

Sponsor Flyer

Embracing the Future Through Leadership, AI, and Career Design

引领未来：AI，领导力与生涯设计



2025 APCDA Hybrid Conference

2025 APCDA 亚太生涯发展学会学术年会

May 12 - 26, 2025, Zhengzhou University, Zhengzhou, China
2025年5月12-26日，中国郑州大学

The Asia Pacific Career Development Association (APCDA) provides an international forum for sharing career development ideas and experiences in the Asia Pacific. The audience will consist of delegates from many Asian areas as well as other parts of the world. The conference provides opportunities for networking, sharing among practitioners, and identifying new resources. Join us online or in-person to share and discover new ideas and visions of the future.

APCDA 亚太生涯发展学会为亚太地区提供了一个分享生涯发展理念与经验的国际交流平台，与会者包括来自亚太地区及世界其他地方的代表。年会将提供生涯实务工作者间交流分享的机会，促进并发掘新资源。欢迎您通过网络参会或亲自参加，与我们共同分享新想法、探索未来愿景。

Organizer: Asia Pacific Career Development Association

主办单位：APCDA 亚太生涯发展学会

Co-organizer: School of Education, Zhengzhou University. People Achievement Consulting

承办单位：郑州大学教育学院、PAC 心思咨询

Keynote Speakers

主旨发言人



AI-Driven Career Design for a Brighter Future

人工智能驱动生涯设计，创造美好未来

Dr. Kevin Glavin, CEO, Create Your Why

Dr. Kevin Glavin, 首席执行官, Create Your Why



21st Century Core Competencies and Career Development

廿一世紀核心素養及生涯發展

Principal, Chair Professor of Curriculum and Instruction, The Education University of Hong Kong

Dr. John Lee Chi-Kin,

李子建博士, 校長暨課程與教學講座教授, 香港教育大學

**Career Development in the Age of AI: Findings from the China Higher Education Employability Blue Paper****《AI 数智时代的职业发展：“数智时代中国大学生职业能力蓝皮书”研究报告》**Dr. Fan Hongmin 樊红敏, Dean of the School of Education, Zhengzhou University
樊红敏博士，院长，郑州大学教育学院**Promoting Career Education Curriculum Development in Higher Education with a Focus on Meaning Construction****以意义建构为目标推动高校生涯教育课程建设**

Dr. Qiao Zhihong, Party Secretary of the Psychology Department, Beijing Normal University

乔志宏博士，北京师范大学，心理学部系党委书记

**Navigating the Disrupted Path: Cultivating Lifelong Learning for a Changing Workforce****应对变革之路：培养适应变迁职场的终身学习能力**

Dr. Wang Jianhua Dean, Professor and Doctoral Supervisor of School of Education Science, Nanjing Normal University

王建华博士，院长、教授、博士生导师，南京师范大学教育科学学院

**Future Talent Development Landscape from the Perspective of Industry Trends and Technological Development****从行业趋势和技术发展角度看未来人才发展格局**

Miss Smilla Yuan, Chief Expert, PAC Mind Consulting, former HR Director at ByteDance

袁凌梓女士，首席专家，PAC 心思咨询，原字节跳动人力资源总监

Conference Audience**与会者须知**

All presentations will be in either English or Chinese. Translation will be provided for keynotes and selected presentations. The audience will be international, consisting of delegates from many Asian and Pacific regions, the US and Canada. Networking, sharing among practitioners, and identifying new resources are important aspects of this conference. The first week will be totally virtual and will include breakout sessions (6 simultaneous sessions). The second week will be in-person and broadcast to our virtual attendees. Recorded presentations will be available for 3 months after the conference.

所有演讲将以英语或中文进行，主旨发言和部分演讲将提供翻译服务。与会者将来自世界各地，包括许多亚太地区、美国及加拿大的代表。实务工作者间的分享交流、建立关系以及发掘新的合作契机是本次会议的重要环节。年会第一周将完全采用线上会议形式进行，包含分组报告（6场报告同时进行）。第二周则为现场会议，并提供线上与会者连线参与。会后将提供所有与会者三个月为期的演讲录象线上观看资源。

Schedule (China Time Zone)**会议议程 (北京时间)**

May 12 - 16: 100% Virtual, 6 simultaneous presentations during each time period.

5月12日-5月16日：完全线上进行，每个时段同时进行6场报告

Mon May 12 5月12日周一	9 am – 2 pm 上午9时 – 下午2时	Breakout sessions 分组报告
Wed May 14 5月14日周三	9 am – 2 pm 上午9时 – 下午2时	Breakout sessions 分组报告
Fri May 16 5月16日周五	9 am – 2 pm 上午9时 – 下午2时	Breakout sessions 分组报告

May 23 - 26: Hybrid: In-Person in Zhengzhou, Live-streamed to Virtual Attendees

5月23日 - 5月26日: 混合式, 实体会议于郑州举行, 并提供线上与会者连线参与

Fri May 23	10 am – 1 pm	Hybrid 混合式	PDI 1 专业知能提升工作坊 1
	2 – 5 pm	In-person only 仅实体	Henan Museum Tour 河南博物馆之旅
	6 – 8 pm	In-person only 仅实体	Meetup Dinner 相见欢
Sat May 24	9 am – 1pm	Hybrid 混合式	Opening Ceremony, Awards Ceremony, and Keynotes 开幕式、颁奖仪式和主旨演讲
	2 – 5 pm	In-person only 仅实体	Presentations by Zhengzhou Students (Chinese with English subtitles) 郑州大学博士生论坛 (中文发表, 英文字幕)
	6 – 8 pm	In-person only 仅实体	Reception and Cultural Gala 欢迎与文化晚会
Sun May 25	9 am – 1 pm	Hybrid 混合式	Keynotes and Panel Discussion 主旨演讲与主题论坛
	2 – 5 pm	In-person only 仅实体	Roundtable Discussions (Presentations in Chinese or English) 生涯圆桌分享会
Mon May 26	10 am – 1 pm	Hybrid 混合式	PDI 2 专业知能提升工作坊 2
	2 – 5 pm	In-person only 仅实体	Career Centers Tour 生涯发展中心参访
Tues May 27	8 am – 9 pm	In-person only 仅实体	Longmen Grottoes, Shaolin Temple, and Shaolin Zen Show Tour 龙门石窟、少林寺和少林禅宗表演之旅

Pricing

Prices are shown in USD	Through April 11		April 12 & After	
	In-Person & Virtual	Virtual	In-Person & Virtual	Virtual
Vendor Table or Virtual Booth	\$580	\$320	\$620	\$400
Program Advertisement – Full Page: \$530, Half Page: \$300, Quarter Page: \$230 (Through April 11)				

Notes: All items above are priced separately. A Virtual Booth will use the Whova software, where all of the attendees will be interacting. An In-Person Vendor Table includes a Virtual Booth plus a table at Zhengzhou University. Either a Virtual booth or In-person table includes attendance at all presentations for one person. Placing ads in the conference program does not include conference registration.

Sponsoring the Conference

Conference Sponsors will be recognized in a number of ways and places, both at the conference and throughout the year. All Sponsor levels include one Organization Membership for a year and are listed in the Conference Program, Website and In-person Backdrop. A virtual booth and in-person table is also included, but the size is larger for the Diamond Sponsor. 所有级别的赞助商均包含为期一年期机构会员资格, 年会赞助商列名(年会官网与会议主背板). 实体与线上展位 1 组.

\$1500	\$3000	\$5000	\$10,000
Bronze Sponsor 铜牌级赞助商	Silver Sponsor: 银牌级赞助	Gold Sponsor 金牌级赞助商	Diamond Sponsor 钻石级赞助商
<ul style="list-style-type: none"> Conference registration for 2 representatives 2 位参会代表资格 Quarter-page ad in the program 会议手册 1/4 页广告 	<ul style="list-style-type: none"> Named Sponsor of a Virtual Day of the Conference 单日冠名感谢 Half-page ad in the program 会议手册半页广告 	<ul style="list-style-type: none"> Named Sponsor of the Reception and Cultural Gala 欢迎与文化晚会冠名感谢 Conference registration for 6 representatives 欢迎与文化晚会冠名感谢 6 Individual Slots for One PDI Session 6 个人次的一次 PDI 名额 	<ul style="list-style-type: none"> Named Sponsor of the Meetup Dinner 相见欢晚会冠名感谢 Conference registration for 10 representatives 10 位参会代表资格 Speech at the Closing Ceremony 年会闭幕式代表致辞

		<ul style="list-style-type: none"> • Full-page ad in the program 会议手册内页全页广告 • One Dynamic Product Presentation during the Virtual conference 线上展会期间动态产品介绍一次 	<ul style="list-style-type: none"> • Award Presenter 颁奖嘉宾 • 10 Individual Slots for One PDI Session 10 个人次的一次 PDI 名额 • Full-page ad on the back cover of the program 会议手册封底全页广告 • One Dynamic Product Presentation during the Virtual Conference 线上展会期间动态产品介绍一次 • Brand Exposure on Roll-Up poster during the In-Person Exhibition Period 实体展会期间易拉展或海报品牌曝光 • Two Dedicated APCDA eNewsletter Promotions APCDA 电子报专刊推播二次
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Contact us at info@AsiaPacificCDA.org