





**Summer Edition**



**Winter Edition**







**BUZZ**  
**camp**

**BUZZ**  
**camp**

**BUZZ**  
**camp**

**BUZZ**  
**camp**









**HIVE  
MINDS**





**HIVE**  
**MINDS**

**HIVE**  
**MINDS**

**HIVE**  
**MINDS**





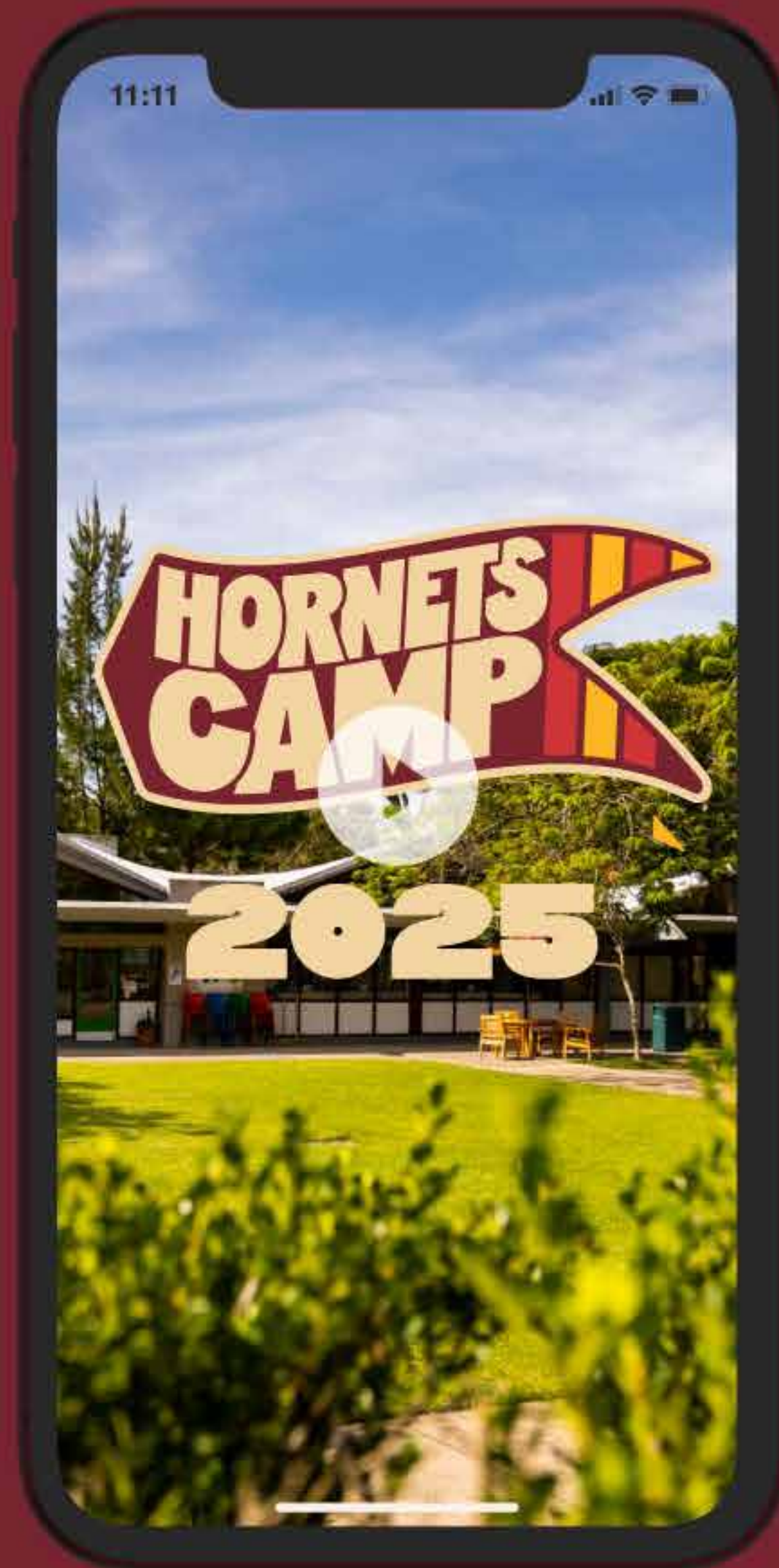




# ESTRATÉGIA DE COMUNICACIÓN

## Estrategia de Comunicación

- 1.) Generar una estrategia de Whastapp para el relanzamiento de nuestros camps
- 2.) Crear un video de lanzamiento para emocionar a nuestros padres de familia
- 3.) Complementar con una estrategia de testimonis de chicos y grandes sobre experiencias pasadas para darle credibilidad
- 4.) Producir material informativo, físico y digital, para comunicar a los padres sobre nuestros camps.



Script para video:

*(Sonido o voces de muchos niños haciendo ruido de abejas)*

**Bzzz** *(voz niño 1)*

**Bzzzz!** *(voz varios niños)*

**BZZZZ!!** *(Unísono sonido de todos los Hornet's)*

Summer is here, and our school has a new way to welcome the season.

Welcome to Hornet's Camp! Where our kids can have a summer to remember!

We welcome everyone to try something new:

\* Create something they never imagined *(Hive Five)*

\* Finds a skill they can be really good at *(Pro Skills)*

\* Make new friends that can last a lifetime *(Buzz Camp)*

Are you ready to join the Buzz? Join our Hornets Camp today and make your kids have a summer to remember.

*Cierre logo Hornets Camp + logos en pequeño de todos los camps.*



Vacations are more fun..  
**Sharing time  
together!**

## Your most e summer star



### Buzz Camp

Taking the first step

This camp is design  
Pre- Kindergarten  
build new friendship



### Hive Five

Have fun, stay shar

This camp offers em  
entering Kindergarten  
on skill development  
physical activity, and  
beautiful campus.



### Hive Min

Taking the first step

The primary goal of  
development of par  
that assist students in  
positively impacting



### High Per

Our campers are hi  
shooting!

With coaches straight  
soccer coaches from



### FUNDAM

Summer days filled with laughter and adventures at our  
#FUNdamentalsCamp!

Students explored a wide range of activities including golfing at  
Top Tee, bowling, bouncing and experienced ping-pong  
battles and hoop-shooting right here at campus!



# What our Campers have to say?



**Sofia Castañeda, 9 años**  
5th Grade

*"¡Este campamento es lo mejor! Hice muchos amigos nuevos y me encantó la fogata con malvaviscos. ¡Ya quiero que sea el próximo año para volver!"*



**Mateo Zuñiga, 11 años**  
7th Grade

*"Nunca pensé que me divertiría tanto. Hicimos un rally súper emocionante y aprendí a meter goles de los entrenadores de Messi. ¡Definitivamente el mejor verano de todos!"*



**Valeria Salles, 8 años**  
4th Grade

*"Me encantó el campamento porque jugamos todo el día y los monitores son súper buena onda. Además, conocí nuevos lugares del colegio que no había visto. ¡Quiero quedarme más tiempo!"*



## Are you ready to join the Buzz?

Join our Hornets Camp today and make your kids have a summer to remember.  
Visit us at: [cag.edu.gt/Camps](http://cag.edu.gt/Camps)

# HORNETS CAMP

Vacations are more fun sharing together!



# Your most exciting summer starts here!



## Buzz Camp

Taking the first steps into their educational journey!

This camp is designed to support incoming Pre- Kindergarteners as they adapt to new routines, build new friendships, and discover the joy of learning.



## Hive Five

Have fun, stay sharp, and re-energize for the summer!

This camp offers enriching and engaging activities for students entering Kindergarten through Grade 8. The program focuses on skill development, building social relationships, recreation, physical activity, and creative expression, all set on CAG's beautiful campus.



## Hive Minds

Taking the first steps into their educational journey at CAG!

The primary goal of the camp is to support the holistic development of participants by fostering educational processes that assist students in transitioning to and adapting to CAG, positively impacting their lives.



## High Performance Camp

Our campers are hitting the courts and perfecting their shooting!

With coaches straight from the Junior NBA in or the renowned soccer coaches from Spain in La Liga Soccer Camp!



## FUNDAMENTALS

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