Investment Bankers, Planners, treasurers), Risk professionals (Analysts, Managers, Officers), Banking professionals (Credit, Market, Treasury Assessors), and C-level Executives (CFOs, CTOs, CEOs) plus Senior Managers overseeing financial data analytics.

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**NASBA**  
National Association of State Boards of Accountancy



**08 - 12 November 2026**



Crowne Plaza Riyadh RDC Hotel & Convention, Riyadh

## Build networks, business relationships and learn from key industry leaders

Delegate Packages*	Dates	Book by 31 Aug 2026	Book by 05 Oct 2026	FINAL FEE
Saudi AI Week – Conference	08 November	\$525	\$625	\$725
AI Certs - AI+ Executive™	09 - 10 November	\$1,945	\$2,145	\$2,445
CIPD - Artificial Intelligence (AI) for HR	09 - 10 November	\$2,395	\$2,895	\$3,395
Certificate in Leading the AI Disruption (Arabic)	09 - 11 November	\$3,445	\$3,945	\$4,445
Certified Executive AI Strategy Leader	09 - 12 November	\$4,445	\$4,945	\$5,445
AI for Data Governance, Ethics & Compliance	09 - 12 November	\$4,445	\$4,945	\$5,445
AI & Data Analytics for Finance Professionals	09 - 12 November	\$4,445	\$4,945	\$5,445
Building AI Agents & Collaborating with Them (Arabic)	10 - 12 November	\$3,445	\$3,945	\$4,445
AI Certs - AI+ Project Manager™	11 - 12 November	\$1,945	\$2,145	\$2,445

\* Workshop pricing includes access to the workshop and conference.

Pricing excludes 15% VAT, which will be charged where applicable.

For terms and conditions, please visit

<https://informaconnect.com/saudi-ai-week/terms-and-conditions/>

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# Saudi AI Week

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