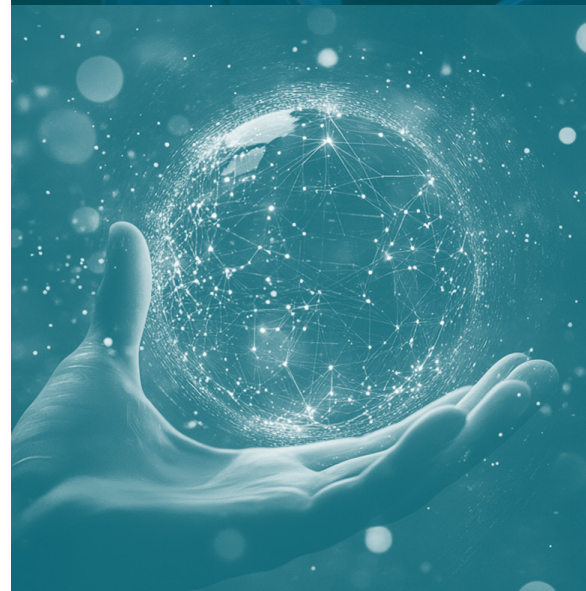


# **Performance Excellence Forum & Awards Gala**

**Hilton Riyadh Hotel  
& Residences**

**17 November 2025**



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**The GPA Unit's** mission is to support organizations in harnessing improvements to their strategy and performance management architecture through integrated maturity assessment solutions, with the ultimate goal of achieving sustainable Performance Excellence.

With over **15 years of experience** and a rich blend of academic and practitioner-led research in strategy and performance, we have developed a unique suite of frameworks for evaluating the maturity of performance management systems across a wide range of industries and business environments.

We aim to operate as an independent entity while maintaining a strong strategic partnership within the broader ecosystem of The KPI Institute network of companies. This position enables us to contribute to setting standards and advancing practices in the field of strategy and performance management.

As part of our operations, we lead several research initiatives, offer a diverse portfolio of certification and accreditation programs to deepen understanding of maturity assessment practices, and provide advanced technological solutions through our **PerforAssess** brand. These solutions are applied across various contexts—from strategic planning, measurement, and improvement to performance culture, employee performance management, and the broader business operations performance functions.

Ultimately, we aim to be among the leading voices in advancing performance excellence through strategic insight, thought leadership, and maturity-driven strategy and performance management expertise. **The Ladder**, our newly established magazine, serves as a key platform to empower professionals and organizations by curating forward-thinking content, expert analysis, and real-world perspectives that illuminate the path to effective strategy execution and performance maturity.

# About Us

# About The Event

## **The Performance Excellence Forum & Awards**

**Gala** is a dedicated platform for advancing strategy and performance management practices in Saudi Arabia, the region, and ultimately worldwide. Designed for professionals across sectors, the event combines knowledge exchange during the daytime forum with the formal recognition of organizational achievements in the evening gala.

Throughout the day, participants engage in roundtable discussions, case study reviews, and expert-led sessions focused on key strategy and performance management capabilities. In the afternoon, the Awards Gala formally recognizes organizations that demonstrate excellence across these capabilities that stay at the core of GPAU Integrated Performance Maturity Models and Assessment Methodologies.

As the event unfolds, we will honour nominees and winners whose accomplishments reflect a commitment to advancing these key areas, fostering a culture of excellence, and contributing to the broader strategic objectives of their organizations and regions.

Together, the Forum and Gala create a space for networking, learning, and recognition, contributing to the ongoing development of Performance Excellence practices.

# Agenda



## Performance Excellence Forum

### Morning session

These live case studies will spotlight how organizations turned assessment results into smarter planning, sharper metrics, and sustained improvement.



## Performance Excellence Forum

### Afternoon Session

This session explores the people, processes, and systems that turn maturity frameworks into sustainable practice – showcasing how integration, leadership, and HR capabilities drive long-term improvement.



## Performance Excellence Gala

### Evening Session

The Gala celebrates the organizations pushing maturity beyond checklists – rewarding those who've translated strategy into systems, and systems into sustained success.

## Performance Excellence Forum: Morning Session

**08:30–09:00** Registration & Networking

**09:00–09:10** | **Conference Chair Welcome Message**

*Adrian Brudan*, GM GPA Unit

**09:10–09:30** | **From Vision to Execution: Lessons Learned in Strengthening Strategic Planning Maturity**

Framing questions: How can organizations strengthen long-term planning by clarifying strategic direction and aligning efforts across the board? What role does integrating strategy and performance management play in turning vision into execution?

*Badreddin Ibrahim Alharithy*, Strategy & Transformation Director at Albawani Holding

**09:30–09:50** | **Focus Over Volume: How Performance Maturity Redefines What Gets Measured in Performance Management Systems**

How can organizations strengthen their performance measurement maturity by focusing on the relevance of what they measure—and what they intentionally stop measuring? What role do performance measures and performance data analysis play in improving performance management and decision-making?

*Anas Alkeaid*, Head of Strategic Planning Department at Literature Publishing Translation Commission

**09:50–10:10** | **From Local Fixes to Institutional Learning: Advancing Performance Improvement Maturity Across the Organization**

How can organizations evolve from isolated improvement projects to long-term performance improvement maturity—by aligning improvement efforts with clear performance goals and embedding performance measures that support learning?

*Abdulmohsen K. Alraimi*, Excellence Programs and Quality Monitoring Director at ZATCA

**10:10–10:40** | **Panel Discussion: How Strategy and Corporate Performance Leaders Use Maturity Assessments to Drive Business Impact**

Panel Moderator: *Bori Pentek*, Accredited GPA Unit Assessor

Speakers:

*Ahmed Bin Shuail*, Senior Director, Head of Strategy and Planning Department at PIF

*Eng. Saad bin Abdulghani Al-Ghamdi*, Deputy Minister of Education for Planning at Ministry of Education

*Talal AlMalki*, Senior Director of Corporate Planning & Performance at Red Sea Global

*Abdulaziz H. Abalkhail*, Director of Corporate Performance Analytics at ZATCA

*Abdullah Almofleh*, VP of Corporate Strategy at Advanced Electronics Company

**10:40–11:10** Coffee Break – Socializing

**11:10–11:30** | **Redesigning Performance Improvement Through Technology: Advancing Performance Improvement Maturity with Intelligent Systems**

How are mature organizations leveraging technology to advance performance improvement maturity—transforming isolated fixes into scalable, data-driven, and continuously evolving solutions?

*To Be Confirmed*

**11:30–11:50** | **How to Get Recognized for Performance Excellence**

*Doina Popovici*, Head of Maturity Assessment Services at GPA Unit

**12:00–13:00** Lunch Break

## Performance Excellence Forum: Afternoon Session

13:00–13:30	<p><b>GPAU 3.0 Official Launch</b> <i>Adrian Brudan &amp; Teodora Gorski</i></p>
13:30–13:50	<p><b>Case Study: From Maturity Assessment to Organizational Impact. A Leap from Emergent to Advanced Practices</b> Framing Statement: True change is not just about the system; it is about the people, the culture. <i>Badreddin Ibrahim Alharithy</i>, Strategy &amp; Transformation Director, Albawani Holding <i>Cristina Mihailoae</i>, Head of Innovation &amp; Product Design at GPA Unit</p>
13:50–14:10	<p><b>When HR and EPM Finally Talk: A Practical Guide to Integrating Performance Management with Learning and Development for HR and L&amp;D Professionals</b> Framing questions: What is the role of HR professionals in performance management, and how can specific practices enable them to develop performance measures that break silos between HR, L&amp;D, and EPM—driving both accountability and capability building? <i>Abdulhadi Al Ghamdi</i>, Employee Performance Management Senior Manager at Riyadh Airports</p>
14:10–14:30	<p><b>When Leadership Listens: Building a Culture that Drives Performance Through Trust</b> How can mature organizations redefine leadership as a listening practice—where transparency, communication, and shared accountability shape culture? What role does listening play in building a high-performance culture and developing meaningful leadership performance measures? <i>Mohammed Sulieman Al'Mohd</i>, RSG Head of EPMO at Red Sea Global <i>Talal AlMalki</i>, Senior Director of Corporate Planning &amp; Performance at Red Sea Global</p>
14:30–15:00	<p><b>Panel Discussion: Performance with Purpose – Aligning People, Culture and Strategy</b> Panel Moderator: <i>Bori Pentek</i>, Accredited GPA Unit Assessor Speakers: <i>Zainab Hamidaddin</i>, Head of Employee Performance Management Office at Red Sea Global <i>Abdulhadi Al Ghamdi</i>, Employee Performance Management Senior Manager at Riyadh Airports</p>
15:00–16:00	<p>Coffee break &amp; cocktail-hour refreshment Break and preparation for Awards Gala</p>

## Performance Excellence Awards Gala: Evening Session

16:00–16:10	<b>Opening Remarks</b> Presentation of Awarding Categories
16:10–16:30	<b>State of the Art – by Capability</b> Awarded for Excellence in Strategic Planning <b>Best in Class Winner:</b> Awarded for The Hallmark of Excellence in Strategic Planning <i>Strategic Planning Competition Diagnosis Winners</i>
16:30–16:50	Awarded for Excellence in Performance Measurement <b>Best in Class Winner:</b> Awarded for The Hallmark of Excellence in Performance Measurement <i>Performance Measurement Competition Diagnosis Winners</i>
16:50–17:10	Awarded for Excellence in Performance Improvement <b>Best in Class Winner:</b> Awarded for The Hallmark of Excellence in Performance Improvement <i>Performance Improvement Competition Diagnosis Winners</i>
17:10–17:30	Awarded for Excellence in Performance Culture <b>Best in Class Winner:</b> Awarded for The Hallmark of Excellence in Performance Culture <i>Performance Culture Competition Diagnosis Winners</i>
17:30–17:50	Awarded for Excellence in Employee Performance Management <b>Best in Class Winner:</b> Awarded for The Hallmark of Excellence in Employee Performance Management <i>Employee Performance Management Competition Diagnosis Winners Announcement</i>
17:50–18:20	<b>State of the Art – Integrated Performance</b> Awarded for Excellence in Integrated Performance <b>Best in Class Winner:</b> Awarded for The Hallmark of Excellence in Integrated Performance <i>Integrated Performance Competition Diagnosis Winners</i>
18:20–18:30	<b>Closing Remarks</b>
18:30–20:30	Cocktail Dinner & Networking

# Knowledge Partners



Knowledge Partners include all organizations that supported the event through speaking engagements, research contributions, or thought leadership.

# Event Partners

## Strategic Partner

TKI  
THE KPI INSTITUTE

## Solutions Partners

systemæms

LERERO

Life Management  
Science  
Labs

maentae

FAEI  
The Functional Areas  
Enablement  
Institute

IWSL  
INSTITUTE FOR WORK,  
SKILLS AND LEARNING

Institute for  
Life Management  
Science

biodigy  
The biomimicry digital agency

Synaësis

## Aesthetics Partner Media Partner

Æ  
AEGENDA

PERFORMANCE  
MAGAZINE

Join a distinguished group of organizations supporting the advancement of performance excellence in Saudi Arabia. As a partner, you gain **visibility**, **credibility**, and **opportunities** to engage with key stakeholders driving strategic impact across sectors.

**Become a partner**

# Partnership Opportunities

Held at a pivotal moment in Saudi Arabia's transformation journey, the Performance Excellence Forum & Awards Gala offers a purposeful platform for dialogue, recognition, and **shared exploration** of how strong systems can support national transformation.



## Strategic Partner

Designed for organizations seeking the **highest level of engagement**, this partnership offers integrated visibility across the event's most prominent sessions.

Includes Forum & Gala Sponsors



## Network Partner

Contributing both **perspective and presence**, these partners help shape dialogue and support the spaces where insights and connections take form.

Includes Networking Sponsors



## Solutions Partner

Ideal for solution providers ready to **engage directly with delegates**, offering practical tools and services that support performance excellence.

Includes Solutions Sponsors (Exhibitors)

# Partnership Packages

**Choose your package and elevate your brand!**

From full-stage presence to impactful networking or cost-effective exhibiting, each sponsorship tier offers unique opportunities to connect with a high-level audience and amplify your presence before, during, and after the event.

## Overview & Pricing

### Forum Strategic Partner

**20,000 USD**

- 8 passes
- Presentation Slot & Logo on all materials
- Prime Branding Placement
- VIP recognition

### Awards Gala Strategic Partner

**15,000 USD**

- 6 passes
- Present up to 3 awards on stage
- Logo on gala screens & signage
- Quote in press release & wrap-up
- Recognition at Gala Ceremony

### Network Partner

**10,000 USD**

- 4 passes
- Sponsor networking sessions
- Co-host panel discussion
- Logo on badges and materials

### Solutions Partner

**7,500 USD**

- 2 passes
- Tabletop display in expo area
- Social media mention
- 1/4 page ad in event brochure

For any further details, contact us at **[partners@gpaunit.org](mailto:partners@gpaunit.org)**.

# Target Audience

## Who should attend?

The Performance Excellence Forum & Awards Gala is designed for senior professionals and decision-makers committed to enhancing strategy execution, performance management, and organizational excellence. This event is particularly relevant for individuals and organizations seeking to align with Vision 2030 objectives and advance their performance maturity.



### Executive and Strategic Leadership

CEOs, COOs, Directors, Managers, and senior leaders responsible for driving organizational strategy, governance, performance outcomes, and corporate strategy alignment across industries.



### Government Officials and NGO Representatives

Professionals involved in public sector governance, performance oversight, or social development initiatives, including officials from government bodies and national NGOs contributing to Vision 2030 goals.



### HR and Performance Excellence Experts

HR executives, managers, and performance consultants focused on employee performance management, leadership development, operational excellence, and performance improvement frameworks (Balanced Scorecard, EFQM, OKRs, etc.).

# Awards



The Performance Excellence Awards Gala celebrates organizations that exemplify best-in-class achievements across strategy and performance capabilities, recognizing outstanding contributions in strategic planning, performance measurement, performance improvement, performance culture, employee performance management, and integrated performance.

Each capability features 2 categories of awards:

## **Awarded for Best in Class**

### **EXCELLENCE**

This category recognizes all organizations that have achieved a minimum of Maturity Level 4 in one or more capabilities as part of the formal assessment and recognition process conducted within the 12 months preceding the event. Such organizations are recognized for running highly advanced performance systems and practices.

## **Awarded for Best in Class**

### **THE HALLMARK OF EXCELLENCE**

This category recognizes all organizations that have achieved Maturity Level 5 in one or more capabilities as part of the formal assessment and recognition process conducted within the 12 months preceding the event. Such systems and practices are considered to be “Best in Class”.

# How to Get Nominated

## to the Performance Excellence Awards Gala

### Submit Inquiry for the Maturity Assessment

1

**Contact** the GPA Unit team and express your interest in conducting a maturity assessment for your strategy and performance management core capabilities.

Following the **initial inquiry**, our experts will guide you in selecting the most relevant service for your needs. A services proposal will be submitted and presented to the organization.

2

### Identify the Right Service

### Choose the Service Deployment Option

3

The organization will **decide** on the most suitable course of action to begin the improvement journey and pursue the opportunity to be nominated for the GPA Unit Awards. Organizations can choose from two potential pathways presented in the next step

**Path 1** : Conduct a Diagnosis Scan to identify the current maturity level, highlight critical gaps, and obtain a general roadmap for improvement.  
**Path 2** : Proceed directly with the Advanced Maturity Assessment.

4

### Undertake the Maturity Assessment

### Receive the Official Nomination

5

All organizations undertaking Advanced Maturity Assessments by GPA Unit Accredited Assessors are **eligible** for the award, as long as their scoring positions them in maturity levels IV or V.

The organization will be **invited** to attend the Annual Performance Excellence Forum, as well as the Awards Gala. The entity must be physically represented by one or more staff members during the Awards Gala to officially receive the Award.

6

### Attend the Performance Excellence Forum & Awards Gala

### Share Your Achievement

7

We encourage awarded organizations to **publicly display** the Award on their website, issue press releases, and communicate their commitment to continuous improvement and Performance Excellence to all stakeholders

# Awards Categories

## ***Integrated Performance***

These awards recognize those who have achieved outstanding integration of performance management elements, aligning strategies, processes, and people to create a cohesive system for excellence.



## ***Strategic Planning***

These awards recognize those who have demonstrated excellence in strategic planning, aligning long-term goals with organizational priorities to drive impactful results.



## ***Performance Measurement***

These awards honor those who have implemented effective performance measurement systems, driving data-driven decisions and measurable outcomes.



# Awards Categories

## ***Performance Improvement***

These awards recognize those who have advanced in using performance data to drive continuous improvement and foster organizational learning.



## ***Performance Culture***

These awards recognize those who have fostered a mature performance culture, driving engagement and alignment with organizational goals.



## ***Employee Performance Management***

These awards recognize those who have developed mature employee performance management practices, aligning individual growth with organizational goals.



# Pricing & Registration

The Performance Excellence Forum & Awards Gala offers a comprehensive program combining insightful discussions, peer benchmarking, and the recognition of performance excellence. Registration includes access to all daytime sessions, networking opportunities, the presentation of key research findings, and the Awards Gala dinner.

Package	Pre-event special offer <small>Until 15 August 2025</small>	Early Bird <small>Until 1 Oct 2025</small>	Standard Rate
Forum & Awards Gala	\$575	\$675	\$775

\* Listed prices exclude any applicable taxes (e.g., VAT or WHT). Taxes will be applied as per prevailing regulations.

## Participant Benefits Pack and Inclusions

- ✓ Forum **Attendance** & Delegates Pack
- ✓ **Free access** to Awards Gala & Cocktail Dinner
- ✓ Presentations slide decks and recordings of **Forum Sessions** (where applicable)
- ✓ Enter the Competition to be awarded a **Free Maturity Diagnosis** service for your organization
- ✓ **10% Discount** voucher for the entire GPAU standard services offering (applicable one time per organization) valid until June 2026

## Group Registration

Organizations registering two or more participants are eligible for customized group rates.

Please contact us for tailored offers based on your organization's needs.

Email Us

✉ [registration@gpaunit.org](mailto:registration@gpaunit.org)

Chat with us

📞 **+40 735 852 895**

**ENROLL HERE**

# Prepare for the Event

Explore our upcoming expert-led webinars designed to provide valuable insights and industry knowledge. Secure your place by registering in advance.



## Strategy Alignment in Action

📅 TUESDAY, 26 August 2025

👤 Cristina Mihăiloaie, Strategy and Performance Management Expert

🗨️ Réka Máthé, Head of Marketing

🔗 This webinar will show professionals how to detect early alignment issues, develop a sound strategy alignment framework, and increase strategic adaptability to remain competitive in a rapidly changing world.

[Register Now](#)

Strategic Planning



## Strengthening KPI Practices for Better Decision-Making

📅 TUESDAY, 16 September 2025

👤 Teo Gorski, Head of Strategic Partnerships & Growth at GPA Unit

🗨️ Réka Máthé, Head of Marketing

🔗 This webinar explores how to shift from volume to focus and make measurement a source of insight.

[Register Now](#)

Performance Measurement



## Transforming Initiatives into Performance Improvement Enablers

📅 TUESDAY, 7 October 2025

👤 Andrea Minelli, Performance Management Consultant at Systaems

🗨️ Cristina Mihăiloaie, Strategy and Performance Management Expert

🔗 This webinar explores managing initiatives as enablers of strategy and engagement through a learning-driven performance cycle.

[Register Now](#)

Performance Improvement



## Well-Being as Strategy: Embedding Happiness into Performance Culture

📅 TUESDAY, 28 October 2025

👤 Péntek Bori, Head of Content & Insights at GPA Unit

🗨️ Réka Máthé, Head of Marketing

🔗 Examine how mature organizations make workplace well-being central to how people work, lead, and succeed.

[Register Now](#)

Employee Performance Management

# Bring your Impact

## What You'll Gain

Unlock exclusive insights and resources by joining our programs as a survey participant or research partner. Gain access to valuable reports, networking opportunities, and recognition in the industry!

### Survey Participants

- ✓ Complimentary copy of the research report
- ✓ Invitation to exclusive online launch event
- ✓ Free e-learning certificate (worth \$200) for each capability survey completed
- ✓ 50% discount for a performance audit certification

### Research Partners

- ✓ Tailored data insights for your organization/industry
- ✓ Brand visibility in the research report
- ✓ Brand visibility at the Performance Excellence Forum & Awards Gala

**Complete All 5 Surveys & Unlock a \$1,350 Certification – Free!**



**Strategy Planning**

Take The Survey



**Performance Improvement**

Take The Survey



**Performance Measurement**

Take The Survey



**Employee Performance Management**

Take The Survey



**Performance Culture**

Take The Survey

Unlock exclusive insights and resources by joining our programs as a survey participant or research partner. Gain access to valuable reports, networking opportunities, and recognition in the industry!

The GPA Unit logo, featuring the text "GPA Unit" in a white sans-serif font on a dark blue background.

**GLOBAL  
PERFORMANCE  
AUDIT UNIT**



# Let's Celebrate Together!

17th of November, 2025

**Hilton Riyadh Hotel & Residences**

Enroll at **[registration@gpaunit.org](mailto:registration@gpaunit.org)**  
or via WhatsApp **+40 735 852 895**

