

## Online Training Partnership Program with AmCham China

### A Showcase for Training Sector Members

In response to the infeasibility to have face-to-face training lecture and engagement with members as the Covid-19 pandemic becomes increasingly severe globally, AmCham China is introducing a new opportunity for the training member companies to host tailor-made online programs, including topic-based webinars and demo lectures amongst AmCham China's high quality membership across different sectors. Participating organizations will have the unique opportunity to showcase their information sessions or provide online signature training classes through AmCham China's online platform. This will ensure that we continue the learning while the world is making a pause despite the pandemic disruption.

### Benefits for AmCham China member organizations sponsoring the programs include:

- **Online training courses:** AmCham China will be working with partnering organization to select one or a series of your existing training courses in business administration, soft skill, professional skill, or other popular training topics and promote them to our membership from the American business communities in China of about 900 members, 80% of which are large MNCs and the rest SMEs.
- **Member-to-Member webinar:** AmCham China will host a tailor-made 1-1.5 hours webinar based on the school's needs, including but not limited to an information session, demo classes, research/report launch, insight sharing on specific topics, or a dialogue with a business executive from a related business field. AmCham China will work with the sponsor to identify and invite a targeted audience of higher potential leads and peer speakers that can help co-promote thought leadership;

*Service fee: RMB 10,000 per event for AmCham China members; RMB 15,000 for non-AmCham China members.*

- **Event promotion:** AmCham China will promote and manage registration through a co-branded event registration webpage and send electronic direct mailings to our contacts of over 13,000 individuals. AmCham China will also post the event material on our official WeChat account to over 19,000 followers and across relevant AmCham China-related WeChat groups. Your organization has the option to publish an original thought leadership article on AmCham China's website.
- **Special invitation:** To develop a more appealing webinar or online training, AmCham China staff will help the sponsoring school or organization invite other experts to attend this webinar as panelists from our 26 working groups such as HR Forum, Women Committee, ICT Forum, Healthcare, Legal Affairs, Government Affairs etc., upon sponsor's need;

The American Chamber of Commerce in the People's Republic of China

- **Potential engagement:** AmCham China staff will develop a feedback survey and a share results with sponsors, to offer further potential engagement opportunities to sponsors.
- **Webinar facilities:** The events will be hosted on Microsoft Teams with IT assistance from AmCham China staff.

**For our members, we also offer various bundled packages:**

**Option 1:**

**12-month program including offline and online programs and brand promotion at RMB 85,000 per year including six trainings, one webinar, and three promotional EDMs in addition to the event promotion campaigns.**

**Option 2:**

**6-month program including offline and online programs and brand promotion at RMB 40,000 per year including three trainings, one webinar OR one promotional EDMs in addition to the event promotion campaigns.**

Over the past one and half months, due to suspension of in-person events and trainings, AmCham China successfully brought nearly 40 events and training online for our members with exceptional attendance from our membership basis in Beijing, Dalian, Shenyang, Wuhan and Dalian and other places in China.

**In order to ensure end-to-end member service and engagement, our following colleagues will at your service:**

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