
COMPLETION REPORT



Implemented by



**MEKONG
INSTITUTE**

Funded by



ONLINE TRAINING PROGRAM ON **“Designing and Building Digital Interactive Infrastructure to Seize Opportunities in the Post-Pandemic World”**

November 30 - December 4, 2020

Mekong-Republic of Korea Cooperation Fund Supported Project on
“Sustainable and Smart Tourism Development in the Mekong Region”



Acknowledgements

We would like to express our sincere appreciation for all the 22 participants from Cambodia, Myanmar, and Vietnam for participating in the Online Training Program on “Designing and building digital interactive infrastructure to seize opportunities in the post-pandemic world. The participants proactively engaged in the activities of the training course, which included lectures and videos; example and case study presentations; and evaluations/examinations. Such active engagement of the participants contributed to making the training an immense success.

The training program could not be accomplished without the generous support of the Mekong-Korea Cooperation Fund (MKCF).

Further, we would also like to thank the resource persons for imparting knowledge, lessons learned and best practices during the training course drawing from their technical expertise.

Lastly, our appreciation goes to the project team of Trade and Investment Facilitation (TIF) Department and all colleagues of Mekong Institute (MI) for their support and assistance in ensuring a successful completion of the training course.

Trade and Investment Facilitation (TIF) Department
Mekong Institute (MI)
Khon Kaen, Thailand
March 2021

Executive Summary

Mekong Institute (MI) organized five days Online Training Program on “Designing and building digital interactive infrastructure to seize opportunities in the post-pandemic world” on November 30 – December 4, 2020 via Zoom Cloud Meeting.

The broad aim of the training was to build capacities of young entrepreneurs, fresh graduates, as well as undergraduate, master’s, or doctoral students for the development/enhancement of sustainable and smart tourism in the Mekong region.

The training was attended by 22 participants from selected locations in Cambodia, Myanmar and Vietnam. They are current, fresh graduates students or young entrepreneurs with a background in tourism management, hospitality, business administration and marketing.

The training content included interrelated modules on topics such as the era of COVID-19 and Sustainable Tourism, Contents Marketing PR Tool and Cases in the 4th Industry, Korea Integrated Marketing Communication tool & how to use K-digital marketing and Contents Marketing (card news and youtube video contents) The 5-day online training sessions included tools and methods such as live presentations, self-paced learning and group discussions, evaluations/examination, and certificates of completion with star ratings.

To assess the effectiveness of the training program, different evaluation methods were employed during the training program. The results of pre and post self-assessments revealed participants’ knowledge and understanding of subjects were enhanced after the training. Further, the participants said they were very satisfied with the overall arrangements and organization of the training (average rating: 4.7) and enjoyed the training atmosphere and learnt a lot from the resource persons and co-participants.

Acronyms

GMS	Greater Mekong Sub-regions
ICT	Information Communication Technology
KIST	Korea Institute of Science and Technology
Lao PDR	Lao People's Democratic Republic
MI	Mekong Institute
MKCF	Mekong-ROK Cooperation Fund
ROK	Republic of Korea
RD&D	Research, Development and Demonstration
TIF	Trade and Investment Facilitation Department

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1. Introduction

Under the “Sustainable and Smart Tourism Development in the Mekong Region” project, Mekong Institute (MI), with support from the Mekong-Republic of Korea Cooperation Fund, is working to (a) strengthen the quality of hospitality and tourism services, (b) deepen collaboration between the Republic of Korea and Mekong countries through historical and cultural town twinning, and (c) enhance tourism competitiveness via smart technologies in Cambodia, Lao PDR, Myanmar, Thailand, and Vietnam.

The project objectives are to promote smart and sustainable tourism in the Mekong region and create smart cities to;

- (i) Increase the capacity of local experts, trained skilled staff in hospitality enterprise and public sector officials;
- (ii) Deepen cooperation among communities on business, social, and personal level by creating joint tourism niches;
- (iii) Promote exchanges and collaborations to preserve/conservate culture and historic sites through partnership agreements for twin city development;
- (iv) Stimulate the use of ICT/SMART technology in the tourism sector and adapt to current business models, and;
- (v) Increase the Mekong countries’ capacity in tourism inbound market.

As part of the above-mentioned project, MI organized the Online Training Program on “Designing and building digital interactive infrastructure to seize opportunities in the post-pandemic world” from November 30 to December 4, 2020, using online training methods and tools with following objectives:

2. Program Objectives

2.1. Objectives

The broad aims of the training are to build capacities of young entrepreneurs, fresh graduates, as well as undergraduate, master’s, or doctoral students from CLMVT for the development/enhancement of sustainable and smart tourism in the Mekong region by:

- Enhancing their access to information and knowledge base of the participants of the training on concept, models, modes of delivery, issues and best practices of sustainable and smart tourism
- Encouraging the utilization of online platforms to maximize post-pandemic tourism opportunities
- Honing their skills in the design and implementation of business market plans to create opportunities and foster deeper linkages between the Republic of Korea and Mekong countries.

3. Participants and Resource Persons (RPs)

3.1. Participants

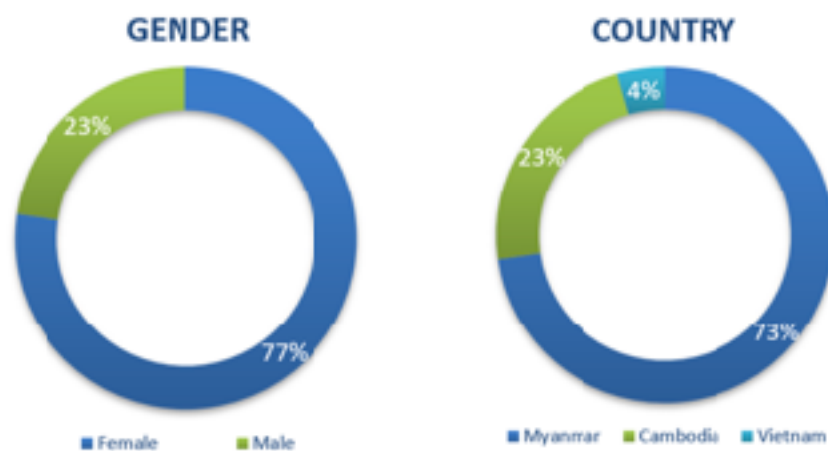
A total of 22 participants from universities in selected locations from Cambodia, Myanmar and Vietnam attended the workshop as shown in Table 1.

Table 1. Participation by Country and University

COUNTRY	UNIVERSITY
Cambodia	<ul style="list-style-type: none"> University of South-East Asia, Siem Reap Pannasastra University, Siem Reap
Myanmar	<ul style="list-style-type: none"> National Management Degree College, Yangon Mandalay University, Mandalay Kyause University
Viet Nam	<ul style="list-style-type: none"> Foreign Trade University

The detailed list of the participants and universities is provided in Appendix 7.3. The compositions of the training participants by gender and country are shown in Figure 1.

Figure 1. Participant by Gender and Country



3.2. Resource Persons (RPs)

There were four experts engaged by MI as the leading resource persons to design the training curriculum and deliver training sessions. The training modules and session topics delivered by them are summarized below:

Table 1: Leading Resource Persons (RPs)

<p>Dr. Ayeon Choi Tourism Industrial Research Institute, Kyung Hee University</p>	<p>MODULE 1: The era of COVID-19 and Sustainable Tourism</p> <ul style="list-style-type: none"> • The linkage between infectious diseases outbreaks and tourism • What to consider and prioritize in the Era of COVID-19 • What Sustainable Tourism means to Mekong? • How to be ready post-COVID19
<p>Prof. James Cho Professor, Seokyeong University, Department of AD/ PR/ Contents,</p>	<p>MODULE 2: Contents Marketing PR Tool and Cases in the 4th Industry</p> <ul style="list-style-type: none"> • What is marketing • The Background of PR • Marketing cases in the era of 4th industrial revolution • Workshop: Marketing Case Studies and Practice
<p>Mr. Kim Se Hun CEO, SMITH CORP.</p>	<p>MODULE 3: Access to Korean Market for SME Products</p> <ul style="list-style-type: none"> • Brand Marketing • Integrated Marketing • Contents Marketing • Performance marketing • Character Marketing – Pengsoo, kakao, jangbbiju • Workshop: Tourism and Marketing cases “How to highlight regional authenticity?”
<p>Mr. Bryan In Contents Creator/Digital Nomad</p>	<p>MODULE 4: Contents Marketing 1 - Card News Contents</p> <ul style="list-style-type: none"> • Planning Card News • Creating Card News • How to maximize ‘Trust’ in writing • Things to check up <p>How to Write up ‘Titles’ of the clips</p> <ul style="list-style-type: none"> • How to use numbers • How to stimulate curiosity • How to create questions • How to use create the right target and the importance of timeliness <p>MODULE 5: Contents Marketing 2 - Youtube Video Contents</p> <ul style="list-style-type: none"> • Trends of video content • The latest trend in the field of video content • The beginning of video content (planning and story) <p>Video story strategy</p> <ul style="list-style-type: none"> • Tips for creating a video intro for attention • Principles to be aware of when composing a story and Do Not Guide <p>Case study and practice</p> <ul style="list-style-type: none"> • Analysis of successful content production cases • Creating media and contents that suit you <p>Workshop: Video production practice</p>

4. Training Approach

The training program is so designed so as to enable the participants to have a comprehensive understanding of the content, focus on sharing of practical knowledge by the participants and resource persons, encourage exchange of information and ideas through group discussions, adopt participative methods, and foster networking among the participants. The language used of the training program will be English.


The five-day online training course were held on November 30- December 4, 2020 applied online training methods in the following manner.


(i) Online Training Session

- Live online training sessions via Zoom will be combined with self-paced learning – this will be off-line learning by the participants based on materials distributed by the MI Organizing Team (when the participants can devote the duration and time on materials as they wish, as per their convenience);
- Each online training session with exercise will take approximately about 3 hours per day (Monday – Friday);
- The training sessions will include individual/group assignments, online group work and discussions, live online group presentations;
- Pre-training materials and references will be distributed to the participants;
- MI Organizing Team will conduct a pre-training survey, daily feedback of the participants on the live sessions, mid-term and final evaluation (or exams) through online survey methods (such as SurveyMonkey). To ensure full participation and attention, the evaluations or exams will be graded by the MI Team;

(ii) Award of Training certificate:

- At the end of the online training sessions, certificates of completion will be awarded to the training participants on the basis of the performance in the training. There will be three levels of certificates:

a) Three stars () awarded to the participants receiving grades above 85%

b) Two stars () awarded to the participants receiving grades between 60% to 85%.

c) One stars () awarded to the participants receiving grade below 60%.

Grading of scores will be from various assessments / evaluations and participation in the training session such as pre & post online assessment, session quizzes / exercise, midterm and final course evaluation.

(iii) Participant's Participation

- Each participant must take part in all the below-mentioned training activities:
 - (a) live online learning sessions (zoom and LANTACT)
 - (b) Group presentation
 - (c) Final examinations (or final evaluation) conducted by MI Organizing Team using online survey methods (e.g. SurveyMonkey)
 - (d) Quizzes and final evaluations conducted by resource person(s) and MI Team
 - (e) Opening and Closing Sessions

- Self-paced activities (that is duration and time can be decided by the participants themselves or in consultations with their respective groups)
 - (a) At least one day devoted to pre-training materials including readings, videos and assignments before the start of the training;
 - (b) At least two hours each week for additional training materials such as videos, presentations and readings;

The team of resource person(s), facilitators and moderators will be comprised of qualified MI and external experts with knowledge and experiences on the concepts and issues which will be introduced and discussed during the training.

5. Program Contents

5.1. Inauguration Ceremony

Mr. Suriyan Vichitlekarn, Executive Director, Mekong Institute (MI)

In his opening remarks, Mr. Suriyan Vichitlekarn warmly welcomed all the participants to the one-week online training program, and underlined that the training would deepen understanding of participants on sustainable and smart tourism challenges and opportunities in the current era and in the post-pandemic. He further added that learning from the Covid-19 pandemic experience which caused a lot of disruption to the business and tourism sector is that through building digital interactive platforms, businesses and SMEs can be more resilient, be able to access to new markets, and



develop greater linkages in particular with ROK.

Mr. Suriyan hoped the participants would find the training useful, and strongly encouraged participants to proactively take part in all training activities to make the training a success. Finally, he extended his thanks to all the resource persons, the donor, and the MI organizing team.

Mr. Madhurjya Kumar Dutta, Director of Trade and Investment Facilitation (TIF), MI

Mr. Madhurjya Kumar Dutta greeted and welcomed all the participants. He briefly explained the background, goals, expected outcomes, and activities of the project on "Sustainable and Smart Tourism development in the Mekong region". Furthermore, Mr. Dutta provided an overview of the e-training objectives, contents, approach and methodology, composition of participants, resource persons, monitoring and evaluation tools, and program agenda, respectively.



Mr. Dutta said he expected the training to not only provide the participants insightful knowledge on the training topics, but to also serve as a platform for institutional and people connections. Finally, he wished all the participants best of luck and successful learning during the one-week training.



5.2. Module 1: New Normal and Sustainable Tourism

Ms. Ayeon Choi, Tourism Industrial Research Institute

Led by Ms. Ayeon Choi, this module provided the comprehensive information on situation of tourism industry during and post-COVID-19 and realistic solutions how to survive and to be proactive in New Normal 'with' COVID-19.



The session guided participants on following points:

- To understand changed trends and behavior of industry and consumer with COVID-19
- How tourism industry can be sustained during pandemic period
- How to prepare "New Normal" post-COVID19 by Quality Tourism
- Why sustainable tourism is important even in this pandemic situation and how to keep promoting sustainable tourism

Module Objectives:

- To overview impacts of pandemic from COVID-19 to people and tourism industry
- To propose realistic solutions to tourism industry to prepare the future
- To highlight why and how to pursue sustainable development

Module Contents:

- **Session 1.1:** To update changed market environment and consumers with outbreak COVID-19
- **Session 1.2:** To propose 3 realistic solutions to reactivate tourism during COVID-19 and to prepare post-pandemic
- **Session 1.3:** How to take actions to seek for sustainable development in 4 pillars



Session 1.1. Why study the changed market environment and consumers behavior?

- Experience from travel cannot be fully received from e-methods.
- People have to be adjust themselves to live 'With COVID-19' and tourism industry should cope with and try to overcome by understanding people's changed travel and consumption patterns.



The Changes of Environment

1) Key Changes in Tourism Industry

Keyword	Before COVID-19	With COVID-19
1. Travel Consumption Psychology	Small but certain happiness	Self-control

2. Life Pattern	Balance between in & Out of the house	Refrain from going out, Short Distance Tourism
3. Companion	Family, Friend, Travel alone	Family, Travel alone
4. Value of travel	Self-satisfaction	Risk evasion
5. Travel Pattern	Leisure / usuality	Rapid usuality
6. Travel Duration	Various duration	Extreme-short or Long(ultra-short)
7. transportation	Public Transportation	Own car
8. Food & Beverage	Epicurism	Cleanliness, Safety
9. Hospitality & Accomodation	Various types	Luxury / individual
10. Industrial Strategy	Visitor-centered connection(staying over)	Local-centered consumption

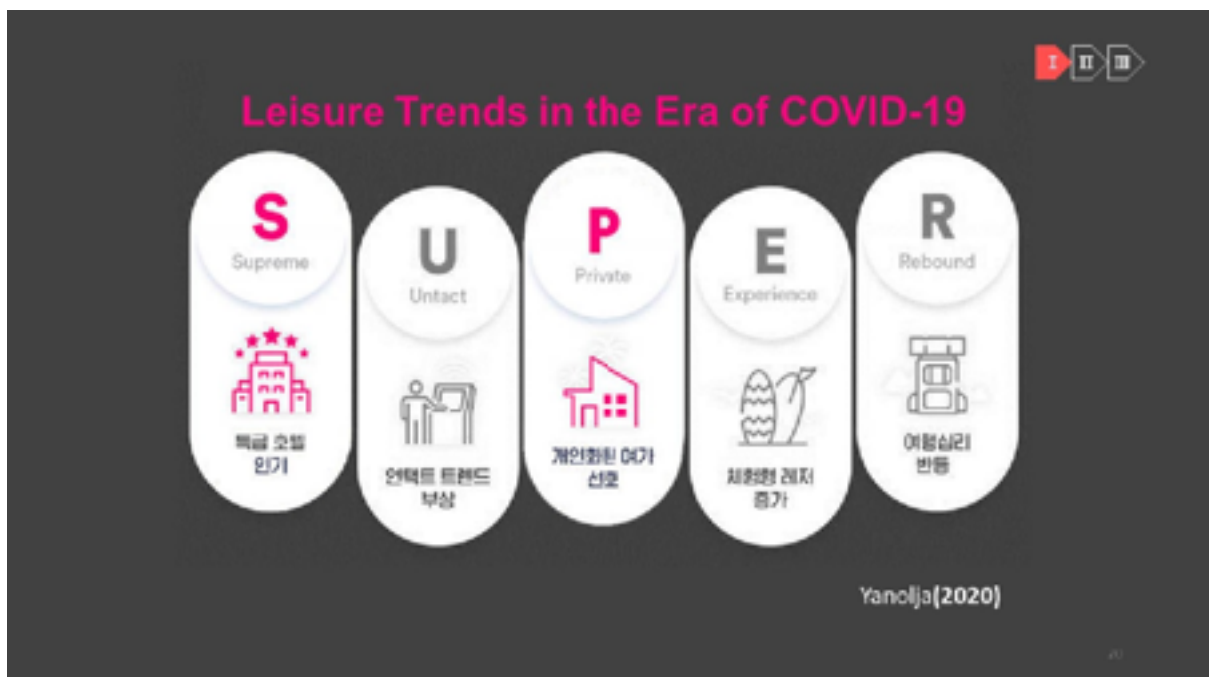


2) Realistic Solutions

- **Achieving Quality tourism:** changed travelers behavior and value
 - 1) Travel in small group with acquaintance
 - 2) Safe and responsible operation
 - Focus on Nature & Outdoor activities
 - Secure social distancing
 - Wear face mask and wash hands
 - QR Check in or Visit Record



Achieving Quality Tourism



Leisure Trends

• **Revitalizing Domestic tourism:**

UNWTO reports and UNWTO Highlights potential of domestic tourism to help drive economic recovery in destinations worldwide.

1) Travel by own Car: Rediscover domestic tourism: contactless travel by self-drive car



2)Camping: 73% increase in camping demand from 2019.

•**Reinforcing Smart Tourism:** QR codes, real-time data, big data,

1)**Minimize Contacts**

- Minimize contacts between people from departure to arrival
- Non-contact fingerprint recognition system at airports

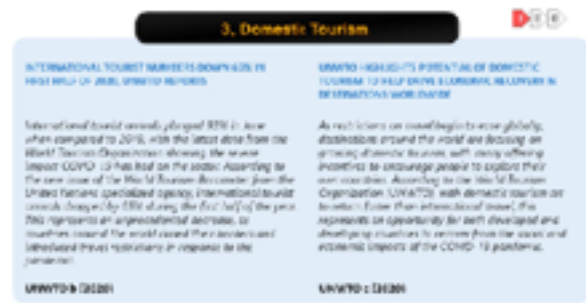
2) Use of Big data

• Public Sector

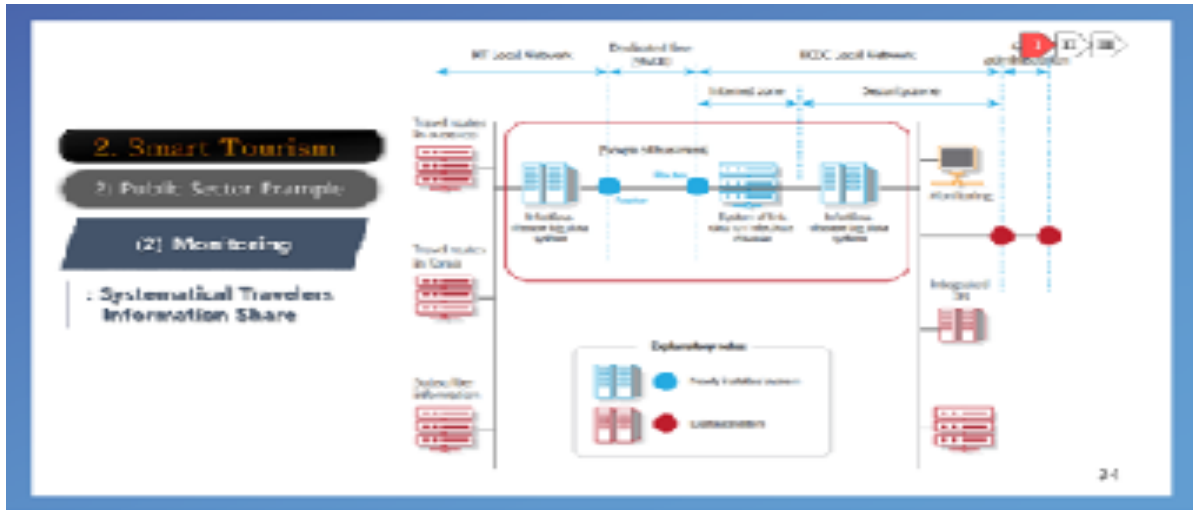
- Inter-ministerial cooperation: Systematical Travelers Information Share
- Monitoring: Systematical Travelers Information Share
- Examination: Systematical Safe Virus Examination (Un-tact)
- Virus Alert Level: Systematical Virus Management

• Private + Public Sector

- Big Data Management: Systematical Data Management (Smart City)
- Data Collection: Systematical Virus Tracing (Smart City)
- Speedy Data Share: Systematical Data Share
- Efficient Data Share: Systematical Data Share

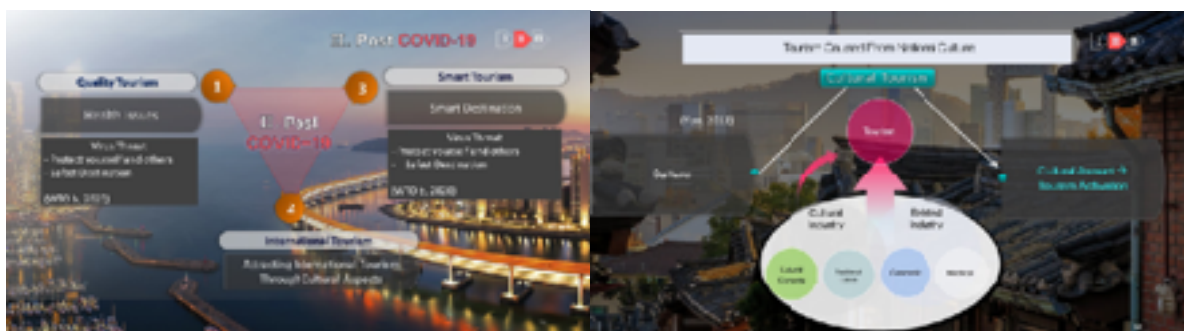


Use of Big Data, Private Sector



Session 1.2. What will be realistic solutions to revitalize tourism 'with' COVID-19

- As Realistic Solutions, Achieving Quality tourism, Revitalizing Domestic tourism, Reinforcing Smart Tourism using un-tact tech, big data and reinforce Sustainable tourism were suggested.
- **How to prepare for tourism reactivation after overcoming the pandemic**
 - 1) **Quality Tourism:** increased hygienic level
 - 2) **How to welcome back travelers:** Cultural authenticity
 - Co-relation and synergy between power of culture and tourism
 - Culture → Cultural Tourism → Cultural Aspect → Tourism Activation
 - 3) **Smart Tourism:** Smart Destination
 - Alternative Travel: Technology + Contents + Destination



Session 1.3. Why sustainable tourism is still key to the future of tourism and what can we do?

- Sustainable tourism urges to adjust 4 key area such as Economic, Environmental, Social and Cultural Pillar. As for cultural pillar, most important element for sustainable tourism, culture in substantiality, as substantiality and for substantiality were analyzed for systematic understanding and taking actions.



1) Definition of Sustainable Tourism by UNWTO

- "Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities"

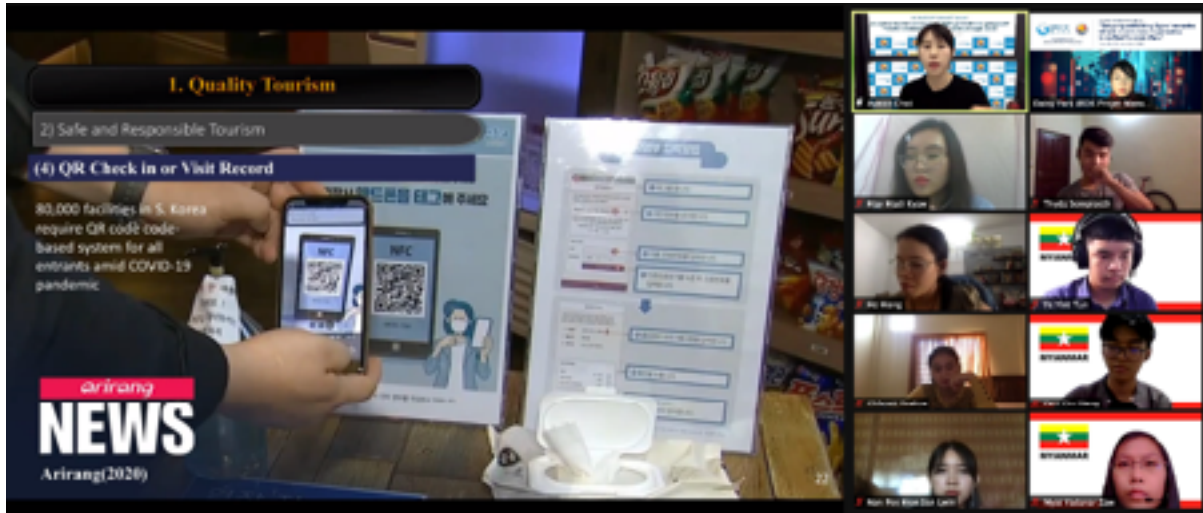
2) 3 Pillars of Sustainability

- **Economic Issue:** Economic recovery

- **Environmental Issues:** Pollutions
- **Social Issue:** Safety Security
- **Cultural Issues:** Authenticity

	Culture in Substantiality		
Definition of culture	Culture as capital	Culture as a way of life	Culture as a semiosis
Culture and development	Culture as an achievement in development	Culture as a resource and condition for development	Development as a cultural process
Value of culture	Intrinsic	Instrumental and intrinsic	Embedded
Culture and society	Complementing	Affording	Transforming
Culture and nature	Human perspective on nature	Interaction of culture and nature	Nature constituent of culture
Policy sectors	Cultural policies	All policies	New policies
Modes of Governance	Hierarchical governance, 1 st order	Co-governance, 2 nd order	Self-governance, meta-governance
Research approach	Mainly mono-and multidisciplinary	Mainly multi- and interdisciplinary	Mainly inter-and transdisciplinary





Live Lecture on booth of Day-1

Topic	Title	By
Tapping into Korea	“Start business with Korea”	Global Business Alliance

Mr. Oh Sinan Ozturk, founder and chairman of Global Business Alliance (GBA) started his lecture by sharing the background story how he decided to change nationality to Korean and become a true fan of Korea. He highlighted growing potentials of Korea by pinpointing several examples such as Korea's economic and quarantine performance during pandemic period and Korea's capacity to be a global leader country and perfect partner with developing countries as Korea is the first and the only country who has transited the position from an aid recipient to a donor.

Chairman featured the role of the students how to take advantage to be a bridge between Korea and Mekong by encouraging for participating students to study in depth about his/her own country and Korea to be a specialist for both countries as Korean companies and universities are eager to tap into Mekong as a market and field for exchanging people and culture.

He also mentioned that there are various opportunities and offers that Korean government, organizations and universities provide to attract foreign students especially from ASEAN countries due to the shortage of students and labor caused by big decline in population and aging-society.

GBA is a unique business platform designed to help Korean and foreign entrepreneurs, diplomats and trade counselors from more than 60 countries to share innovative ideas and create a bigger picture for their businesses. He established this non-profit organization in 2019 as he wanted to provide a place where foreign entrepreneurs in Korea and Korean entrepreneurs can exchange and do business together.

Field	Business Platform
Website	http://globalalliance.or.kr/

Email	gba.office.1126@gmail.com
Social media	www.facebook.com/gbakor http://instagram.com/gba_kor
Manager	Mrs. Kim Eun Jin (Korean) Ms. Zerari Nour (English)



5.3. Module 2: Contents Marketing PR tool & Case Studies

Prof. Cho started the lecture by highlighting that the 4th Industrial Revolution has been shifting the global industrial structure and brought about epoch-making changes in people's lives, which has been further promoted by Covid-19. Two-third of the lecture time was allocated to introduce and analyze various examples of changes in communication by the Revolution and COVID-19. As a conclusion, Prof. concluded and emphasized that we must understand, adapt and advance with transformed circumstances to be ready with the Now Normal.



The session guided participants on following points:

- Contents marketing and Destination branding
- Untact tour promotions and contents marketing tool using new technologies
- How to use and maximize influence of e-channels for marketing PR in Korea

Module Objectives:

- To analyze the trends of change from the 4th industrial revolution and the impacts to tourism industry and consumers
- To introduce Digital Marketing strategies and tactics to prepare future tourism

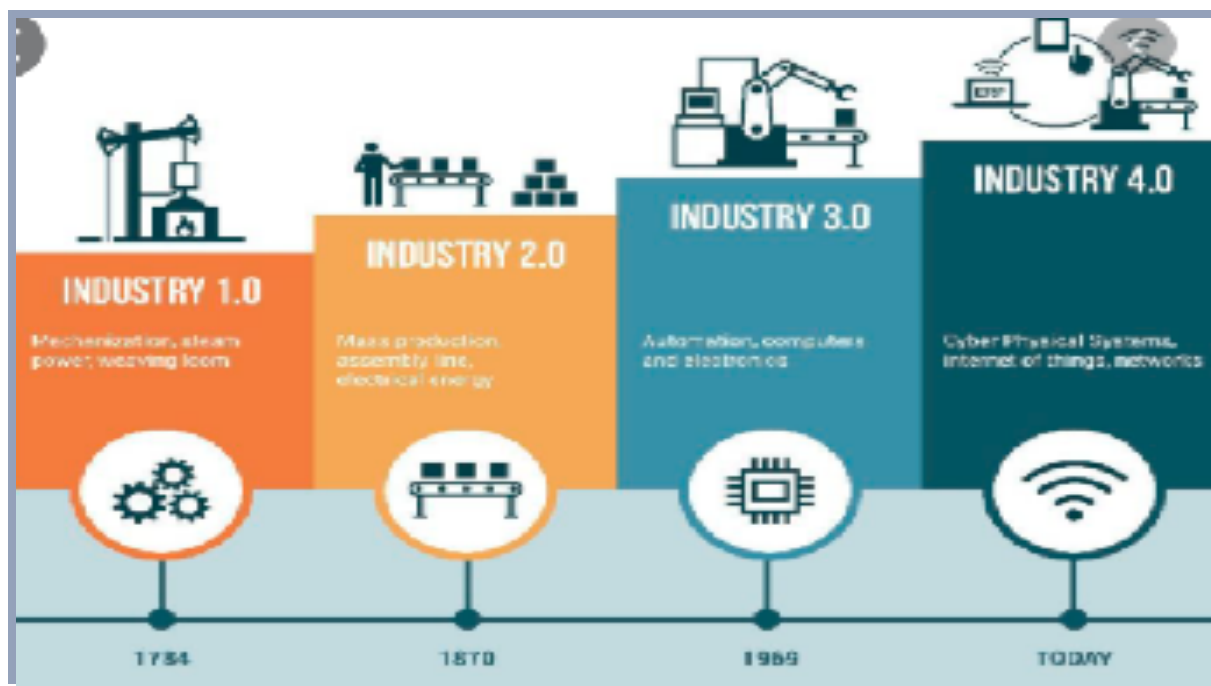
- To highlight role of the digital infrastructure, as the contactless services has become the only option in the new normal.
- To list up and prioritize key marketing channels in Korea which may directly influence on making decisions for travel
- To share concept and cases of smart tourism: special zone
- To update 'Un-tact tour' trend (post-Covid19)

Module Contents:

- **Session 1.1:** Trends of change in the 4th industrial era
- **Session 1.2:** How to improve Digital Marketing for Tourism with the revolution
- **Session 1.3:** Examples of contents marketing and tactics and key channels for smart tourism

Session 1.1: Trends of change in the 4th industrial era

- 1) Industry 1.0 → Industry 2.0 → Industry 3.0 → Industry 4.0
- 2) Change to a world centered on one person or small business
- 3) Change to a small-scale production tailored to individual consumers



Session 1.2: How to improve Digital Marketing for Tourism with the revolution

- 1) **Digital technology for tourism**
 - Industry 4.0 framework – the digital technologies
- 2) **Digital Marketing for Tourism**
 - Successful tourism marketing needs to have a strategy based on proper market research and consumer behavior.
 - It can help grow tour business's audience by increasing **visibility** on search channels, building social media followers and populating email lists to speak to a **highly engaged audience.**
 - Social advertising provides tourism businesses with the **ability to target** and **connect** with audiences who match their desired customer profile

3) The necessity of digital marketing in the new normal

- In 2020, the tourism industry has been struggling to sustain businesses among global lockdowns and travel restrictions
- For South East Asian countries that depended heavily on the economic benefits of tourism, the financial losses are staggered
- Travel companies need to enhance digital infra further as the use of contactless services become the only option in the new normal



Digital Technology for Tourism

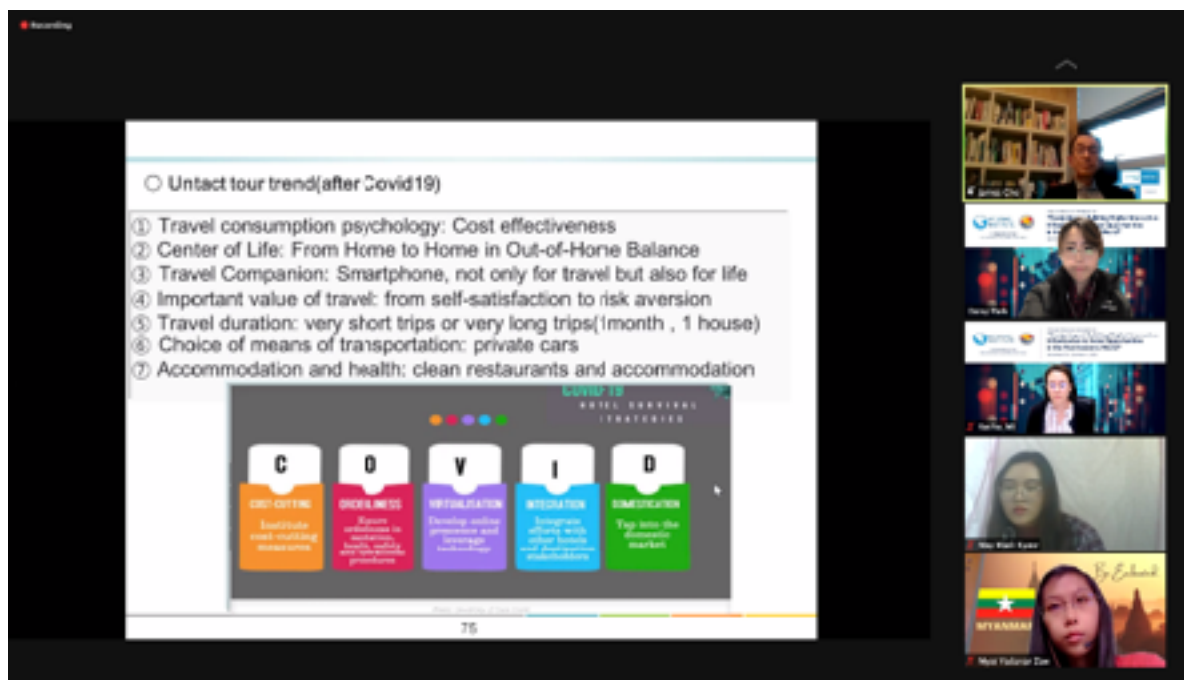
Session 1.3: Examples of contents marketing and tactics and key channels for smart tourism

1) Cases of New Normal tourism promotions

- Untact tour promotion using VR
- Untact tour promotion using Remote guide
- Untact tour marketing using AI digital solution
- Contents Marketing with Webtoon
- Contents marketing : drama contents occupied Asia
- On-line Channels for Marketing PR in Korea: LinkedIn, Naver blog, YouTube, Kakaotalk, Instagram, Facebook

2) post-COVID19 Tourism Trends

- Travel consumption psychology: From small conviction to moderation
- Center of Life: From Home to Home in Out-of-Home Balance
- Travel Companion: Smartphone, not only for travel but also for life
- Important value of travel: from self-satisfaction to risk aversion
- Travel duration: very short trips or very long trips(1month , 1 house)
- Choice of means of transportation: gains and diversities of private cars
- Accommodation and health: clean restaurants and accommodation



Live Lectures on booths of Day-2		
Topic (1)	Title	By
Tourism marketing Strategy of Seoul, Korea	Secret and the Future of K-Wave	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.

Ms. Daisy Park as a member of Seoul Tourism Diversification Promotion Committee briefed on marketing and promotion strategies by Korea National Tourism Organization and Seoul Tourism Organization to learn how K-Wave have made big success by sharing examples to analyze key elements of success.

Ms. Park encouraged students to create deliverable stories and visual arts of own unique culture and share with the team to make them seeds to collaborate by creating value-added cross-cultural contents and activities, which would lead the future of K and Mekong wave; a mix and match while keeping the cores.

Field	Local Government Tourism Organization
Website	http://www.sto.or.kr/
Email	yoosuelo@seoulwelcome.com
Social media	https://www.facebook.com/ SeoulTourismOrganization https://www.instagram.com/ visitseoul_official/

TRADITIONAL MUSIC AND DANCE MARKETING KOREA TOURISM



Topic (2)	Title	By
Technology-based non-contact entertainment business	To the Next K-POP Star, We Are Here to Inspire You	TNK ENTERTAINMENT

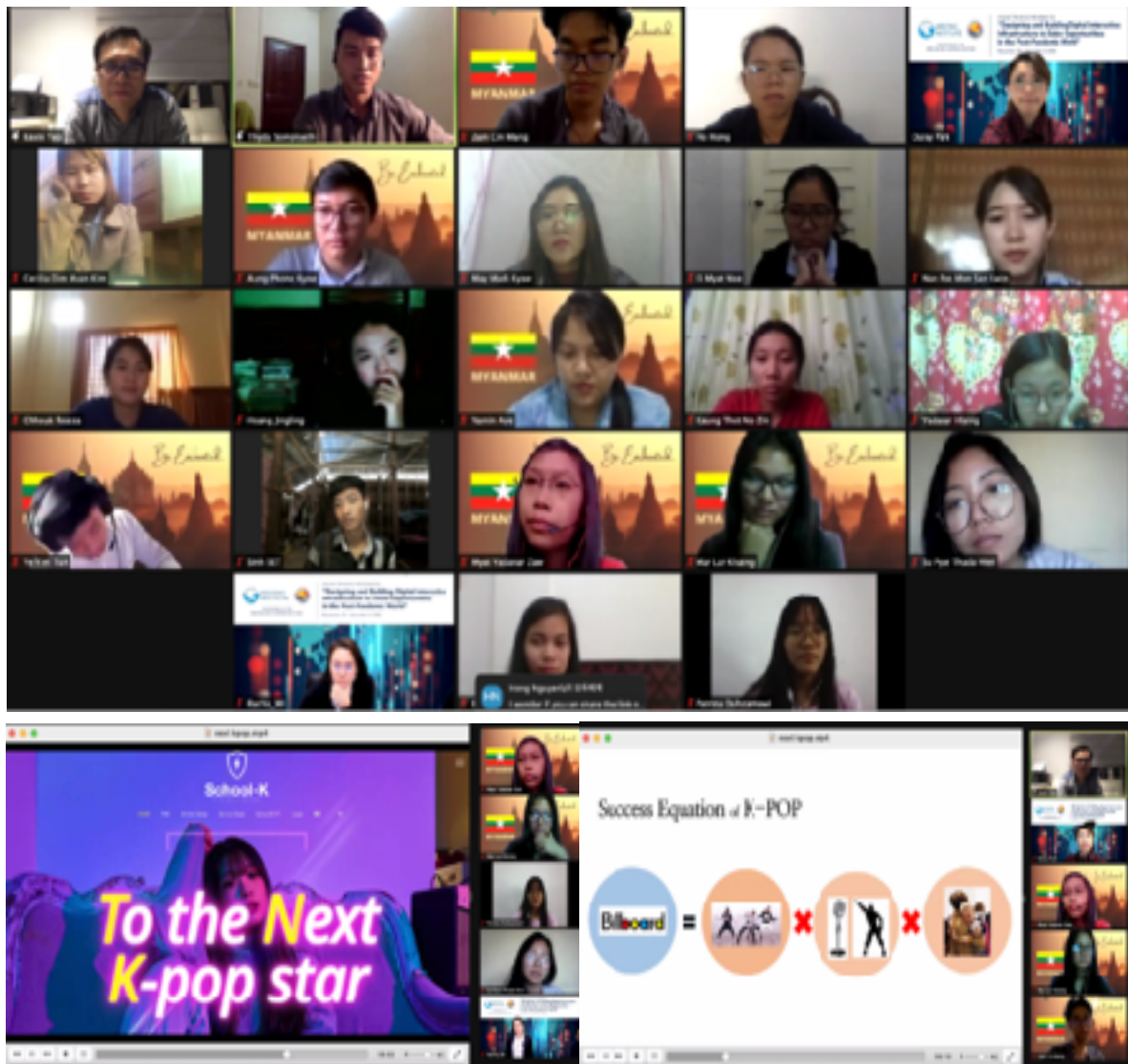
TNK ENTERTAINMENT is a Korean entertainment agency of academy, management, performance planning and training targeting global teenagers.

Mr. Kevin Yeo as a producer and team leader of TNK shared K-pop's key elements of success; how K-pop achieved global awareness and fame and how could excel by achieving comparative advantage over the market driven by USA and EU?

He also introduced why they developed non-contact training system and the mechanism of the training by applying IoT, AI and big data. Mr. Yeo took examples such as 'AI

Microphone' and 'Dancing Pad' as method of training by collecting 'K-Motions' to make use of 'K-ICT' on their training. As a conclusion, he pinpointed a 'Success Equation of K-pop' as Creative contents including key concept, story-telling and deliver them in fun and simple way.

Field	entertainment
Website	https://www.tnkentertainment.com
Email	tnkent@tnkmusic.com
Social media	www.instagram.com/tnkentertainment https://twitter.com/EntTnk
Contact	Soo-Yeon, Han(CEO) Kevin Yeo(Manager)



5.4. Module 3: Future of the Marketing

Mr. Sehun Kim, CEO, SMITH CORP. CEO

Module Objectives:

- How to create integrated marketing plans
 - Brand Marketing
 - Integrated Marketing
 - Contents Marketing
 - Performance marketing
- Share examples of Character Marketing – Pengsoo, kakao, jangbbijju
- Share examples of destination, tourism and cultural marketing



The session guided participants on following points:

- Contents marketing and destination branding
- Untact tourism promotions and contents marketing tool using new technologies
- How to use and maximize influence of e-channels for marketing PR in Korea

Module Contents:

- **Session 1.1:** How to create 'One-stop Solution' to march with rapidly changing society
- **Session 1.2:** Analyze Keywords of new trends
- **Session 1.3:** Study examples of trendy marketing

The session guided participants on following points:

- What is 'One-stop Solution' and how to plan the process
- What are key words that summarize the new trends
- Lessons from trend-leading marketing examples

Session 1.1: How to create 'One-stop Solution' to march with rapidly changing society

1) 'One-stop Solution'

- Strategy - Planning – Production - Proliferation
- Goal setting → Strategy establishment → Channel selection → Contents Production → Viral



2) Actual examples carried by SMITH corporation

- A comprehensive marketing firm that provides effective based on a variety of marketing channels
- Examples: 1) Content planning and production, 2) M.C.N Business, VIDEO Marketing, 3) Comprehensive marketing agency, 4) Viral Marketing Collaboration

HISTORY

COMPANY HISTORY TABLE

제안사는 전략컨설팅부터 미디어의 경계를 넘어서는 다양한 광고, 프로모션까지 진행할 수 있는 전문 대행사입니다.
 최근 3년간 1,200여개 콘텐츠, 800만 구독자와 다수의 콘텐츠 제작 및 소셜미디어 운영 역량 구축

2016 기업 PROJECT 운영 2017 기업 광고 대행 운영 2018 B2B 콜라보 주력 사업 2019 온라인 광고 전문 기업 도약

Session 1.2: Analyze Keywords of new trends

- 1) Changes in market environment - BC vs. AC
- 2) Keywords from changed market environment
 - **Platform:** Growth of Mobile and Online
 - **Disparity:** Worsening income gap, increased use of e-commerce and closing superstores

- **On-Tact:** online education, work at home, home-cooking, non-contact services
- **Opportunities**
 - Increased video marketing
 - Big data-based sales and marketing
 - Media and e-commerce market based on content marketing
 - On-tact tourism promotion for overseas
 - Increased domestic tourism marketing

Session 1.3: Study examples of trendy marketing

1) Examples of Creative solution project

- MCN (Multi Media Network) : trendy and optimal digital contents specialized to target audience
- #STAYHOMELIVE (social distancing) Campaign with Seoul Metropolitan city
- Hwacheon Tomato and Traut festival through V-Log, Live TV and Youtube
- ASEAN-ROK Trail Festival and ASEAN week festival with contents creators and two-way communication channels



2) In-depth study on Jeju Promotion

- Jeju island Tourism Marketing with 24 video creators
- Strategic plan to promote Jeju by themes: Gastronomy, Attractions, Daily life, activities
- Youtuber Utilization Strategy: Impact by Jeju Tourism Video, Analysis of Target Hit points Maximize promotional effects by utilizing mega and power YouTubers
- Multichannel Simultaneous Upload: When production video content is released
- Multi-channel (personal YouTuber channel – down media channel - platform) concurrent upload process
- Proposal of Jeju Travel Guidelines according to the theme: Specify travel guidelines for each theme in order to prevent reckless ideas on Jeju travel course design through user participation



Public Promotion, Jeju Island, South Korea

3) In-depth study on Public interest and Consumer goods

- **Korea-ASEAN X Thailand international Student Hi Prae**
 - Produce promotional videos for Korea-ASEAN Career Mentorship Program
 - Produce a promotional video for the Korea-ASEAN Career Mentoring Program with Prae, a Thai girl who came to Korea to study from Thailand

- **Korea Companion Sale Live**
 - Support SMEs: boost consumer sentiment and support small business owners affected by the COVID-19

- **Dunkin(spc) X Hello Kitty Collaboration**
 - Producing CM songs + conducting a viral campaign for CM songs 1.7 million views per month, producing more than 10 UGC contents Produced CM songs to be transmitted to more than 900 stores in Korea

- **Dunkin(spc) X Looney Tunes Collaboration Theme Song**
 - Logo song "Dunkin' Unknowingly Addicted" album and video Create online issues based on the melodies sung by a lovely girl and boost positive brand image in stores during the promotion period

- **Nongshim Kalbimmyeon X POWER MOVIE**
 - Producing BDC using the naming of 'Kalbimmyeon' itself
 - Following Nongshim's Maratangmyun, Youtube's real-time hit video ranked 19th with high quality videos like movies

- **Nongshim Kalbimmyeon X JTBC Jubitam**
 - Produce BDC of original Jubitam content
 - Producing CM songs and commercial promotional videos to promote Nongshim Kalbimmyeon
 - Conducts a promotional video with wit in the process of producing the CM song of Kalbimmyeon

- **Lactiv X youlakk**
 - Natural PPL Sponsorship in Creator's Daily Life
 - A natural melting of the Lactiv probiotics into the travel YouTuber's VLOG 260,000 views, drawing sympathy from readers who are interested in dieting

- **Naturalize Serious Dietary Fiber X Facebook Power Page**

- Serious Dietary Fiber product viral
- Produce 10 viral posts, including videos, and post them on Facebook Power Page to promote viral content

- **Daemyung Vivaldi Park X Giant Peng TV Pengsu**

- Establish IMC Marketing Using Pengsu IP
- Pengsu Large FRP, Limited Edition Gift Production Maximize promotion of leisure services at ski resorts by producing BDCs directly featured by Pengsu

- **Ocean World X Kakao Friends**

- IMC Marketing Operation to Promote Ocean World in Summer Season
- Kakao large ABR and photo zone production, Produce and distribute Kakao Friends BDC videos directly to promote Ocean World

- **Character marketing with Pengsu**

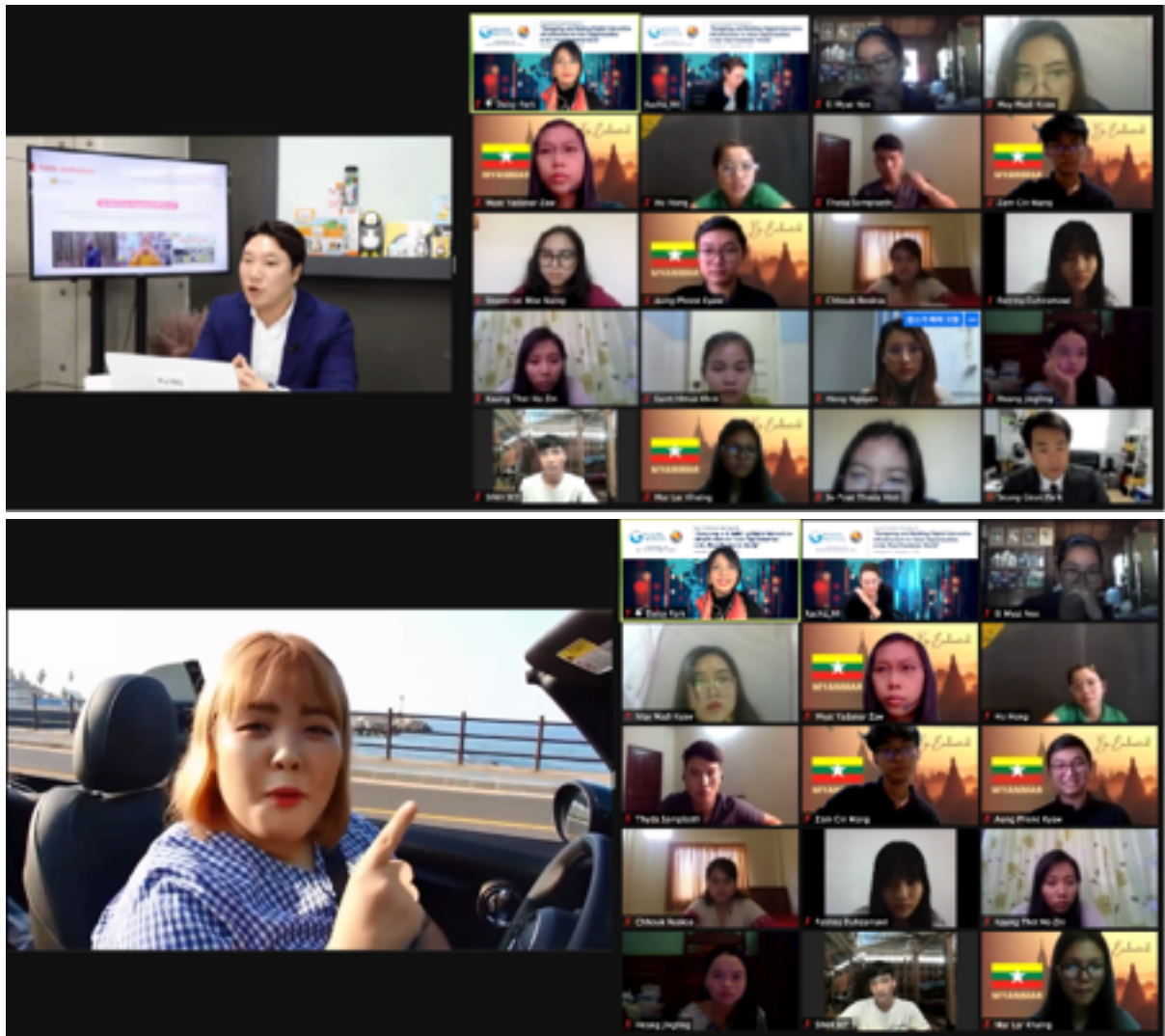
- Tourist attractions Marketing using Pengsu character
- Character Collaboration MD Marketing

Pengsoo: The rude giant penguin that South Korea fell in love with





South Korea has a new idol - a giant genderless penguin with a gruff voice, a brazen attitude and a hunger for fame. Its name is Pengsoo, and by most normal mascot measures, it's not cute. Pengsoo is a penguin character that appears on the YouTube channel Giant Peng TV, run by Educational Broadcasting System (EBS).



Live Lectures on booths of Day-3

Topic (1)	Title	By
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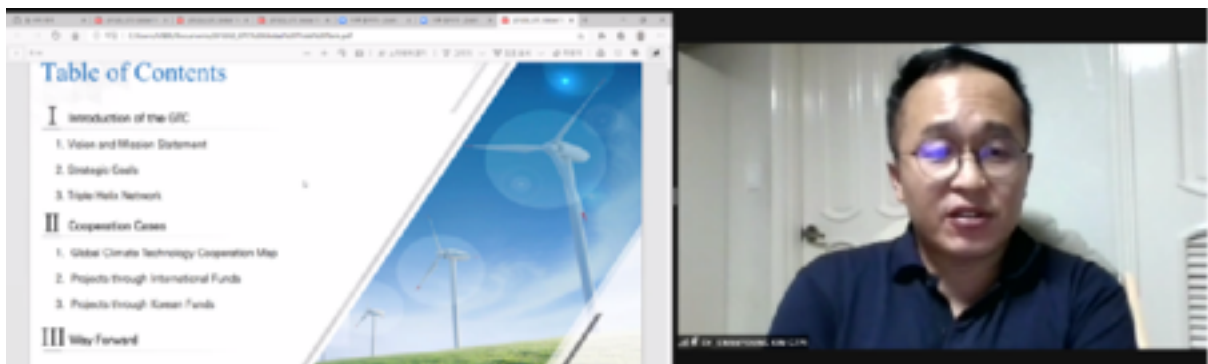
How to apply K-ICT for sustainable tourism	GREEN · ENERGY · FUTURE	Green Technology Center
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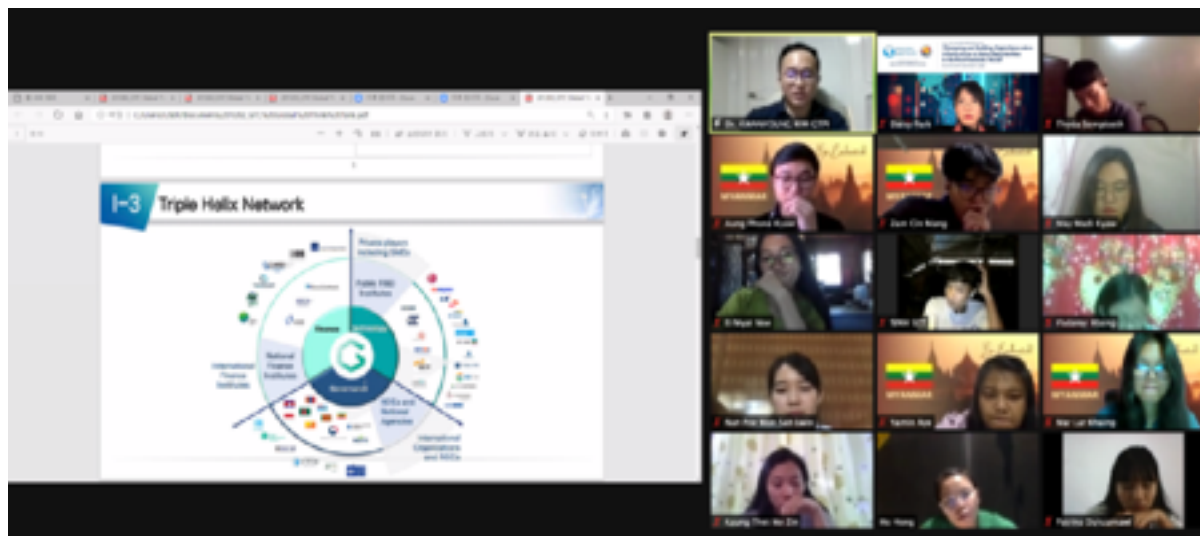
Dr. Kwanyoung Kim as the head of Green Technology Partnership Initiative (GTPI) Indonesia introduced the vision and strategic goals of GTC and shared cooperation cases.

He highlighted the role of GTC as ‘problem solving’ by creating projects that apply K-ICT with key stakeholder under ‘Triple Helix Network’. Dr. Kim encouraged students to find problems in the village and city they reside and analyze how to improve environment and raise them to GTC for developing possible solutions which should affect to people daily lives as well as tourism. “Support improving living condition of local people by applying Korean technology is one of the goals of GTC for sustainable development for sustainable tourism to create organic growth”, he added.

The Green Technology Center (GTC) is a government affiliated research institute under the Ministry of Science, ICT and Future Planning (MSIP) that provides national green technology R&D policies and coordinates related domestic/international organizations to support sustainable development of other countries based on green/climate change technologies. GTC serves as Korea's gateway for global green technology cooperation, as it connects developed and developing countries for growth and diffusion of green technology and strategies.

Field	Research and academic institution
Website	https://www.gtck.re.kr/frt/en/main.do
Email	drucker.kim@gmail.com
Social media	www.facebook.com/gtcrekr
Contact	Dr. Kwanyoung Kim





Topic (2)	Title	By
How to apply K-ICT for sustainable tourism	World Class Drone Solution & Service Provider	PNU Drone

PNU DRONE allied with SM9 SkyTech is a company that develops and manufactures industrial drones with its own technology and performs services for drones in various public fields. It also has a pilot training center to contribute to training drone professionals. In particular, it is a technology drone company that has formed a partnership with Korean Air regarding the development and operation of the drone.

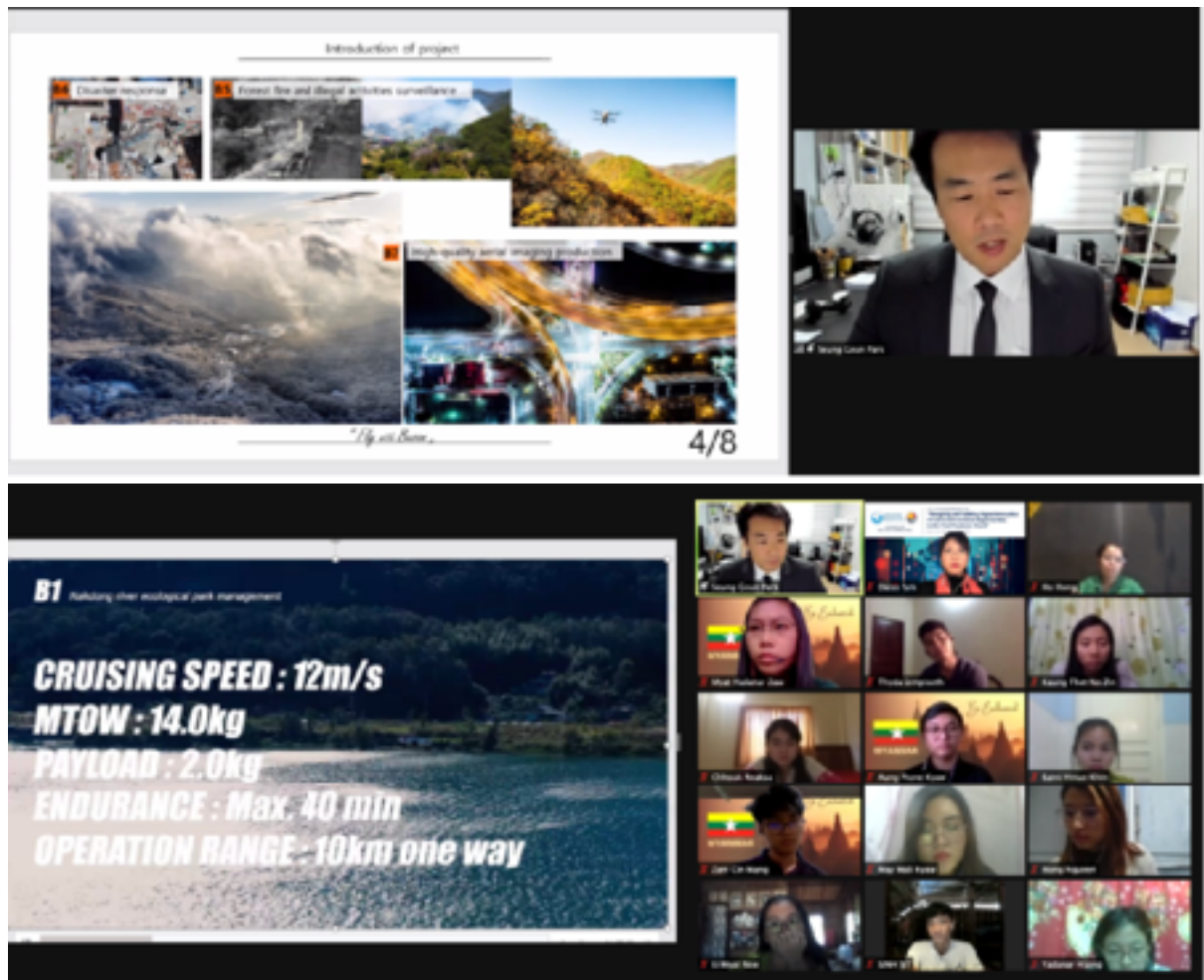
Prof. Park Seung Geun as the director of SM9 SkyTech, photographer and drone Specialist introduced how his tech-center has involved in global projects to respond to natural disasters such as earthquake, forest fire, illegal activities surveillance and contribute to develop environment of cities by applying drone system such as *Nakdong river management, Real-time environmental information measurement in urban area, collective energy management of smart city, high-quality aerial imaging production, etc.*

In partnership with Korean Air, PNU DRONE and SM9 SkyTech are trying to reach out to Mekong countries to contribute their technology to sustainable tourism development by applying their the most-developed hybrid drones not only for problem-solving projects but also for training young entrepreneurs and students to be drone masters by establishing overseas centers in Mekong region.

The hybrid drone that Korean Air has been developing since 2016 is equipped with a hybrid engine that combines an internal combustion engine and a battery. As a result, the operating time of the existing battery-type drones within 30 minutes has been extended to more than 2 hours, and in the event of an engine failure, the power source has been doubled so that it can fly with only the battery, increasing the possibility of drone's survival.

Field	Drone, UAV
Website	https://www.pnudrone.com
Email	bcw1976@naver.com

Social media	https://www.facebook.com/sm9drone
Contact	Dr. Baek Chang Woo



5.5. Module 4: Contents Marketing (Card News)

By Mr. Bryan In (Sungyong) Contents Creator

Mr. Bryan pinpointed how card news became one of the leading communicative contents, how to contain killer concepts and how to make clickable and sharable card news in simple tactics. Students were guided by the lecturer how to make card news on presentation platform including how to fill images, meet ideal ratio of contents vs. image. Mr. Bryan also shared various source of information where to get images, color pallets and fonts without issue of copyrights.



Module Objectives:

- Understanding changed ways of communication with pandemic
- Key for creating travel contents
- How to make better and informative Card News

Module Contents:

- **Session 1.1:** Understanding changed ways of communication and value
- **Session 1.2:** How to contain killer contents in card news: Wants and Instagrammable
- **Session 1.3:** How to make outstanding Card News: Listicle, Storytelling, Toon
- **Session 1.4:** Step to create Card News

Session 1.1: Understanding changed ways of communication and value

- "Travel as we knew it is over" (Airbnb co-founder Brian Chesky)
- keywords: Space, Hygiene, Nature

Session 1.2: How to contain killer contents in card news

1) Wants vs. Needs:

- Want — have a desire to possess or do (something); wish for.
- Need — require (something) because it is essential or very important rather than just desirable.

2) Instagramable & Cinematic

- Instagramable is an informal of describing visually attractive or interesting such that it lends itself to being photographed and posted on social media (specifically on Instagram)
- Cinematic card news may contain stories with fine images like seen in movies preferably use of short video clips

3) Informative

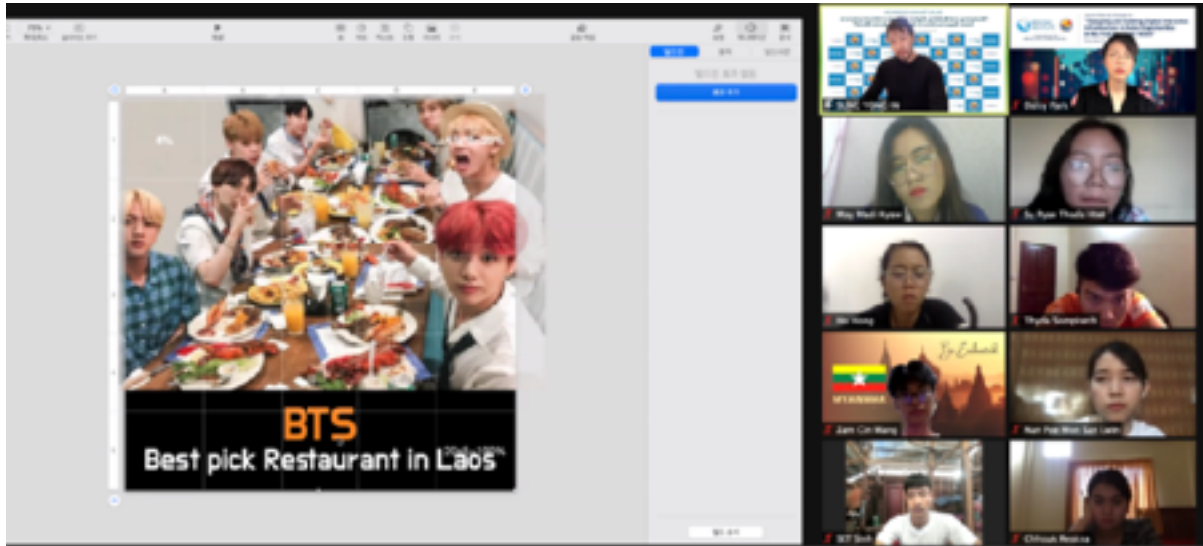
- Card news with useful or interesting information are more clicked and shared.

Session 1.3: How to make eye-catching Card News: Listicle, Storytelling, Toon

- 1) **Listicle:** short-form of writing that uses a list as its thematic structure, but is fleshed out with sufficient copy to be published as an article
- 2) **Storytelling:** own stories or narratives, which are shared as a means of entertainment, education, cultural preservation or instilling moral values
- 3) **Toon:** cartoon or webtoon type of narrative with characters and short and continued stories

Session 1.4: Step to create Card News

- 1) Step to create Card News: 1) Set the **Goal**, 2) Make a solid **concept**, 3) Find good **sources**
- 2) Things you need to be aware of (3C): 1) Clarity, 2) Copyright, 3) Color
- 3) Practice: work on Powerpoint



CARD NEWS

- Listicle
- Storytelling
- Toon



Live Lectures on booths of Day-4

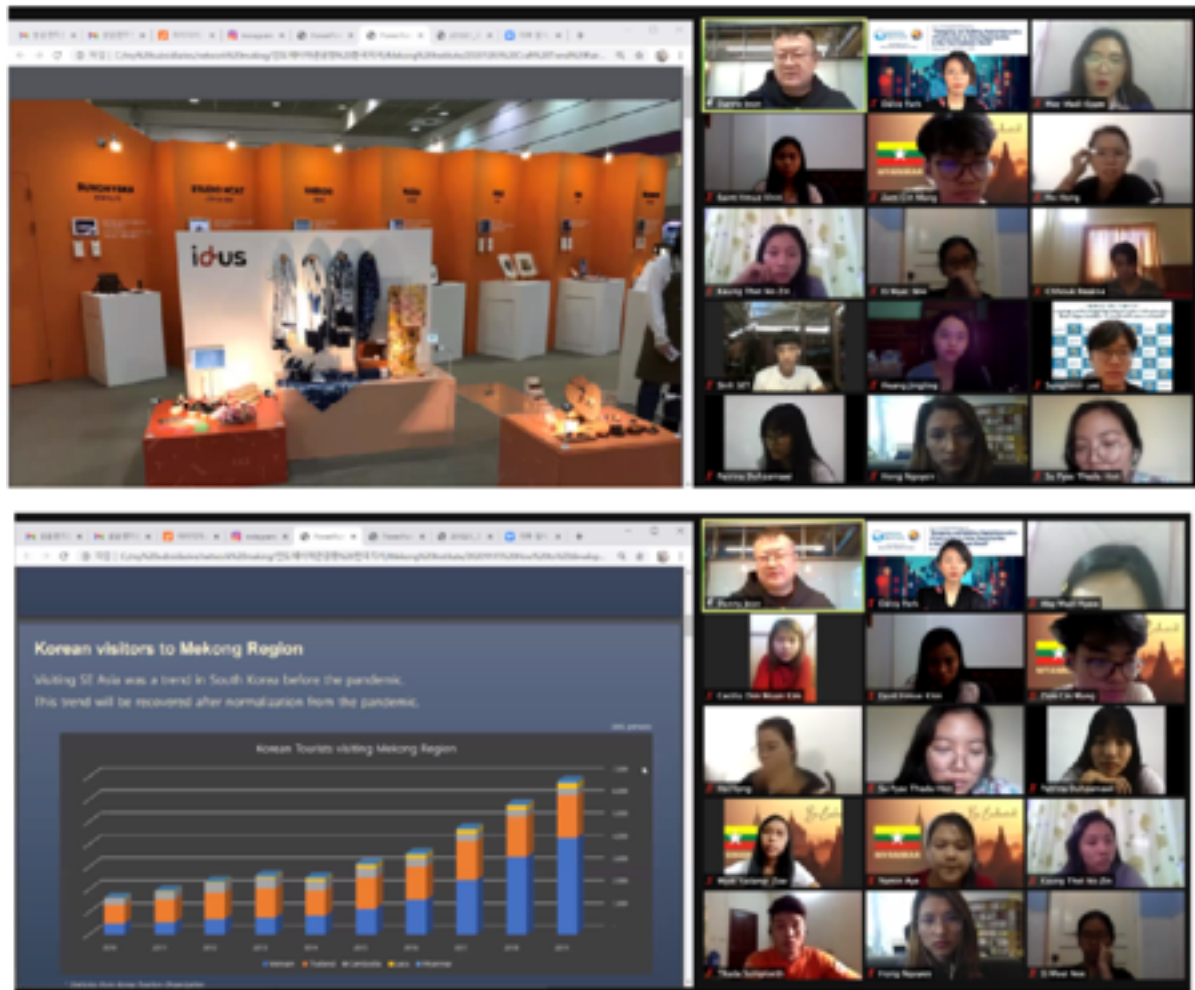
Topic (1)	Title	By
Linking Mekong designers to Korean consumers	Creating a new sustainable circumstance with Artists & Crafters	IDUS

Mr. Danny Jeon, Global Crafters Scout of IDUS shared why Korean consumers are enthusiastic about experiencing authentic culture of Mekong which resulted in growth of visitor arrivals to Mekong and vice versa. He shared examples how consumers are still in connection with Mekong culture even during the pandemic by buying hand-made goods made by Mekong artisans and tasting foods by visiting restaurants in Korea.

He strongly advocated that Mekong designers should be promoted by opening their own shops at e-commerces for Korean consumers by collaborating with specialized e-commerce such as IDUS or any start-ups and young entrepreneurs who care for keeping tradition while developing quality and packaging. Danny highlighted that there are definite needs from Korean consumers and market enough to make substation growth.

Creating a new sustainable circumstance with Artists & Crafters, IDUS outperforms other competitors in South Korea with its outstanding service. The exceptional service led to a wide difference in GMS between other groups. No.1 market platform of handmade crafts IDUS outperforms other competitors in South Korea with its superior service. Such level of service led to the differences in GMS outcome between idus and other competitor groups.

Field	e-commerce for hand-made goods
Website	https://www.idus.com/
Email	extranjero@backpac.kr backpackr@naver.com
Social media	https://www.facebook.com/idus.me
Contact	Mr. Danny Jeon



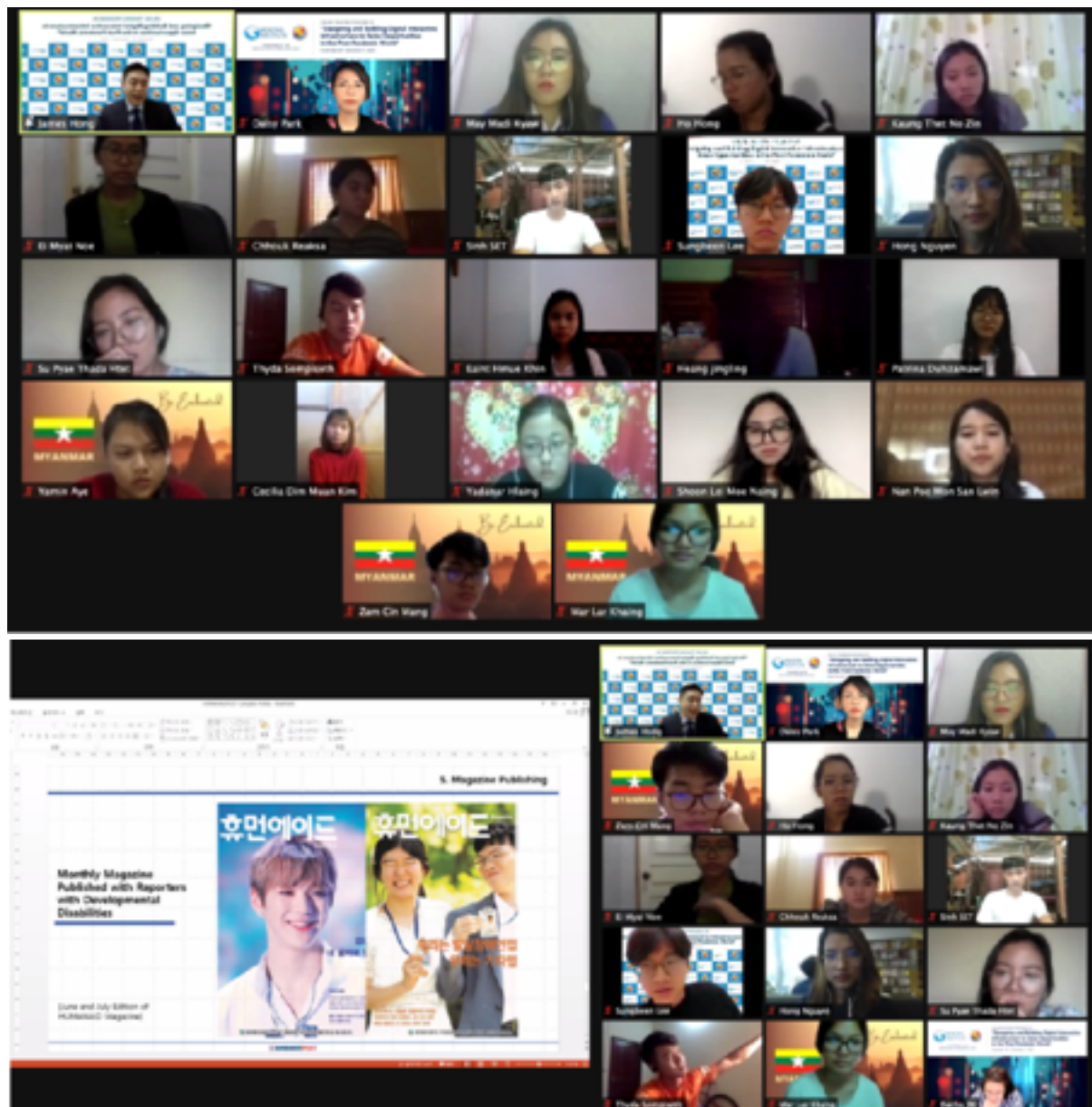
Topic (2)	Title	By
Creating opportunity for all by easy-access language	Cooperation for job creation and sustainable development with the socially disadvantaged	HUMANAIIDPOST

Mr. James Hong, CEO of HUMANAIIDPOST introduced missions, roles and innovative approaches for realizing true equality by bridging the gap between people with and without disability.

He shared 3 area of activities to achieve goals; 1) Media: HUMANAIIDPOST runs an online newspaper to address information inequality by hiring developmental disabilities as writers. The company also publishes a monthly K-culture magazine with journalists with developmental disabilities to promote job opportunities for people with developmental

disabilities along with Korean culture., 2) HUMANAIDPOST has been specialized themes levels by creating easy-read news articles for readers with developmental disabilities and others with difficulties in understanding Korean. And 3) HUMANAIDPOST exerts to create opportunities for people, especially artists, with developmental disabilities to collaborate with people without disabilities by hosting international exhibition with artists with developmental disabilities, creating a platform for artists with developmental disabilities to show and prove their talents as one of the examples.

Field	Online Newspaper, Magazine, Artists with Developmental Disability Management, Exhibition Management
Website	www.humanaidpost.com
Email	jameshong@humanaidpost.com
Social media	https://www.instagram.com/humanaidpost/ https://www.instagram.com/humanaid_magazine/
Contact	CEO, James Gee Sin Hong



5.6. Module 5: Contents Marketing (Youtube)

Mr. Bryan In (Sungyong) Contents Creator

Continue from previous day session, Mr. Bryan encouraged students to become him/herself a media by finding own 'sweat spot' of what she/he likes and good at delivery. Lecturer also gave important tips how to become an advanced creator from copying good examples. But Bryan strongly reminded never get into Self-satisfaction but keep trying to be unique by making own narratives.

Module Objectives:

- Evolution of contents from Text to video
- How to differentiate contents - 2 ways!
- How to make myself a media - Sweat spot!

Module Contents:

- **Session 1.1:** How to make sellable contents
- **Session 1.2:** How to connect dots to create contents
- **Session 1.3:** How to be a creator - what to seek vs. avoid

Session 1.1: How to make sellable contents

- Contents by definition: "information made available by a website or other electronic medium."
- Evolution of contents: Text Only > Text + Image = Blog > CARD NEWS > VIDEOS
- Why Story telling: Contents is King, Money is Queen and Story is God
- People pay for what they love: Hobbies become to your ATM

Session 1.2: How to connect dots to create contents

- How to make captivating contents: familiar vs. unique contents
- "If it is similar, make it looks different" "If it is different, make it looks superior"

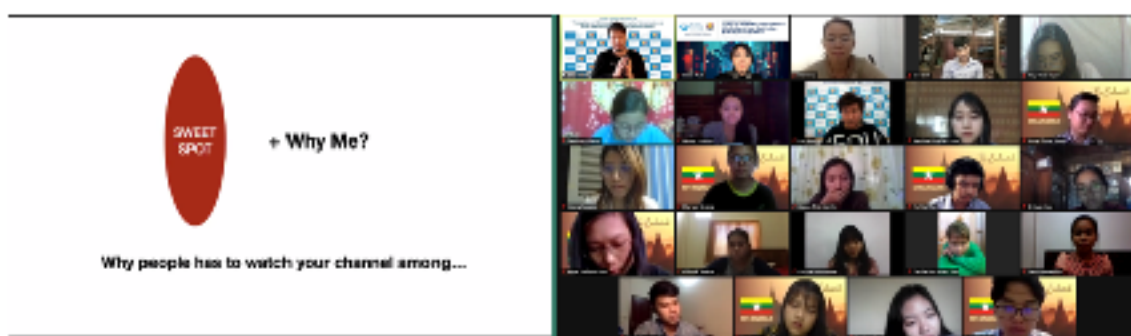
Session 1.3: How to be a creator - what to seek vs. avoid

- Easy & free way: start using Youtube for contents marketing to become yourself a media
- Sweat spot at the cross-area between things you good at and Things you like
- Be critical: ask yourself why people would choose my channel?
- Be sustainable: deliver information you like and good at creating
- Learn from experts: Study the secret of success of pop culture
- Satisfy needs: find what people need and satisfy them through self-made contents
- Human touch: people love to communicate with person to person
- Never get into Self-satisfaction
- Pick & Copy: Search best examples and copy them to be advanced
- Find ways, No excuse: there are hidden champions who make crisis to opportunity

Source of information to create Card News

- Image

- pixabay.com
- freepik.com
- flickr.com
- letscc.net
- freeqration.com
- unsplash.com
- Font: <https://fonts.google.com/>
- Color match: <http://www.vanschneider.com/colors>
- Video Source: pexels.com
- Good Card News Examples and Tips
 - https://www.instagram.com/travelholic_insta/
 - https://www.youtube.com/channel/UCt_NLJ4McJlCyYM-dSPRo7Q
 - <https://www.youtube.com/user/caseyneistat>
 - <https://www.youtube.com/channel/UChS-3P-lr-3kF79mxPFWVg>
 - <https://www.youtube.com/user/ksballet>
 - <https://www.youtube.com/user/koldstudios>
- Lecturer's Youtubes as example
 - SELFMADE : <https://www.youtube.com/selfmadetv>
 - Stories of digital nomad couple Work anywhere: <https://www.youtube.com/oohahhnomad>
 - Lecturer's Interview: <https://fb.watch/28ku2ufZgh/>, <https://www.youtube.com/watch?v=Pqb8F1tNsTE>



Live Lectures on booths of Day-5		
Topic (1)	Title	By
How to a bridge tourism and investment	Tourism-Based Investment Portfolio	ROK-Mekong sustainable tourism project team

Ms. Daisy Park shared an overview how to introduce Mekong Region as the lucrative target for sustainable development to potential investors with through market study, transparent sustainable development approaches.

She introduced cases of 'INVESTMENT ISLAND' which is a private real estate company to learn how to synthesize information to appeal investors for developing destinations. Their IR report includes extensive market studies including Statistics, Rating system which help investors estimate the environment of business.

Ms. Park highlighted that tourism industry should also master to meet the needs of future travelers, potential investors to visit and study the target destinations.

She unfolded Korean government's Policy and Strategy toward Mekong region and the initiative why ROK-sustainable/smart tourism project was initiated to encourage participants to find opportunities with Korea. As each may be able to find own area to tap into while understanding plans and initiatives of Korean government to the Mekong countries for business, Investment and exchange in wider angle.

Her idea for bridging tourism and investment was originated from the thoughts that tourism industry can contribute to develop more knowledge for investors to understand potentials of the region, to meet trustful local people and to help them start business and investment. "There is a famous quote by Korean historian Prof. Hong-Jun Yoo at his book 'My Cultural Heritage Survey'; people can only feel as much as they know, and can see as much as they feel", she added.

INVESTMENT ISLAND is a real estate company based in Hong Kong. The company offers its clients an investment opportunity through a verifiable, regulated entity without the need for a local nominee. *Area of Service to focus: Institutional investment opportunities - Building developments - Architectural services - Eco-developments - Sustainability/Charity work

"ROK-Mekong Sustainable and Smart Tourism Development in the Mekong Region" project in partnership with Mekong Institute was designed to enhance Korea-Mekong hospitality training and mentoring, and establish historical and cultural town twinning between Korea and Mekong countries.

Field	Nation organizations for Sustainable Tourism development
Website	www.mekong_sustainabletourism.com
Email	mkcf.rok@gmail.com
Social media	http://www.facebook.com/mekongstory http://www.instagram.com/mekong_story
Contact	Ms. Daisy Park, ROK Project Leader

6. Training Evaluation

6.1. Evaluation Methods

During the training, the TIF facilitator introduced various of methods and tools to monitor and evaluate the performance of resource person and MI team, and understanding levels of the participants.

6.2. Evaluation Results

1. Pre / Post Self-Assessments

In order to evaluate the knowledge acquisition of participants during the training, pre / post self-assessments were conducted to assess against the knowledge and skills before and right after the training.

The same form was used for both pre and post assessments. In the questionnaire, different components were rated on a scale of 1 to 5, where “5” was the highest and “1” was the lowest. The average rating for pre self-assessment of participants’ knowledge and skills on the training contents or sessions were “**2.17**” which meant the understanding of participants towards all subjects of this online training was “I have heard about this topic but do not know enough about how to do / use it (rating at 2).”

On the last day of the one-week training, post self-assessment was conducted to evaluate participants’ understanding about acquired knowledge. The total average rating for post self-assessment of acquired competencies was almost “**3.84**” which meant “I have some knowledge on this topic but could not do it now without further study (rating at 3)”. Figure below shows the pre and post self-assessment results of participants’ competencies and understandings on each module of the training.

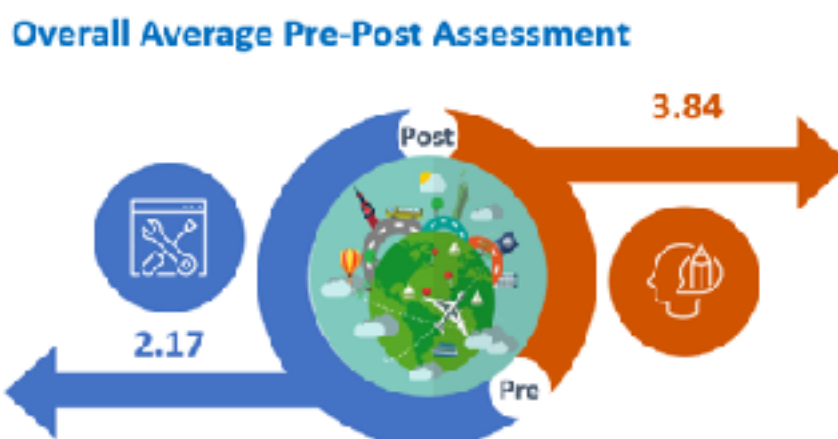


Figure 1: Pre and post self-assessments of participants on the training topics

Online Training on “Designing and building digital interactive infrastructure to seize opportunities in the post pandemic world”	Average Rating
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Infrastructure to seize opportunities in the post-pandemic world	Pre	Post
Day 1: The era of COVID-19 and Sustainable Tourism <ul style="list-style-type: none"> • The linkage between infectious diseases outbreaks and tourism • What to consider and prioritize in the Era of COVID-19 • What Sustainable Tourism means to Mekong? • How to be ready post-COVID19 • Non-profit business and business platform for Korean and foreign entrepreneurs, diplomats and global start-ups 	2.59	4.00
Day 2: Contents Marketing PR Tool and Cases in the 4th Industry <ul style="list-style-type: none"> • What is marketing • The Background of PR • Marketing cases in the era of 4th industrial revolution • Secret and the Future of K-Wave • TNK Entertainment 	2.20	3.87
Day 3: Korea Integrated Marketing Communication tool & How to use K-digital marketing <ul style="list-style-type: none"> • Brand Marketing • Integrated Marketing • Contents Marketing • Performance marketing • Character Marketing – Pengsoo, kakao, jangbbijju • Green Technology for the Future • World Class Drone Solution & Service Provider 	2.17	3.81
Day 4: MODULE 4: Contents Marketing 1 - Card News Contents <ul style="list-style-type: none"> • Card news planning/production • How to Write up 'Titles' of the clips • Creating a new sustainable circumstance with Artists & Crafters • Cooperation for job creation and sustainable development with the socially disadvantaged 	1.94	3.83
Day 5: Contents Marketing 2 - Youtube Video Contents <ul style="list-style-type: none"> • creating video content? • Video story strategy? • case study and practice in content marketing • Tourism-Based Investment Portfolio • Mekong-ROK Creative & Fair Trade 	1.95	3.71

6.3. Comments Received from the Participants

The participants indicated they were satisfied with overall arrangements and organizations of the training and they enjoyed the training atmosphere and learnt a lot from the resource persons and co-participants. Further, useful suggestions/recommendations were made by the participants, in particular for further improvement of the training program as below:

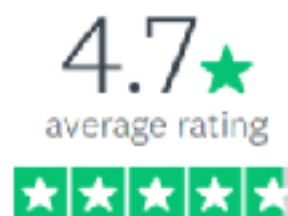
- I think this training benefits youth to utilize online tools and be ready with modernized marketing plan and ideas for post Covid19 period. It would be better to attend next time in Seoul in person and I think it would be more fun. By joining the

pre training section, I believe we can get to know each other and learn together with team spirits in training days. After the training, we can connect each other via mails and social media afterwards for friendship as well as working together for smart and sustainable tourism development in Mekong Region. It is really interesting and make sure to invite alumnus in future training program.

- This is a great opportunity for students. I have learnt valuable insights and knowledge from this training and moreover I had a chance to get networking from Mekong region and improve my cross-cultural communication. Thank you very much to all organizers and lectures from Mekong Institute and Republic of Korea. Hope to keep in touch with all of you in future.
- I'm really satisfied with the training. I really don't have any comments. I really hope forward to hearing from this organization if you have other courses. I wish I can participate again.
- The training covers all the module contents. I've learnt many new things and gained knowledge of Korea marketing examples. Thank you for giving me this opportunity.
- I'm really greatly for this opportunity and thankful towards MI-TIF team for your hard work to organize this online training with so much work and care and provide us all the useful information plus with great lecture. Thank you so much!
- It was very informative and we got various learning resources from highly experienced professionals as well. I got new insights and practical knowledge about marketing as well as SMART tourism of Korea within 5 days of training.

6.4. Overall Training Organization

Throughout 5-day workshop, participants reported that they were satisfied with the overall organization of the workshop by MI-TIF team and provided comments and suggestions as summarized below:



- Very well training to organize. Well, collaboration and so quick to respond to all questions from the participants.
- MI-TIF team are very active and they can organize all the things to be perfect. They have many knowledge about tourism industry. I really want to attend the trainings which are organised by MI-TIF team.
- The training is well-organized and the objectives of learning materials are clearly stated. The combination of zoom video conferencing lecture and online learning platform is the best approach for students for further studies. I really enjoyed the training and want to participate in future training programs organized by MI-TIF team.
- All the training materials are really effective and the information is really provided.

7. Appendices

7.1. Training Program Schedule

Training Schedule

PRE-TRAINING PREPARATION

FRIDAY NOVEMBER 27, 2020

Time (Bangkok Time)	Activity/Topics	
14:00-15:00	The Pre-training Briefing and Testing Session <ul style="list-style-type: none">to announce the Zoom meeting links,to guide participants to familiar with the designated Zoom application on personal computer, MI E-Learning System, and other online training and survey tools,to understand the training agenda, rules and norms of the online training for better preparing and understanding the online training arrangementproviding guidance and how to access e-fair platform	MI-TIF Team and all participants
To be completed by Nov 30th	The Pre-Training Self-Assessment	all participants

DAY 1, MONDAY, NOVEMBER 30, 2020

12:45-13:00	Open the ZOOM Meeting room for daily registration	MI-TIF Team
13:00	Join in the ZOOM meeting room by 13:00 pm	All participants

OPENING

13:00	Welcome	Ms. Racha Kerdsilp MI Project Manager
13:05-13:20	Opening Remarks	Mr. Suriyan Vichitlekarn Executive Director, MI
13:20-13:30	Introduction of Mekong Institute and the Project Overview	Mr. Madhurjya Kumar Dutta Director of Trade and Investment Facilitation (TIF), MI

MODULE 1: The era of COVID-19 and Sustainable Tourism

13:30-14:30	<ul style="list-style-type: none">The linkage between infectious diseases outbreaks and tourismWhat to consider and prioritize in the Era of COVID-19What Sustainable Tourism means to Mekong?How to be ready post-COVID19 Workshop: Sustainable tourism in COVID-19 Era	Dr. Ayeon Choi
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14:30-14:40 *Break*

E-BOOTH 1

14:40 – 15:40	Non-profit business and business platform for Korean and foreign entrepreneurs, diplomats and global start-ups	Global Business Alliance
15:40 – 16:00	Discussion Q&A	All participants
16:00	Close the daily sessions and send daily quizzes and evaluation link to participants	MI-TIF Team

DURING TRAINING

DAY 2, TUESDAY, DECEMBER 1, 2020

Time (Bangkok Time)	Activity/Topics	By
12:45	Open the ZOOM Meeting room for daily registration	MI-TIF Team
	Join in the ZOOM meeting room by 13:00 pm	All participants
13:00 – 13:30	<ul style="list-style-type: none"> Briefing daily agenda and reflection of quiz results and participants feedback of previous day (20 min) Special self-introduction, 5-6 participants/day, 5 min/ person 	MI-TIF Team and All participants

MODULE 2: Contents Marketing PR Tool and Cases in the 4th Industry

13:30-14:30	<ul style="list-style-type: none"> What is marketing The Background of PR Marketing cases in the era of 4th industrial revolution Workshop: Marketing Case Studies and Practice 	Prof. James Cho
14:30-14:40	<i>Break</i>	

E-BOOTH 2

14:40-15:10	Secret and the Future of K-Wave	Seoul Tourism Organization
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E-BOOTH 3

15:10-15:40	To the Next K-POP Star, We Are Here to Inspire You	TNK ENTERTAINMENT
15:40-16:00	Discussion Q&A	All participants
16:00	Close the daily sessions and send daily quizzes and evaluation link to participants	MI-TIF Team

DAY 3, WEDNESDAY, DECEMBER 2, 2020

Time (Bangkok Time)	Activity/Topics	By
12:45	Open the ZOOM Meeting room for daily registration	MI-TIF Team
	Join in the ZOOM meeting room by 13:00 pm	All participants
13:00-13:30	<ul style="list-style-type: none"> Briefing daily agenda and reflection of quiz results and participants feedback of previous day (20 min) Special self-introduction, 5-6 participants/day, 5 min/ person 	MI-TIF Team and All participants

MODULE 3: Korea Integrated Marketing Communication tool & How to use K-digital marketing

13:30-14:30	<ul style="list-style-type: none"> • Brand Marketing • Integrated Marketing • Contents Marketing • Performance marketing • Character Marketing – Pengsoo, kakao, jangbbiju • Workshop: Tourism and Marketing cases “How to highlight regional authenticity?” 	Mr. Kim Se Hun
14:30-14:40 <i>Break</i>		
E-BOOTH 4		
14:40-15:10	GREEN · ENERGY · FUTURE	Green Technology Center
E-BOOTH 5		
15:10-15:40	World Class Drone Solution & Service Provider	PNU Drone
15:40 – 16:00	Discussion Q&A	All participants
16:00	Close the daily sessions and send daily quizzes and evaluation link to participants	MI-TIF Team

DAY 4, THURSDAY, DECEMBER 3, 2020

Time (Bangkok Time)	Activity/Topics	By
12:45	Open the ZOOM Meeting room for daily registration	MI-TIF Team
	Join in the ZOOM meeting room by 13:00 pm	All participants
13:00-13:30	<ul style="list-style-type: none"> • Briefing daily agenda and reflection of quiz results and participants feedback of previous day (20 min) • Special self-introduction, 5-6 participants/day, 5 min/ person 	MI-TIF Team and All participants

MODULE 4: Contents Marketing 1 - Card News Contents

13:30-14:30	Card news planning/production <ul style="list-style-type: none"> • Planning Card News • Creating Card News • How to maximize ‘Trust’ in writing • Things to check up How to Write up ‘Titles’ of the clips <ul style="list-style-type: none"> • How to use numbers • How to stimulate curiosity • How to create questions • How to use create the right target and the importance of timeliness Workshop: Creating Card News in practice	Mr. Bryan In
14:30-14:40 <i>Break</i>		

E-BOOTH 6

14:40-15:10	Creating a new sustainable circumstance with Artists & Crafters	IDUS
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E-BOOTH 7

15:10-15:40	Cooperation for job creation and sustainable development with the socially disadvantaged	Human Aid Post
15:40 – 16:00	Discussion Q&A	All participants
16:00	Close the daily sessions and send daily quizzes and evaluation link to participants	MI-TIF Team

DAY 5, FRIDAY, DECEMBER 4, 2020

Time (Bangkok Time)	Activity/Topics	By
12:45	Open the ZOOM Meeting room for daily registration	MI-TIF Team
	Join in the ZOOM meeting room by 13:00 pm	All participants
13:00-13:30	<ul style="list-style-type: none"> Briefing daily agenda and reflection of quiz results and participants feedback of previous day (20 min) Special self-introduction, 5-6 participants/day, 5 min/ person 	MI-TIF Team and All participants

MODULE 5: Contents Marketing 2 - Youtube Video Contents

13:30-14:30	<p>Creating video content</p> <ul style="list-style-type: none"> Trends of video content The latest trend in the field of video content The beginning of video content (planning and story) <p>Video story strategy</p> <ul style="list-style-type: none"> Tips for creating a video intro for attention Principles to be aware of when composing a story and Do Not Guide <p>Case study and practice</p> <ul style="list-style-type: none"> Analysis of successful content production cases Creating media and contents that suit you Workshop: Video production practice 	Mr. Bryan In
14:30-14:40	<i>Break</i>	

E-BOOTH 8

14:40-15:10	Tourism-Based Investment Portfolio	Investment Mekong
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E-BOOTH 9

15:10-15:40	Mekong-ROK Creative & Fair Trade	Ko-Mekong Crafted
15:40 – 16:00	Discussion Q&A	All participants

CLOSING

16:00	<p>Closing and send links of</p> <ul style="list-style-type: none"> Post-training self-assessment Day 5 quizzes After-training Evaluation to participants 	MI-TIF Team
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7.2. Directory




I. Participants

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II. Resource Persons (RPs)

Photo	Name	Organization
	Dr. Ayeon Choi	Tourism Industrial Research Institute, Kyung Hee University

	Mr. Heung-Yeon (James) Cho	Professor, Seokyeong University (Department of AD/ PR/Contents)
	Mr. Sehun Kim,	CEO, SMITH Corporation
	Mr. Bryan In (Sungyong)	Contents Creator/ Digital Nomad. Chief Director of SYIN Creative.

III. Organizers

Photo	Name	Organization
	Mr. Madhurjya Kumar Dutta	Director, Trade and Investment Facilitation Department, Mekong Institute
	Ms. Racha Kerdsilp	Project Manager, Trade and Investment Facilitation Department, Mekong Institute
	Ms. Daisy Park	ROK Project Leader, Sustainable and Smart Tourism Development in the Mekong region, Mekong Institute

	Mr. James Hong	CEO HUMAN AID POST
	Mr. Ju Yong Kim	President SDG YOUTH



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About Mekong Institute

The Mekong Institute (MI) is an Inter-Governmental Organization (IGO) working closely with the governments of six countries, namely Cambodia, P.R.China, Lao PDR, Myanmar, Vietnam and Thailand, to promote regional development, cooperation and integration by offering capability development programs across three cutting themes of Agricultural Development and Commercialization (ADC), Trade and Investment Facilitation (TIF), and Innovation and Technological Connectivity (ITC).

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