

TRAINER · SPEAKER · JURY · MENTOR

Training & *formal events*

Workshops, bootcamps, masterclasses and keynotes for universities, incubators and institutions, and a place at the table at juries, ceremonies and diplomatic occasions. I teach from practice: the companies, campaigns and events I built myself.

01 · THE TRAINER

I teach what I *had to learn by doing*

I have trained and coached since 2020: first as a freelance trainer in behavioural science, negotiation, workplace behaviour, entrepreneurship and creative writing, then as a regular speaker for incubators, universities and student organisations across Morocco.

My sessions come from real cases. I founded the **Moroccan Writers Association**, the agency **Tafaseel** and the caterer **Riyad Traiteur**; I have pitched to partners, negotiated with suppliers, managed teams and spoken live on **Al Jazeera** and **Medi1 TV**. Participants leave with tools they can use the next day.



Leading the negotiation and pitching sessions of the "Démarre ton business" masterclass, Casablanca, April 2024.

6+ yrs	25+	130	400+
TRAINING & COACHING	WORKSHOPS, TALKS & JURIES	PARTICIPANTS FROM 12 REGIONS ON ONE PROGRAMME	PARTICIPANTS IN ONE WEBINAR SERIES

WHAT I TEACH

Pitching & public speaking
Structuring an idea, telling it as a story, defending it in front of a jury or investors.

Personal branding
Professional presence online and offline, LinkedIn, networks and turning visibility into opportunities.

Negotiation
Preparing, persuading and closing: with partners, sponsors, investors and suppliers.

Entrepreneurship
From idea to action: business model, first clients, resilience after failure.

AI for small organisations
Practical AI tools for visibility, marketing and access to markets, for cooperatives and founders.

Behaviour & communication
Behavioural science, workplace behaviour, emotional intelligence and creative writing.

SESSIONS IN ARABIC, FRENCH OR ENGLISH



Running the pitching workshop of the Enactus ENCG El Jadida bootcamp "De l'idée à l'action", December 2024.

02 · SIGNATURE FORMATS

Three formats I *run again and again*

BOOTCAMP

The Art of Pitching

ENACTUS ENCG EL JADIDA · 2024 & 2025

A training followed by a hands-on workshop: every team pitches and receives personal feedback. First run for 20 project holders at the Complexe culturel El-Kadiri on 15 Dec 2024; invited back on 13 Dec 2025.



MASTERCLASS

Négociation & pitch

"DÉMARRE TON BUSINESS" · CASABLANCA · 20–21 APR 2024

Two days for entrepreneurs with INSPAIRX and the Académie Internationale des Leaders. My part: negotiation and idea pitching, through interactive workshops and simulations.



WEBINAR

Personal Branding

VISIONARY MARKETING CIRCLE · 15 JUN 2025

Session of the "Your Professional Path" series (400+ participants overall): defining your value, building an authentic presence, aligning your brand with your goals.



03 · PROGRAMMES

A trainer that incubators *keep inviting back*

Since 2024 I have trained founders and students on the programmes of **INSPAIRX** and its partner IODSE, at Technopark Casablanca and online, and in 2025 I was selected as a mentor of the **Founder Institute**, the global early-stage accelerator.



AI Lab masterclass, Technopark Casablanca, March 2026.

130	80%	12	6	130
PARTICIPANTS	WOMEN	MOROCCAN REGIONS	PRACTICAL WORKSHOPS	CERTIFICATES

Boost Up Career, 3rd edition (INSPAIRX, 2026), where I led a workshop. I opened the 4th edition's second workshop, "Build Your Professional Presence Online", on 1 November 2026.

MASTERCLASS

AI Lab: AI for cooperatives

TECHNOPARK CASABLANCA · 16TH WOMEN'S DAY · MAR 2026

How AI can give cooperatives visibility, access to markets and autonomy. Billed as "Coach & Expert in Personal Branding" alongside two other experts.

SUMMIT

Pitching and Defending the Idea

INSPAIRX YOUTH AFRICA SUMMIT · 12 DEC 2025

Represented Morocco as a speaker for young African founders working on digital and sustainable projects.

MASTERCLASSES

The Road to the Future

INSPAIRX × IODSE · EVENT 0.1 · MAY–JUN 2024

Speaker in a series of masterclasses on AI, networking, leadership and business planning, online and in Casablanca.

MENTOR

Founder Institute

SELECTED MENTOR · 2025

Among the few mentors selected in Morocco by the world's most established early-stage startup accelerator.







INSPAIRX Event 0.1 panel; handing certificates to participants; "Glissa" session with young entrepreneurs (2025).

04 · ON STAGE

Keynotes & *conferences*

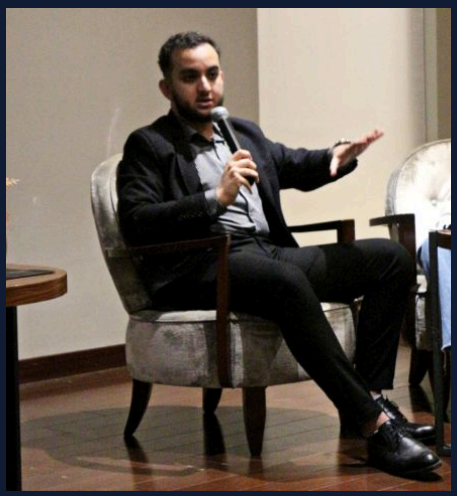
Invited to open conferences and lead talks for engineering and business schools, student clubs and national cultural events, on ideas, impact, personal branding and resilience.



"De l'Idée à l'Impact", Digital Gov conference, ENSA Khouribga, April 2026.

Apr 2026	**Digital Gov, ENSA Khouribga** · keynote "De l'Idée à l'Impact": why some ideas change everything while others never leave the room
Nov 2025	**Reach the Summit**, Enactus ENCG Settat, Complexe culturel de Casablanca · panel on entrepreneurship, sustainability and creativity
May 2025	**The Pitch 2025**, GENIE ENCG Settat · morning talk on personal branding, failure and rebound; jury in the evening
Dec 2024	**Salon International du Livre Enfant et Jeunesse** · headline speaker, invited by the Ministry of Culture
Dec 2024	**LIONS Club Unité ENCG Settat**, 4th annual conference · speaker on digital sovereignty and underprivileged communities
Dec 2024	**Hult Prize OnCampus**, ENCG Settat · opening talk "Entrepreneurship and social impact: how can they be combined?" and jury
2023	**EnsatPress** · Top Speaker







Speakers at Reach the Summit (2025); LIONS Club conference (2024); Hult Prize, ENCG Settat (2024).

05 · JURY & MENTOR

Trusted to *choose*

Organisers ask me to judge because I have been on the other side: I have pitched my own projects to partners, sponsors and juries. I score fairly, give feedback people can use, and often stay on as a mentor.

"Our responsibility is great, but our faith in Moroccan youth and its power to influence is greater."

From my post as a semi-final jury member of the Golden Speech, 2025 (translated from Arabic).



At QVEMI, Enactus ENCG Settat's incubation competition.

JURY

Golden Speech · الخطاب الذهبي

IODSE · 5TH EDITION · 2025

Semi-final jury of the national public-speaking competition: choosing only four finalists from a strong field.

JURY MENTOR

QVEMI 2024

"QUI VEUT ÊTRE MON INCUBATEUR" · ENACTUS ENCG SETTAT

Jury of the 5th edition; I then chose to mentor the Gluless Food team, one of four projects selected for incubation.

JURY

The Pitch & Hult Prize

GENIE ENCG SETTAT · 2024–2025

Jury for the Hult Prize OnCampus (Unlimited edition, 2024) and The Pitch 2025, judging student ventures on impact and delivery.

COACH JUDGE

Yassir Hackathon 2024

ENCG EL JADIDA × UIR RABAT BUSINESS SCHOOL

Coached and judged student teams solving real business challenges, organised by Mazagan Junior Consulting and Junior Entreprise RBS.









Golden Speech jury; certificate from the LIONS Club; Hackathon 2024; Founder Institute mentor announcement. Also jury for the Enactus Morocco national competition and Hassania Junior Entreprise.



Speaking at Technopark Casablanca for the VOAMBOLAMENA Pitch Day, in the presence of His Excellency the Ambassador of Madagascar, 2025.

06 · FORMAL EVENTS

At ease with *protocol*

I am comfortable in rooms where every detail is watched: ministries, embassies, city officials, university juries and boards of companies.

Diplomatic	**VOAMBOLAMENA Pitch Day** with the Embassy of Madagascar; **Symposium de Leadership** at Leaders House (Feb 2025) with the Premier Conseiller of Gabon, ambassadors and CEOs
Official	Invited personally by the **Ministry of Culture** to the Salon International du Livre Enfant et Jeunesse and the Festival National du Livre Jeunesse; thanked on stage by the **Deputy Mayor of Casablanca**
Academic	Organised **250+ formal thesis defences**, ceremonies and partner meetings in a faculty of pharmacy: juries, rooms, protocol and schedules
Media	Live analysis on **Al Jazeera Mubasher**; interviews on **Medi1 TV**, **SNRT Internationale** radio and **Arrabia (SNRT)**



With the Premier Conseiller of Gabon in Morocco, Leaders House.



Official ceremony, Festival National du Livre Jeunesse, Béni Mellal, July 2026.

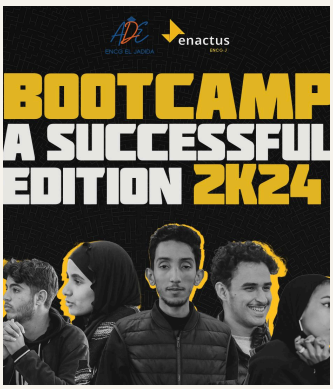
07 · THE RECORD

Sessions, juries & talks, *dated*

Nov 2026	INSPAIRX Boost Up Career, 4th ed. · "Build Your Professional Presence Online" (online)
2026	INSPAIRX Boost Up Career, 3rd ed. · workshop (130 participants, 12 regions)
Jul 2026	Festival National du Livre Jeunesse, Béni Mellal · represented Casablanca-Settat
Apr 2026	Digital Gov, ENSA Khouribga · keynote "De l'Idée à l'Impact"
Mar 2026	Technopark Casablanca, 16th Women's Day · AI Lab masterclass
Jan–Feb 2026	Moroccan Writers Association · remote workshop series with guest trainers (organiser)
Dec 2025	Enactus ENCG El Jadida · bootcamp "The Art of Pitching"
Dec 2025	Inspairx Youth Africa Summit · "Pitching and Defending the Idea"
2025	Founder Institute · selected mentor
Nov 2025	Reach the Summit, Enactus ENCG Settat · panel
2025	VOAMBOLAMENA Pitch Day, Technopark · speaker
2025	"Glissa" session with young entrepreneurs, INSPAIRX
Jun 2025	Visionary Marketing Circle · webinar "Personal Branding"
2025	Golden Speech, IODSE, 5th ed. · semi-final jury
May 2025	The Pitch 2025, GENIE ENCG Settat · talk and jury
Feb 2025	Symposium de Leadership, Leaders House · guest
Dec 2024	Salon International du Livre Enfant et Jeunesse · headline speaker
Dec 2024	Enactus ENCG El Jadida · bootcamp "De l'idée à l'action"
Dec 2024	LIONS Club Unité ENCG Settat · conference speaker
Dec 2024	Hult Prize OnCampus, ENCG Settat · talk and jury
2024	Hackathon, ENCG El Jadida × UIR · coach and judge
2024	QVEMI, Enactus ENCG Settat · jury and mentor
May–Jun 2024	INSPAIRX × IODSE Event 0.1 · masterclasses
Apr 2024	"Démarre ton business" masterclass · negotiation & pitch
2020–2022	Freelance trainer & coach · behavioural science, negotiation, entrepreneurship, creative writing









Programme posters from the organisers: Inspairx Youth Africa Summit, Golden Speech jury, Enactus bootcamp; with the VOAMBOLAMENA organisers at Technopark.

BOOK A SESSION

Othmane *El Jadid*

Trainer, speaker, jury member and mentor. Founder of the Moroccan Writers Association, Tafaseel and Riyad Traiteur.

FORMATS

Keynotes · workshops · one-day bootcamps · masterclass series · jury and mentoring · webinars on Google Meet or Zoom

TOPICS

Pitching · personal branding · negotiation · entrepreneurship · AI for small organisations · behaviour and communication

LANGUAGES

Arabic (Darija and Fusha) · French · English

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Photo: speaking at Reach the Summit, Complexe culturel de Casablanca, November 2025.