

AmCham China

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中国美国商会·天津

Reconnect & Thrive: The Vital Role of Outdoor Education in Teen Development

**重建连接，共赴成长之旅：
户外教育在青少年全面发展中的核心驱动力**

October 18, 2024

Tianjin International School



Introduction

- In an era when adolescents increasingly engage with technology over nature, **outdoor education** is vital for fostering their holistic development. It not only enhances academic achievement but also nurtures essential life skills that prepare youth for the challenges of the modern world.
- AmCham China, Tianjin would like to invite you to join the forum on the **role of outdoor education in fostering the holistic development of teenagers**. This forum will convene experts in the field of education to explore and discuss the myriad ways outdoor education can support the physical, social, emotional, and cognitive growth of teenagers.

Key Highlights

- **Current Status and Trends:** Evolving frameworks & growing emphasis on outdoor education in curricula.
- **Integrating Outdoor Education:** Strategies for educators on incorporating outdoor learning experiences into academic subjects and extracurricular activities
- **Enhancing Physical and Mental Well-Being:** Physical and mental empowerment and value innovation of outdoor education
- **Teamwork & Leadership:** Outdoor education fosters collaboration, conflict resolution, & leadership skills



Sponsorship Packages

Benefits		Gold RMB 25, 000	Silver RMB 16, 000	Community RMB 6, 000	Booth RMB 2,000
Media Coverage & Free AD	Full page AD on AmCham Quarterly Magazine (Values RMB18,000)	1			
	AmCham China Tianjin WeChat Account Promotion	2 times	1 time		
Pre-event Benefits	Logo on all relevant event publicity and marketing materials	√	√	√	
Event Access	Exhibition booth at the event venue	1	1	1	1
	Company name recognition at the beginning and end of the event	√	√	√	√
	Complimentary tickets	20	12	6	2
Brand Visibility/ On-site Benefits	2 minutes promotional video played during the forum	√			
	Space for roll-up banner at the exhibition area	1	1	1	1
	Logo on the main backdrop	√	√	√	
	Logo and name mentioned in post-event reporting and publications	√	√	√	

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If you are interested in advertising your brand

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