
Virtual Seoul

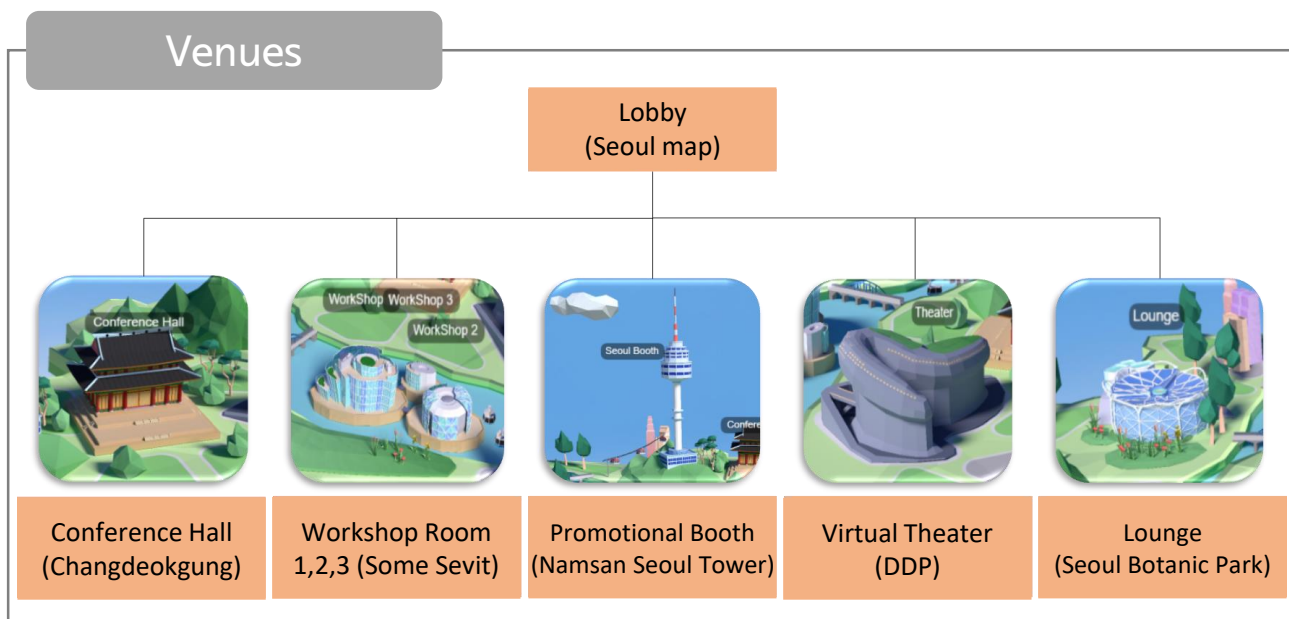
How to use it for your event



Introduction



Virtual Seoul is a platform resembles the actual city, Seoul. This 3D Virtual Seoul is where you can hold your business events with various programs such as e-conference, live session, networking and mini games. Seoul promotional booth is a perfect place to learn more about the city and its PLUS SEOUL support program.



Introduction of Functions

Functions



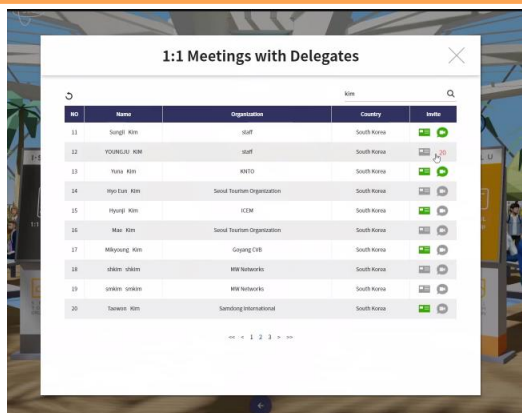
E-conference

Presentations can be live or recorded. Replay the presentation and/or profiles of speakers can be added on the walls on the left and right.



Live Discussions

Live sessions for Q&A or discussions are possible with divided screen to show the participants.

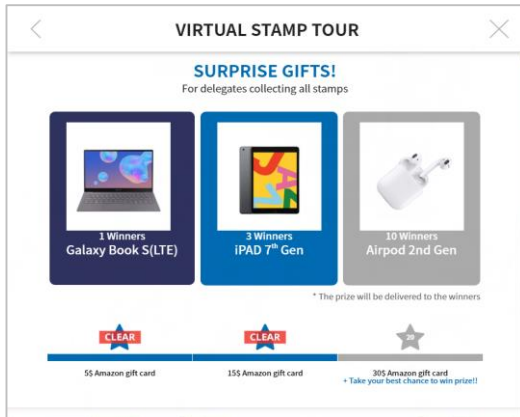


Networking

Group chat and 1 to 1 private chat are both possible to encourage the networking between participants.

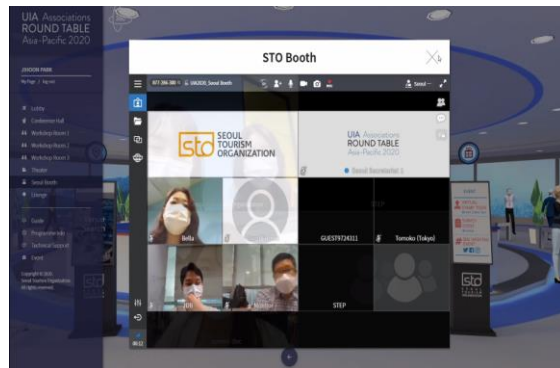
Introduction of Functions

Functions Cont.



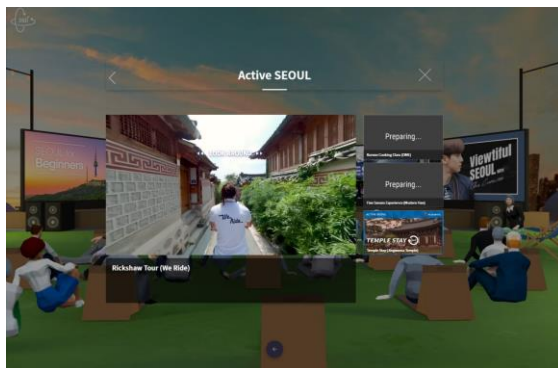
Gamification

Virtual Stamp Tour, Survey, SNS events, cultural mini events are provided to engage more participants for longer time.



Seoul Promotional Booth

Downloading information on Seoul as a MICE destination or having a live Q&A with a STO staff are all possible at the booth.

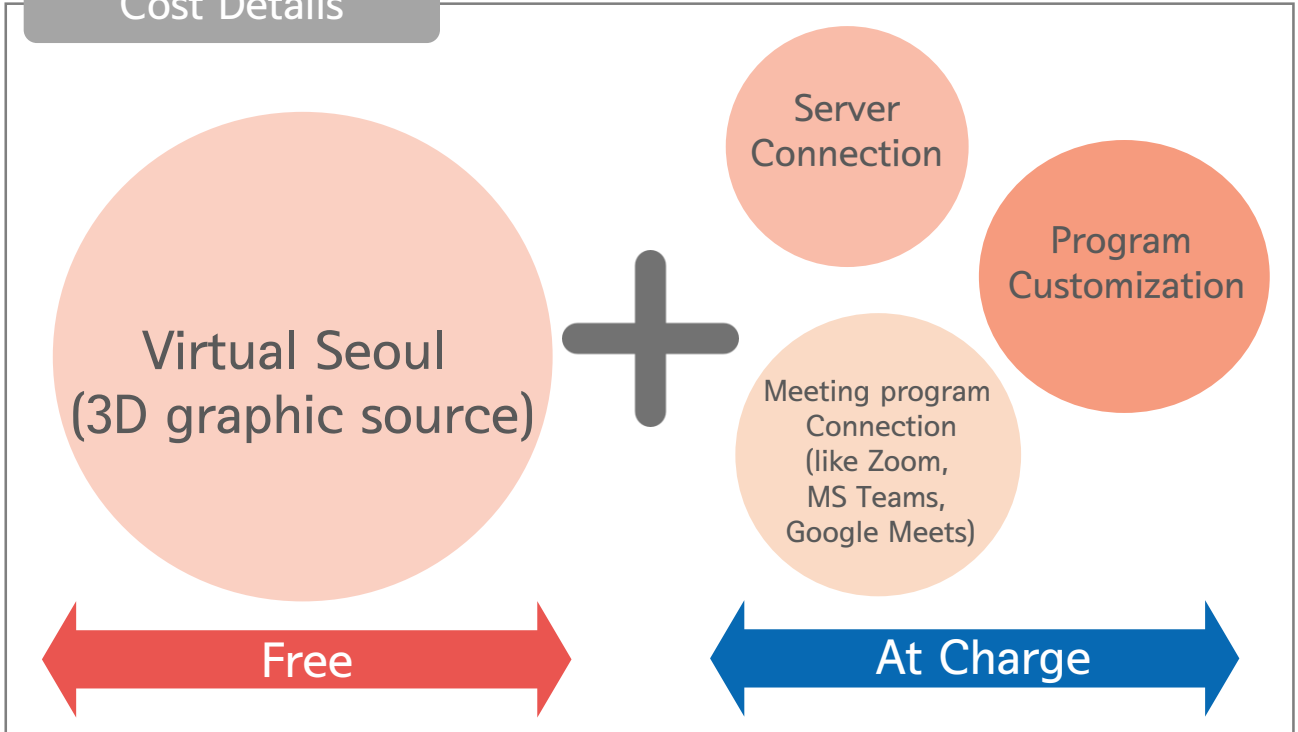


Virtual Tours

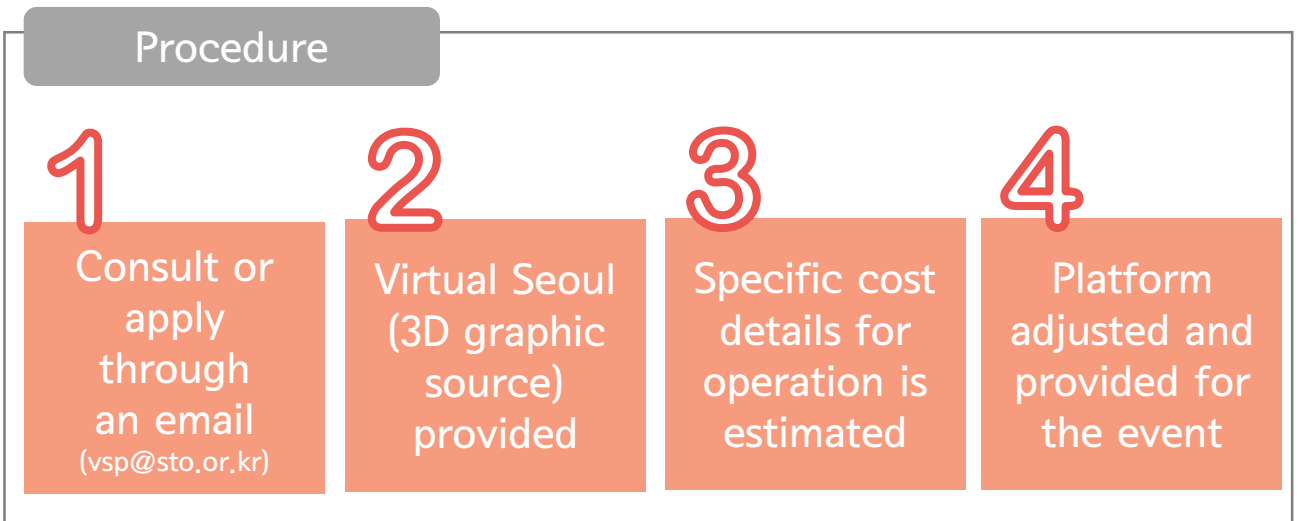
16 360 VR videos introduce Seoul in 5 different themes. Also more cities are available for PLUS CITIES program.

Details for Using the Platform

Cost Details



Procedure



Start the Consultation

Utilization of the Platform

Important Note

When utilizing the platform, the Copyright message must be included as it is in the example below.



Copyright @ 2020, Seoul Tourism Organization.
All rights reserved.

Utilization of the Platform- Case 1

Case 1. Seoul International Travel Mart for Medical Tourism

Title	2020 Seoul International Travel Mart for Medical Tourism (SITMMT)
Date	November 6 th (Friday) ~ 19 th (Thursday), 2020
Size	27 countries, 140 companies, 160 Korean medical institutes
Main Contents	Online business meetings, Seoul Tourism promotions, Job fair and more
Link	https://virtual.sitmmt.or.kr/



Lobby – title, promotional video inserted



Conference hall – banners and agenda posted



Workshop room –banners and main screen changed



Virtual theater – presentations showed



Promotional booth – changed into info desk for the event



Lounge – various events prepared for audience engagement

Utilization of the Platform- Case 2

Case 2. Seoul-Tourism Startup Demoday

Title

2020 Seoul-Tourism Startup Demoday

Date

November 26th, 2020 (Thursday)

Size

12 tourism startup companies, 252 participants

Main
Contents

Steaming IR presentations, promotional zone, 1:1 business meeting

Link

<https://startup.salin.co.kr/>



Lobby – title, promotional video inserted, menu in Korean



Conference hall – Youtube streaming on main screen and agenda posted



Virtual theater – promotional videos of each startup showed



Promotional booth – changed into info desk for the event



Promotional booth – brochure stand used for startups



Lounge – 1:1 business meetings between startups and VC

Utilization of the Platform- Case 3

Case 3. 2020 Asia TEFL International Conference

Title 2020 Asia TEFL International Conference(hybrid)

Date November 27th, 2020 (Friday)

Size 800 participants (including 400 international participants)

Main Contents e-conference, e-poster sessions, promotional booth, lounge

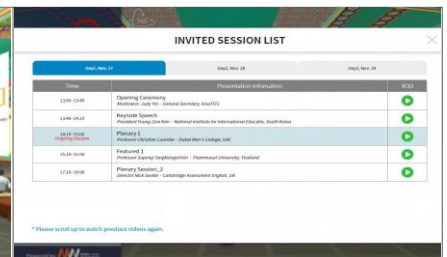
Link <https://asiatefl2020.mwnetworks.co.kr/>



Lobby – title, promotional video, sponsorship logos inserted



Conference hall – live-streaming of the on-site programs



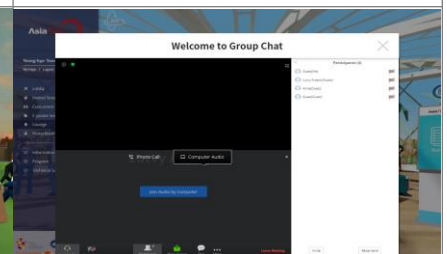
Conference hall – replay of the presentations on the main screen



Workshop room – sessions for each categories were held



Virtual theater – e-Poster sessions were held



Lounge – group chat provided with Zoom



Do you provide the platform at free of charge?

STO provides the platform with 3D graphic source at free of charge.

What needs to be paid is followed:

1. Program Customization
 - Specific graphics such as banners
 - Possible adjustment of the functions
2. Server Connection
 - Varies depending on the number of participants to be connected at once
3. Meeting program connection
 - (like Zoom, MS Teams, Google Meets)

FAQ



Seoul Tourism Organization



How much will it cost?

It depends on the type of events of the number of participants.

Please send the details of your event to the email (vsp@sto.or.kr) for more detailed estimation.



How long will it take to be adjusted?

It takes at least 1 or 2 months.

FAQ



Seoul Tourism Organization



Can I add different functions to the platform?

You can find out about this upon sending the details and consulting about the time and cost.



What languages does it support?

The language the platform is built upon is English at the moment but it could be switched to the language in favor.

FAQ



Seoul Tourism Organization



Can anyone use the platform?

Yes, we welcome any business events to be held on the platform.



When is it available for usage?

You can start the consultation promptly.
Please take a look at the platform on our website.

Click the below:▶
<https://korean.miceseoul.com/virtual-seoul-platform>

자주 묻는 질문(FAQ)



Seoul Tourism Organization



Where should I start from?

The process starts with sending the details of the event through an email.



Should I operate the platform with the designated company only?

No, you don't have to. However, it will cost more to use another company as what we offer at free of charge is 3D graphics that the company you find will have to build program sources to use it from scratch.

FAQ



Seoul Tourism Organization



Can you explain about the Server connection?

The platform needs to be connected to the server to be activated.

Depending on the number of participants to be connected at once at a given time, number of servers will be determined.

As the platform is web-based, it could take high volume of traffic like a website would allow in a similar fashion.



Can we have sponsorship for the event on the platform?

Of course. You can have graphic or video advertisements on all screens in the venues and on the billboard at the lobby.

Also, you can use the walls of the venues for posting advertisement.

Kiosk at different locations are available for logos which can link to the website of the sponsors.

Seoul: *Your Complete Convention City*

