



paawards

2nd edition - GCC

paforums | 2025

the prestigious people analytics award

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unlocking excellence. recognizing achievements.

The 2025 PAAward, designed by Maven Insights, aims to honor and commend outstanding achievements in the People Analytics field, showcasing innovative approaches and impactful strategies within the dynamic Saudi business landscape.

An esteemed panel of experts will conduct rigorous and impartial evaluations to highlight the most deserving contributors in the field of People Analytics.

The culmination of this extensive process will be celebrated at Maven Insights' 8th PAForum; an annual event that assembles industry leaders, HR professionals, and experts to discuss the latest trends, share insights, and acknowledge the winners of the PAAward.

why apply?

strengthen your organization's standing



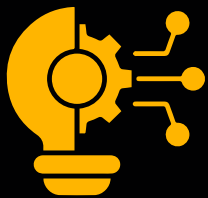
Securing the PAAward positions your organization as a frontrunner in leveraging data-driven strategies to optimize workforce management and drive superior business outcomes.

boost employee morale



Recognize the dedication and contributions of your people analytics team to foster a culture of appreciation, thereby bolstering employee morale and motivation.

showcase innovation and excellence



Display your organization's innovation by showcasing cutting-edge technologies and emerging trends in People Analytics.

cultivate valuable connections



Cultivate strategic connections and network with industry leaders, fostering collaboration and knowledge at the forefront of industry evolution.

eligibility criteria

company size

- ≥ 300 employees

location

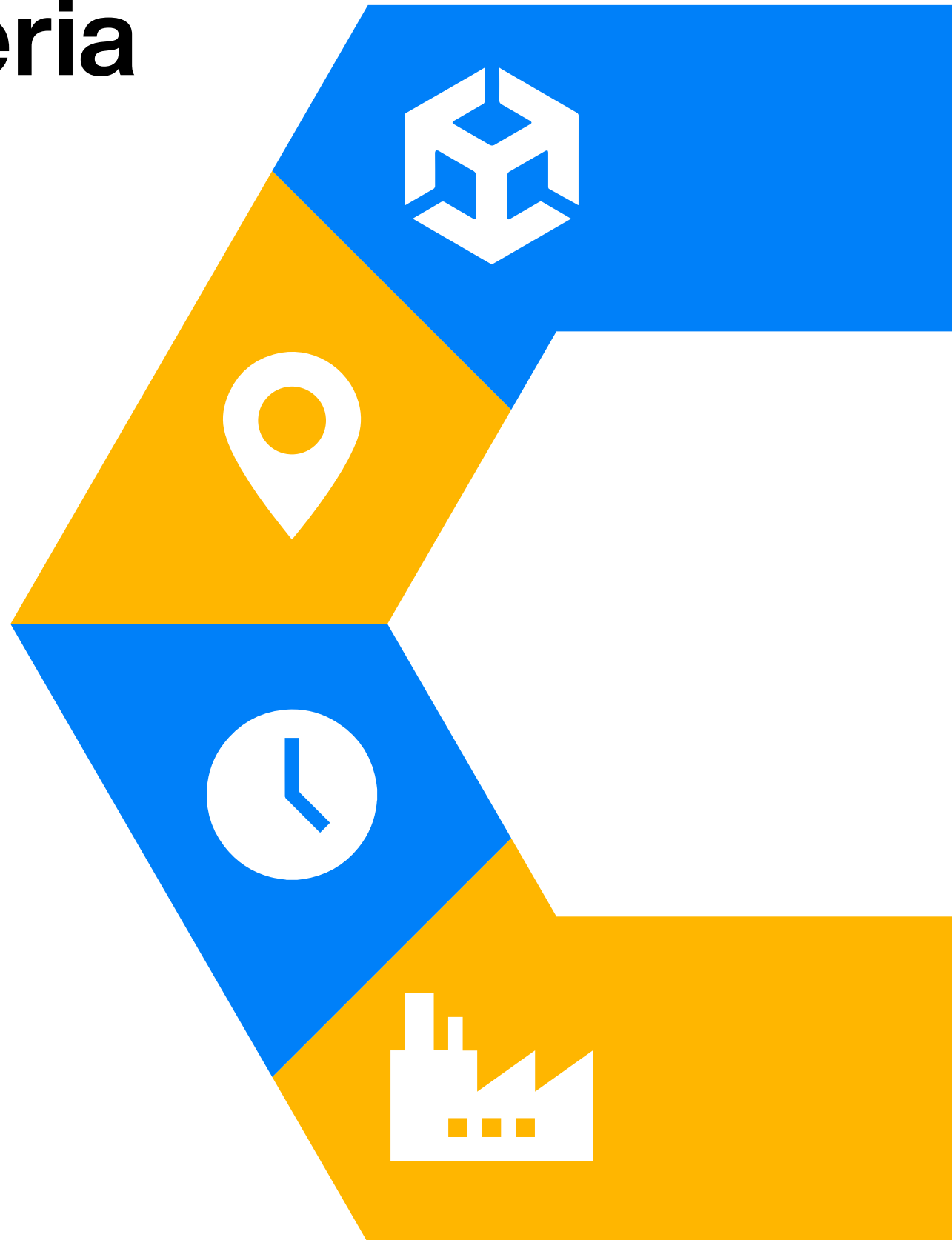
- MENA / Gulf

operational duration

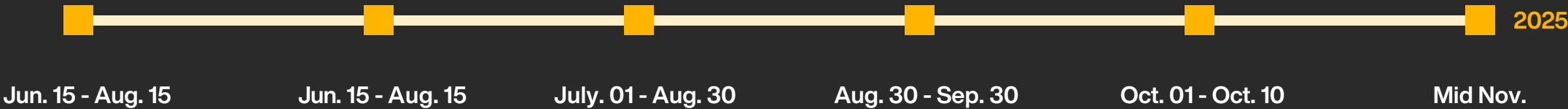
- ≥ 2 years

industry

- gov + semi gov + private



application process + key dates / timeline



evaluation criteria



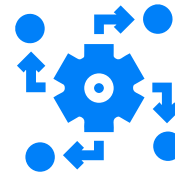
PA strategy and organizational readiness

Clarity of vision and internal structure supporting PA efforts.



data integration and analysis

Effective use of data sources, tools, and models.



business impact and value creation

Tangible outcomes from PA initiatives on business and society.



innovative technology enablement

Use of modern tools and infrastructure to enable PA.



ethical, legal, and inclusive practices

Compliance and fairness in PA execution.

The background of the top half of the slide features a dark, artistic profile of a person's head facing left. Overlaid on the head is a glowing globe with a grid of latitude and longitude lines. Binary code (0s and 1s) is scattered around the globe and the head. There are also some mathematical symbols like a plus sign and a percentage sign. The overall aesthetic is high-tech and digital.

about paforums

The People Analytics Forum started in 2017 as the first of its kind in the GCC region. It aims to establish a community of senior HR and People Analytics leaders who want to move beyond static measures in evaluating their business contributions.

Each year's event is built around the most pressing HR issues of the time. World renowned experts share the latest ideas and discuss ways to harness the full potential of data to empower data-driven HR function.

The Forum is ideal for those working with People Analytics, HR Analytics, Workforce Analytics, Talent Management, and Talent Retention. The annual event provides a platform for an intellectual debate among great minds and practitioners of People Analytics.

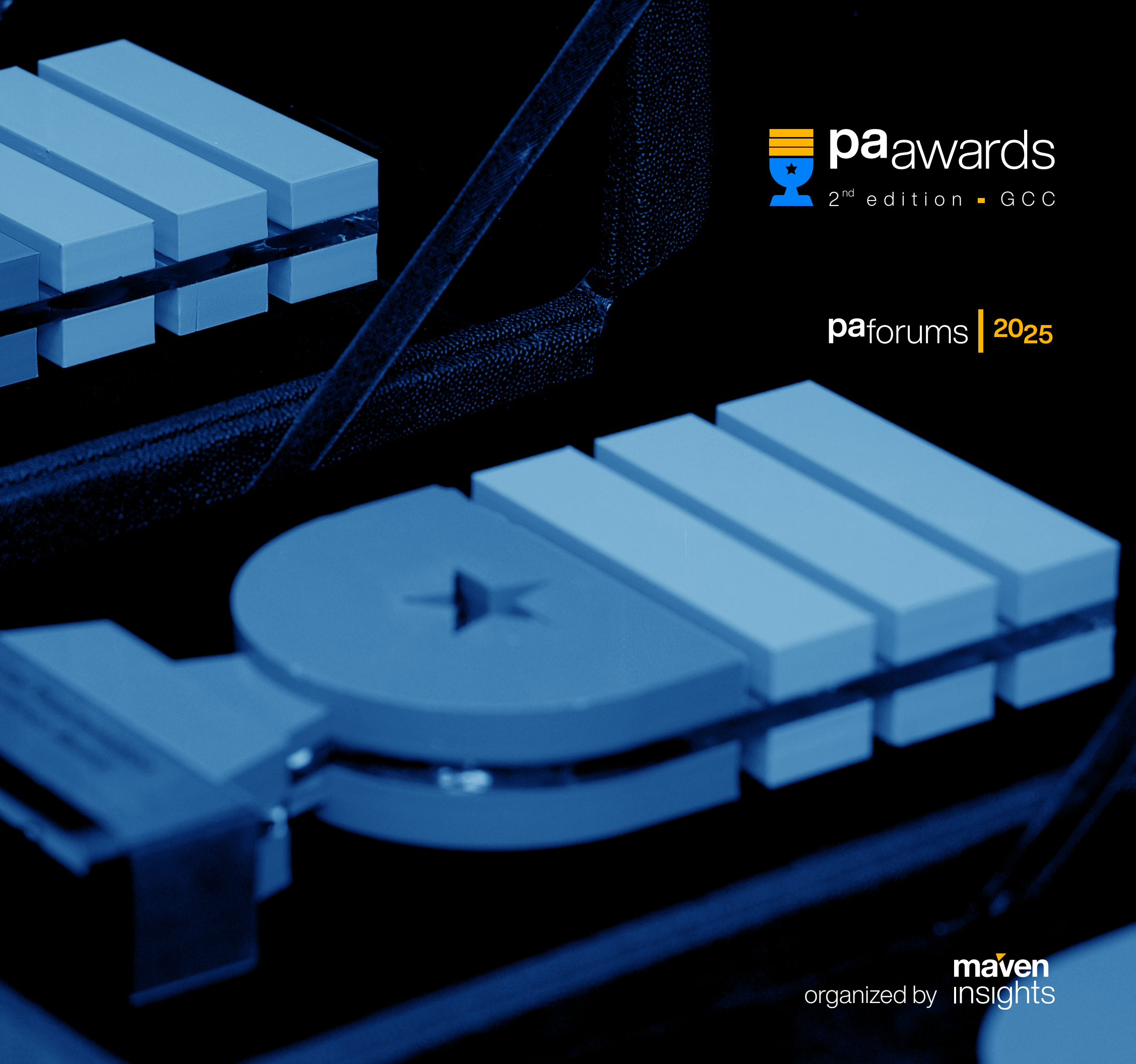


about maven insights

Maven Insights is a renowned management consulting firm with decades of combined expertise in developing capabilities for growing and retaining a loyal customer base.

Our management team have extensive experience working with and delivering value to large organizations across various sectors.

During the 7th edition of its PAForums, Maven Insights proudly revealed the inauguration of the groundbreaking **People Analytics Award (PAAward)** for Saudi Companies, setting the benchmark for excellence and international recognition in the realm of People Analytics.



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