



S E O U L  
T O U R I S M  
O R G A N I Z A T I O N



**Seoul's Official Destination  
Marketing Organization**



**Tourism & MICE  
Industries Platform**



**Outstanding Relationship  
with Our Alliance**



PLUS  
SEOUL

## **A CUSTOMIZED BUSINESS EVENT EXPERIENCE**

Boost your business event experience with lasting stories and bonds

# 2020 PLUS SEOUL PROGRAM

FOR INTERNATIONAL CONFERENCES

## ELIGIBILITY



- A minimum of 50 international participants
- For academic societies, associations, groups, organizations, and corporate bodies that host an international conference for **more than two days in Seoul**

## DETAILS

Up to KRW  
30,000,000

Once a year,  
up to two  
times



1<sup>st</sup> Stage: Bidding

Up to KRW  
20,000,000

Once a year,  
up to two  
times



2<sup>nd</sup> Stage: Promoting

Up to KRW  
200,000,000

One-time  
support



3<sup>rd</sup> Stage: Hosting



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FOR INTERNATIONAL CONFERENCES

STAGE	COMPREHENSIVE SUPPORT SERVICE
<b>Bidding</b>	<ul style="list-style-type: none"><li>- <a href="#">1:1 bidding clinics</a>: English presentations, bidding proposals, and presentation writing</li><li>- <a href="#">Letter of support from the Mayor of Seoul</a> and president of the Seoul Tourism Organization</li><li>- <a href="#">Site inspections</a> for associations' executives and meeting planners</li><li>- <a href="#">Seoul promotional video</a> and <a href="#">Seoul welcome kit</a></li><li>- <a href="#">English review</a> of bidding letters of intent and proposals</li><li>- <a href="#">Joint bidding activities abroad</a> (provided only after consultations)</li></ul>
<b>Promoting</b>	<ul style="list-style-type: none"><li>- Seoul promotional video and Seoul welcome kit</li></ul>
<b>Hosting</b>	<ul style="list-style-type: none"><li>- <a href="#">Seoul MICE Supporters</a> (KRW 80,000 a day per supporter, Seoul covers 50% of costs)</li><li>- Seoul promotional video and Seoul welcome kit</li></ul>

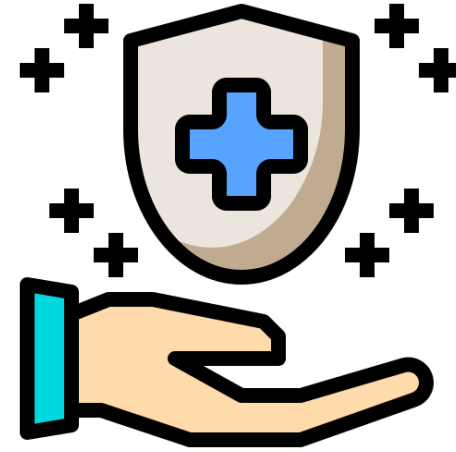
# 2020 PLUS SEOUL PROGRAM

FOR INTERNATIONAL CONFERENCES– **SAFETY MEASURES**



## **INFECTION-FREE ZONE**

Providing **disinfection service** so that you can organize your events in the Infection-free Zone and **keep it sanitized** for the days while hosting the event in Seoul



## **REASSURING PACKAGE**

**Assistance services** from the arrival of the participants till the departures, **including in insurance** and translation, interpretation, emergency medical situations, reservation and more



# 2020 PLUS SEOUL PROGRAM

REASSURING PACKAGE- **SEOUL MICE EASY TRAVEL CARE SERVICE**

## SEOUL MICE EASY TRAVEL CARE SERVICE

### MAIN SERVICES

#### 1. Medical Care

Medical insurance & care service for accidents that may occur while traveling in Korea

#### 2. Travel Care

Various travel insurance and concierge service provided for emergency situations while traveling in Korea

#### 3. Airport Care

Worry-free care service for customers in the special space of international airport

#### 4. Business Care

Specialized concierge service for comfortable and safe travel and successful business

#### 5. Traveler's Worry-Free Insurance

Insurance service including injury, disease, liability and damage to belongings

#### 6. Call Center Operation

Call center operation by foreign language specialist consultants and mobile chatting concierge linking service

# 2020 PLUS SEOUL PROGRAM

FOR INTERNATIONAL CONFERENCES– **SAFETY MEASURES**



## **THERMAL IMAGING CAMERA RENTAL SUPPORT**

Providing a **thermal imaging camera** rental service for safety of participants



## **HYGIENE KIT**

Including masks with replaceable filters, sanitizers, antimicrobial wipes and more

Seoul: *Your  
Complete  
Convention  
City*

