

“中國作家出海，佳作世界共賞” 活動方案

“Chinese Writers Going Global, Masterpieces Shared Worldwide” Event

一、活動主題 Event Theme

中國作家出海，佳作世界共賞

Chinese Writers Going Global, Masterpieces Shared Worldwide

二、活動目的 Event Objectives

1. 助力中國作家與海外讀者深度互動，提升中國作家在國際上的知名度與影響力。

Facilitate in - depth interaction between Chinese writers and overseas readers, and enhance the international popularity and influence of Chinese writers.

2. 推動優秀中國作品的海外推廣，增進不同文化間的理解與交流。

Promote the overseas dissemination of outstanding Chinese works, and enhance cultural understanding and communication among different countries.

3. 搭建中外作家與學者交流合作平臺，催生更多跨文化優秀作品。

Build a communication and cooperation platform for Chinese and foreign writers and scholars, and encourage the creation of more outstanding cross - cultural works.

三、活動時間與地點 Event Time and Venue

1. 時間：2026 年 10 月-2028 年 10 月

Time: From October 2026 to October 2028

2. 地點：選取主要國際城市，如紐約、倫敦、巴黎、悉尼等，在當地知名書店、圖書館、文化中心舉辦。

Venue: Select major overseas cities such as New York, London, Paris, Sydney, etc. The events will be held in local well - known bookstores, libraries, and cultural centers.

四、活動內容 Event Content

1. 作品分享會與讀者見面會：中國作家、學者與海外讀者面對面交流，分享創作靈感、故事背景，解答讀者疑問。

Work Sharing Sessions and Reader - Writer Meetings: Chinese writers and scholars will communicate face - to - face with overseas readers, sharing creative inspirations, story backgrounds, and answering readers' questions.

2. 多語種作品出版：精選優秀中國作品，翻譯成當地語言，同步在活動舉辦城市及周邊地區發行推廣。

Publication in Multiple Languages: Select outstanding Chinese works, translate them into local languages, and simultaneously distribute and promote them in the event - hosting cities and their surrounding areas.

3. 中外作家學者交流工作坊：組織中外作家、學者參加工作坊，探討創作技巧、文化差異，促進雙方合作創作。

Communication Workshops for Chinese and Foreign Writers and Scholars:

Organize Chinese and foreign writers and scholars to participate in workshops, discuss writing techniques and cultural differences, and promote their collaborative creation.

五、宣傳策略 Promotion Strategies

● 線上宣傳 Online Promotion

1. 社交媒體：在海外主流社交媒體平臺創建活動官方帳號，定期發佈活動預告、作家介紹、作品亮點等內容。與海外知名文化類博主、網紅合作，邀請他們宣傳活動，擴大活動影響力。

Social Media: Create official event accounts on mainstream overseas social media platforms. Regularly post event previews, introductions of writers, highlights of works, etc. Cooperate with well-known overseas cultural bloggers and influencers, and invite them to promote the event to expand its influence.

2. 文化網站與論壇：在海外文化類網站、讀書論壇發佈活動資訊與作品介紹，吸引目標受眾關注。與國際知名線上讀書平臺合作，推出活動專題頁面，展示中國作品，提供購買鏈接。

Cultural Websites and Forums: Post event information and work introductions on overseas cultural websites and reading forums to attract the attention of the target audience. Cooperate with internationally renowned online reading platforms to launch special event pages, display Chinese works, and provide purchase links.

● 線下宣傳 Offline Promotion

1. 海報與傳單：在活動舉辦城市的書店、圖書館、大學、咖啡館等場所張貼海報、發放傳單，吸引當地民眾關注。

Posters and Flyers: Post posters and distribute flyers in bookstores, libraries, universities, cafes and other places in the event - hosting cities to attract the attention of local people.

2. 媒體合作：與海外當地主流媒體、文化雜誌合作，發佈活動新聞稿、專題報導，提高活動曝光度。

Media Cooperation: Cooperate with local mainstream media and cultural magazines overseas to release event press releases and special reports, and increase the event's exposure.

六、活動預算 Event Budget

1. 場地租賃費用：_____元

Venue Rental Fees: _____yuan

2. 作家、學者差旅費：_____元

Travel Expenses for Writers and Scholars: _____yuan

3. 作品翻譯費用: _____元

Work Translation Fees: _____yuan

4. 宣傳費用: _____元

Promotion Expenses : _____yuan

5. 其他費用: _____元

Other Expenses: _____yuan

總預算: _____元 Total Budget: _____yuan

七、活動效果評估 Event Effect Evaluation

1. **參與人數統計:** 通過門票銷售、線上活動參與人數統計等方式，評估活動的吸引力與影響力。

Statistics of Participant Numbers: Evaluate the attractiveness and influence of the event through methods such as ticket sales and statistics of the number of participants in online activities.

2. **社交媒體數據分析:** 分析社交媒體平臺上活動相關內容的曝光量、互動量，評估宣傳效果。

Analysis of Social Media Data: Analyze the exposure and interaction volume of event - related content on social media platforms to evaluate the promotion effect.

3. **讀者回饋收集:** 通過問卷調查、現場訪談等方式，收集讀者對活動及中國作品的回饋意見，為後續活動改進提供參考。

Collection of Reader Feedback: Collect readers' feedback on the event and Chinese works through methods such as questionnaires and on - site interviews, providing reference for the improvement of subsequent events.