

تَرْوِيج
tarweej



Sultanate of Oman
Ministry of Labour

1st

مُنْتَدَى عُمان الأول
لِإدارة التغيير

OMAN CHANGE
MANAGEMENT
FORUM

1st OMAN CHANGE MANAGEMENT FORUM

(Oman Convention & Exhibition Centre)

12-13 December 2022

Introduction

Nowadays, we look with pride at the diversified economy, growth in achievements, and society development achieved on the land of Oman. Oman steadily takes steps by a sound vision under the wise leadership of our Majesty Sultan Haitham bin Tariq, may Allah protect and take care of him. The Omani economy system moves towards globalization and keeping pace with the smart developments. The competition in the Business Sector towards the smart ideas and quick solutions serving its sustainable projects herald a future of an economy with a smart vision and insight into the areas of management change. In its first session, this Forum seeks to promote the concept of change in analysis, development and implementation of the change management strategy and plan in an effective and successful manner, increase capabilities of the institutions, qualify the national personnel using the management methods and sustainable change management methodology in quality and improvement of the work quality and financial level, and keep pace with the digital business world. The participants would know about the concepts, theories, methodology and tools required for successfully implementing the change and transfer the global experiences.



About the Forum

In cooperation with the British APM Group Institute, Tarweej intends to present the first Oman Change Management Forum to upgrade capacities and capabilities of the institutions, persons and operations interacting with such changes, and to know the best means and solutions and to keep pace with the era developments.

Currently, we set pillars of the partnership within the society to develop and enhance the national capabilities in the field of change management, develop a professional workforce in this field, enhance the readiness and response to the management changes in a practical way by examining the factors determining the effective partnership designed to enhance dealing with the negative aspects of change, build strong partnerships and create vital and developmental research environment increasing the level of awareness of change in Oman to overcome the continuous and renewable challenges, and create innovative solutions to protect the key information infrastructure.

Bilateral and multilateral partnerships with which the management change is practically enhanced in the institutions and companies, as well as their levels of readiness and maturity in protecting their electronic assets and their flexibility in facing any change.

In addition, it seeks to address any weaknesses and to achieve institutional success through full integration between the practices of joint operations, techniques and readiness to respond to the risks, and modeling the threats which the institutions face, and to act to help them understand their readiness to address them, provided that the Forum shall be accompanied by an internationally accredited global speaker from the Institute to provide explanations supporting the institutions and individuals by enriching them with the necessary knowledge and promoting the change management security and protection of the key information infrastructure, leading to general consent on practical recommendations based on experience, with which the protection measures are developed, nature of the existing problems are identified, proper solutions are proposed, and the relevant policies and standards and enhanced.

As part of our efforts to conclude feasible practical outputs, the Main Committee of the Forum looks forward to the signing of memoranda of understanding that strengthen and establish a general framework for cooperation, coordination, and exchange of professional experiences to enhance the information security, keep pace with the technological development which poses increasing challenges, develop the procedures and plans and use means of protection being proper for such changes.

About the Institute

APMG Institute is one of the major global institutes specialized in provision of the consultancy services for wide set of professional certification plans, provision of smart solutions, training courses and consultancy services, development and qualification of the professional personnel to draw the map of success, as well as accrediting the organizations all over the world and strict evaluation; all organizations APMG-accredited organizations are recognized for their commitment to provision of extraordinary service. The Institute offers a variety of accreditation plans, including the world-renowned solutions for management of projects, business, technology, cyber security, and public-private partnerships, while the APMG's accreditation and examination plans support the goal of enabling the organizations and professionals to increase their effectiveness through utilization of the latest methodologies and core competencies.

Aspects

- Relationship between the strategic planning and change management
- Understanding the relationship between the change management and project management
- Types of change in the organizations
- Management of the concerned parties & communication plan
- Change plan and strategy
- Alignment between the change management and organizational goals
- Institutional individual change

Who will attend the forum?

- Change strategy makers in the government institutions and major companies
- Decision makers in the public and private companies
- The governmental entities associated with the strategic planning, change management and future vision
- General managers
- Sustainability and corporate planning managers
- Financial managers
- Experts & economists
- Businessmen & investors
- All relevant media and social media channels



Forum marketing and promotion

The media coverage includes the following:



Publishing the advertisements in the local newspapers in both Arabic and English



Cell broadcast before and during the event



Visibility of the brand on a broad marketing campaign together with the flexibility to meet the specific needs of the participant



Distribution of publications, electronic newsletter and customized invitations



Marketing via the social media



Radio ads and live coverage during the event in news channels



Regular press releases in the newspapers and websites



Outdoor billboards

Sponsorship File

Some of advantages of the sponsorship which you will achieve in general, as well as the specific features of each category, as follows:

- ▷ Access to the decision makers in the government agencies, commercial and industrial entities
- ▷ Know the investment opportunities
- ▷ Provide the capabilities to hold bilateral or group meetings that enable easy access to the specialists and decision makers to directly market the products and services of sponsors and exhibitors
- ▷ Know the investment opportunities
- ▷ Make use of the opportunities to conclude cooperation agreements and investment and commercial deals with the participating entities of the public and private sectors, where more than 450 participants attend
- ▷ Present an integrated program about the change management
- ▷ Present experiences of many successful institutions in implementing the change management
- ▷ Presence of a global leader in the field of change management
- ▷ Represent interests of the sponsoring company and participate in drafting the Forum's recommendations to achieve those interests, and provide them with the opportunity to follow up their implementation with all regulatory authorities, ministries and other relevant government agencies.

Official Sponsor

Sponsorship amount: OMR 20,000

Advantages of the Sponsorship

- Putting the sponsor's logo on all promotional publications, press advertisements, invitation cards and marketing brochures
- Putting the official sponsor's name and logo in the promotional email to be addressed to 50,000 emails
- Putting 3 pages as an introduction to the organization in the forum booklet
- Putting the official sponsor's booklet in all the files to be distributed to the participants and speakers
- Taking advantage of the forum's online promotion
- Shield of Appreciation handed over by the event sponsor
- TV interview
- Allocating a seat in the first row
- Allocating 20 free seats for the institution's employees to attend the forum's work
- Participation by the institution's representative in the discussion session
- An official speech in the opening statement
- Marketing visual presentation during the forum
- Allocating 6 seats to attend the accompanying workshop

Platinum Sponsor

Sponsorship amount: OMR 15,000

Advantages of the Sponsorship

- Putting the sponsor's logo on all promotional publications, press advertisements, invitation cards and marketing brochures
- Putting the official sponsor's name and logo in the promotional email to be addressed to 50,000 emails
- Putting 2 pages as an introduction to the organization in the forum booklet
- Shield of Appreciation handed over by the event sponsor
- Taking advantage of the forum's online promotion
- Allocating a seat in the first row
- Allocating 15 free seats for the institution's employees to attend the forum's work
- Participation by the institution's representative in the discussion session
- Marketing visual presentation during the forum
- Allocating 4 seats to attend the accompanying workshop

Golden Sponsor

Sponsorship amount: OMR 10,000

Advantages of the Sponsorship

- Putting the sponsor's logo on all promotional publications, press advertisements, invitation cards and marketing brochures
- Putting 2 pages as an introduction to the organization in the forum booklet
- Taking advantage of the forum's online promotion
- Allocating 10 free seats for the institution's employees to attend the forum's work
- Putting the official sponsor's name and logo in the promotional email to be addressed to 50,000 emails
- Shield of Appreciation handed over by the event sponsor
- Allocating a seat in the second row
- Marketing visual presentation during the forum
- Allocating 3 seats to attend the accompanying workshop

Silver Sponsor

Sponsorship amount: OMR 5,000

Advantages of the Sponsorship

- Putting the sponsor's logo on all promotional publications, press advertisements, invitation cards and marketing brochures
- Putting 1 page as an introduction to the organization in the forum booklet
- Taking advantage of the forum's online promotion
- Shield of Appreciation handed over by the event sponsor
- Allocating 5 free seats for the institution's employees to attend the forum's work
- Allocating 2 seats to attend the accompanying workshop

ترويج
tarweej

Tarweej Media



Info@tarweej.media

Marketing@tarweej.media



@tarweej.media



+968 97688852

+968 93235115



<http://www.tarweej.media/>

