

MALAYSIA BOOK OF RECORDS PROPOSAL

HIGHEST ALTITUDE FAMILY-CHILD ORIENTED EDUTAINMENT GLAMPING

PAMAME SDN BHD
NO 2-1, JALAN TASIK UTAMA 7
MEDAN NIAGA TASIK DAMAI
SUNGAI BESI, 57000 KUALA LUMPUR

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COMPANY PROFILE



Who is PAMAME?

PAMAME Sdn Bhd is a *family-child nurturing club* dedicated to *foster stronger family bonds* through interactive and engaging activities. We believe that play is a powerful tool to break the ice and connect family members, allowing them to let down their guards and enjoy moments of joy and connection.

At PAMAME, our programme is not just about children's play and development. We focus equally on involving parents, encouraging them to admire and appreciate their children's growth. Our programs are designed to create a space where parents can slow down, calm their emotions, and truly understand and feel what their children are experiencing.

Our primary audience includes parents aged 25-40 with children between 2-10 years old. We aim to help families create lasting memories and foster a well-bonded relationship through open communication, acceptance, and understanding. Every individual is unique, and at PAMAME, we celebrate this uniqueness by promoting progress and growth over mere results.

PAMAME is about transforming the way families connect; helping them build stronger and happier relationships. We are committed to creating a world where every family feels like a haven; a place where love, support, and understanding are always present.

WHY DO WE EXIST?

PAMAME exists to address a critical need in today's fast-paced world: *the need for families to reconnect and strengthen their bonds*. Many parents today are overwhelmed by the demands of work and daily life, leaving them with little time and energy for meaningful interactions with their children. This often leads to a gap in communication and connection, turning parenting into a routine rather than a joyful and enriching experience.

We recognize that effective communication is key to building strong and healthy relationships. A single word or sentence can significantly impact a person's life, and through PAMAME, we aim to empower families with the tools and opportunities to communicate better and bond more deeply. By creating an environment where parents and children can engage in interactive and thoughtful activities, we help families slow down, appreciate each other, and build a foundation of love and understanding.

PAMAME exists to create more family moments, providing parents with the mental, emotional and physical space to plan and engage in quality time with their children. We offer a comfortable and warm setting that caters to the needs of both adults and children, ensuring that everyone feels valued and supported.

In essence, PAMAME is here to make family time more meaningful and enjoyable, fostering an atmosphere where every member feels heard, understood, and cherished.

“We believe that by enhancing the bonds within families, we can contribute to a happier, healthier society, where families are the cornerstone of support and love.”-Deff Yap

Vision & Mission

At PAMAME, our vision is *to create communities where families are empowered to build strong, loving, and communicative relationships*. We believe that by supporting both parents and children through shared growth experiences, we can foster a future where families are resilient, connected, and emotionally healthy.

Our mission is to offer enriching, evidence-based programs that nurture children's emotional, cognitive, and social development while simultaneously equipping parents with the tools and insights to better support their child's growth. We aim to create a space where families can bond, learn, and grow together—*strengthening relationships that form the cornerstone of a thriving community*.

We seek to collaborate with organizations that share our vision for strengthening family connections and developing emotionally intelligent children. Together, we can make a greater impact on the well-being of families and communities.

Core Values:

-  **Passionate Love:** Foster an environment of love and passion in nurturing children.
-  **Affirm Commitment:** Show determined dedication and commitment to the growth and development of each child.
-  **Mindfulness Care:** Provide an attentive and thoughtful care that addresses the distinctive needs and concerns of every parent & child.
-  **Active Engagement:** Engage parent-children actively in the learning journey, encourage participation and exploration.
-  **Meaningful Education:** Provide education that is meaningful, relevant, and impactful in shaping the lives of a harmony family.
-  **Empowering Growth:** Empower children to grow and thrive, equipping parent with the skills and confidence to nurture.

OUR SERVICES OFFERING

1. Programs & Workshops

a. Sensory & Messy Play Programme:

Price Range: RM80 – RM100

Target Audience: 9 months old to 6 years old

Sensory and messy play is proven to enhance children's fine motor skills, problem-solving abilities, and sensory processing. These workshops also allow parents to witness and engage in their child's learning journey, fostering connection through play.

Our signature programme focuses on sensory and messy play, a hands-on learning experience designed to stimulate children's senses and foster cognitive, emotional, and physical development. Activities range from exploring different textures and materials to creative, open-ended play that encourages imagination.

b. Parent-Child Instructional Programme

Price Range: RM180 – RM220

Target Audience: 4 years old to 7 years old

The Parent-Child Programme is crucial for building stronger family bonds and foster children's independence. By participating in these sessions, parents and children work together on tasks that promote teamwork, problem-solving, and collaborative learning, all while allowing the child to gain a sense of independence and responsibility. This programme not only enhances parent-child connections but also promotes a child's overall development in a structured yet playful setting.

This programme offers a unique opportunity for parents and their children to bond and learn together through engaging and guided activities. These programmes are carefully designed to foster emotional intelligence, effective communication, and collaboration between parents and children. The activities encourage both teamwork and independent learning, giving children the confidence to take on tasks while parents support and observe their growth.

c. Child Behavioral-Play Programme

Price Range: RM1,200 – RM3,000

Target Audience: Children aged 2 to 6 years old

In today's fast-paced world, many parents struggle to manage their child's behavioral challenges, often worrying about how these issues may affect their academic and social development. The Child Behavioral-Play Programme addresses this concern by offering professional support and development in a safe, nurturing environment. Led by experienced behavioral therapists, the program focuses on helping children regulate their behaviors, identify triggers, and learn appropriate responses to various situations.

By understanding the reasons behind each behavior, this program not only corrects problematic actions but also provides long-term strategies for healthy emotional and cognitive development. The goal is to equip children with the tools they need to thrive, while also relieving parents' concerns about the potential negative effects on their child's learning and well-being.

The Child Behavioral-Play Programme is an enrichment initiative led by professional behavioral therapists, designed to help children develop positive behaviors through structured play-based activities. The program is aimed at shaping behavior and fine-tuning responses to various social, emotional, and cognitive challenges. During the sessions, children engage in guided play activities that target specific behaviors, helping them regulate their actions and emotions for positive outcomes.

This program is not just about correcting poor behavior; it's about understanding the underlying reasons for a child's actions and providing the right tools for both children and parents to navigate these challenges. Through play, children learn to manage their behavior in a constructive way while developing crucial social and emotional skills that are essential for their overall well-being.

2. Marketing & Community Engagement Service

Price Range: On customisation plan

Target Audience: Expecting mothers and families with newborns below 1 year old

In today's crowded marketplace, families often struggle to find trusted, reliable brands that align with their parenting philosophies. By working directly with partners who share our values, PAMAME provides families with a curated selection of high-quality products and services that they can feel confident in. The Marketing and Community Programme offers our community exclusive access to these trusted products, enhancing their parenting experience and making their journey smoother.

This programme also serves to grow and strengthen our community. By engaging our families with partner brands through giveaways, product trials, and exclusive offers, we foster a deeper connection within the community itself. Families feel supported, valued, and part of a larger network that shares their journey. These interactions build trust, engagement, and loyalty both within our community and towards the partner brands.

At PAMAME, our Marketing and Community Programme is focused on fostering collaboration with like-minded brands that share our vision of nurturing strong family bonds and supporting holistic child development. Through this program, we create meaningful partnerships that provide mutual benefits: we offer our partners valuable exposure and visibility within a highly engaged community, while they contribute products, services, and experiences that enrich our families' lives.

The initiative is designed to bring trusted brands closer to the parents and children we serve, offering them a chance to experience and engage with quality products through giveaways, try-outs, and exclusive value purchases. This collaborative approach enables our community to access reliable resources, enhancing their parenting journey while simultaneously offering brands the opportunity to make a lasting impact.

3. Goodies Box Initiative Service

Price Range: On customisation plan

Target Audience: Expecting mothers and families with newborns below 1 year old

The Goodies Box Initiative offers more than just samples—it provides parents with access to high-quality, reliable products and services at a crucial time in their lives. As new parents navigate the overwhelming world of parenting, having curated, trusted resources delivered directly to them makes a significant difference.

Our careful selection process ensures that only the most reliable and high-quality items are included. At PAMAME, we evaluate every product to ensure it meets our stringent standards before it reaches parents, guaranteeing that they receive only the best. This process of rigorous quality assurance makes the Goodies Box a trusted source for parents who are looking for products and services they can rely on for their families.

What makes this initiative truly unique is the personalized delivery experience. Our trained distribution agents don't just hand over the boxes—they actively engage with parents, providing detailed information on each product's benefits and the value of service vouchers. This one-on-one interaction helps parents understand the usefulness and practicality of each item, making the experience informative and tailored to their specific needs.

The Goodies Box Initiative is a curated selection of essential products, services, and information designed specifically for pregnant mothers and families with newborns. These boxes are distributed not merely as product samples, but as personalized packages that provide invaluable resources during the early stages of parenting. Each Goodies Box is delivered by a dedicated distribution agent who personally presents the products and services to the recipients, offering insights into their unique selling points.

This is far more than a simple delivery—our approach is tailored to ensure that each item is presented with care and understanding, helping new parents make informed decisions. From product samples to exclusive service vouchers, the Goodies Box Initiative aims to equip families with high-quality, reliable resources that are carefully selected to meet their needs.

OUR PROGRAMMES PHOTOS

Water Sensory Play Activities



Winter & Summer Sensory Activities



Family Bonding Rainbow Picnic Activities



Color Sensory Play Activities



Family Bonding Nature Picnic Activities



Interactive Instructions Play Activities



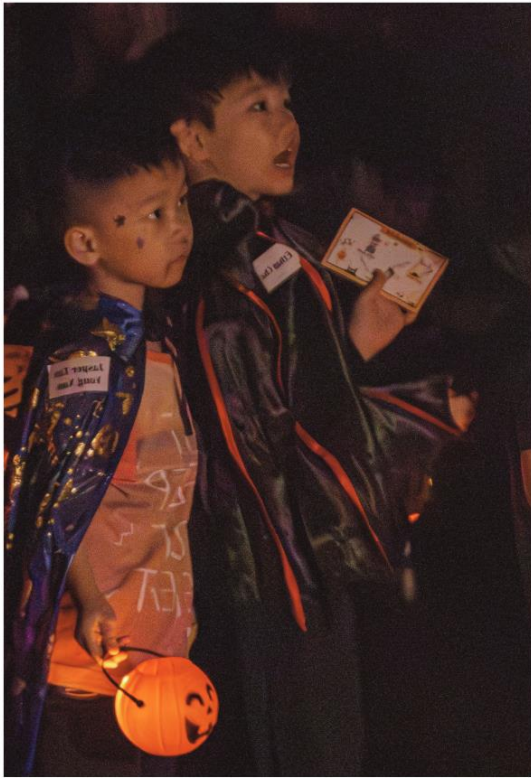
Baby Food Based Sensory Play Activities



Nature Muddy Sensory Play Activities



Festival Halloween Instructional Play Activities



Monster Theme Sensory Play Activities Part I



Monster Theme Sensory Play Activities Part II



Little River Experiential Instructional Play Activities



Little Chef Experiential Play Activities



Festival Mother's Day Activities



OBJECTIVES OF THE RECORD ATTEMPT

- ❖ To secure national recognition, leveraging the prestigious acknowledgment to elevate PAMAME's brand reputation and visibility in the market.
- ❖ To establish a new national record with PAMAME, designed to deeply enhance family bonds and admiration through immersive, educational and adventurous activities that foster communication, trust, and lifelong memories, ultimately creating an unparalleled bonding experience in the serene embrace of nature, where families learn, grow and thrive together.
- ❖ To promote learning in nature by using the environment as a unique tool for exploration, enabling participants to acquire knowledge and develop skills through hands-on experiences.
- ❖ To promote educational entertainment by integrating learning into a playful and engaging context, making education both enjoyable and effective.

PROPOSED QUANTIFIABLE MEASURING UNIT

The family-child glamping venue-Camp Lù Yīng is located **650meters** above sea level, one of the highest points of Bukit Tinggi.



EVENT DETAILS

Title: 72-Hours Parent-Child Forest Adventure Glamp (72 小时·亲子森活挑战营)

Date: 31st Oct 2024 to 2nd Nov 2024 (Thurs - Sat)

Venue: Camp Lù Yīng 露鹰

Tagline: I EXPLORE I BEHOLD I BELIEVE

INSPIRATION BEHIND THE FAMILY GLAMPING INITIATIVE:

The Family Glamping event is a collaboration between **PAMAME**, **Neucleus Education**, and **Super Avatar**, combining their expertise to create a holistic family experience focused on personal and relational growth.

- ✓ **PAMAME**: As the core organizer, PAMAME emphasizes family bonding through play-based activities, encouraging emotional connection and mutual admiration between parents and children.
- ✓ **Neucleus**: Southeast Asia's leading child development Edutech company, Neucleus will provide scientific insights into children's potential through DNA testing, allowing parents to better understand their children's strengths and learning styles. Dr. Shane from Neucleus will host sessions to guide parents in nurturing their children's unique capabilities.
- ✓ **Super Avatar**: A program focused on emotional intelligence and mental fitness, Super Avatar will lead workshops that foster positive emotions in both parents and children. Their signature **Positive Hero™** program, based on Positive Intelligence® and neuroscience, aims to equip families with the tools to build resilience and face challenges together.

Inspiration Themes:

- **我探索 I Explore**: Through exploration, parents and children can uncover the untapped potential within themselves and each other.
- **我看见 I Behold**: Behold each other's growth through adversity and face life's challenges together.
- **我相信 I Believe**: Believe in the power of belief, revolutionize the impossible into possible.

Through this collaboration, the event aims to deliver a transformative experience where families can connect, learn, and grow together in the peaceful, natural environment of Camp LuYing.

EVENT OVERVIEW

This unique glamping experience offers families more than just a getaway. Our thoughtfully designed activities blend family bonding with effective communication, creating lasting memories and stronger connections.

Participants will engage in interactive activities and themed adventures, fostering shared experiences that strengthen family ties.

Parents will also gain valuable insights into communicating effectively with their children, all while enjoying the serene beauty of our nature venue.

OUR TARGET AUDIENCE

- Families with Children Aged 5-10: Engaging activities suitable for a wide range of ages.
- Urban Families Seeking Quality Time: Offering an escape to nature for families from urban areas.
- Parents Focused on Communication and Relationship Building: Attracting on enhancing family dynamics through structured activities.
- Estimated Participants: Approximately 30-50 families, translating to 150-180 participants.
- Participant Engagement: Intimate group size for personalized and impactful experiences.

EVENT OBJECTIVES

- Strengthen Family Bonds through team-building exercises and admiration games.
- Enhance Effective Communication between parents and children via psychological testing and reflection activities.
- Foster Cooperation and Shared achievements through challenges for both parents and children.
- Promote Emotional Regulation to achieve effective emotion management.
- Encourage Nature Appreciation through dedicated nature appreciation activities.

BENEFITS TO FAMILIES

- To build stronger relationships, families can engage in interactive activities that encourage teamwork, like cooking challenges, and dedicate quality time, free from distractions, to connect and focus on each other, fostering deeper bonds.
- To improve communication skills, families can embark on a "reflection journey" with guided activities that prompt open communication, alongside psychological testing to understand individual communication styles. This combined approach can help families better articulate their thoughts and feelings, fostering stronger connections.
- Crafting lasting memories involves families embarking on shared experiences, venturing into nature for unique adventures. A serene natural setting offers the perfect backdrop: a tranquil environment to relax and connect, while activities that explore and appreciate the surroundings elevate the entire experience, fostering a deep connection with nature and each other.

72 小时

亲子森活挑战营

FAMILY GLAMPING

3天2夜

Camp
Lù Yīng
露鹰
31ST OCT till
2ND NOV 24

适合5至10岁的小朋友参与

探索·看见·相信

WWW.PAMAME.COM

PaMaMe®

SUPER Avatar
POSITIVE MIND FOR KIDS

neucleus®
EDUCATION

Little Life Moment

PARENT PROGRAMME HIGHLIGHTS



72 小时

**亲子森活
挑战营**

FAMILY GLAMPING

3天2夜

**JOIN OUR
GLAMPING**

DR SHANE
科学育儿专家
neucleus[®]
EDUCATION

COACH MEIYI & KC
儿童情商培训导师
SUPER Avatar
POSITIVE MIND FOR KIDS



72 ^{小时}

亲子森活
挑战营

Family Glamping

3天2夜

JOIN OUR
GLAMPING



COACH MEIYI & KC
儿童情商培训导师

SUPER Avatar
POSITIVE MIND FOR KIDS



视大自然为伯乐

Parenting Lessons in Nature

SUPER Avatar Coach MeiYi 和 KC 将为粑粑麻麻
提供积极情感技巧, 协助他们在传递信息、
用词、奖励、共情方面与孩子建立密切的关系

SUPER Avatar Coach MeiYi and KC will be
equipping PapaMama with Positive Emotional Skills
in conveying messages, words, rewards, empathy and
amplifying how we connect with our children positively



粑粑麻麻学习亮点

PARENTING LEARNING HIGHLIGHTS

主题分享

Sharing Topics



相信语言的力量

Believe in Power of Words

应用最简单有效的方法，
改变固有的语言技巧，
就能改变亲子的感情和家庭状态



欣赏孩子的优点

Value Your Child's Strengths

学会欣赏孩子的优点，
并且应用高情商的沟通技巧鼓励孩子，
让孩子正面积极成长



同理孩子的感受

Empathize with Your Child

如何在孩子发脾气的时候，
学会同理孩子的感受



COACH MEI YI & KC

培训孩子的情商

SUPER Avatar
EDUCATION & COACHING

- Founder of SUPER Avatar Education
- Certified Positive Intelligent Coach
- Kids Skills Certified International Coach
- 10 Years Training & Coaching Kids & Parents
- 9 Years Kids Leadership Training & Coaching
- Transformed 300+ Children and Families








72 小时 亲子森活挑战营

Family Glamping

3天2夜

JOIN OUR GLAMPING




DR SHANE
 科学育儿专家


你看见孩子了吗

Be the guiding star they need

Dr Shane 将引导粑粑麻麻如何欣赏孩子的美，包括孩子的行为、谈吐与思维模式

Dr Shane will be providing guidance to Papa Mama on Parenting perspective, labels, behaviour and communication with your children



粑粑麻麻学习亮点

PARENTING LEARNING HIGHLIGHTS

主题分享

Sharing Topics



探索视角的焦点

Reframing Parents' Perspective



帮助父母转念
看到孩子行为
背后隐藏的动机



家人心连心

Strengthening Family Bonding



促进亲子关系
拉近彼此距离



孩子的正向意图

Recognize Positive Intention



促进家庭成员
之间的
和谐与幸福感

neucleus[®]
EDUCATION

DR SHANE 科学育儿专家

- PhD in Biological Science
- Founder of Neucleus Scientific Parenting
- Emerging Star 0-3 years old Child Potential Development System Founder
- 2023 Malaysia TOP 30 Young Entrepreneur Award
- Britishpedia Successful People in Malaysia 2023



neucleus[®]
EDUCATION

DR SHANE
科学育儿专家

neucleus[®]
EDUCATION

CHILDREN PROGRAMME HIGHLIGHT

小时

72

亲子森活挑战营

FAMILY GLAMPING

3天2夜

JOIN OUR GLAMPING

COACH WENDY
儿童情商培训导师
SUPER Avatar
POSITIVE MIND FOR KIDS

TEACHER KIWI & MUSHROOM
玩乐教育老师
小森活 Moment

TS





72

小时

亲子森活挑战营

Family Glamping

3天2夜

JOIN OUR GLAMPING



户外探索

Outdoor Exploration

Teacher Kiwi and Teacher Mushroom
将会在玩乐中纳入更多的大自然元素
增强大小英雄在户外的体验感

Teacher Kiwi and Teacher Mushroom will incorporate
more elements of nature into our activities to
create a unforgettable experience for our Little Heroes

Learn More

主题式探险活动

Little Hero Exploration

通过故事情节
让粑粑麻麻与孩子投入角色
相互配合迎接挑战
激发内在的“大小英雄”本色

Bringing you and your family to immerse into a story of
exploration and adventure, each with their own roles to play,
encouraging together-ness in overcoming challenges
and further awaken your inner "heroes"

Learn More





亲子玩乐教育活动

FAMILY-CHILD LEARNING THROUGH PLAY ACTIVITY

万圣节游戏

Halloween Quest in Nature



孩子将会使用指南针和手电筒
在黑漆漆的营地里寻找
“宝藏材料”的所在地

小英雄野外煮食

Little Heroes Wilderness Cooking



小英雄们必须自己动手
赚取食物并进行烹饪



约翰之塔

Little John Tower



Little John Tower
是一项互动性的活动，
孩子们通过小组来发问问题，
了解 Little John 的喜好








72^{小时}

亲子森活挑战营

Family Glamping

3天2夜

JOIN OUR GLAMPING

亲子玩乐教育环节

Family-Child Learning Through Play Activity

英雄破冰游戏 Heroes Warming Up	约翰之塔 Little John Tower
感恩球 Learning Gratitude Ball	亲子障碍游戏 Family Obstacles Challenge
大小英雄野外煮食 Little Heroes Wilderness Cooking	心心相惜营火会 Heart to Heart Gathering Campfire
大自然万圣节游戏 Halloween Quest in Nature	英雄表扬大会 Heroes Graduation



COACH WENDY
 儿童情商培训导师
SUPER Avatar
 POSITIVE MIND FOR KIDS



TEACHER KIWI
 小森活玩乐教育老师
 小森活 MOMENT
 LITTLE LIFE MOMENT



TEACHER MUSHROOM
 小森活玩乐教育老师
 小森活 MOMENT
 LITTLE LIFE MOMENT



EVENT VENUE



Camp Lù Yīng 露鷹
Kampung Bukit Tinggi, Pahang

活动住宿
GLAMPING
VENUE INFO

营地位于武吉丁宜的坚实地面上，
十年前进行了地面平整。
营地安全，不受极端天气的影响，
并且没有显示出任何地面沉降的迹象。

The campsite is located on solid ground in Bukit Tinggi
and underwent ground leveling ten years ago.
The campsite is safe, unaffected by extreme weather,
and shows no signs of ground subsidence.





OUR CONTACT

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