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2025 Kick-off Meeting

Creative Proposal
创 / 意 / 方 / 案 /

BY CMS 2024/11



目录

CONTENTS



01

Key Visual Design
主视觉设计

02

Plenary Session
大会板块

03

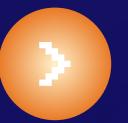
Gala Diner Session
晚宴板块

04

Team-building
团建

Meeting Details and People Stay on Daily Basis

<u>Company Kick-off</u>				<u>Spare Time</u>	<u>Distributor Kick-off</u>
	Jan 15	Jan 16	Jan 17	Jan 18	Jan 19
Morning Session	分会 Meetings: <ul style="list-style-type: none"> Meeting room 1: 130 Meeting room 2: 85 Meeting room 3: 25 	分会 Meetings: <ul style="list-style-type: none"> Meeting room 1: 130 Meeting room 2: 85 Meeting room 3: 25 Meeting room 4: 100 	员工大会 Presentations: <ul style="list-style-type: none"> Meeting room 1+2: 362 	员工返程 经销商到达 VIP tour Activities: <ul style="list-style-type: none"> Full day Visit famous site or Local famous stuff making or Local traditional activity experiencing 	经销商大会一小时 经销商分会 Meetings: <ul style="list-style-type: none"> Meeting room 1: 181 Meeting room 2: 120 Meeting room 3: 40
Afternoon Session	分会 Meetings: <ul style="list-style-type: none"> Meeting room 1: 80 Meeting room 2: 85 Meeting room 3: 25 Meeting room 4: 50 	团建 Activities: <ul style="list-style-type: none"> Team building 	员工大会 Presentations: <ul style="list-style-type: none"> Meeting room 1+2: 362 		经销商分会 'Meetings: <ul style="list-style-type: none"> Meeting room 1: 181 Meeting room 2: 120 Meeting room 3: 40
Night Session	外出聚餐 14组, 每组2桌在一起	自助晚餐 No	员工晚宴 Gala dinner: <ul style="list-style-type: none"> Meeting room 1+2: 362 		经销商晚宴 Gala dinner: <ul style="list-style-type: none"> Meeting room 1+2: 341
Headcount	HC: 320 <ul style="list-style-type: none"> 1 bed: 70 2 beds: 250 	HC: 362 <ul style="list-style-type: none"> 1 bed: 92 2 beds: 270 	HC: 362 <ul style="list-style-type: none"> 1 bed: 92 2 beds: 270 	HC: 341 <ul style="list-style-type: none"> 1 bed: 135 2 beds: 206 	HC: 341 <ul style="list-style-type: none"> 1 bed: 135 2 beds: 206



K V - 待定

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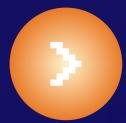
凝心聚力
2025 Werfen
Annual Meeting
交响生辉

The power of
one
Orchestrating Value

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凝心聚力
2025 Werfen
Annual Meeting
交响生辉

The power of
one
Orchestrating Value



Worldwide Commercial Meeting 2024

10:00 AM - 12:00 PM

需设计一版“五线谱+音符流动”动态KV

PART TWO

02

大会板块

Plenary Session





签到台

Registration desk

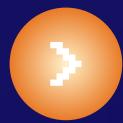


签到背板▼
Sign in backboard

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古风茶饮铺子▼
Ancient style tea shop





酒店会场信息

Venue information

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会场：玉琮宴会厅

楼层：一层

面积： $44m \times 32.7m = 1438.8m^2$

灯下层高：最低6.5m，最高8m

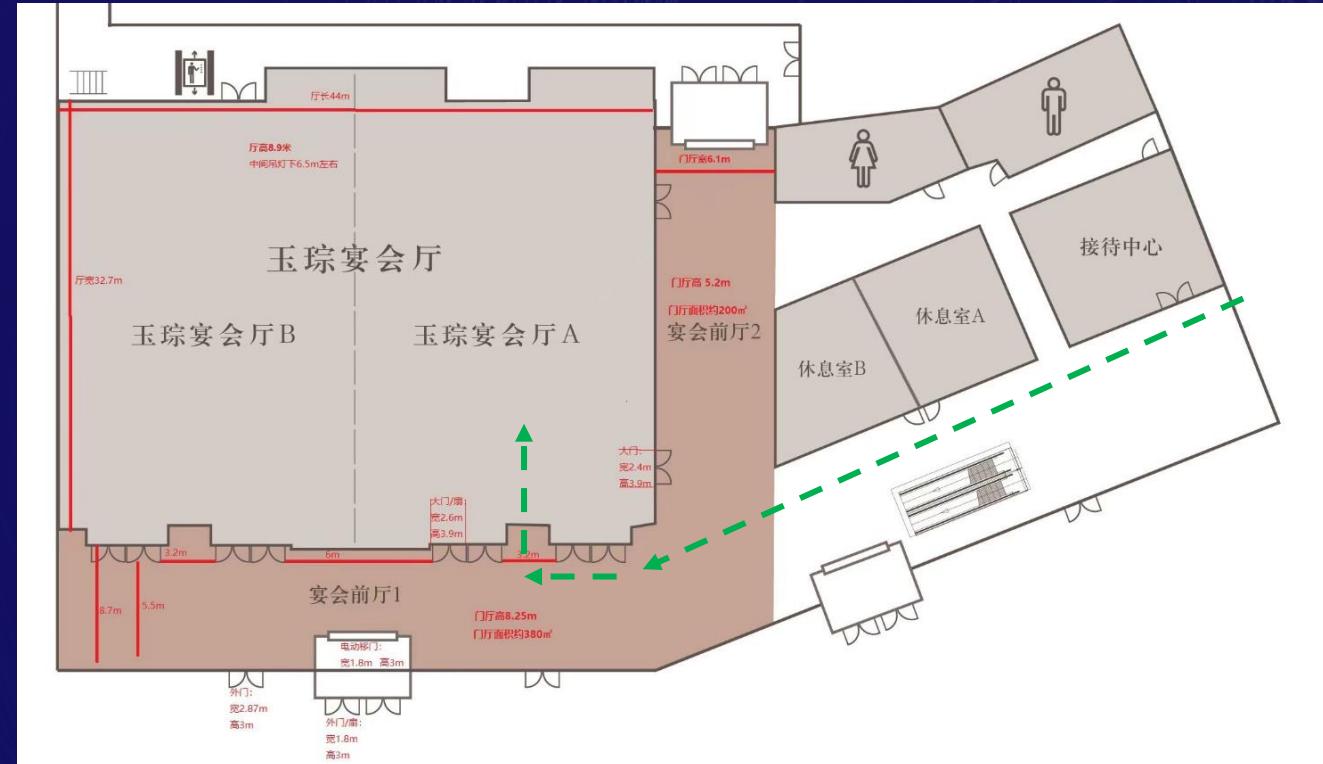


序厅

楼层：一层

面积： $44m \times 8.7m = 380m^2$

层高：8.25m



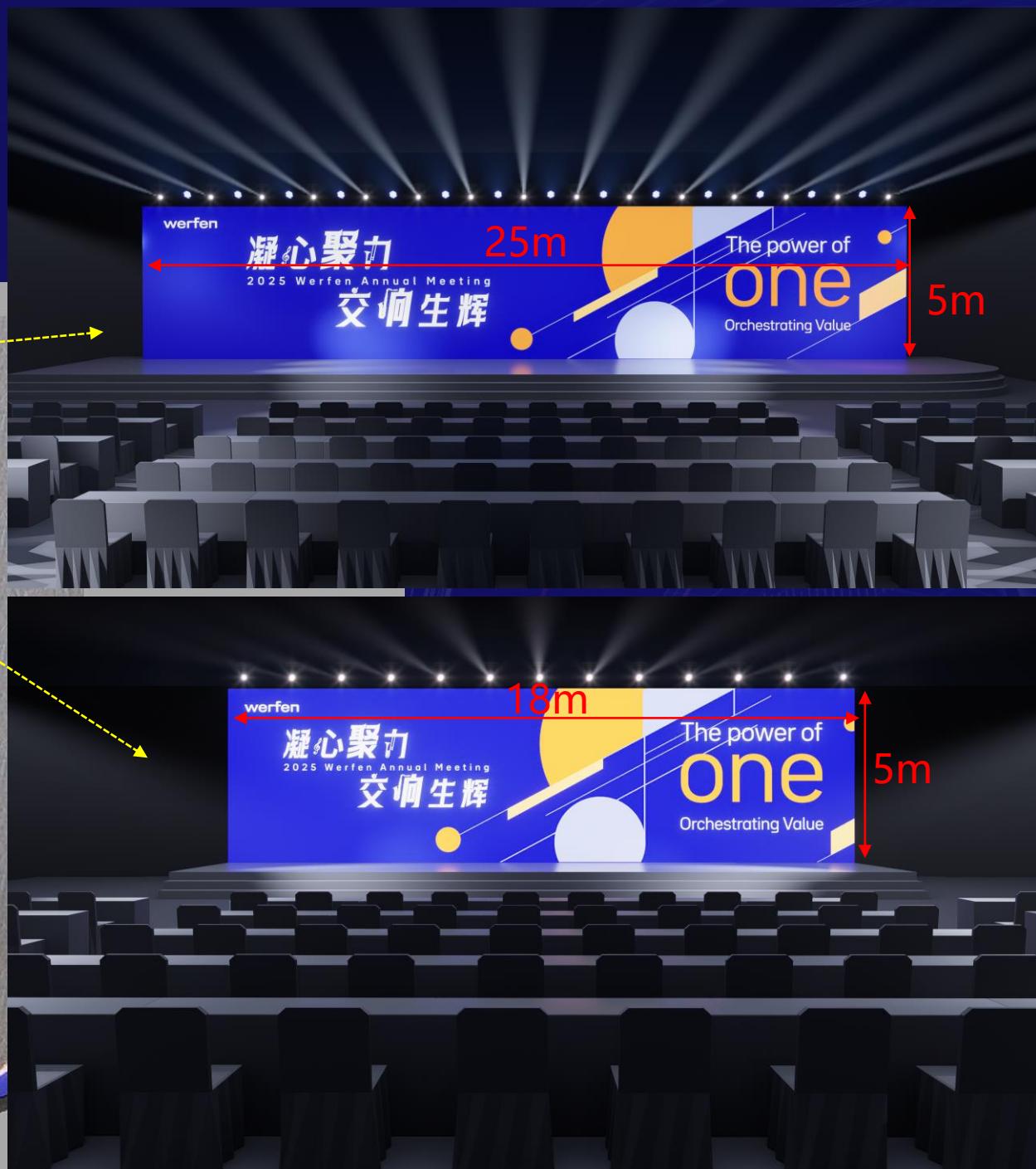
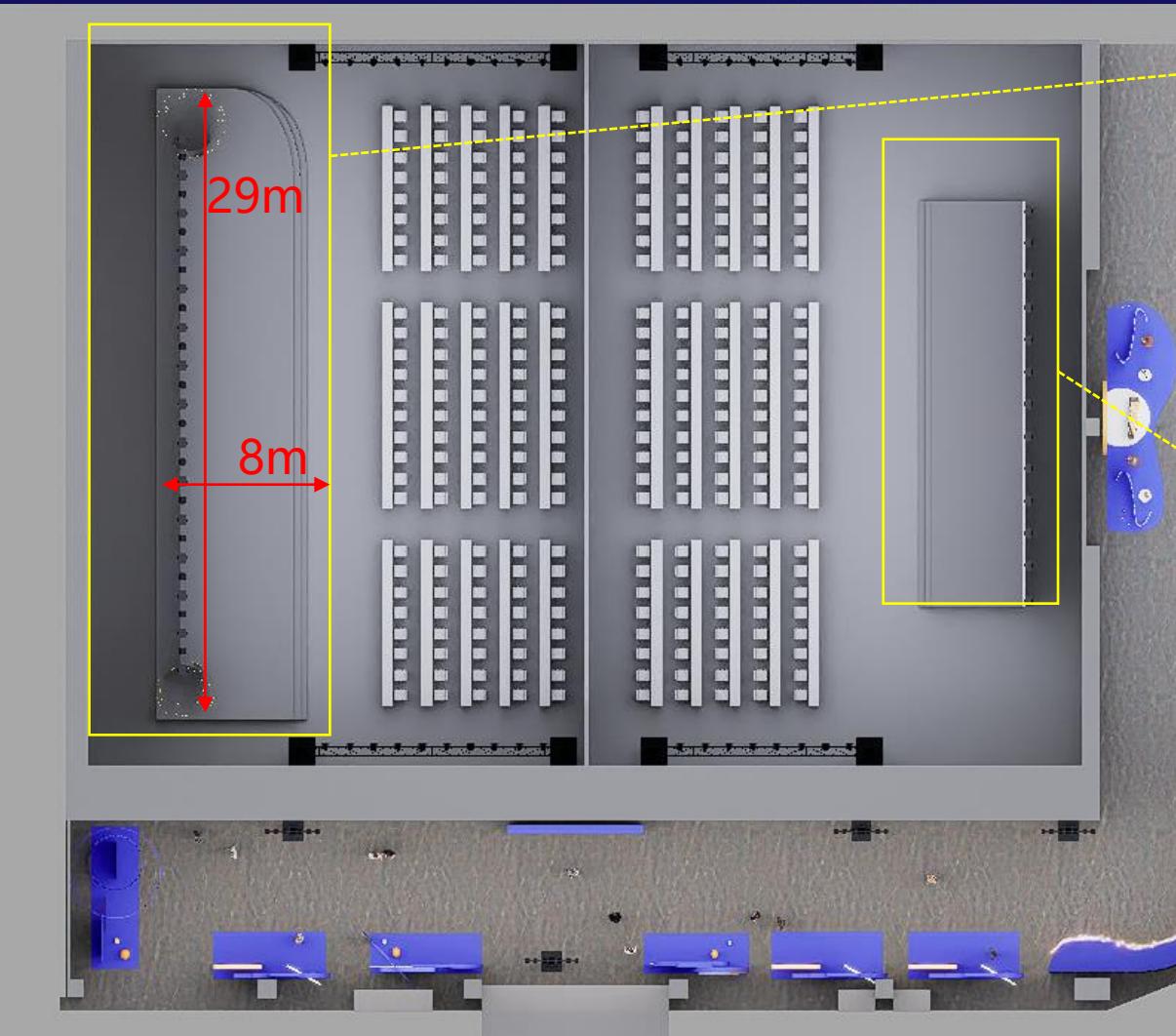


分会布置

Branch Venue

1月15日分会场，一分为二使用

The conference venue is divided into two parts for use.





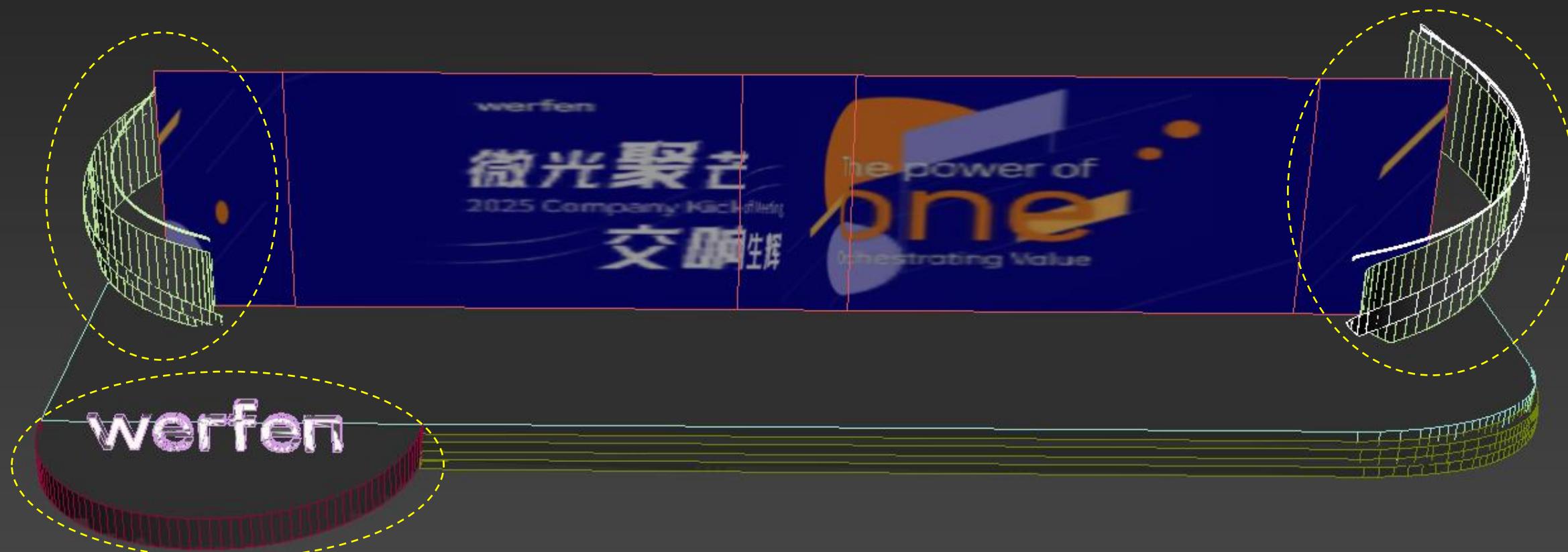
分 会 布 置

Branch Venue

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1月16日：两侧造型，以及半圆台+发光logo字，分会后增加，屏幕尺寸不变。

The design on both sides, as well as the semi-circular platform and illuminated logo, will be added later, while the screen size remains unchanged.

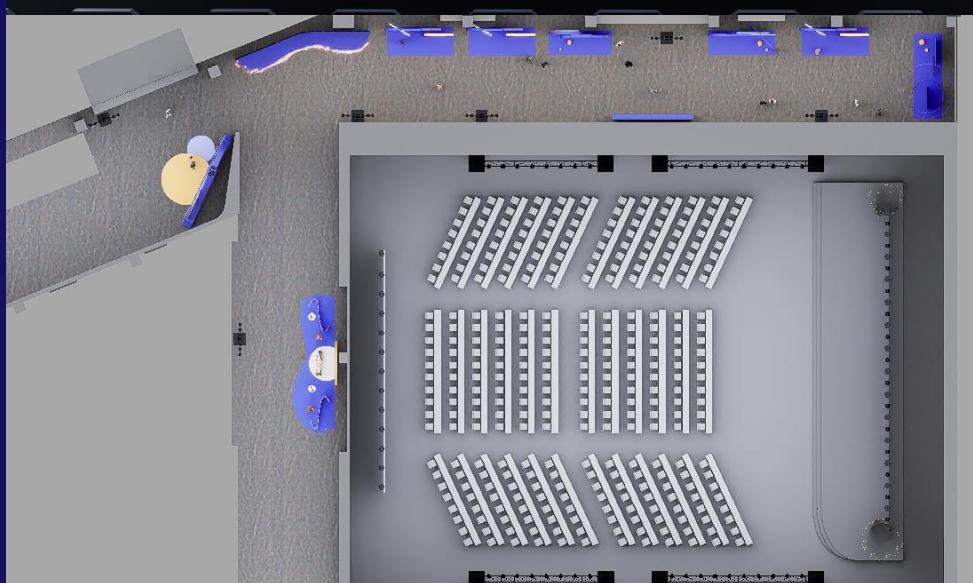


分会舞台边无等待，大会补充半圆+发光logo+舞台灯带



会场布置

Venue layout



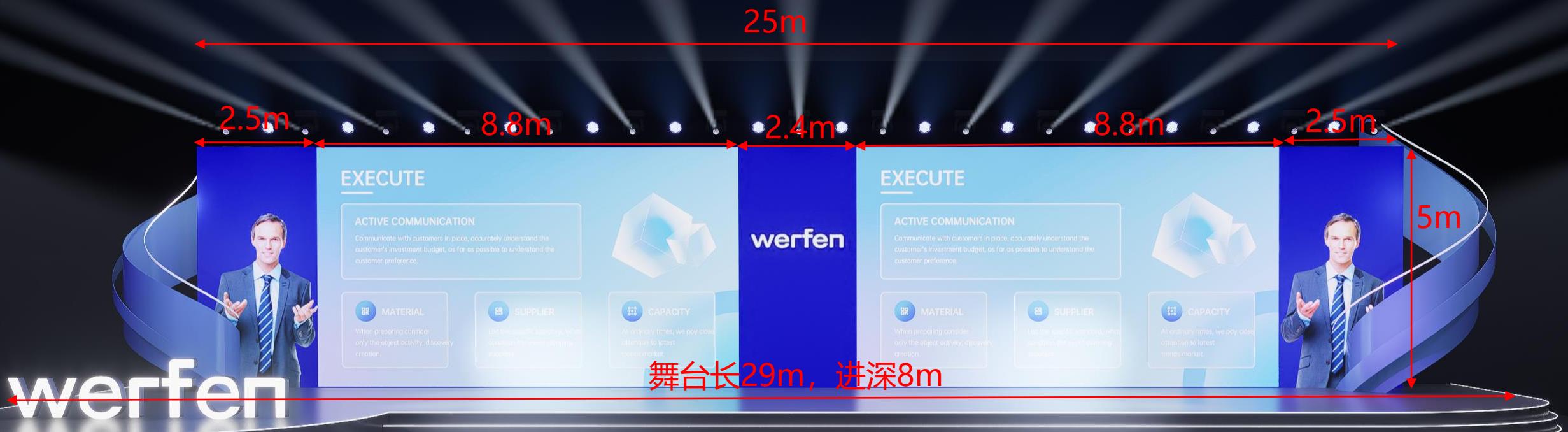
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会场布置

Venue layout

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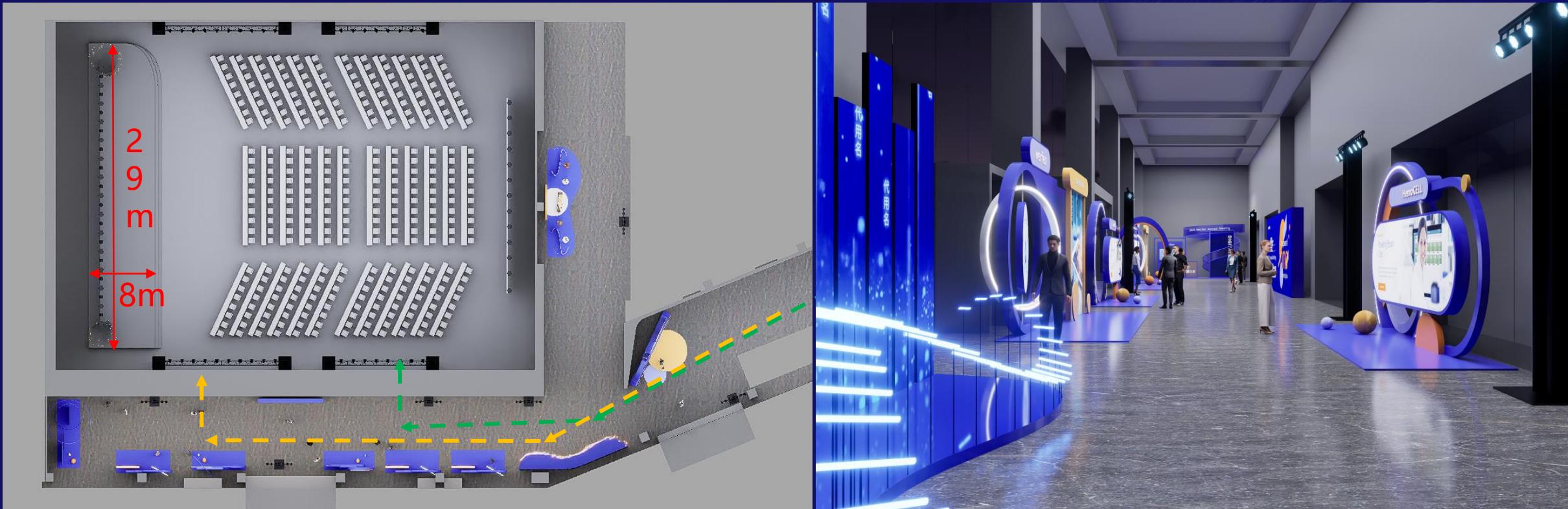




序厅布置

Foyer layout

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↔--- 会议进场动线

↔--- 晚宴进场动线

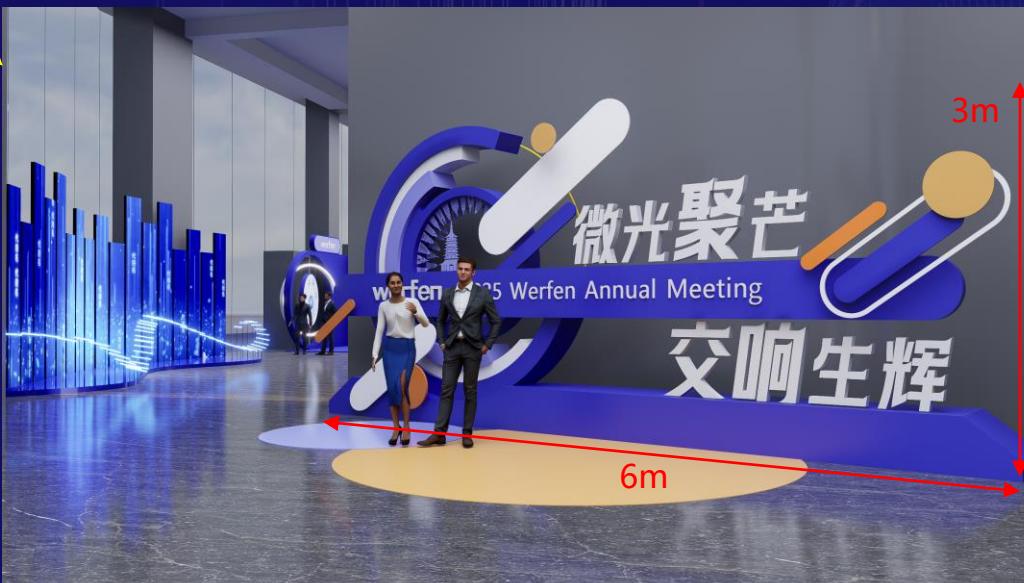
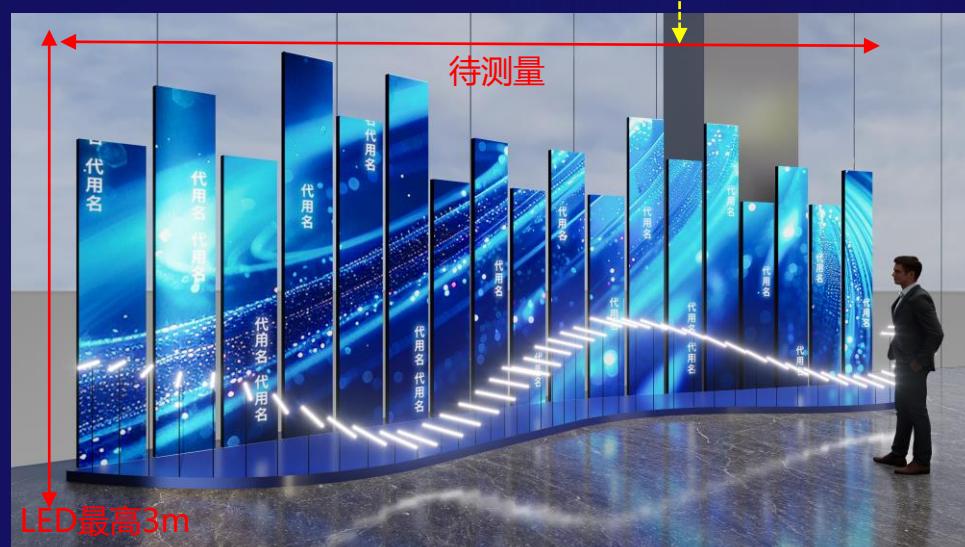
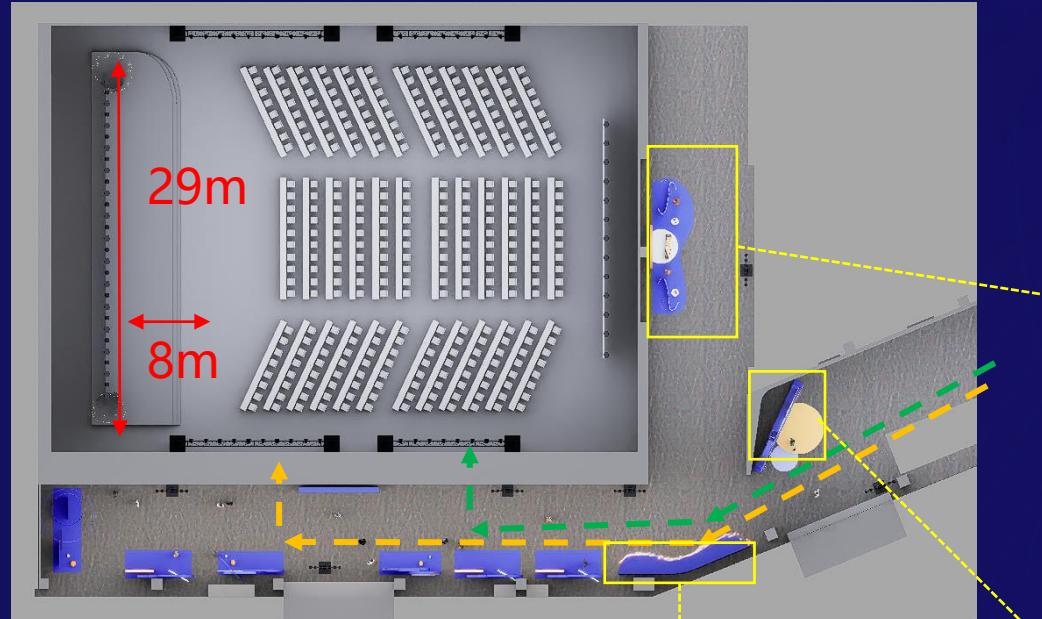


序厅布置

Foyer layout

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互动区改为音乐相关的互动，类似“跳舞毯”等





序厅展示

Exhibition booth

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产品展台 蓝橙色系 造型配合玉琮+音符；约5*3m

The product booth features a blue orange design combined with "Yu Cong" and musical notes.





会议胸卡

Meeting Badge

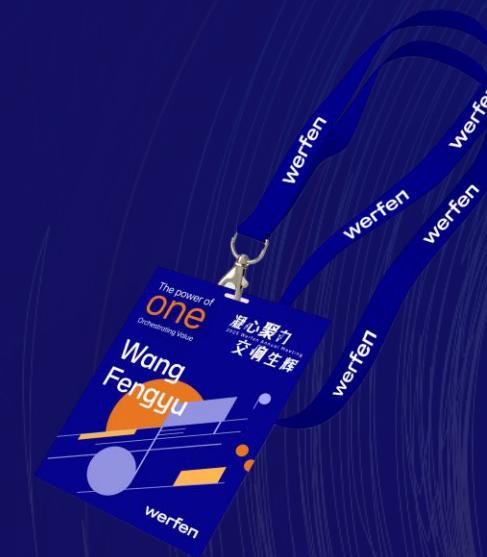
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胸卡：提前发送注册短信，生成签到二维码，现场打印胸卡，作为进场凭证使用；

Send registration SMS in advance, generate check-in QR code, print chest card on site, and use it as entry voucher.



形式一



形式二



可现场打印胸卡

员工胸卡：提前制作名字，印拼音名字；
经销商胸卡：现场打印胸卡，无需写公司名称；
正反画面一致

PART THREE

03

晚宴板块

Gala Diner Session





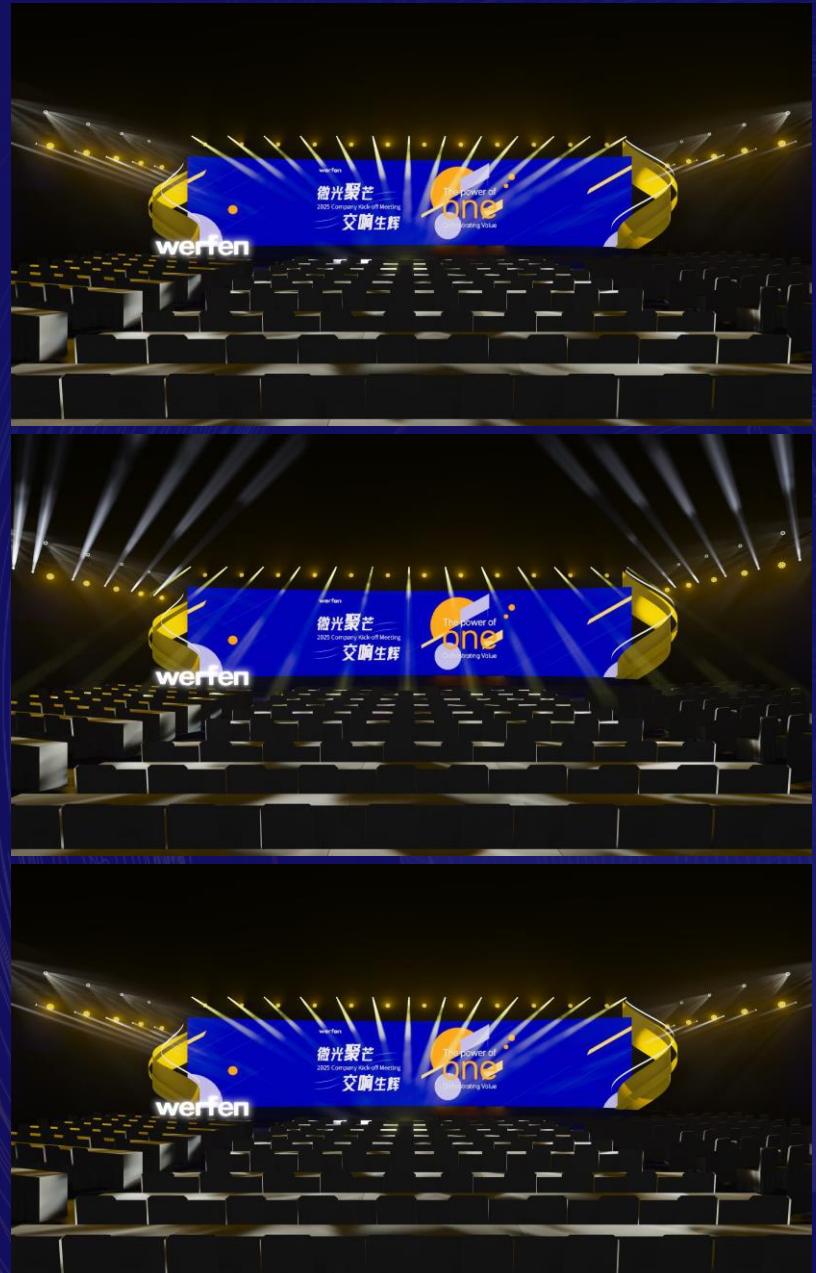
晚宴会场

Venue layout

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晚宴会场效果图





晚宴开场视频

Opening Video

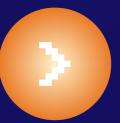
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分散的光点汇聚为音符
Scattered light points converge into musical notes



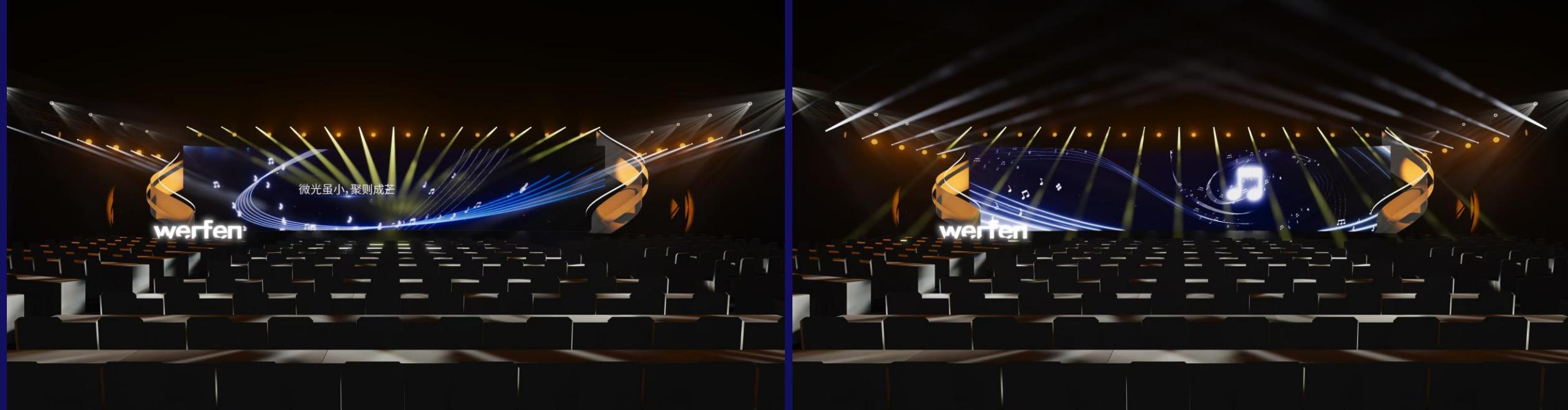
音符流动，激光画出五线谱（搭配激光雕刻）看似随意跳跃的音
符被五线谱贯穿起来
Music notes flow, laser drawn staff (with laser engraving)



晚宴开场视频

Opening Video

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音符从四面八方汇聚起来，推动镜头，所有音符融合进一个大的音符里，音符跳动到主视觉音符的位置，引出主视觉；

The notes converge from all directions, pushing the camera, and all the notes merge into one big note. The notes jump to the position of the key vision note, leading out the key vision.



晚宴开场表演

Opening Show

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暂定乐队演出+视频互动

小提琴演员走到主桌，作为通道，邀请老板上台，在屏幕做启动按钮，做后半段视频，新年气氛，音乐换节奏；开场小提琴视频互动，屏幕结合文案，出现24年完成的业绩等，推向高潮，演员走到舞台邀请老板，融入其他乐器，屏幕出现4个按键，老板触碰按键，视频同步调整，音乐变奏欢快，出现2025+迎春祝福，晚宴开始，请另外3位老板落座，Jim祝酒总体在前期1min30s+老板30s



Boss show 1

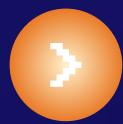
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晚宴开场灯光秀--主持人邀请老板4人启动仪式--插入音符启动，晚宴正式开始--3位老板下台—Jim化身指挥家（可选），指挥小提琴演出，配合背景视频，人屏互动-演出结束，灯光亮-主持人邀请老板祝酒。

Opening light show of the gala dinner-- Host invites 4 bosses to start the ceremony -- Insert notes to start, the dinner party officially begins --3 bosses step down -- Jim transforms into a conductor (optional), conducting a violin performance, accompanied by background video, interactive screen -- Performance ends, lights on -- Host invites boss to toast;



参考视频

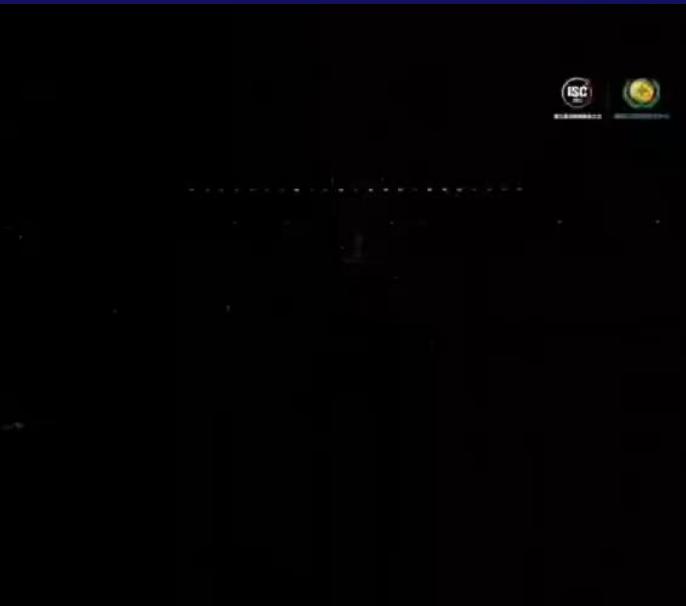


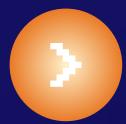
Boss show 2

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晚宴开始，暗场--小提琴人屏互动开场表演--主持人上场--邀请4位老板上场启动-插入音符启动合唱-全体大合唱（如《明天会更好》）-合唱结束3位老板退场，老板祝酒。

The gala dinner begins with a dark scene - violinist screen interactive opening performance - host on stage - inviting 4 bosses to come on stage - inserting notes to start the chorus - all choir (such as "Tomorrow Will Be Better") - choir ends -3 bosses leave the stage, and the boss toast;



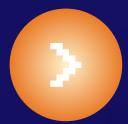


Boss show 3

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开场视频--主持人上场--邀请4位老板--点亮2025数字 (使用吊点) , 结合背景视频数字升高, 屏幕出现银蛇迎春--3位老板退场-老板祝酒。
Opening video - Host takes the stage - Inviting 4 bosses - Lighting up the 2025 number (using hanging dots), combined with the background video, the number rises and the screen shows a silver snake welcoming spring -3 bosses leave - Boss toasts.





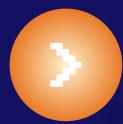
Boss show 4

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开场视频--主持人开场--《旗开得胜》表演--旗手邀请老板上台--舞者空手翻给老板传递旗子--老板依次展开自己的旗帜展示祝福语—3位老板退场—老板祝酒。

Opening video - Host's opening - Performance of "Winning Flag Opening" - Flag bearer invites boss to stage - Dancer performs empty handed flipping of flag to pass on to boss - Boss unfolds his own flag in turn to display blessings -3 bosses exit - Boss toasts.





Boss show 5

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开场视频--主持人开场--《旗开得胜》表演--旗手邀请老板上台--舞者挡住老板制造神秘感--老板亮相，展示祝福语—3位老板落座--老板祝酒。
Opening video - Host's opening - Performance of "Winning with the Flag" - Flag bearer invites boss on stage - Dancer blocks boss to create mystery - Boss appears and displays blessings - Three bosses sit down - Boss toasts.





颁奖画面

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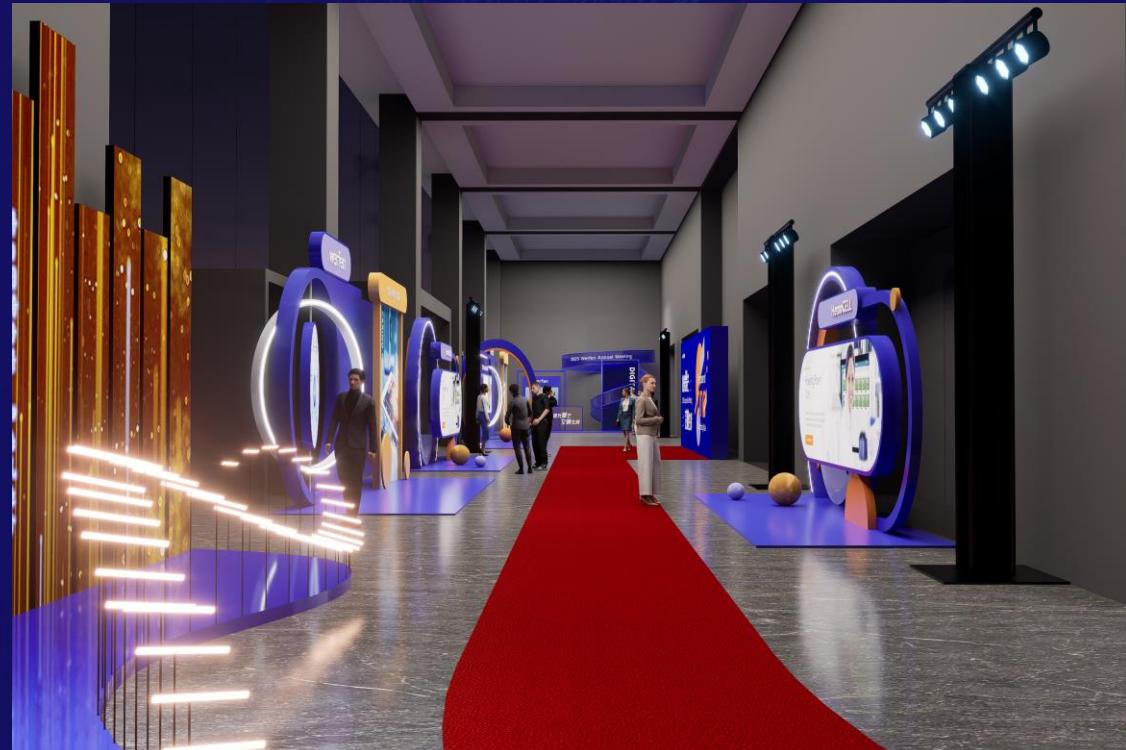
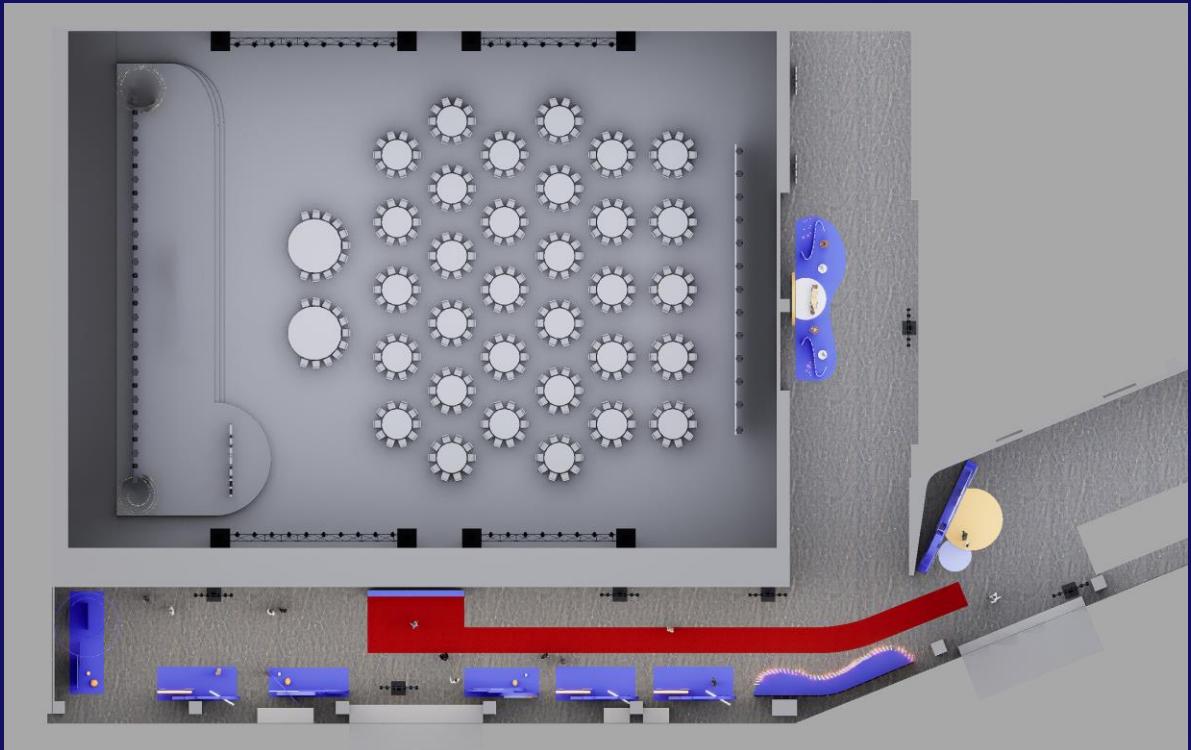
已确认





晚宴增加红毯

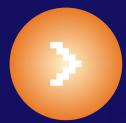
Add a red carpet segment to the dinner party.



✓ 员工晚宴 2桌主桌;

✓ 经销商晚宴 1桌主桌;

酒店内15人桌-直径2.8m, 有5张; 20人桌-直径3.35m, 有3张;



晚宴序厅互动

External interaction

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晚宴变成橙色系，编钟与钢琴搭配的音乐，屏幕画面随音符律动，仿佛一组古与今和中与西的乐器在合作演奏

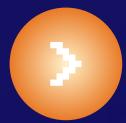
The dinner party turned into an orange color scheme, with music composed of chimes and pianos. The screen image moved with the rhythm of the notes, as if a group of ancient and modern instruments were playing together.

互动区改为音乐相关的互动，类似“跳舞毯”等



互动区域：全天开放，呼应主题，摆放中西方乐器，可以用于演奏或打卡拍照；

Interactive area: Open all day, echoing the theme, displaying both Eastern and Western musical instruments, which can be used for playing or taking photos;



晚宴序厅互动

External interaction

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晚宴进场区域增加小舞台，邀请演出，作为进行迎宾仪式；
Add a small stage to the banquet entrance area and invite performances as a welcoming ceremony.



晚宴增加红毯环节，与背板上签到拍照；
Add a red carpet segment to the gala dinner and take photos of the sign in on the backboard.





晚宴序厅互动

External interaction

进场采用小提琴表演，用于迎宾



小提琴 周颖

简介：毕业于浙江音乐学院

演出经历：受邀参加各大中小型发布会、酒会、生日宴婚宴等场合的特邀嘉宾。多次参与各类广告、宣传片、影视作品的拍摄。有丰富的乐队演奏经验和室内乐经验；参加暴雪音乐游戏视听音乐会担任一提琴手；明星演唱会杭州站弦乐团一提琴手；绿城集团、万科地产、恒大地产等各大房产开盘的弦乐演奏；

擅长：古典、流行、独奏、重奏；



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节目选择

Program

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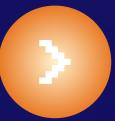
《天空之城》杂技类演出



《水墨龙吟》



《旗开得胜》



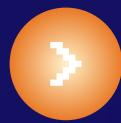
乐队 - 员工晚宴

Band recommendation

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ANNA-广州至杭州





乐队-经销商晚宴

Band recommendation

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美人鱼外籍乐队

欧美高颜值外籍乐队

European and American high
appearance level foreign band



现场演出可一半中文，一半英文歌
中文歌，粤语歌，跟中国歌手唱的无区别，相当标准。

PART FOUR

04

团建活动

Team-building

员工团建

VIP团建

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团建推荐一

Team-building 1

腰旗橄榄球 Flag football

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腰旗橄榄球无激烈身体对抗、规则简单，是一项集战术策略，个人能力与团队配合为一体的“抢地盘”之战；

- 利用两块足球场地，场地分为4个阵营（红\黄\蓝\绿），每阵营约88名队员；
- 每个阵营分为4个小组（红A\红B\红C\红D），每组约22名队员；
- 小组内根据抽签形式确认比赛双方，如红A与红B对决，红C与红D对决，根据胜负确定排名晋级；
- 小组内的冠军组与其他阵营的冠军组进行PK，进行冠亚军季军比赛。最终角逐出冠亚军季军；
- 每小组各配备1名教练；共计约20人；

Flag football is a game of "land grab" that combines tactics, strategy, individual ability, and teamwork, without intense physical confrontation and simple rules;

- Using two football fields, the field is divided into four camps (red/yellow/blue/green), with approximately 88 players per camp;
- Each camp is divided into 4 small groups (Red A, Red B, Red C, Red D), with approximately 22 members in each group;
- Within the group, the two sides of the competition will be confirmed based on the drawing format. If Red A and Red B compete, or Red C and Red D compete, the ranking will be determined based on the winner to advance; The champion group within the group will compete with the champion groups from other camps for the first, second, and third place.
- Each group is equipped with one coach; About 20 people in total;



腰旗橄榄球是一项脑力和体力结合的运动



腰旗橄榄球 Flag football

小组赛规则说明

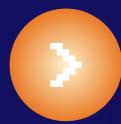
- 由中锋在中线开球，球给四分卫，四分卫手递球给跑卫或扔给外接手，跑卫或外接手将球推进，达阵到6分；
- 7分钟内，共有4次进攻机会，累计积分；
- 球一旦落地or腰旗被扯下or球被防守方接到即为进攻失败，失去一次机会，进攻失败后从暂停的位置开始继续进攻，直至4次机会结束；
- 如不幸进攻失败4次未达阵则发生球权转换；



Explanation of Group Stage Rules

- Starting from the center line, the ball is passed to the quarterback, who then hands it over to the running back or throws it to the outside receiver. The running back or outside receiver pushes the ball forward and reaches 6 points;
- Within 7 minutes, there are a total of 4 offensive opportunities and accumulated points;
- Once the ball lands, or if the flag is pulled off, or if the ball is received by the defending team, it is considered a failure of the attack and one opportunity is lost. After the failure of the attack, the team will continue to attack from the suspended position until the end of four opportunities;
- If the attack unfortunately fails four times without reaching the goal, a transfer of possession will occur;

位置	角色	职责
进攻方 Attacker	中锋*1	掌握开球技巧，给四分卫
	四分卫*1	组织进攻，站在中锋后面；手递球给跑卫；或 手扔球给外接手；向对面、向前推进达阵；不可向后传球
	跑卫*3	接球，跑攻冲击
	外接手*2	接到传球后，进攻达阵
防守方 Defender	防守员*7	拉掉持球进攻球员的腰旗



团建推荐一

Team-building 1

腰旗橄榄球 Flag football

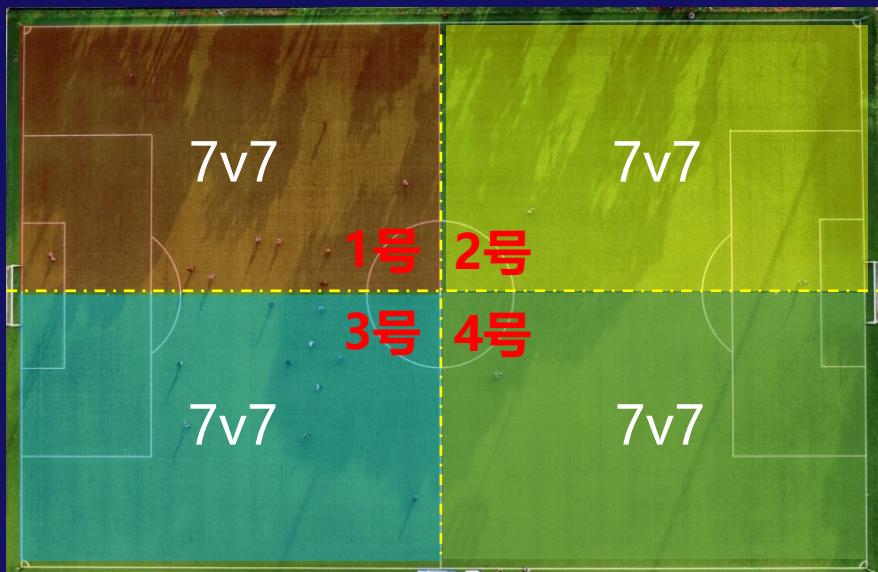
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红方阵: 88人							
红A: 22		红B: 22		红C: 22		红D: 22	
进攻	7	进攻	7	进攻	7	进攻	7
防守	7	防守	7	防守	7	防守	7
替补	8	替补	8	替补	8	替补	8

黄方阵: 88人							
黄A: 22		黄B: 22		黄C: 22		黄D: 22	
进攻	7	进攻	7	进攻	7	进攻	7
防守	7	防守	7	防守	7	防守	7
替补	8	替补	8	替补	8	替补	8

蓝方阵: 88人							
蓝A: 22		蓝B: 22		蓝C: 22		蓝D: 22	
进攻	7	进攻	7	进攻	7	进攻	7
防守	7	防守	7	防守	7	防守	7
替补	8	替补	8	替补	8	替补	8

绿方阵: 88人							
绿A: 22		绿B: 22		绿C: 22		绿D: 22	
进攻	7	进攻	7	进攻	7	进攻	7
防守	7	防守	7	防守	7	防守	7
替补	8	替补	8	替补	8	替补	8



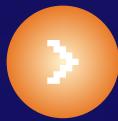
- 分为四块场地，同时8个小组进行比赛（176人），8小组观战讨论战术；
- 例如：红A vs 红B对战，10min内，进行若干次轮次转换，每组4次进攻机会；结束后换红C vs 红D，共20min；
- 小组赛共计40min，休息10min；
- 四分之一赛：20min，休息10min；
- 半决赛：20min，休息10min；
- 决赛：20min；

Eighth-finals	Break	Quarter	Break	Semi	Break	Final
红A VS 红B				红? VS 红?		
红C VS 红D				? VS ?		
黄A VS 黄B				黄? VS 黄?		
黄C VS 黄D				? VS ?		
蓝A VS 蓝B				蓝? VS 蓝?		
蓝C VS 蓝D				? VS ?		
绿A VS 绿B				绿? VS 绿?		
绿C VS 绿D						
40min	10min	20min	10min	20min	10min	20min



腰旗橄榄球 Flag football

Start	End	Duration	Content	Placement	
13: 30	14: 00	30min	分组, 抵达场地 Gather and arrive	<ul style="list-style-type: none"> 全体员工 	<ul style="list-style-type: none"> All employees
14: 00	14: 20	20min	热身, 规则讲解 The moderator introduces the event	<ul style="list-style-type: none"> 教练带领统一进行橄榄球热身 活动关节激活身体、橄榄球安全讲解 区域划分, 小组教练讲解比赛规则 	<ul style="list-style-type: none"> Coach leads unified rugby warm-up Activate the body with active joints and explain the safety of rugby Regional division, group coach explains the competition rules
14: 20	14: 30	10min	拔旗学习、四分卫传接球、中锋开球、外接手路线体验 Practice	<ul style="list-style-type: none"> 四分卫传接球体验: 教练讲解传接球, 随后4人1组共用1颗球面对面站立。进行传接球体验。 	<ul style="list-style-type: none"> Quarterback passing and receiving experience
14: 30	14: 40	10min		<ul style="list-style-type: none"> 中锋开球体验: 进行开球技术讲解, 并进行体验 	<ul style="list-style-type: none"> Center kickoff experience
14: 40	14: 50	10min		<ul style="list-style-type: none"> 外接手路线体验: 中锋开球后向前跑3步回头接球, 每人体验2次 	<ul style="list-style-type: none"> Wide receiver route experience
14: 50	15: 00	10min		<ul style="list-style-type: none"> 交递球体验学习 	<ul style="list-style-type: none"> Hand over ball experience learning
15: 00	15: 20	20min	组内pk Group Practice	<ul style="list-style-type: none"> 各队分组练习磨合 	<ul style="list-style-type: none"> Each team is divided into groups to practice and adapt
15: 20	17: 10	110min	分组比赛 Teams PK	<ul style="list-style-type: none"> 八进四比赛: 50min 四分之一比赛: 30min 半决赛: 30min 	<ul style="list-style-type: none"> Eighth-finals: 50min Quarter: 30min Semi: 30min
17: 10	17: 30	20min	决赛 Final	<ul style="list-style-type: none"> 决赛: 20min 	<ul style="list-style-type: none"> Final: 20min
17: 30	17: 50	30min	Award presentation + summary+photo	<ul style="list-style-type: none"> 总结颁奖 大合影 	<ul style="list-style-type: none"> Award presentation + summary+photo
17: 50	18: 10	20min	Back to the hotel	<ul style="list-style-type: none"> 返回酒店 	<ul style="list-style-type: none"> Back to the hotel



团建推荐二

Team-building 2

Vigor, enthusiasm, strength, passion and joy are the characteristics of Indian Drum activities, so that employees participating in the training can experience the spirit of teamwork of one team, one voice, knowing and doing, and unity and difference. It helps to break down the barriers between people and coordinate their work more efficiently in order to successfully accomplish the goal of cooperation in the workplace.

PROJECT RULES

All employees engaged on

Total: 6 Teams, 60pax/Team

A CHIEF Per-team

1* Chief (Team/Tribe Leader)

1* Princess (Tribe' s Wife)

1* Priests (Minister)

2* Singers

4* Dancers

非洲鼓-Wild Indian Drum

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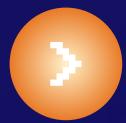
6 Chiefs with Tribe's Themes
Name Customization



豹纹布 (印第安衣服)
每个部落会得到8米长, 2米宽的豹纹布, 需要部落去创意设计, 装扮每位成员。

油彩 (韩国进口)
对皮肤无任何伤害, 方便清洁, 每个部落会得到多种颜色, 随后进行装扮。

头饰
每个小组都有一个统一颜色的头饰, 各个部落头饰是不一样的。



团建推荐二

Team-building 2

非洲鼓-Wild Indian Drum

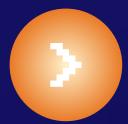
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Scoring Rules

Decibel rating (50%)+on-site voting by all staff (50%)
Decibel rating: The highest value during the performance of the on-site decibel tester testing team, with scores of 100, 90, 80, 70, 60, and 50 points based on the decibel count.
Full member voting: After the performance of the 6 square formations, the voting QR code will appear on the large screen on site. Each person must choose the three best square formations to submit their votes. Score 100, 90, 80, 70, 60, and 50 points based on the number of votes received (6 Levels)



Each tribe, it is necessary to decorate each other with oil paint, mainly on their own faces, and the pattern can be creative, and each tribe can play the creativity of its own group as much as possible. The headdress of the chief (tribal leader) is distinguished from the headdress of the other members of the tribe, who all wear the same color headdress.



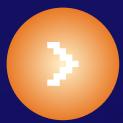
团建推荐二

Team-building 2

非洲鼓-Wild Indian Drum

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Start	End	Duration	Content	Placement	Notice
13: 30	14: 00	40min	Gather and arrive	All employees	Hotel combined with a bus ride to the venue
14: 00	14: 20	20min	The moderator introduces the event	Moderator introduced the event and on-site interaction, 6 Chiefs Lottery	1 chief pick one team (A/B/C/D/E/F) will be the order of play
14: 20	14: 50	30min	Role division + creative dress up	<ul style="list-style-type: none"> Each team has 2 singers (singing), 4 dancers (dancing), and African drummers (including chiefs, princesses, and priests). The costumes are all done in-house by the team, and painted materials are provided 	<ul style="list-style-type: none"> The chief is the leader of a team, has a special attire, and is responsible for team management. Princesses and sacrifices are only role-playing, with special costumes and no specific duties. The chief can arrange for him to assist in the management of the team Kahime and Maihime have uniform clothing Except for the chief, singer and dancer, who have special costumes, the rest of the personnel use oil paint, headwear and oil paint to do DIY by themselves
14: 50	15: 50	60min	Indian drum song learning	<ul style="list-style-type: none"> Start with group exercises of the same rhythm Then practice separately at different rhythms Final postlude exercises 	<ul style="list-style-type: none"> Each team coach arranges: 1 dance instructor 3 Indian drum instructors per phalanx (50:1) Practice arrangement: Practice individually first, then practice in ensembles
15: 50	16: 20	30min	Teams PK	<ul style="list-style-type: none"> Performances on the stage by team (A/B/C/D/E/F) Preparation of decibel meter Preparation of voting QR code 	<ul style="list-style-type: none"> Scoring rules: Decibel rating (50%)+on-site voting by all staff (50%) Decibel rating: The highest value during the performance of the on-site decibel tester testing team, with scores of 100, 90, 80, 70, 60, and 50 points based on the decibel count. Full member voting: After the performance of the 6 square formations, the voting QR code will appear on the large screen on site. Each person must choose the three best square formations to submit their votes. Score 100, 90, 80, 70, 60, and 50 points based on the number of votes received (6 Levels)
16: 20	16: 50	30min	Practice + Ensemble All	<ul style="list-style-type: none"> All members work together in an ensemble to select songs, and singers sing 	
16: 50	17: 00	10min	Award presentation + summary	<ul style="list-style-type: none"> Best Team Award 	
17: 00	17: 30	30min	Back to the hotel		



团建推荐三

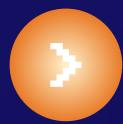
Team-building 3

极速60秒+百人战鼓

- 360人分为20队，每队18人；三个区域（讨论区、准备区、挑战区）
- 每队有30张卡牌摆放在固定区域，每一张卡牌代表着一个数字1-30，1个人站在圈里，17人在圈外指挥帮助（不允许进圈触碰卡牌），需要在60秒内通过观察，推断等方式正确得出相应卡牌对应的数字（比如乔丹代表23等），圈内1人递交给教练；
- 每轮结束有10分钟讨论时间，讨论结束进行第二轮（30张牌会重新洗牌），以此类推，共计三轮；
- 最快将1-30的数字卡片按顺序排列好递交给教练的队伍获胜，获胜的前5组自动合并为90人大组，赢得更多的【百人战鼓】活动的练习时间；



- 360 people divided into 18 teams, each team consisting of 20 people
- Each team has 30 cards placed in a fixed area, each card representing a number. One person stands in the circle, and 19 people command and assist outside the circle (it is not allowed to touch the card inside the circle). It is necessary to correctly determine the corresponding number of the card through observation, inference, and other methods within 60 seconds. One person in the circle submits it to the coach. If there are 5 incorrect answers in each round, it will be considered a failure, and the corresponding seconds will be deducted for personnel fouls
- At the end of each round, there is a 10 minute discussion time. After the discussion, a second round will be conducted (30 cards will be shuffled), and so on
- The team that arranges the number cards of 1-30 in order and submits them to the coach as soon as possible wins the practice time for the "Hundred People Battle Drum" activity



百人战鼓

- 极速60秒胜利的队伍自动合并为90人的大组，共4大组；每人手持一根连接大鼓的绳子末端，绳子长度约5米。
- 游戏分为3轮，目标球数在每次挑战后都会增加，队员需要在鼓面上连续颠球，球不落地即可计入成绩，进行积分。
- 每次挑战结束后，固定时间内用颠球数量的队伍作为团队的成绩，角逐冠军；

- There are 4 groups in total, with 90 people in each group; Each person holds a rope at the end that connects to the drum, with a length of about 5 meters.
- The game is divided into 3 rounds, and the number of target balls increases after each challenge. Players need to continuously spin the ball on the drum surface, and if the ball does not land, it will be counted as a score.
- After each challenge, a fixed number of teams with the shortest time will be selected as the team's score and compete for the championship;





团建推荐三

Team-building 3

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Start	End	Duration	Content	Placement	
13: 30	14: 00	30min	分组, 抵达场地 Gather and arrive	<ul style="list-style-type: none">全体员工	<ul style="list-style-type: none">All employees
14: 00	14: 30	30min	热身, 规则讲解 The moderator introduces the event	<ul style="list-style-type: none">教练带领统一热身破冰游戏讲解【极速60秒】活动	<ul style="list-style-type: none">Coach leads the unified warm-upIce breaking gameExplain the '60 Second Speed' activity
14: 30	15: 10	40min	极速60s挑战 Practice	<ul style="list-style-type: none">三轮次挑战;10分钟讨论时间60s/轮挑战时间	<ul style="list-style-type: none">Round challenge;10 minute discussion time, 60s/round challenge time
15: 10	15: 40	30min	Group Practice	<ul style="list-style-type: none">获胜组进行【百人战鼓】活动练习	<ul style="list-style-type: none">The winning group will practice the 'Hundred People Battle Drum' activity
15: 40	16: 40	60min	分组积分赛 Teams PK	<ul style="list-style-type: none">分为三轮, 每轮10分钟挑战, 10分钟休息连续击球数量作为分数累积	<ul style="list-style-type: none">Divided into three rounds, each round has a 10 minute challenge and a 10 minute breakAccumulate the number of consecutive hits as points
16: 40	17: 00	20min	决赛 Final	<ul style="list-style-type: none">限定10分钟, 10分钟内累积颠球时间最多者获胜	<ul style="list-style-type: none">Limited to 10 minutes, the player with the most accumulated dribbling time within 10 minutes wins
17: 00	17: 30	30min	Award presentation + summary+photo	<ul style="list-style-type: none">总结颁奖大合影	<ul style="list-style-type: none">Award presentation + summary+photo
17: 30	18: 00	30min	Back to the hotel	<ul style="list-style-type: none">返回酒店	<ul style="list-style-type: none">Back to the hotel



良渚新港村·基地

- 新港村位于苕溪沿线，是良渚遗址保护、生态保护、农田保护“三保”区块，生态基础良好，同时是良渚文化艺术走廊重要延伸区。村庄占地3.5平方公里，设有大型户外足球场、室内篮球馆、文化礼堂、精致露营地等多处空间可用于各种大型活动。
- 距离杭州良渚洲际酒店，约7.7km，驾车19min；
- 室外场地可采用足球场进行团建活动，有两块标准的11人制足球场；
- 室内备选场地可采用篮球场，1000平方米标准室内场地，容纳500人



PART THREE

03

团建活动

Team-building

员工团建

VIP团建



VIP TOUR Recommended itinerary

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杭州市区行程汇总

序号 NO.	线路名称 Touring line	游览时间 Travel time	行程概述
1	历史文化遗址+古街 Historical and Cultural Sites Museum&Ancient Street	5.5H	良渚古城遗址公园+良渚博物院+瓶窑老街 Liangzhu museum+Pingyao Ancient City
2	一览杭州经典之美 Classic Tourist Routes in Hangzhou	6H	西湖环湖环行+城隍阁+河坊街 West Lake Tour+City God Pavilion+Hefang Street
3	水乡人家 (近嘉兴工厂) Experience the Water Town Ancient Town (near Jiaxing Factory)	6H	濮院时尚古镇 Puyuan Fashion Ancient Town

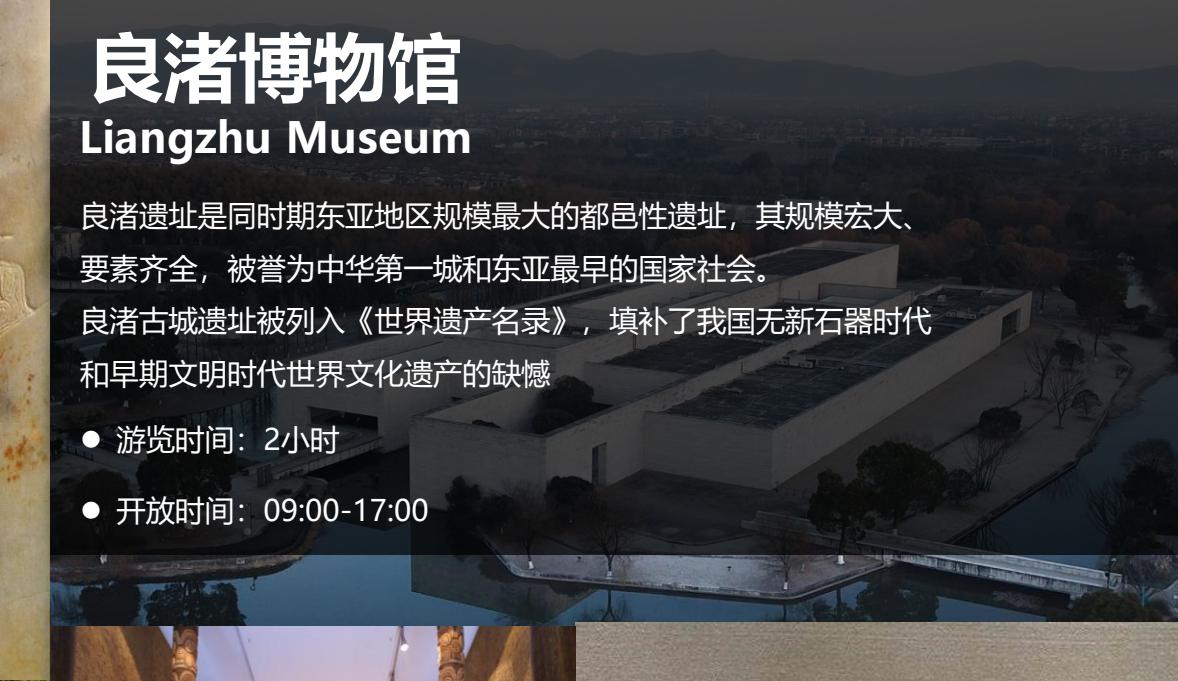
行程推荐-良渚之旅

市区行程一

Historical and Cultural Sites Museum&Ancient Street

时间	行程安排
10:30-11:00	前往良渚古城遗址公园 (约公元前3300-公元前2300年) Drive to Archaeological Ruins of Liangzhu City (about 3,300-2,300 BCE) .
11:00-12:00	参观【良渚古城遗址公园】是中国第一座古城，也是中华文明拥有5000多年历史的实证。 Visit Archaeological Ruins of Liangzhu City . It is The First City in China and the empirical proof that Chinese civilization has a history over 5,000 years.
12:00-13:00	午餐餐厅：良渚·琮宴 Have lunch at Liangzhu Congyan restaurant.
13:00-14:30	参观【良渚博物馆】，该博物馆收藏了约公元前3000年良渚文化的考古发现。该博物馆建在发现许多良渚文物的遗址上。 Visit Liangzhu museum, The museum houses a collection of archaeological findings from the Liangzhu culture from around 3000 BC. The museum is built on the site where many of the Liangzhu treasures were found.
14:30-15:30	【瓶窑老街】逛一逛，沿着老街漫步，参观商店，品尝小吃，在咖啡馆里喝杯茶或咖啡放松一下。 Visit Ancient City, walk along the old streets, visit shops, sample snacks, and relax in a cafe with a cup of tea or coffee.
15:30-16:00	返回酒店 Back to hotel

市区行程一



良渚古城遗址 Liangzhu Museum

良渚遗址是同时期东亚地区规模最大的都邑性遗址，其规模宏大、要素齐全，被誉为中华第一城和东亚最早的国家社会。

良渚古城遗址被列入《世界遗产名录》，填补了我国无新石器时代和早期文明时代世界文化遗产的缺憾

● 游览时间：2小时

● 开放时间：09:00-17:00



市区行程一



游览tips

- 游览时间：
游船3小时/
环湖6小时

- 开放时间：
展馆参观：
09:00-12:00
街区：全天

- 关键词：
历史老街区

瓶窑老街

Pingyao Old Street

瓶窑老街与其他的老街不同，它没有明清时代的古建筑，也没有民国时期的建筑，所有的建筑，都是上世纪七、八十年代的建筑风格，记录着那个年代的故事。穿过老街，走过渠南路，可以去逛一逛非遗馆，走过各个展馆，去看一看来自过去的历史，每一件物品都在讲述着过去的故事，在这里感受一下历史的沉淀，感受独特的文化传承。

良渚·琼宴

地址：良渚文化村玉鸟街玉鸟集21-101号

人均：500/人



菜品



黑松露玻璃乳鸽



鱼籽酱宝盒烤鸭



意大利黑醋松板肉



台州豆腐烧海胆



青椒麻三件



鸡油花雕蒸黄鱼



茅台辣酒浸花螺



葱烧猪手



泉水牛腱



蒜香猪脚



台州白水洋豆腐



金网鲜虾肠



百合酱蒸鸡爪



黑松露淮山爆虾丸子



鲜果拿破仑



浓汤鸡煲翅



竹笋壳斑



羊肚菌



台山膏蟹蒸黑豚肉

行程推荐-西湖之旅

市区行程二

Historical and Cultural Sites Museum&Ancient Street

时间	行程安排
10:00-11:00	前往西湖，西湖是杭州的标志性、象征性景点，被誉为“中国最美的景点之一”，它的美丽是许多诗词和绘画的主题，起源于西湖的传说为它增添了一种浪漫的氛围。 Drive to West Lake, West Lake is an iconic, symbolic sight in Hangzhou and is regarded as one of the most beautiful sights in China. Its beauty is the subject of many poems and paintings. Legends originating in West Lake add to it an aura of romance.
11:00-12:00	西湖环湖环行，西湖被认为是中国最好的自行车路线之一，为了欣赏湖的美景，游客可以悠闲地骑自行车或步行游览。 骑自行车或步行，你将拥有更多的自由，以环保和健康的方式探索。你将更多地体验大自然。 West Lake Tour, West Lake is regarded as one of the best biking routes in China. To admire the lake's beauty, visitors can bike or walk around it at leisure. On bike or by foot, you'll have more freedom to explore in an environmentally friendly and healthy way. You'll experience more of nature.
12:00-13:00	午餐餐厅：龙井御庄·精致江南菜(龙井店) Have lunch at Longjing Yu Zhuang restaurant.
13:00-14:00	参观【城隍阁】，位于杭州吴山顶上的城隍阁，是一座宏伟的七层建筑，建筑风格与南宋和元代的建筑风格相呼应。 Visit City God Pavilion, also known as Chenghuang Pavilion, situated atop Wu Mountain in Hangzhou, is a magnificent seven-story structure echoing architectural styles from the Southern Song and Yuan dynasties.
14:00-15:00	【河坊街】原名太平巷，可追溯到南宋时期，当时杭州是当时的首都。如今，河坊街是杭州最著名、唯一保存完好的古街，它代表了古老的故事，展示了杭州的民间文化。 Hefang Street, once called Taiping Street, dates back to the time South Song Dynasty when Hangzhou was the capital city. Nowadays, Hefang Street is the most famous and the only well-preserved ancient street in Hangzhou. It represents the old story and showcases the folk culture of Hangzhou.
15:00-16:00	返回酒店 Back to hotel

市区行程二



西湖景 West Lake

西湖，又名钱塘湖，位于杭州市区西部，为江南三大名湖之一。西湖无疑是杭州之美的代表，著名的“西湖十景”环绕湖边，自然与人文相互映衬，组成了杭州旅行的核心地带。你不必执着于走遍每个景点，倒可以花上半天或一天在湖边徜徉一番，无论怎么玩，都让人心情舒畅。

- 游览时间：5小时
- 开放时间：全天

西湖游览，不同于常规游船打卡观赏，特别安排环湖骑行活动，更加沉浸深入自由的游览
Visiting West Lake is different from regular boat tours, with special arrangements for cycling activities around the lake, allowing for a more immersive and free tour.

市区行程二



城隍阁 God Pavilion

城隍阁位于吴山之巅，吴山是七宝山、紫阳山、云居山等几个小山的总称，景区着力于发掘和展示吴山历史文化和民俗风情。

登顶阁楼，可俯瞰西湖、雷峰塔、湖中三岛、和市区楼宇，别有一番风味。

- 游览时间：2小时

- 开放时间：08:00-20:00

清河坊街 Hefang Street

河坊街位于吴山脚下，是清河坊的一部分，是一条有着悠久历史和深厚文化底蕴的古街。它曾是古代都城杭州的“皇城根儿”，更是南宋的文化中心和经贸中心。街区有许多老字号的商铺，都是由老建筑改造的，杭州的很多百年老店都在这里。

- 游览时间：2小时
- 开放时间：全天



龙井御庄·精致江南菜(龙井店)

地址：西湖区龙井路3号（昆龙度假村内）

人均：500/人



菜品

精致六凉菜

位菜

鲍参翅羹 10 位

特色蒸千岛湖江白条 3.8 斤

矛台炖 15 年寿光大甲鱼 3.5 斤

特色蒸【高蟹】

糖醋脆皮和牛肉

招牌龙井茶皇骨

招牌卡露伽鱼子脆响铃

慢炖海胆手工豆腐

十五年陈皮人参老鸭煲

蒜香豆酱小菜心

美人椒小炒肉

龙虾汤泡饭 10 位

西湖点心拼盘 10 位

赠送：水果盘（份）

赠送：冰花燕窝 10 位

杭州周边行程一

Tongxiang Wuzhen/
Puyuan Fashion Ancient Town

行程推荐-濮院时尚古镇

时间	行程安排
10:30-12:00	早餐后前往【濮院时尚古镇】，古镇位于桐乡，其历史可以追溯到南宋时期（1127-1279年），这里是北京-杭州运河流经的其中一个停靠点。为了保留该镇水上建筑的传统外观，改造项目遵循了“在保持旧美学的同时修复旧建筑，同时将新的文化和商业元素融入该镇”的理念。 After breakfast, drive to Puyuan Fashion Resort. The resort is located in Tongxiang City. Its history dates back to the Southern Song Dynasty (1127-1279), and the town is one of the stops where the Beijing-Hangzhou Canal flows through. In order to preserve the traditional look of the town's above-water architectures, the renovation project followed the concept of "repairing old buildings by keeping their old aesthetics while also integrating new cultural and commercial elements into the town" .
12:00-13:00	午餐餐厅：梅尚酒店 Have lunch at Meshang Resort Hotel.
13:00-15:00	游览【濮院时尚古镇】。 Go sightseeing in Puyuan Fashion Resort.
15:00-16:30	返回酒店 Back to hotel

杭州周边行程一



游览tips

- 游览时间：
3小时
- 开放时间：
09:00-22:00

● 关键词：
江南水乡



濮院时尚古镇 Puyuan Fashion Ancient Town

濮院镇有近千年悠久，曾以“日出万匹绸”被誉为“嘉禾一巨镇”；由驸马濮凤带公主定居建镇于南宋，宋元已具雏形，明清时又加以扩展，是明清时期江南五大名镇之一，为典型的江南水乡古镇。濮院旧称“幽湖”“梅泾”，地处四季分明、水乡泽国的嘉禾之乡；历史上经济繁盛，是“天下第一绸”故里。

濮院时尚古镇-梅尚酒店

地址：桐乡市濮院镇濮川大街233号

人均：300/人



菜单1

水果	主食		热 菜								汤	冷菜	
	锦绣水果盘	五常香米饭	水晶虾饺皇	上汤时令蔬	沙姜炒肚尖	经典红烧肉	杭椒炒鲜鱿	香酥脆皮鸭	泉水牛腱子	白灼大沼虾	蒜蓉大连鲍	花雕珍宝蟹	清蒸东星斑
例	例	例	例	例	例	例	例	例	例	例	例	例	例
													四味

菜单2

水果	主食		热 菜								汤	冷菜	
	锦绣水果盘	五常香米饭	水晶虾饺皇	上汤时令蔬	沙姜炒肚尖	韭黄烩宴球	明珠红烧肉	香酥脆皮鸭	泉水牛腱子	三葱炒波龙	红烧胡羊肉	葱油松叶蟹	广式老虎斑
例	例	例	例	例	例	例	例	例	例	例	例	例	例
													四味

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2025 Kick-off meeting

THANKS!

BY CMS 2024/11

