

“Learning Uninterrupted:” Online Education Partnership with AmCham China A Showcase for Higher Education Members

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

Benefits for AmCham China member schools and organizations sponsoring the programs include:

- **Online training courses:** AmCham China will be working with partnering schools and organizations to select one or a series of your existing courses on which the topics correspond to the most relevant issues of concern related to the Covid-19 epidemic in business administration, public health, economics, public policy, sciences, and sustainability and promote them to our exclusive membership from the American business communities in China of about 900 members, 80% of which are large MNCs and the rest SMEs.

Revenue share: Based on our existing training services that have been running for over eight years, AmCham China is willing to discuss the revenue share model with individual partnering schools and organizations to determine how to cover the cost and make profits.

- **Member-to-Member webinar:** AmCham China will host a tailor-made 1-1.5 hours webinar based on the schools’ 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.

- **Potential engagement:** AmCham China staff will develop a feedback survey and share results with sponsors, to offer further potential engagement opportunities to sponsors.

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

- **Webinar facilities:** The events will be hosted on Microsoft Teams with IT assistance from AmCham China staff.

For our members, we also offer a bundled package of 12-month programs including offline and online programs and brand promotion at RMB 85,000 per year including six pieces of training, four webinars, and one promotional EDM in addition to the event promotion campaigns.

Over the past two years, AmCham China successfully brought nearly 40 online pieces of training per year for our members with exceptional attendance from our membership basis in Beijing, Dalian, Shenyang, Wuhan, and Dalian, and other cities in China.

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

Lisa Yuan, Committee Manager, lyuan@amchamchina.org

David Jacobs, Director, Membership, djacobs@amchamchina.org

Ivy Ma, Senior Account Manager, Membership, ima@amchamchina.org