

## **[ICC2026 Pre-Congress Training]**

### **The Industry's Authoritative “Gold Standard”!**

#### **The ICDC – International Camp Directors Course is Now Open!**

**From November 6th to 10th, 2026, the 13th International Camping Congress (ICC 2026) will be grandly held at THAIWOO Ski Town in Chongli, Hebei.** The global focus of the camping industry will thus converge in China.

Following this grand event, the ICDC – International Camp Directors Course **will officially commence from November 2nd to 6th, 2026, seamlessly connecting with ICC 2026.**

Historically, the courses held before the ICC International Camping Congress or the AOCC Asia-Oceania Camping Congress have always been regarded as the premier ICDC sessions, **renowned for their international perspective, top-tier faculty, and high-density exchanges among global camping peers.**

The ICDC – International Camp Directors Course **is exclusively established and officially certified by the International Camping Fellowship (ICF),** making it a highly authoritative professional training program in the global camp education field.

The ICDC **precisely targets core management professionals in the camp-based education sector.** It is specially designed for leaders of camp-based education programs, camp directors, operational managers, and seasoned industry practitioners, deeply aligning with their career development needs.

The course is conducted entirely in immersive camp-based settings, where participants engage in deep exchanges with global peers with an open mindset, sharing diverse management ideas and practical experiences. Upon completing the entire course, participants will receive **a certificate of**

**completion directly authorized and issued by ICF, with its authority and professionalism recognized worldwide.**

**ICDC has been widely implemented globally**—it has successfully conducted multiple sessions in countries such as Canada, Mexico, Colombia, Spain, Russia, Turkey, Australia, Singapore, Malaysia, Japan, and China. **The global alumni network has now surpassed 1,000 members, forming a globally connected community of industry resources.**

***Introduction to the International Camping Fellowship (ICF):***

*The International Camping Fellowship (ICF) serves as a global networking platform for the camping community, founded in 1987.*

*ICF's mission within the camp education sector is akin to that of the International Olympic Committee in sports. It is dedicated to facilitating global communication on camp education matters, promoting a shared understanding of camping philosophies worldwide, and fostering the development of youth and young adults through outdoor education to contribute to building a better society.*

*For nearly four decades since its establishment, ICF has extensively connected camping experts across the globe and actively supported the development of camps in numerous countries and regions. Through its ongoing initiatives, such as the International Camping Congress (ICC), the ICDC – International Camp Directors Course, and the Camp Academy, ICF has exerted significant influence and played a proactive role in advancing the global camping movement.*

## **1. A Comprehensive Guide to Camp Management**

**The course covers 17 core professional modules. Its content system spans key areas** such as leadership development for managers, camp site planning and curriculum system building, meticulous human resource management, business operations, and financial management. **It comprehensively addresses the knowledge gaps and competency needs that camp education project managers encounter in their practical work.**

<b>Managerial Competencies</b>	<b>Leadership</b>
<b>Camp Management</b>	<b>Target Population &amp; Diversity</b>
	<b>Mission / Purpose</b>
	<b>Camper Development</b>
	<b>Participant Development &amp; Behavior</b>
	<b>Program Design &amp; Activities</b>
<b>Human Resource Management</b>	<b>Human Resources – Recruitment</b>
	<b>Human Resources – Training</b>
	<b>Human Resources – Supervision</b>
<b>Risk Management</b>	<b>Risk Management</b>
<b>Health and Wellness</b>	<b>Health and Wellness</b>
	<b>Food Service</b>
<b>Camp Facility Management</b>	<b>Site &amp; Facilities</b>
	<b>Transportation</b>
<b>Business Management</b>	<b>Marketing</b>
	<b>Business and Finance</b>
<b>Outcome Assessment</b>	<b>Evaluation</b>

In addition to systematic professional knowledge modules, a core distinctive feature of the ICDC is **the innovative introduction of the business school's Project-Based Learning model—the Model Camp.**

Participants will engage in on-site collaborative group work, deeply involved in the end-to-end design of a camp business model. Grounded in authentic market needs and industry trends, **they will conduct a complete presentation and in-depth analysis of the camp business model through an immersive roadshow format.** This approach facilitates the efficient translation of theoretical knowledge into practical capability.



## 2.Course Instructor

### (1) 【United States】 Connie Coutellier:

A.ICDC Trainers Course & Co-author and Lead Instructor of the ICDC – International Camp Directors Course

B.Lifetime Member of the American Camp Association (ACA)

C.Executive Director and Camp Director of Wyandot Camp

D.Global Camp Consulting Trainer

Connie has nearly 50 years of experience in camp management and operations. She has authored four bestselling books in the camping industry: *Management of Risks and Emergencies*, *The Outdoor Book*, *Camp is for the Camper*, and *Day Camp from Day One*, published by the American Camp Association. She has served as the National President of the American Camp Association (ACA), Chair of the Standards Committee, and Director of Professional Development. She has provided consulting services and training across the United States, as well as in Canada, Mexico, Hong Kong (China), Australia, Turkey, China, Japan, Malaysia, Russia, and Chile. She believes that camps bring people together, creating memories and fostering lifelong friendships in some of the world's most beautiful places.



**(2)[Singapore]Tennant Kiu:**

- A. Director of International Camping Fellowship (ICF)
- B. Supervisor of the ICDC – International Camp Directors Course
- C. National Course Trainer in Singapore
- D. Bachelor of Electrical and Computer Engineering, National University of Singapore
- E. Master of Business Administration, University of Hull, UK

With over 25 years of experience in camp management, Tennant began his career as a camp counselor and has since gained extensive experience serving as a camp director and mentor.

Additionally, he has delved deep into experiential education and holds professional qualifications such as certification in the design and facilitation of experiential learning, as well as being a certified Neuro-Linguistic Programming (NLP) Practitioner.



**(3)[Colombia]Juan Mario Gutierrez:**

- A. Founder & Camp Director of Kajuyalí Camp
- B. Training Mentor in Inclusive Education
- C. Consultant for Family and Corporate Teams
- D. Personal Coach

When the concept of camps was still little known in Colombia, Juan had already worked as a camp counselor in the United States. At the start of his entrepreneurial journey, he had no funding

and had not yet gained the trust of the community, yet he always firmly believed that camps could positively change people's lives. Thirty years have passed, and the Kajuyalí Camp he founded has now evolved into a well-structured and mature operational system, bringing profound and positive changes to over 32,000 families through outdoor education.



### 3. Top-Tier Benefits

#### (1) Internationally Recognized Accreditation in the Camping Sector

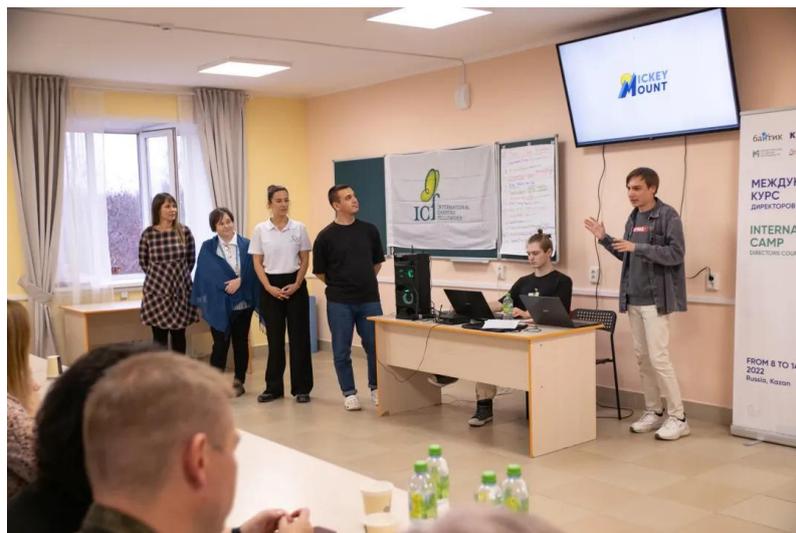
Upon completion, participants will receive the **International Camp Director Certificate**, exclusively recognized by the **International Camping Fellowship (ICF)**. This signifies that their professional competency in camp operation and management has met the rigorous evaluation of an internationally accepted standard. Whether aiming for a management role at an overseas camp, engaging in international camp education collaborations, undertaking camp programs involving international participants domestically, or running local camp activities, this certificate serves as a **core credential** validating their expertise.



## **(2) Maximize Learning Input and Output**

**Maximize learning absorption and application.** The ICDC exclusively innovates with its **Model Camp** project-based model, incorporating a professional final roadshow. This framework guides participants to fully adopt a market perspective and immerse themselves in a hands-on business simulation. Hailed within the industry as the camping sector's "**Mini MBA**" this flagship program has earned widespread acclaim from alumni across all cohorts for its cutting-edge business design and dynamic roadshow system.

**The curriculum focuses on the practical application of 17 core knowledge modules.** Through a closed-loop design of "**learning by doing, and doing by learning**" it translates theoretical depth into practical capabilities. This effectively enables participants to conduct targeted practice within their local business contexts, achieving a complete transition from knowledge absorption to value creation.



## **(3) Gain Access to the Full Range of ICDC Alumni Benefits**

**The ICDC course features a dedicated alumni association designed to expand participants' dual-track professional network, both domestically and internationally, and facilitate precise connections with core resources in the camping industry.** Within the ICDC alumni community, participants will connect with experienced ICDC trainers, top-tier industry peers, and experts from diverse fields across the globe. They will also establish in-depth connections with camping professionals worldwide — sharing cutting-edge management

experience, sparking innovative ideas for camp education, and collaborating to create new opportunities for industry development.



#### 4. Alumni Recommendations

##### (1) Zhang Lu [Brand Director, Dongfang Qimingxing]:

As a professional in the education sector and an advocate for the value of international camping education, participating in the ICDC provided me with **the opportunity to systematically learn about camp operations and connect with camping education practitioners from diverse regions and cultural backgrounds.** The presentations from the several instructors were relaxed, engaging, and each had their own unique style. Combined with various interactive games woven throughout, the entire atmosphere felt like a true camp vibe! The final project presentation session also left a deep impression on me. Beyond the brainstorming and late nights working on assignments with my own team, I was able to appreciate other groups' outstanding and highly creative camp operation proposals. I believe more than one project from our cohort was eventually implemented and put into operation. This experience helped me understand that turning a passion for camp education into reality requires not just simple product thinking, but also sufficient commercial acumen.

##### (2) Yang Chen (Xiaoyang) [Camp Planning Specialist and Trainer]:

The ICDC course is undoubtedly the most authoritative international program in the camping industry. I had the great honor of taking the ICDC course eight years ago, during the nascent and formative stages of China's camping development. **From exploring the core Mission of a camp to mastering the 17 dimensions of operations management, and learning from both international experts and top domestic instructors—ICDC offers the highest gold-standard content. Its classic curriculum is timeless and will continue to be passed down.**

(3) **Sui Wenli** [General Manager of JC International starlight Woods Camp]

Attending the ICDC training program was the most fascinating experience of 2024, where I met a group of like-minded individuals. Before taking the ICDC course, I viewed camping primarily as just a business model. **However, after participating, I truly understood how camp education, camp activities, and camp management can be organically integrated.** This further strengthened our team's determination to engage hands-on and invest in the camping industry. Throughout the course, multiple instructors generously shared their expertise, and the overall structure felt more like an MBA program, condensed into the context of camping. I sincerely recommend everyone to join us and meet at ICDC.

## **5. Training Location**

THAIWOO Ski Town is located in **Chongli District, Zhangjiakou City, Hebei Province**, nestled within a 40-square-kilometer mountain wilderness that showcases distinct seasonal changes.

**Designed by the Winter Olympics planning team**, it blends a North American-style resort with a national 4A-level scenic environment, evolving naturally with the seasons—transforming into a refreshing forest oasis in summer and a premier snow sports destination in winter. Together, **these elements create a multidimensional setting that combines "resort town + alpine terrain + snowfields + forest."**



The town features a cluster of **international brand hotels** such as Banyan Tree, Hyatt, and Element, along with **over 50 themed restaurants and comprehensive international conference facilities and supporting services**, forming a complete, high-quality service ecosystem designed for camp operations.



As China's first ski-themed camp certified by three major management systems, an accredited member of the International Camping Fellowship (ICF), and a council member of CCEA, THAIWOO has successfully operated **winter & summer educational programs**—serving tens of thousands of participants—including ski camps,

Olympic-themed camps, mountain biking, forest leadership courses, and continues to integrate diverse large-scale events such as competitions, cultural arts activities, and professional forums.

Positioned as a "mountain-based education complex" THAIWOO provides ICDC Trainer participants with a multidimensional, tangible, and operational international case study in real-world camp education.



## 7. ICDC – International Camp Directors Course

**(1) Eligibility Requirements:** Proficiency in English (the language of instruction and communication is English)

**(2) Training Dates:** November 2 – November 6, 2026 (Check-in on the afternoon of November 2; departure on November 6. Please refer to the agenda for detailed arrangements)

**(3) Venue:** THAIWOO Ski Town, Chongli, Hebei Province, China

**(4) Course Fee:**

·USD 850 per person

·Early Bird Rate: USD 750 per person

(Early bird deadline: March 1, 2026)

All training participants will also be eligible to register for the ICC2026 at a “ Super Early Bird ” rate.

—*Fee Includes:* Training venue, courses and instructors, Insurance, Certification, Course materials (ICDC copyrighted bilingual course handouts), Accommodation, All meals during the program, Cultural activities, etc.

—*Fee Excludes:* Personal expenses incurred during the training period

—*Refund Policy:*

- Cancellation 12 days or more before the start of the program: full refund
- Cancellation 6–11 days before the start of the program: 50% refund of the training fee
- Cancellation within 5 days before the start of the program: no refund
- Any transaction or handling fees incurred due to cancellation shall be borne by the participant.

**(6) Question & Answer**

**Q: What is the use of the certificate, and how valuable is it?**

A: This course is the sole talent development certification program recognized by the International Camping Fellowship (ICF), the authoritative body in the global camping industry. The certificate is globally recognized. Currently, ICDC is a unified management and operations course acknowledged both internationally and domestically within the broad camping sector. Holding an ICDC certification signifies your understanding of systematic camp operation and management knowledge, making you a sought-after candidate for many investors, founders, or camps looking to recruit talent.

**Q: Can the certificate be verified on an official website?**

A: Each certificate has a unique code and can be verified on the official ICF website.

**Q: What are the alumni resources, and how valuable are they?**

A: ICDC has both an international alumni association and a China alumni association. The China Alumni Committee Organizing Committee was formally established in 2019 to provide alumni

with various cooperation resources. ICDC participants primarily come from backgrounds such as leading domestic camp investors, founders of camps or camping institutions, or camp management teams. This session specially opens spots for individuals from higher education institutions, essentially building a platform and channel for mutual selection. Many partners have joined camps or institutions through alumni referrals or direct invitations to directly undertake management and operations roles. Therefore, ICDC serves as a "key stepping stone"—and one that leads directly into management and operational positions.

**Q:What are the instructors like?**

A: Course instructors typically come from different countries and backgrounds globally. The teaching team not only possesses systematic relevant knowledge but also has over 10 years of hands-on experience in camp management and operations, along with rich industry resources. This ICDC session also features a combination of both international and local instructors.

**Q:How is the quality of the course content?**

A:The curriculum is a proprietary course developed by global camping education experts, incorporating diverse backgrounds and cultures. It consists of 17 knowledge modules and is recognized worldwide as a high-standard, MBA-level course for operations and management in broad camping education.