

Lesson 1 — Orientation & Baseline

Session 1 of 8 | Duration: 60 min | Artifact: Unassisted 4-min recording + L1 score

Purpose

Collect each learner's current, unassisted event proposal pitch as the baseline score for the course.

Phases

Time	Phase	Trainer does
0:00–0:10	Welcome & task framing	Introduce the course; state the one task that will be trained for 8 sessions. Show the five beats on screen but don't teach them.
0:10–0:20	Brief review	Hand out the client brief (below). 10 min for silent reading. No questions on language.
0:20–0:55	Baseline pitches	Each learner records a 4-min pitch, one at a time. Others stay on camera as the client side. No interruptions, no help.
0:55–1:00	Close	Thank learners. State that Lesson 2 introduces the structure. Save recordings for scoring.

Scripted teacher language

“For the next 8 sessions you'll train one task: a 4-minute event proposal pitch to a real client. Today I just want to see how you do it now.”

“You have 10 minutes to read the brief. Then each of you will pitch in 4 minutes. I won't help with language or structure today — that starts next session.”

“Stay on camera during each other's pitches. You're the client side. Don't interrupt, don't ask questions.”

Client brief — shared by all learners

Client: Gulf Regional Bank — leadership offsite + gala dinner

Brief. Gulf Regional Bank is hosting a 3-day senior leadership offsite for 200 senior executives drawn from six GCC operations (Saudi Arabia, UAE, Bahrain, Qatar, Kuwait, Oman). Dates: 14–16 May 2026. The bank wants Park Hyatt Jeddah as the venue for sessions, accommodation, and a Saturday-night gala dinner that closes the offsite. They have shortlisted three Jeddah properties.

Decision-maker. Mariam Al-Saif, Head of Corporate Communications. She is responsible for the venue selection and reports to the Chief HR Officer.

What they want. A meeting space that holds 200 in plenary plus four breakout rooms; full F&B for 3 days; Saturday-night gala dinner with a Red Sea view; accommodation block of 200 rooms. Budget: SAR 1.2M total.

What they're worried about. A previous offsite at a different property in 2024 had service inconsistencies — coffee breaks ran late, breakouts were under-equipped. They want named operational ownership this time.

The pitch: Present a 4-minute pitch to Mariam. Take a clear stance on which spaces, what service, and what the next step is.

After the session

Score each learner's recording using the scorecard. Save the L1 score to the learner's portfolio folder. Do not share scores with learners until L8.

Artifact

4-min recording per learner + L1 score sheet (5 criteria, /10). Save as **PHJ_[Department]_[LearnerID]_EventSales_L1_YYYY-MM-DD**.