



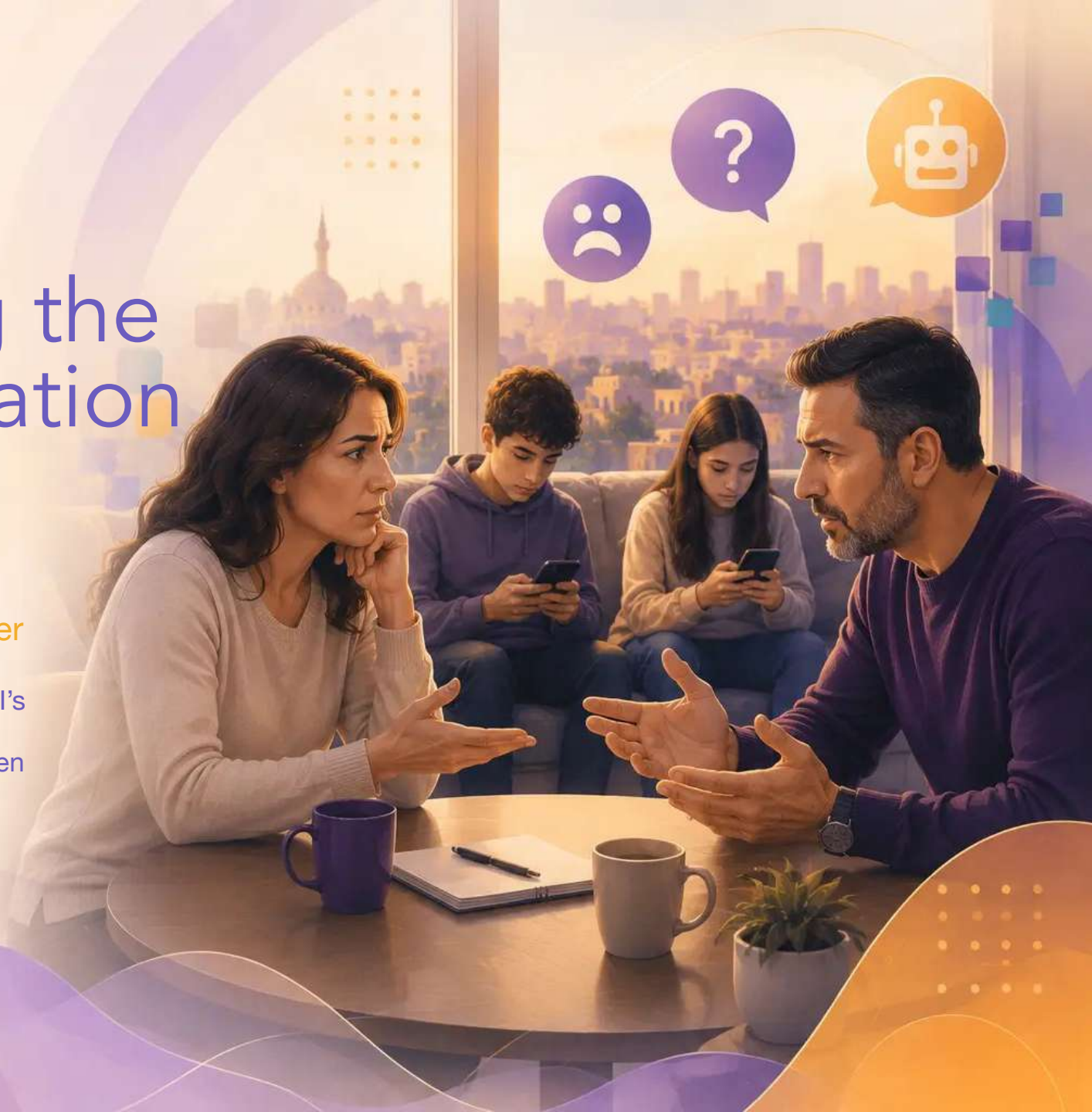
Parenting the AI Generation

Under the Patronage of
H.E. Mrs. Haifa Najjar

19 September, 2026
Amman Academy Theater

Helping parents understand AI's
impact, protect what matters
most, and prepare their children
for the future.

Sponsorship
Opportunities



WHY THIS FORUM EXISTS



- ▶ Artificial intelligence is rapidly becoming part of children's everyday lives. Children and youths are already using AI to:
 - Complete schoolwork
 - Search for information
 - Create content
 - Communicate and socialize
 - Explore interests
 - Solve problems
 - Make decisions
- ▶ Parents recognize the opportunities AI creates but feel unprepared to guide its use.
- ▶ Parenting the AI Generation was created to help families understand what is changing and make informed decisions about how AI should be used at home and in education.

WHY THIS FORUM MATTERS



- ▶ Artificial intelligence is changing how children and youths:

- Learn
- Think
- Communicate
- Create
- Solve problems
- Develop relationships
- Understand the world
- Prepare for future careers

- ▶ Parents are facing important questions:

- How much AI use is appropriate?
- Is AI helping youths learn or encouraging dependency?
- How can families protect children without limiting opportunity?

The decisions families make today may influence youths' learning habits, critical-thinking skills, digital safety, emotional development, and future readiness.

A DIFFERENT KIND OF AI EVENT



► Most AI events focus on:

- Technology
- Business
- Innovation
- Products
- Investment
- Automation

► This Forum addresses:

- Learning and education
- Critical thinking
- Child and youth development
- Digital safety
- Privacy
- Screen time
- AI companions
- Deepfakes and misinformation
- Responsible AI use
- Family guidance
- Future skills

This positions the Forum at the intersection of technology, education, parenting, youth development, and family well-being.

FORUM VISION



- ▶ Our Vision is to become Jordan's leading annual platform for helping parents understand how artificial intelligence is affecting children and youths, and providing families with practical guidance for navigating an AI-driven future.
- ▶ The Forum seeks to promote:
 - Better-informed parents
 - Responsible AI use
 - Safer digital experiences
 - Stronger learning habits
 - Healthy technology boundaries
 - Greater family communication
 - Future-ready children and youths

*“Helping Families Navigate
the AI Generation”*

FORUM THEME



Helping parents understand AI's impact, protect what matters most, and prepare youths for the future.

- ▶ The inaugural Forum will bring together experts in education, child and youth development, psychology, technology, digital safety, and future skills.
- ▶ The focus will not be on explaining how AI technology works.
- ▶ The focus will be on helping parents understand what AI means for their children and what they can do about it.

CORE THEMES



Learning & Critical Thinking

How AI is changing education, homework, creativity, problem-solving, and independent thought.

Child & Youth Development and Well-Being

How technology may influence attention, behavior, emotional development, relationships, and healthy habits.

Safety, Trust & Responsible Use

Privacy, misinformation, deepfakes, inappropriate content, AI companions, and online safety.

Future Skills & Family Readiness

Preparing children and youths for an AI-driven future while establishing practical and responsible family guidelines.

DISTINGUISHED SPEAKERS



- ▶ The Forum will bring together respected experts from fields including:
 - Education
 - Child psychology
 - Neuroscience
 - Pediatrics
 - Artificial intelligence
 - Cybersecurity
 - Digital safety
 - Child development
 - Future skills
 - Parenting and family support
- ▶ Speakers will provide balanced, evidence-based perspectives and practical guidance that parents can apply at home.

THE QUESTIONS PARENTS ARE ASKING



- Should students use AI for homework?
- Is AI helping children and youths learn or making them dependent?
- Can excessive AI use weaken critical-thinking skills?
- How much AI use is too much?
- What information should children and youths never share with AI tools?
- How can parents protect children and youths from misleading or inappropriate AI-generated content?
- What are AI companions, and are they safe?
- How can children and youths recognize deepfakes and misinformation?
- Which skills will children and youths need in an AI-driven future?
- What rules should families establish around AI use?



WHY SPONSOR

Support families.
Build trust.
Help prepare the next generation.

WHY SPONSORS SHOULD CARE



- ▶ Artificial intelligence is not only a technology issue. It is becoming an education issue, a parenting issue, a child/youth-development issue, and a societal issue.
- ▶ Organizations that participate demonstrate a commitment to helping families navigate one of the most important changes affecting children today.

The Forum sits at the intersection of:

Families
Education
Technology
Child and youth development
Digital safety
Health and well-being
Future skills
Responsible innovation

THE AUDIENCE THAT MATTERS



- ▶ The Forum is designed primarily for:
 - Parents
 - Guardians
 - Families
 - Educators
 - Teachers
 - School leaders
 - School counselors
 - Child psychologists
 - Pediatricians
 - Family-support professionals
 - Education organizations
 - Parent communities
- ▶ These are the people making daily decisions about how children and youths learn, use technology, develop healthy habits, and prepare for the future.

AUDIENCE PROFILE



Parents & Guardians

Families seeking practical guidance on children's use of AI and technology.

Educators & School Leaders

Teachers, principals, counselors, and education professionals helping students use AI responsibly.

Child Development Professionals

Psychologists, pediatricians, counselors, and specialists working with children and families.

Community & Family Organizations

Organizations supporting education, parenting, youth development, digital inclusion, and family well-being.

Technology & Innovation Leaders

Organizations helping shape responsible, safe, and accessible digital experiences.

POSITION YOUR ORGANIZATION AS A FAMILY AND EDUCATION ADVOCATE



- ▶ Sponsors are more than advertisers. They become partners in helping families understand and respond to the opportunities and challenges created by artificial intelligence.
- ▶ The Forum provides a platform for organizations to demonstrate leadership in:
 - Education
 - Child well-being
 - Digital responsibility
 - Online safety
 - Family empowerment
 - Future skills
 - Responsible innovation
 - Community development
- ▶ Sponsorship connects your organization with a practical initiative designed to create meaningful benefits for parents and children.

MEANINGFUL ENGAGEMENT OPPORTUNITIES



- Sponsors benefit from:
 - Brand visibility throughout the Forum
 - Direct engagement with parents
 - Interaction with educators and school leaders
 - Speaker and expert networking
 - Social media visibility
 - Inclusion in Forum communications
 - Distribution of useful family resources
 - Post-event visibility
- The objective is to create valuable engagement rather than passive advertising.

IDEAL SPONSORSHIP SECTORS



Technology & Telecoms

Technology companies, telecom operators, internet providers, digital platforms, and consumer technology brands.

Banking & Financial Services

Banks, payment providers, insurance companies, and organizations supporting family financial well-being.

Education

Schools, universities, educational technology companies, learning centers, publishers, and training providers.

Health & Family Well-Being

Hospitals, healthcare providers, wellness organizations, pediatric services, and family-support organizations.

Cybersecurity & Digital Safety

Cybersecurity providers, online-safety initiatives, privacy organizations, and digital-awareness programs.

Consumer & Family Brands

Retailers, family-focused products, children's services, lifestyle brands, and organizations serving parents.

Corporate Social Responsibility

Organizations supporting education, youth development, digital inclusion, child safety, and community development.

SPONSORSHIP PACKAGES & BENEFITS



Benefit	Strategic Partner	Education Partner	Digital Safety Partner	Family Well-Being Partner	Supporting Partner	Community Partner
Exclusive Category Designation	✓					
Branding	Exclusive Sponsors	Premium Branding	High Visibility	Medium Visibility	Medium Visibility	Regular Visibility
Logo on website	Home & Sponsors Page	Home & Sponsors Page	Home & Sponsors Page	Sponsors Page	Sponsors Page	Sponsors Page
Recognition during opening	✓	✓				
Speaking opportunity *	✓	✓	✓	✓		
Panel participation*	✓	✓	✓	✓		
Complimentary passes	10	6	4	2	2	1
Social media promotion	Every Promotion	Every Promotion	Every Other Promotion	Once Weekly	Once Weekly	Every Other Week Once
Post-event recognition	✓	✓	✓	✓	✓	✓
Sponsorship Investment (+VAT)	JOD 7,500	JOD 5,000	JOD 2,500	JOD 1,250	JOD 1,250	JOD 750

*Speaking opportunities are subject to program relevance, speaker qualifications, and editorial approval.



Let's Discuss Sponsorship Opportunities

Parenting the AI Generation Forum
19 September 2026
Amman, Jordan

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