



South KOREA  
FOR ALL MICE



**From now on, your success story will be with us**





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# Introduction



I'm Kayla Lee, the CEO of Channel K.

Our company specializes in organizing events, conferences, and incentive tours overseas. We collaborate with global organizations such as Euromic, Site, MPI, and GMC, as well as partner with the Seoul Tourism Foundation and the Korea MICE Association.

We always strive to provide the best service for our international clients. With us, you can expect a successful and memorable experience.

Thank you.

Kayla Lee, CEO of Channel K





# Services

- ❖ PCO Services
- ❖ DMC Services
- ❖ Tour Services
- ❖ Vehicle & Tour Reservations





## PCO Service

Channel K specializes in orchestrating a wide array of events and conferences within the domestic sphere, catering to diverse scales and types. With meticulous attention to detail, we undertake the comprehensive planning, organization, and management of various gatherings, including conferences, exhibitions, and academic symposiums.

Our approach is deeply rooted in a client-centric philosophy, where we prioritize understanding and fulfilling the unique requirements of each client. Leveraging our extensive expertise and industry insight, our seasoned event management professionals engage in thorough consultations to discern the specific objectives, preferences, and constraints of our clients. Armed with this understanding, our dedicated team crafts tailored strategies and solutions, ensuring that every aspect of the event aligns seamlessly with our clients' vision and goals. Whether it's conceptualizing thematic elements, coordinating logistics, or implementing cutting-edge technologies, we spare no effort in delivering unparalleled excellence and exceeding expectations.



## DMC Service

At Channel K, we excel in providing comprehensive destination management services tailored to clients planning events abroad. With a wealth of experience and expertise in global event planning, we are adept at leveraging our extensive local knowledge and robust networks to curate exceptional experiences in diverse international destinations. Our destination management services extend far beyond mere logistics; they encompass a holistic approach to crafting unforgettable experiences for our clients and their attendees. Drawing upon our intimate understanding of each destination's unique cultural landscape, infrastructure, and amenities, we meticulously handpick venues and design bespoke programs that align perfectly with our clients' objectives and preferences. From exclusive gala dinners in iconic landmarks to immersive cultural excursions, our team works tirelessly to create memorable moments that resonate with attendees long after the event concludes.





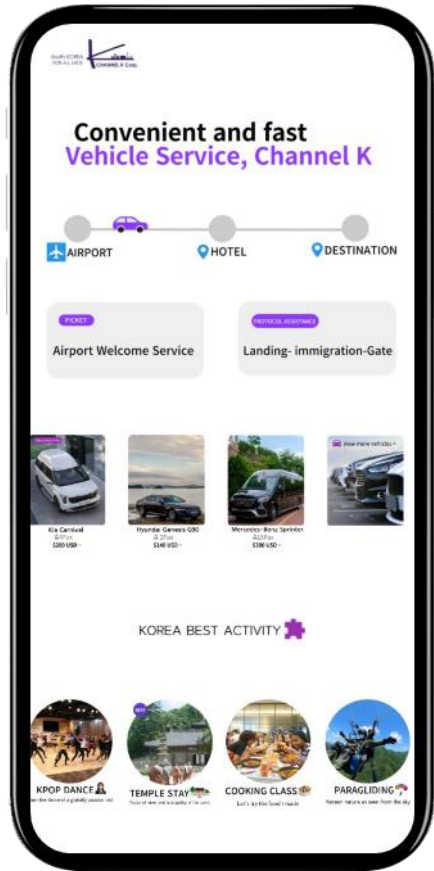
## Tour Service

Channel K's Korea tour service offers customers a unique opportunity to explore and experience Korea in depth. We provide tailored tour programs that cover various regions and cultures of Korea to meet the interests and demands of our customers.

Our tours include a wide range of activities that allow customers to directly experience Korea's history and culture. From the modern city life of Seoul to traditional hanok villages and beautiful natural landscapes, customers can enjoy diverse experiences. Our tours aim to discover not only popular tourist attractions but also hidden gems and local culture.

We provide professional and friendly guide services to ensure that customers can travel with peace of mind and enjoy their journey. Our guides have extensive knowledge of Korea's history, culture, and customs, providing customers with rich understanding and insights to make their trip even more special.





## Vehicle & Tour Reservations

Channel K operates a dedicated website and app for vehicle services and tour reservations. Customers can easily book vehicle rentals and sightseeing tours, with a variety of options and convenience services available.

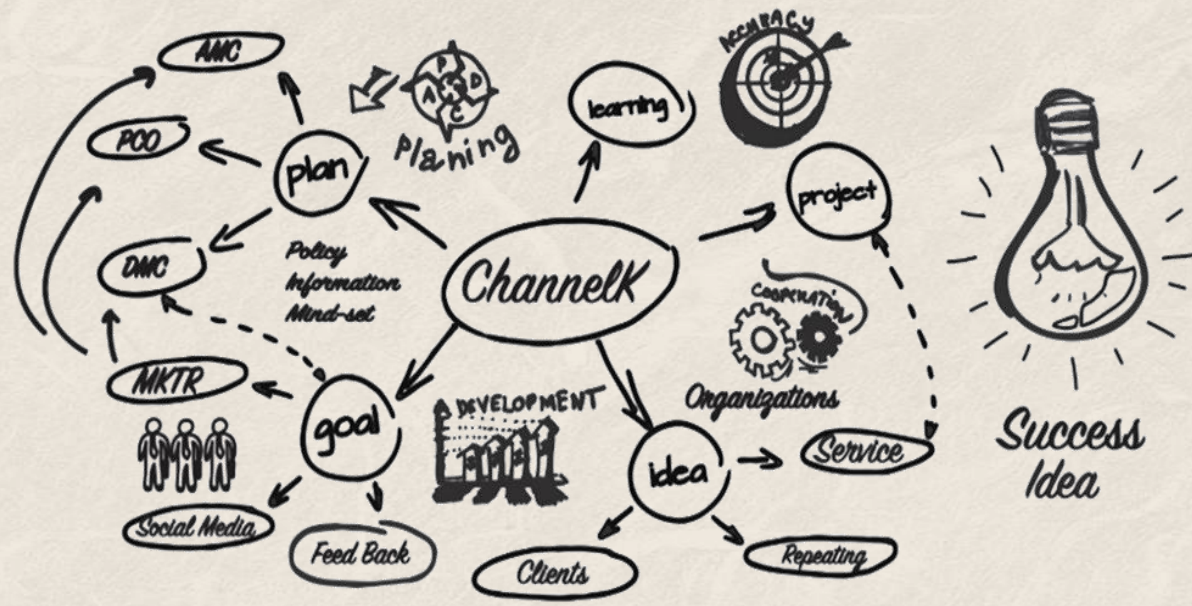
Our vehicle services are designed to provide customers with safe and comfortable transportation. Customers can choose from a range of vehicle types and sizes, with additional services such as drivers available upon request. Vehicle reservations can be quickly and conveniently made through our website or app.

Tour reservation services are aimed at ensuring customers can enjoy the most of their travel experiences. We offer a variety of sightseeing tour options, including tours with local guides, special experiential programs, and tours that facilitate cultural understanding. Customers can book tours at their preferred dates and times, receiving professional guidance and service throughout the tour.

Additionally, Channel K provides various additional services to meet customers' needs, such as airport pickup, child car seat provision, and multilingual assistance.

Channel K's vehicle services and tour reservation services make customers' travel experiences more enjoyable and convenient. We are committed to providing customers with the best travel experiences possible.

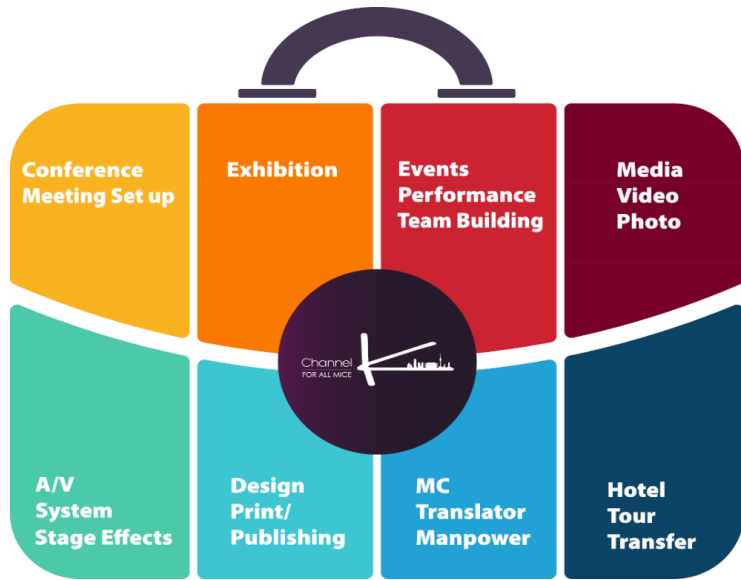




# Our Values



# Our Values



## Expertise and Experience

Channel K possesses over 10 years of experience in the events and conference industry. Our experts have outstanding abilities in planning and executing various events.

## Customer-Centric

Customer satisfaction is our top priority. We understand and meet our clients' needs and goals, striving to provide the best services at all times.

## Innovation and Creativity

We lead industry trends through continuous innovation and creativity. We offer value to our clients through new ideas and approaches.





# Achievement





## International Dance Organization 1Day Tour

The International Dance Organization 1Day Tour, held by Channel K on August 6, 2023, offered a fantastic opportunity to explore Korean culture while visiting the DMZ and Gyeongbokgung Palace.

The tour hosted guests from 19 different countries who were in Korea courtesy of the International Dance Organization.

With a total of 450 participants, the tour included visits to significant historical sites like the DMZ, allowing them to experience the division of the Korean Peninsula firsthand, and Gyeongbokgung Palace, where they learned about Korea's traditional culture and beauty.

It was a valuable opportunity for cultural exchange and exploration.





## Climate Reality Project

Channel K hosted the Climate Reality Project at KINTEX in Korea from August 13th to 15th, 2023.

The event saw the participation of numerous renowned personalities from various NGOs. Notably, former UN Secretary-General Ban Ki-moon and former US Vice President Al Gore Jr. were among the attendees, contributing to sessions and discussions.

Their presence added immense value to the conference, bringing attention to pressing climate issues on a global scale.

With their insights and contributions, the conference was successfully conducted, providing a platform for meaningful discussions and initiatives aimed at addressing climate change challenges.







### Turkey Bosch Branch Manager Korean Workshop

Channel K organized a fantastic event, the Turkey Bosch Branch Manager Korean Workshop, which combined business meetings with tourism for an enriching experience during their visit to Korea.

The workshop provided a unique opportunity for the Turkish Bosch branch managers to engage in business meetings, networking, and knowledge exchange with their Korean counterparts.

Additionally, the event incorporated sightseeing activities, allowing the participants to explore Korea's rich culture, history, and attractions.

This innovative approach not only facilitated productive business discussions but also offered a memorable and immersive experience of Korean hospitality and culture for the attendees.





## SparX

Channel K successfully organized SparX, an annual event aimed at promoting and selling Samsung products to influential CEOs and government officials in Germany, from September 25th to 27th, 2023.

The event showcased Samsung's latest products and innovations, highlighting their technological advancements and competitive edge in the market.

Through engaging presentations, product demonstrations, and networking opportunities, SparX provided a platform for building partnerships and fostering business relationships with key stakeholders in the German market.

Channel K's seamless execution of the event ensured that it was both informative and impactful, contributing to the continued success of Samsung's sales and marketing efforts in Germany.







## EO Russia Workshop Korea 2023

Channel K effectively planned and executed the Korea visit program for EO Russia from November 4th to 10th, 2023. This program was designed to provide EO Russia members with a special experience, incorporating various activities and business meetings. Channel K particularly succeeded in arranging productive business meetings, facilitating networking opportunities among participants.

Additionally, Channel K meticulously managed all aspects of the itinerary, including hotel accommodations and meals, ensuring that participants could engage in the event comfortably. With such reliable service, participants were able to conduct business and relax in a comfortable and stable environment throughout the event.

Among the activities, a highlight was the hiking tour to Bukhansan Mountain. This tour provided an excellent opportunity for participants seeking rejuvenation in nature. While enjoying the beautiful scenery of Bukhansan, participants could restore their health, engage in physical activities, and relish new experiences.

Thanks to Channel K's professional organization and attentive service, EO Russia members created rich experiences and cherished memories during their visit to Korea.



## ISUOG Congress Participant Incentive Tour

Channel K successfully organized the ISUOG Congress Participant Incentive Tour from October 15th to 21st, 2023, providing an exceptional experience for all participants.

The tour was meticulously designed to ensure the utmost satisfaction of the attendees, focusing on impeccable event management and delivering a fantastic program that allowed participants to experience both the traditional and modern aspects of Korea.

Participants had the opportunity to explore Korea's rich cultural heritage by visiting ancient palaces and historical sites, while also immersing themselves in the vibrant atmosphere of modern Korean life through various activities and tours.

Channel K's dedication to detail and commitment to excellence ensured that the tour was not only enjoyable but also highly educational and memorable for all involved.





## Cognex Executives' Incentive Tour in Korea

Channel K hosted the Cognex Executives' Incentive Tour in Korea from November 7th to 11th, 2023, providing a delightful itinerary that combined luxurious hotel accommodations with immersive experiences of Korean culture.

Throughout their stay, executives enjoyed the finest hospitality at carefully selected hotels, ensuring their comfort and relaxation after busy days of exploration.

The highlight of the tour was undoubtedly the enchanting electric bicycle tour of the historic palaces. Chosen as the executives' top pick, this tour offered a unique and unforgettable journey through the timeless beauty of Korea's royal heritage. As they glided past the majestic palaces and tranquil gardens, executives were deeply captivated by the charm and elegance of traditional Korean architecture and aesthetics.





## Euromic Korea Fam Tour

Channel K, in collaboration with the Korea Tourism Organization and the Gyeongnam Tourism Foundation, successfully organized a Familiarization Tour ("Fam Tour") inviting travel industry professionals from Germany, contributing to the promotion of Korea's charm. The event took place from November 6th to 9th, 2023.

The Fam Tour provided an exceptional opportunity for foreign travel industry professionals to experience Korea's diverse culture and beautiful landscapes firsthand. Participants had the chance to immerse themselves in both traditional and modern aspects of Korean charm, visiting various tourist attractions and landmarks.

Channel K's organization and expertise ensured the smooth execution of the Fam Tour, enabling participants to gain a comprehensive understanding of Korea and fully enjoy their experience. As a result, travel industry professionals from Germany were able to develop new interests and appreciation for Korea, serving as a catalyst for promoting Korea's charm to the world.

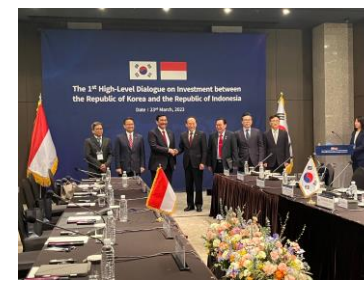




# Major Performance

## 2023

- Turkey Coca Cola Minister Workshop Korea 2023
- IDO Korea Korea Cultural Tour
- Climate Reality Project
- Capa dental Incentive Tour
- Samsung SparX 2023
- 2023 Middle East · Africa King Sejong Institute Workshop / Sharjah, UAE
- DAPA-CSIS Conference Washington D.C.U.S.
- 2023 AN-DONG INCENTIVE Tour In Korea
- Bosch Turkey Incentive Tour
- ISOUG Samsung Romania Client Incentive Tour
- Cognex Incentive Tour
- The 1st High-Level Dialogue on Investment between the Republic of Korea and the Republic of Indonesia
- ROK-UAE Joint Economic Committee
- GADLEX 2023 / Gumi-si, South Korea
- EO Russa Korea Work Shop
- Bayer Taiwan Incentive tour
- Come up 2023 UAE Business trip Management
- IHC Congress Denmark participant Cultural Tour
- 2023 ACI CX Global Summit





# Major Performance



## 2022

- 2022 WGC Mapping Gala Dinner
- Defence Industry Cooperation Conference
- SparX Samsung Electric Germany Incentive Tour
- Abbott Korea Work shop 2022
- Cognex 40<sup>TH</sup> Anniversary Party event

## 2021

- 2021 Gyeongbuk – India Online Exhibition & B2B Meeting- Online
- International Destination Competitiveness Forum 2021- A Hybrid MICE Event Held in Goyang City (Kintex)

## 2020

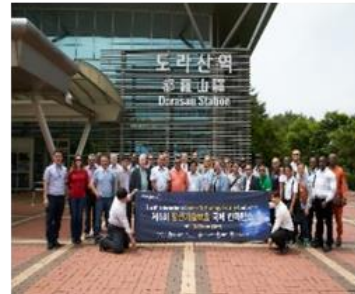
- 15th Annual Meeting of KSGCT – Korea Society of Gene and Cell Therapy(KSGCT)
- 2020 Biz Meeting Show of South Korea Regional Special Export Agricultural Products – Rural Development Administration(RDA)
- 2020 Challenge Market Advancement support On-line(Turkey&Mid East) –Gyeonggi Content Agency(GCA), Gyeonggi Global Game Center
- 2020 high-technology biomedicine Authorization education Workshop – Ministry of Food and Drug Safety(MFDS)
- 2020 International Symposium of Multi-sectoral One Health AMR Initiative for AMR control - Korea Disease Control and Prevention Agency(KDCA)



# Major Performance

## 2019

- Boehringer Ingelheim Investigator Meeting – Ashfield Meetings & Events, UK
- Nagoya Protocol Awareness-raising Session - MABIK
- The 6th International Defense Technology Security Conference – Defense Acquisition Program Administration(DAPA)
- The 64th New Manager's Student Cultural Assets and Completion Ceremony –Seou, Korea
- The 4th Korea-China-Japan Vaccine Quality Control and Research Symposium -MFDS
- IBA 2019 Hotel / Venue Sourcing – B2B Travel, Denmark
- 2019 IBA Seoul – Gowling WLG, UK
- ANSUN Investigator meeting - IQVIS, China (KDCA)
- Cultural Institute for Hangeul Development of UNESCO
- Sustainable Ocean Initiative (SOI) Training of Trainers Workshop - CBD Secretariat
- 2019 Taekwondo Industry Development Strategy Symposium - Taekwondo Promotion Foundation
- National Marine Biological Resources Museum Donation Event - MABIK
- Marine Biological Forum - National Marine Biodiversity Institute of Korea(MABIK)
- The 2nd NIFDS-PMDA Joint Workshop – National Institute of Food and Drug Safety Evaluation(NIFDS)
- BSEF (World Bromine Council) Corporate Visit – Travex, Belgium
- CISCO Russia Incentive Trip – Hopperson, Russia
- IDF 2019 Congress – WRG LIVE, UK





# Major Performance

## 2018

- 6th Korea – UAE Joint Economic Committee Conference - Ministry of Economy and Finance(MOEF)
- Seoul Medical Meeting 2018 – IQVIA
- Medical Meeting 2018 – Quintiles
- Boehringer Ingelheim EMPEROR Summit Meeting – IQVIA
- PlayX4 International Game Conference – Gyeonggi Content Agency
- IMEX Frankfurt 2018 Gyeonggi MICE Bureau Networking Dinner
- 2018 African Banker Awards - IC Publications
- M&I Forum Incheon CVB
- The 5th International Defense Technology Security Conference – Defense Acquisition Program Administration(DAPA)
- American Express Regional Leadership Conference 2018 – Goyang CVB
- The 5th International Defense Technology Security Conference – Defense Acquisition Program Administration(DAPA)
- American Express Regional Leadership Conference 2018 – Goyang CVB
- International Symposium on GMP for Biological Products – Ministry of Food and Drug Safety(MFDS)
- WHO Workshop on Implementation of GMP for Biological Products – WHO, Ministry of Food and Drug Safety(MFDS)
- National Members Convention – SFBT(The Society for a Better Tomorrow)
- 2018 Korean Cultural Experience Program for King Sejong Institute Learners – King Sejong Institute Foundation (President event)
- One Team Spirit Event - Phillip Morris Korea(PMK)
- 2018 World University Taekwondo Festival - Taekwondo Promotion Foundation
- 2018 World Taekwondo Youth Camp – KUKKIWON(World Taekwondo Headquarters)
- 2018 Mungyeong Drone Forum – Mungyeong City







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# Thank You