



CXWORLD FORUM 3RD EDITION



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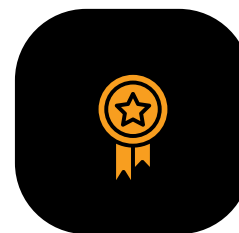
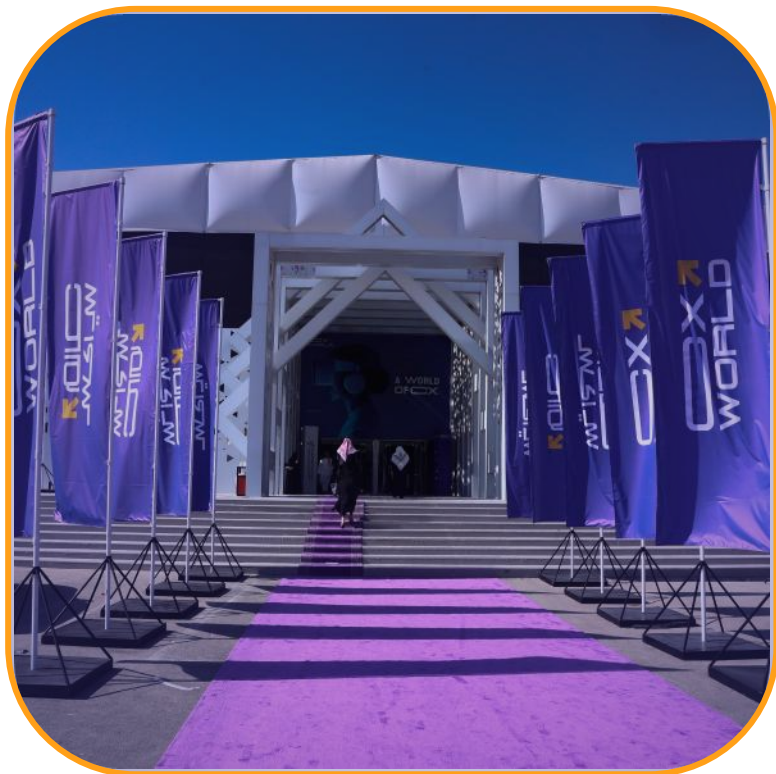


CXWorld.sa

CX A SMART INVESTMENT FOR A THRIVING ECONOMY



↑ WHY WAS THE FORUM ESTABLISHED?



INTRODUCTION:

CX World Forum is a leading event that brings together experts and enthusiasts to explore the latest trends and strategies in customer experience. It features inspiring discussions, interactive workshops, and an exhibition of innovative solutions, offering a platform for learning, networking, and discovering tools that enhance service excellence.



VISION, MISSION, AND VALUES OF THE FORUM

Vision

Leading the transformation to adopt the development of exceptional customer experiences in the Middle East.



Mission

Creating world-class content on customer experience by attracting top talents and expertise.



Values

Professional competence, content quality, empowerment for customer experience transformation, and customer focus.

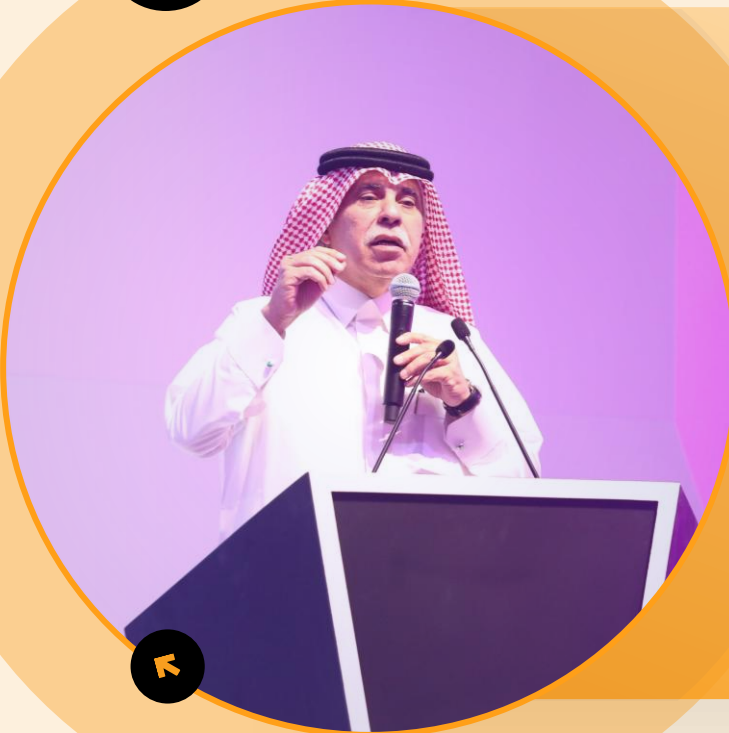




THE FOUNDING JOURNEY AND PURPOSE



THE IMPORTANCE OF THE FORUM



Encouraging the growth of knowledge in customer experience through an annual gathering that brings together experts to showcase the latest innovations and promoting the creation of national content for research and scientific articles, thereby contributing to the development of the field and reinforcing the region's leadership.





SHORT-TERM GOALS OF THE FORUM



Our Gateway to the Future

Expansion in the Arabian Gulf embodies our vision to strengthen regional presence and leverage promising economic opportunities in diverse and growing markets.



Enhancing Customer Experience

Attracting international expertise in the field of customer experience to enhance knowledge exchange and apply global best practices.



Increasing and Widespread Engagement

This year, the forum aims to attract 10,000 visits from various segments of society, reflecting growing interest and widespread engagement with its diverse topics.



Public and Private Partnerships

This year, the forum targets 200 entities from the public sector and 1,000 from the private sector, in addition to the participation of the education sector.



WHY THE CXWORLD FORUM?



Positioning the Kingdom of Saudi Arabia as a hub for the development and growth of customer-centric concepts to achieve leadership in innovation and modern management sciences in the Middle East.



CX
WORLD

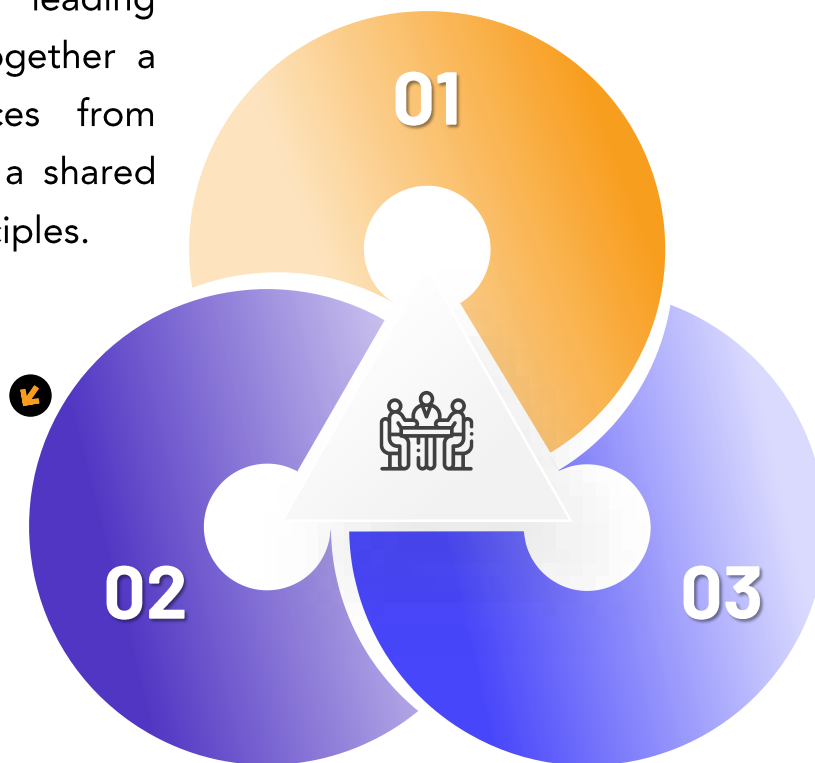
FORUM DIMENSIONS
IN THE LONG TERM





WHY IS THE CXWORLD FORUM DIFFERENT?

The CXWorld Forum is the leading event that uniquely brings together a diverse range of experiences from various sectors, all united by a shared focus on human-centered principles.



This exclusive gathering spans across sectors such as services, hospitality and tourism, entertainment, fashion and luxury goods, urban planning and design, travel, technology, and more.

It is a rare opportunity for professionals across these dynamic fields to connect, exchange insights, and explore how to achieve innovation and excellence through a human-centered focus in their respective domains.

WHAT DO WE OFFER?

FORUM SECTIONS



Panel Discussions



Keynotes



Workshops



Exhibition



Saudi Customer Experience Awards 2026





FORUM THEMES AND TOPICS



Day One

Investor
Experience



Day One

Outsourcing
Customer Care
Services



Day Two

Technology in
the Service of
Humanity



Day Two

Customer Experience
in the Transport and
Logistics Sector



THE ARENA RIYADH VENUE



09 to 10 December 2025



Day One from 9:00 AM to 6:00 PM



Day Two from 9:00 AM to 4:30 PM



Saudi Customer Experience Awards 2026
Ceremony from 5:00 PM to 10:00 PM

WHO IS THIS FORUM FOR?

TARGET AUDIENCE



Investors in Customer Experience from the Public and Private Sectors.



Consulting, Research, and Technology Firms in Customer Experience.



Executive Managers and Government Employees.



Business and Sales Sector.



New Employees and Students.



INSPIRED BY THE PAST





CXWORLD FORUM



Second Edition 2024

Overview

- **Powered by:** CXKSA and Customer Experience Association
- **Sponsored by:** Minister of Commerce
- **Headquarters:** Riyadh, KSA
- **Duration:** Two-days event (January 24 - 25, 2024)
- **Focuses on:** Exploring and exchanging best practices, new ideas, and challenges related to customer experience.
- **Provided:** Dialog sessions, Presentations, Accompanying Exhibition, Workshops, Customer Experience Awards.

Facts and Figures

+4761
Registered

+4500
Attended

53
Entities participated

55
Number of speakers

32
Number of workshops

Registration Platform

+135,720
Number of views

+58,758
Number of visitors

+361,797
Number of clicks

Website

+80,066
Number of views

+31,388
Number of visitors

+270,150
Number of clicks

Google Ads

+2,989,111
Number of views

+102,166
Number of clicks

+289,226
Impressions

Social Media

+654,552
YouTube views

+309,691
LinkedIn views



SNAPSHOT PHOTOS of 2024





SNAPSHOT PHOTOS of 2024



SNAPSHOT PHOTOS of 2024



SNAPSHOT PHOTOS of 2024





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Partner



Partner



Main Sponsor



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Strategic Sponsors



CX Sponsor



Digital Transformation Partner



Diamond Sponsor





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AWARDS
INTERNATIONAL



القويفل
للطباعة الرقمية

Knowledge Partners

resal



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CXPlus
Customer Experience & Beyond



TGA
الهيئة العامة للنقل
Transport General Authority

أنويكس
INNOWEX
Innovation With Excellence

المؤسسة العامة لتحويل المياه المالحة
Saline Water Conversion Corporation (SWCC)

and End.

related

Collaboration and Partnership Opportunities



POTENTIAL PARTNERS AND SPONSORS



Public Sector



Private Sector

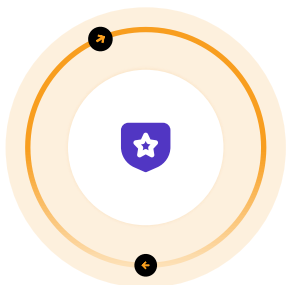


Non-Profit Sector

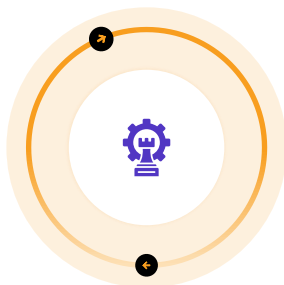




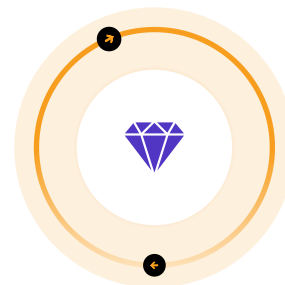
SPONSORSHIP PACKAGES



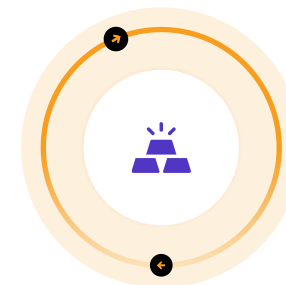
Official Sponsor



Strategic Sponsor



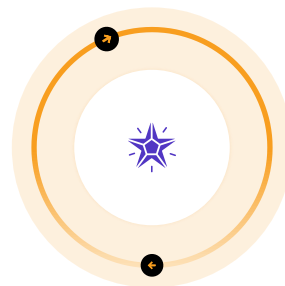
Diamond Sponsor



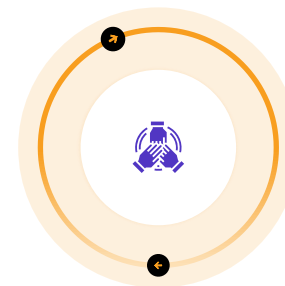
Gold Sponsor



Silver Sponsor



Platinum Sponsor



Participating Sponsor





BASIC SPONSORSHIP BENEFITS

List of Features	Official Sponsor	Strategic Sponsor	Diamond Sponsor	Gold Sponsor	Silver Sponsor	Platinum Sponsor	Participating Sponsor
Presenting a Working Paper during the Forum (Keynote).	✓	✓	✗	✗	✗	✗	✗
Showcasing a 60-second promotional video for the sponsoring entity during the forum and break times.	✓	✓	✓	✗	✗	✗	✗
Reserved seating in the VIP area during the forum's opening ceremony.	6	6	4	✓	✓	✓	✗
Conducting a Workshop during the Forum.	✓	✓	✓	✗	✗	✗	✗
Sponsor's logo displayed in the stage area during the forum.	✓	✓	✓	✓	✗	✗	✗
Sponsor's logo displayed in the visitor registration area.	✓	✓	✗	✗	✗	✗	✗
Sponsor's logo displayed in promotional materials on the forum's social media accounts.	✓	✓	✓	✓	✗	✗	✗
Honoring the Sponsoring Entity.	✓	✓	✓	✓	✓	✓	✗
Sponsor's logo displayed on the forum's official website.	✓	✓	✓	✓	✓	✓	✓
Sponsor's logo included in the forum agenda.	✓	✓	✓	✓	✗	✗	✗
Spaces in the Accompanying Exhibition.	10*10	10*10	4*6	4*4	3*3	3*3	2*3
Sponsor's logo displayed on the name badge of forum visitors and the awards ceremony.	✓	✓	✓	✓	✓	✗	✗
Sponsoring the Saudi Customer Experience Award 2026.	✓	✓	✓	✓	✗	✗	✗

Offered Feature

Not Offered



SPONSORSHIP BENEFITS OF THE SAUDICXA 2026

List of Features	SCXA™ 26
Sponsoring a Category and Presenting the Award during the Ceremony.	✓
Nominating a Representative to Join the Steering Council.	✓
Invitations to Attend the Opening of the Awards Ceremony.	20
Sponsorship of the CX Day and Sponsorship of One of the Monthly CX meetup.	✓
Sponsorship Announcement on Social Media Accounts.	✓
Sponsor's logo displayed on the award's official website.	✓
Sponsor's logo displayed in advertising materials on the award's social media accounts.	✓
Sponsor's logo included on the categories page of the website for the category being sponsored.	✓
Sponsor's profile and logo featured on the sponsors and partners page of the award's official website.	✓
Reserved seating in the VIP area during the opening ceremony of the Customer Experience Award.	5



Offered Feature



Not Offered

OUR PARTNERS IN SUCCESS

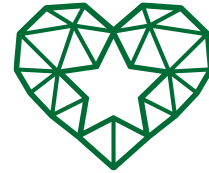




PARTNERS



الهيئة العامة للمعارض والمؤتمرات
SAUDI CONVENTIONS & EXHIBITIONS GENERAL AUTHORITY



SCXA™



CONTACT US



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The logo features the text "CCX WORLD" in a white, bold, sans-serif font. The "C"s are stylized with a rectangular cutout. To the right of the "X" is a white arrow pointing diagonally up and to the right. The entire logo is centered within a large orange circle. Surrounding this central circle is a lighter orange ring, and further out is a white background. Six black circles are positioned around the ring, each containing a white arrow pointing towards the center.

CCX WORLD

THANK
YOU