

M! SOUL S=♥UL

# 2022 PLUS SEOUL

**A CUSTOMIZED BUSINESS EVENT EXPERIENCE**

Boost your business event experience  
with lasting stories and bonds

**sto** SEOUL  
TOURISM  
ORGANIZATION

(SCB) [www.sto.or.kr/english](http://www.sto.or.kr/english)

(STO) [www.sto.or.kr](http://www.sto.or.kr)



Seoul: *Your Complete Convention City*

# PLUS SEOUL

#PLan\_with\_US for your successful business events  
#PLay\_with\_US for lasting bonds and memorable stories in Seoul



## Seoul Tourism Organization

The Seoul Tourism Organization is a public organization tasked with attracting international visitors through the effective development, commercialization and marketing of Seoul's tourism resources. It aims to strengthen Seoul's global competitiveness and increase the expertise and effectiveness of Seoul City's marketing projects to ensure their sustainability.



## Seoul Convention Bureau

The Seoul Convention Bureau is a division at the Seoul Tourism Organization that represents the city in the international MICE industry and supports local business and associations for building strong and healthy ecosystem. SCB is also dedicated to promoting Seoul as a complete convention city through a variety of global marketing activities and providing professional support for the attracting and hosting process.



## PLUS SEOUL

PLUS SEOUL is a support program provided by the Seoul Convention Bureau to bring the highest satisfaction to MICE participants with authentic experiences whether the event is online or on-site. It is a promise to boost the business event experience with lasting stories and bonds when it takes place in Seoul.



## SEOUL MICE ALLIANCE

The Seoul MICE Alliance is a public-private partnership established by STO and the City of Seoul to foster the MICE industry. It is consisted of more than 300 companies specialized in the Seoul MICE industry. It covers the entire MICE industry in 10 categories, including convention centers, hotels, unique venues, PCO, DMC, entertainment, shopping, transportation, MICE services, and exhibitions.

Get in touch with the Seoul Convention Bureau

Email: [pluseoul@sto.or.kr](mailto:pluseoul@sto.or.kr) | Tel: +82-2-3788-8151 | [www.miceseoul.com](http://www.miceseoul.com)

Find us on:





# International Conferences



## Eligibility

Seoul provides support for international conferences that meet the following criteria:

### If a member of an international association

- 300 attendees and more
- 100 overseas attendees and more from 5 countries and more
- 3 days or longer

- 100 attendees and more
- 100 overseas attendees and more from at least 5 different countries
- 1 day or longer

### If not a member of an international association

- 150 attendees and more
- 2 days or longer



## Not eligible to apply

- Conferences that have 80% or more attendees participate online only
- Conferences that are organized by social clubs, fan clubs, government agencies, or religious organization
- A simply competition, contest, game, lecture, webinar, or job training session alone



## Financial Support

### Attracting Stage

Activities that intend to attract international conferences to Seoul

### Promoting Stage

Promotional activities after an international conference is confirmed to be held in Seoul

### Hosting Stage

For an international conferences to be held within the calendar year

- Attending a conference for bidding and promoting purpose: registration, accommodation, flight
- Preparing a bid: producing a bid proposal and presentation
- Producing promotional materials and activities
- Constructing and operating a promotional booth
- Utilizing an online meeting platform

- Venue rental
- PCO planning expenses
- Guest speaker invitation
- Promotional materials and activities
- Use of online meeting platform and high-tech equipment rental
- Arrangement of additional event (e.g., gala dinner)



## Comprehensive Support

### Attracting Stage

- Seoul Welcome Kit
- Site inspection
- Bidding process:
  - consulting sessions for practical strategy
  - letter of intent
  - bid proposal & presentation
  - joint bidding activities abroad
- Letter of support from a mayor of Seoul Metropolitan Government and a president/CEO of Seoul Tourism Organization

### Promoting Stage

- Seoul Welcome Kit and promotional videos of Seoul

### Hosting Stage

- Seoul Welcome Kit and promotional videos of Seoul
- On-site support:
  - Photo Booth
  - VR Seoul Tour Booth
  - City Tour Program



## Seoul Welcome Kit



Korean traditional lucky pouch



Mug lead



Seoul eco-bag



## Contact

**Bidding Support** miceceoul@sto.or.kr **Hosting Support** convention@sto.or.kr

\* An application can be prepared and submitted by a local partner.



# Corporate Meetings & Incentives



## Eligible Groups



### Corporate Meetings

A group visiting Seoul for business meetings at the expense of the company



### Incentives

A group visiting Seoul for an incentive trip at the expense of the company



## Eligibility



Overseas participants



More than 2 consecutive nights in Seoul



More than 2 service usage from SMA members (one PAID service required)



## Comprehensive Support

### SAFETY



Quarantine items to provide a clean and safe meeting/trip

### VENUE RENTAL



Venue rental chosen from Unique Venue category of the Seoul MICE Alliance

### LOCAL EXPERIENCE SUPPORT



Team building program chosen from Seoul MICE Team building program

### ATTRACTION ADMISSION



Attraction chosen from Entertainment category of the Seoul MICE Alliance



## Application Process

### When to Apply

Apply at least one month before the event begins

### How to Apply

Local DMC can apply via the SCB's official website at [www.miceseoul.com](http://www.miceseoul.com)



### Apply Online

All forms must be completed in Korean



### Approval

Approval based on the support standards



### Notification

E-mail notification within one week before the event begins

Contact [pluseoul@sto.or.kr](mailto:pluseoul@sto.or.kr)



## Meeting Technology Support



### VIRTUAL SEOUL 2.0



The Virtual Seoul 2.0 is an ultimate online MICE platform for various events such as a e-conference, a virtual exhibition, and PSA meetings (1:1 business meetings). It also has options to provide a networking activity between participants and fun events to engage them online. It is easy to organize your online business events with an efficient Content Management System (CMS).



Contact [vsp@sto.or.kr](mailto:vsp@sto.or.kr)



### MICE WORLD



Participants in online or hybrid events can learn and explore the actual venue of the event, the city of Seoul, virtually.

You can create a more colorful and impressive MICE event by adding a virtual Seoul PR booth to your event homepage. With a simple click, the attendees who participate through online only are also able to experience the same destination but in a different way.

Contact [convention@sto.or.kr](mailto:convention@sto.or.kr)



## Safety Support

### Seoul MICE Safety Care Services

#### Medical Care Related

Assistance in searching of a hospital, a caregiver, a vehicle, an interpreter specialized in medical issues and more

#### Airport Concierge

Assistance in emergencies requiring visa issuance or flight ticket reservations

#### General Travel Related

Assistance in case of fraud occurrence and various reservations including accommodation, transportation, chauffer and etc.

#### Language Services

Chatbot translation service in English, Chinese and Japanese, Assistance in a quick search for translation and interpretation personnel

#### Insurance

Injury coverage such as death, hospitalization, and outpatient expenses, Compensation for physical disability and property damage

### Seoul MICE Safe Zone Services

#### Cleaning & Disinfection

Specialized disinfection at the venue (once a day before the venue opens for attendees)

#### Quarantine Gate

Delivery and pick-up of an air-spray-type of a quarantine gate (up to two gates for maximum of seven days)

#### Items for Safety Measures

- KF94 facial masks
- Hand-sanitizers (a pump dispenser type)
- Sanitizing hand wipes
- Thermal camera rentals

Contact [safemice@sto.or.kr](mailto:safemice@sto.or.kr)



## Seoul MICE Supporters

- Half of the labor cost covered by each supporter who works 8 hours a day

Contact [mice.specialist@sto.or.kr](mailto:mice.specialist@sto.or.kr)