

SUSTAINABLE ENERGY of SEOUL

How we move forward

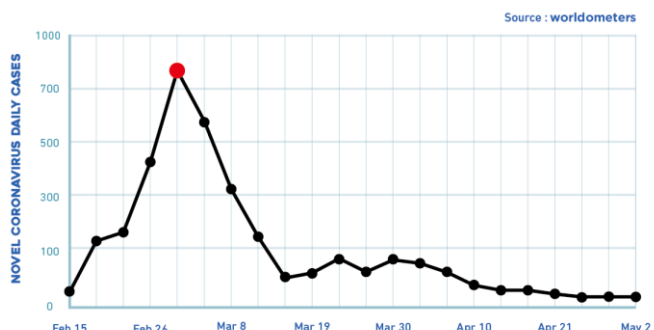


Seoul Convention Bureau's 2019 and on

We began designing a NEW marketing message by analyzing Seoul's strengths and emphasizing the 'personalized' image of the city. To incorporate the appeal as a 'Bleisure City,' we created a marketing message, **Plan with US, Play with US**, with the 'US' meaning the SCB and its business partners.

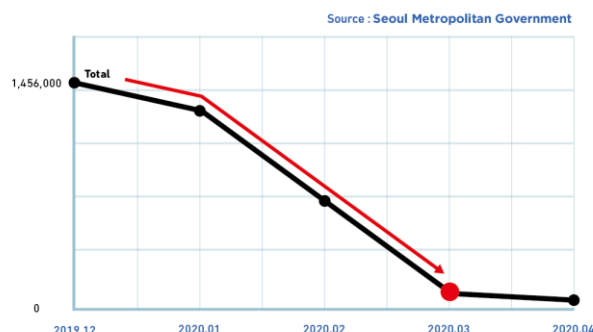
BUT COVID-19 hit Seoul hard

DAILY NEW CASES IN SOUTH KOREA



VISITORS TO SOUTH KOREA

from 2020.01 ~2020.04



NEW CHALLENGES CAME UP

Seoul had to face empty venues and cancelled events all together by March of 2020.

1
**HOW CAN SEOUL
MICE INDUSTRY
SURVIVE
THE CRISIS?**



2
**WHAT
DIRECTION
SHOULD WE
HEAD TO?**

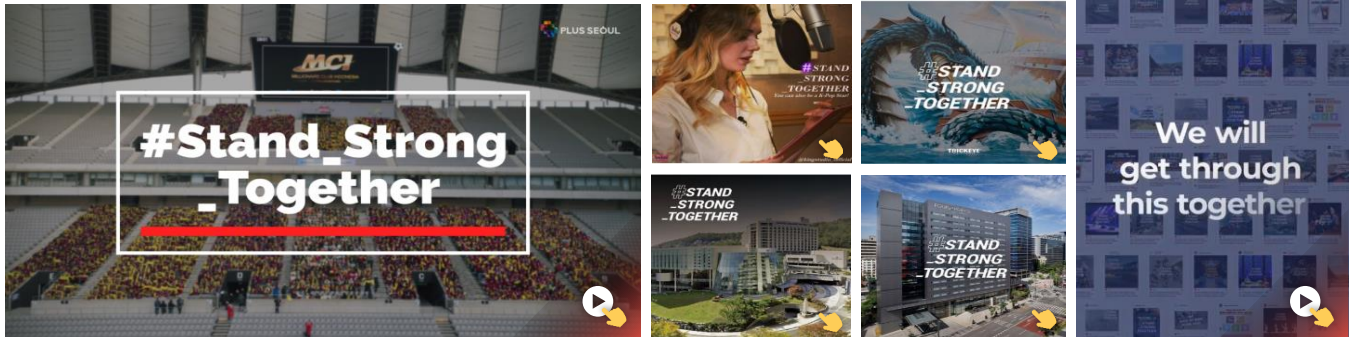


1-1 Vitalizing Seoul's MICE Industry

Seoul Convention Bureau(SCB) decided to start with energizing the MICE industry through digital communication.

● New Start to Raise Up the Spirits: #Stand_Strong_Together Campaign

- SCB started the campaign by posting a video of successful MICE event with 4500 participants came in Feb, 2020.
- SMA members then joined the campaign posting images on their online channels and shared quarantine procedures being implemented at the venue level.
- The followers of the SMA left many positive comments impressed by concerted efforts and cooperation.



Over **93,000 times** viewed

Total **64 Channels** participated

● Spreading Positivity and Comfort through SNS channels

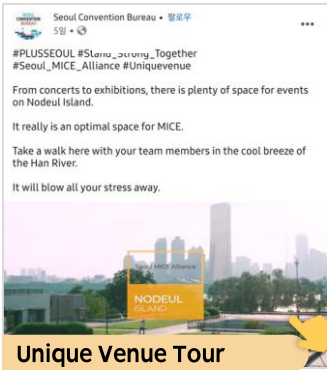
For organizers, we introduced our partners by showing examples of successful events hosted since the outbreak of COVID-19 under active quarantine protocols, as well as offering virtual tours of unique event venues.

For our pandemic-weary participants, we introduced our partners organically through virtual teambuilding experiences, as well as soul-healing video footage of Seoul's unique venues. Our contents were re-distributed to SMA members for their own marketing use.

01 Plan with US



Case Study



Unique Venue Tour

02 Play with US



Virtual Team Building



Time for Relax

1-2 Stimulating Seoul's MICE Industry

Becoming a competent leader for Seoul MICE Alliance is one of the major role of SCB. Innovative and creative strategies are necessary as well as the classic ones.

● SMA Networking Workshop

Providing actual opportunities to SMA members to experience quarantine measures themselves and be familiar with them. Many SMA members mentioned having conversations about the current situation helped them be lifted up in strength.



● SMA Advertisement Support

SCB yield advertisement space to SMA members to support their business to continue on.



● 2020 SMA Leaders Round Table

In order to incorporate the needs of SMA members, a roundtable was organized to listen to their side of stories. It provided an opportunity to talk about prospective recovering actions for the future.



● Unique Venue Online Marketing



Unique Venue Online Marketing Event focused on keeping the venues vitalized during this difficult time and giving local residents the opportunities to experience top-class MICE infrastructures to learn about MICE industry of the city at the same time.

- ▶ Promoting Seoul's Unique Venues as places to have fun in Seoul with 5 different themed contents.
- ▶ Raising the interest level of the public with 17,000 engagements and 3,000 comments related to the event.
- ▶ Sustaining the business of the private sector of local MICE industry by providing gift certificates to the selected - 100,000 KRW worth per person.

● **Financial Support for MICE business**

● **Online Educational Session**



Total of **2 billion KRW**
For **322 MICE Corporates**



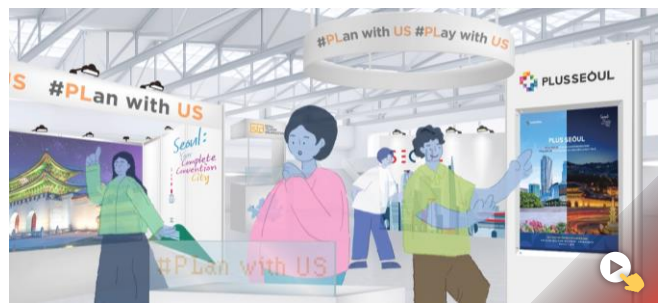
100 hours of educational courses
For each **1000 MICE Professional**

2-1 Introducing New Normal Possibilities

Global MICE society is presenting new ways for MICE business. SCB adapts to the changes quickly and present what we learned to Seoul’s MICE industry.

● **Imagine Possibilities**

Plan with US



Play with US



Over **95,000 times** viewed

As changes became inevitable to the MICE industry globally, we produced two illustrated videos, one showing participants enjoying life in Seoul and the other depicting the ‘Untact’ (zero contact) MICE culture that will become the norm after the pandemic.

These videos serve two purposes:

- 1. Continuous MICE destination marketing for Seoul
- 2. Brief introduction of the MICE culture after pandemic to the MICE industry stakeholders in Seoul

● **Sharing knowledge to establish a foundation**

Seoul Convention Bureau presented current meeting technologies and case studies to the private sector of Seoul MICE industry including SMA members to present possible MICE environment in New Normal era. We introduced private enterprises of Seoul specializing in meeting technology field as well as global trend raised since the outbreak of COVID-19 through various channels including Newsletters, monthly emails and press releases.



2-2 Advancing the Industry

Global MICE society is presenting new ways for MICE business. SCB adapts to the changes promptly and present what we learned to Seoul's MICE industry.

Innovative Digitalization

Virtual Seoul Platform

Seoul Convention Bureau has created a virtual platform where international MICE events can be hosted. It resembles the actual city and has many attractive features of Seoul MICE industry. This support option will provide beautiful Seoul venues and interesting 360° VR videos to stimulate attendees to imagine being in Seoul after the pandemic.



Virtual Seoul Platform is versatile that it has endless possibilities and rooms to be improved in the coming years by adding more venues or programs and become a universal source for organizing and hosting any MICE event.



PLUS SEOUL PREMIUMS

PLUS SEOUL PREMIUMS launched in 2019 to offer additional benefits was originally made in booklets. But we changed it to paperless digital with QR codes.

Safety and Security Measure Support



Infection-free Zone

Provide disinfecting service to keep it sanitized while hosting the event in Seoul.



Reassuring Package

The insurance coverage and language services for emergency situations and more



Face-detect Tablets with Temperature Check

Provide Face-detect tablets to SMA members to support the implementation of safety measures on-site as well as a log keeping for security.



Renting Disinfecting Gate to Convention Centers



Distributing Safety Measures Manual

11

Sustainable Energy of Seoul = TOGETHERNESS

As SCB was leading the course of our new actions in response to the pandemic, we were once again confirmed that it was **essential** to stand together with local MICE partners. We discovered ourselves going beyond a simple business partnership and were able to increase our **Sustainable Energy** by jumping over unexpected huddles together. This is not only about sharing the values, but also creating strong bond to actualize the values all bodies believe in.

Just like the core value of MICE industry, not much things can be achieved if each of us work alone.

Together, we can build much bigger force and overcome obstacles in front of us.

Now that we have the biggest challenge before us, we keep discovering the above message holds true in various angles. We are moving forward even though it is slow. We believe our **Sustainable Energy** will keep fueling Seoul's business meetings industry for the long haul.



SEOUL MOVES FORWARD

Sustainable Energy keeps Seoul moving to the future. Crisis breeds opportunities and Seoul will add more on the list of strengths after the pandemic. We will be ready to provide the best convenience-oriented customizing services on top of fast ICT communication, authentic team building activities and attractive venues to name just few.



Cumulative Views **Over 300,000 Times**

We continue promoting a **NEW** marketing message by analyzing Seoul's strengths and emphasizing the 'personalized' image of the city. To incorporate the appeal as a 'Bleisure City,' we created a marketing message, **Plan with US, Play with US**, with the 'US' meaning the SCB and its business partners.