VIRTUAL SEOUL

3D Event Platform for Destination Marketing
How to use digitalization and innovation as a tool to accelerate the recovery

Seoul Tourism Organization
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Project Background

Covid-19 Outbreak

Difficult to attract and host on-site MICE events like before

Destination Marketing (in-person) has stopped

Our Solution

What We Should Do for Destination Marketing Now?
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Our Solution

Let’s develop a virtual destination – ‘Virtual Seoul’

Attract online/hybrid events To Virtual Seoul
Role of Virtual Seoul Platform

- **Easy of Access & Convenience**: A platform accessible to multinational participants.
- **Destination Marketing**: A platform to promote Seoul at the same time.
- **Functions for holding events**: Having functions to hold various types of events.
Virtual Seoul

Virtual Seoul 1.0 / 2020. Sep

The world’s first, virtual event platform for city marketing

# 5 virtual event venue
# e-conference streaming
# gamification
# networking between attendees

Virtual Seoul 2.0 / 2021. Nov

Upgrade to public platform having customizing function

# Add 4 Virtual event venue (9 in total)
# Virtual Exhibition # PSA(1:1 Business Meeting)
# Content Management System
Virtual Seoul

All-in-one event solution for e-conference, virtual exhibitions, PSA meetings, and networking
Virtual Seoul
Detailed Functions

Log-in/My Page
Participant registration method can be set according to the paid/free event method

Virtual Exhibition
Create exhibition halls and exhibition booths of your choice and upload all the contents for booth

E-conference
Lectures/webinar can be streamed to Virtual Seoul
- Live Streaming
- VOD (Recorded video)
- Webinar(ZOOM)

Exhibition Booth
Participants visit the booths
- Look around products and services
- Check promotional contents (images, videos, brochures)
- 1:1 video chat with staff
- Leaving a digital biz card
PSA Matching
1:1 business meeting matching between buyers and sellers before the event

Networking
Check who’s online and send & receive text message to users (attendees)

1:1 Biz Meeting
1:1 business meeting (conference call) between buyer and seller according to matched schedule

Stamp Tour & Survey
A stamp tour that gives you a stamp when you complete missions at virtual event venues (gamification)
Virtual Seoul
Detailed Functions

Branding & Sponsorship
Spaces for sponsors and brands to be exposed throughout the 9 virtual venues

Create& Manage Booths vis CMS
Exhibitors can edit their own booths using CMS and check statistics (the number of visitors)

Contents Management System(CMS)
Event Organizers can create their own events and edit every contents via Contents Management System(CMS) for free

Statistics Data(CMS)
Organizers can monitor statistics (the number of attendees, visitors, session attendees, etc.) in real time.
Key Points of Virtual Seoul 2.0

For Events Hosts

- All-in-One Solution
  (e-conference, exhibition, 1:1 business meeting, etc.)

- Customizing Platform with CMS without costs

- Event Data

For Events Participants

- Special Virtual Experience

- Networking and Engaging event

- Profit-orienting meetings
  (1:1 video chat with exhibitors, leaving digital biz card, etc.)
Positive effect of the Virtual Seoul platform

All business events became online/hybrid

Difficult to afford high-cost for building platform

Attract & hold online events using Virtual Seoul

Leading DX(Digital Transformation) of Tourism Companies in Seoul
# Events on Virtual Seoul

<table>
<thead>
<tr>
<th>Event</th>
<th>Event Date</th>
<th>Type</th>
<th>Event Size</th>
<th>Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021 Seoul Cafe Show &amp; WCLF</td>
<td>2020. 11. 10. ~ 11. 11.</td>
<td>Hybrid</td>
<td>100 associates</td>
<td>Online forum, exhibition (cafe show booth), networking etc.</td>
</tr>
<tr>
<td>15th Asian Congress of Oral and Maxillofacial Surgery (ACOMS)</td>
<td>2022. 5. 26. ~ 5. 28.</td>
<td>Hybrid</td>
<td>1,500 associates</td>
<td>Online forum, E-poster, Virtual Exhibitions</td>
</tr>
<tr>
<td>The XXX International Conference on Neutrino Physics and Astrophysics (Neutrino 2022)</td>
<td>2020. 11. 23 ~ 11. 24.</td>
<td>Hybrid</td>
<td>2,000 associates</td>
<td>Online forum, Virtual Exhibitions</td>
</tr>
</tbody>
</table>

"A total of **20** online/hybrid events are held in Virtual Seoul (40,000 users)"
THANK YOU