

KOREA MEKONG

ONLINE TRAINING
AND MENTORING PROGRAM



FOR SMART / SUSTAINABLE TOURISM
DEVELOPMENT AND BUSINESS OUTREACH

JULY 14 – AUGUST 13, 2021



REGISTRATION

PRE-TRAINING PREPARATION

Qualification of the Trainees

Students, entrepreneurs, officials in public sectors with background and interest on tourism, trade, public relations, marketing, broadcast, e-commerce, etc. who wish to increase level of knowledge and skills on topics above and tap into Korean and global market

- ▶ **Language:** English proficiency (with Intermediate and above)
- ▶ **Internet allowance :** Trainees who have completed the program will be given U\$60 on receiving the Certification.
- ▶ **Target Number of Trainees :** 30

※ **Registration :** <https://forms.gle/mbhHss6u7MckcCV69> (**Deadline:** July 11, 2021)



TRAINING SCHEDULE

PRE-TRAINING PREPARATION

TUESDAY, JULY 13, 2021

Date & Time (ICT)	Activity/Topics	By
10:00-10:30	The Pre-training Briefing and Testing Session <ul style="list-style-type: none">• to announce the Zoom meeting links (the information on the link will be announced in email for registered trainees),• 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 arrangement• providing guidance and how to access and utilize online platforms for the training• Sharing contacts and communication channels for more interactions	MI-TIF Team and all participants
10:30-11:00	The Pre-Training Self-Assessment and Q&A	All participants

DURING TRAINING

DAY 1, WEDNESDAY, JULY 14, 2021

Time (ICT)	Activity/Topics	By
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9:30-9:35	Open the ZOOM Meeting room for daily registration	MI-TIF Team
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9:35	Join in the ZOOM meeting room by 9:40 pm	All participants
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OPENING

9:40-9:45	Opening Remarks	Mr. Suriyan Vichitlekarn Executive Director, MI
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9:45-9:55	<ol style="list-style-type: none"> 1. Welcome and Brief on the Background and Introduction of the Training 2. Introduction of Mekong Institute and the Project Overview 	Mr. Robby Rosandi MI Project Manager Ms. Daisy Park Korea Project Manager
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9:55-10:00	Opening (and Introduction of Today's Lecture)	Emcee
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MODULE 1-1: Digital Marketing (Social Network Service)

10:00-10:50	<p>Which Social Media Korean use the most and Why?</p> <ul style="list-style-type: none"> • Why Kakapo-Talk is so powerful in Korea? • Best Social Media for Marketing in Korea and How to use them? • How to make Contents and post at Social Media • Workshop: Make, Enjoy, Use Social Media for your own business 	Master, DH Moon
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10:50-11:00 *Break*

MODULE 1-2: Marketing Korean Studies

11:00 – 11:50	<p>Learn Real Korean from Korean Broadcaster</p> <ul style="list-style-type: none"> • Major words for Digital Marketing • Using the top 5 must-know phrases in Korean for Marketing • Learning useful Korean words for Hashtag and keywords 	Announcer, HJ Kim
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11:50 – 12:00	Summary and Review	Announcer, HJ Kim
12:00	(Closing Remarks by MC and Share daily quizzes and evaluation link to participants)	MI-TIF Team



LECTURER
Daehoon Moon (Mr.)

Deputy Manager, Sales and Marketing, Gaonsoft Co., Ltd.
Samsung (Spin-off Group) Marketing Team Manager
Lydia Wiming, Marketing Team Leader
IB Sports Marketing Headquarters Representative

DAY 2, THURSDAY, JULY 15, 2021

Time (ICT)	Activity/Topics	By
9:45	Open the ZOOM Meeting room for daily registration	MI-TIF Team
9:50	Join in the ZOOM meeting room by 10:00 pm Opening (and Introduction of Today's Lecture)	Emcee

MODULE 2-1: Digital Marketing (Social Network Service)

10:00-10:50	SNS Platform (Youtube and Advertising) <ul style="list-style-type: none"> • How to make good content for Youtube • Case Study : Famous Youtubers and their channels • Youtube Business in Korea (Sandbox Company) • Follower and upload management • Case Study : Best Contents of SNS and Youtube • Workshop: Making Ideal Contents for Korean consumers 	Master. DH Moon
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10:50-11:00 Break

MODULE 2-2: Digital Marketing (Portal Website) and Future in the 4th Industry

11:00-11:50	Search Engine Marketing / Search Engine Optimization <ul style="list-style-type: none"> • Naver keywords control • Daum and other portal site • New trends of Korean portal sites • Mobile searching engines • Workshop: Idea sharing for good SEM and SEO 	Master. DH Moon
11:50-12:00	Break	
MODULE 2-3 : Korea Integrated Digital Marketing (Quiz)		
12:00-12:50	Q&A and Discussion on Search Engine Marketing <ul style="list-style-type: none"> • Naver Blog searching mission • Daum Blog searching mission • Posting Korean media content on SNS 	Master. DH Moon
12:50 – 13:00	Summary / Closing (and briefing on the next lecture)	Emcee



LECTURER
Daehoon Moon (Mr.)

Deputy Manager, Sales and Marketing, Gaonsoft Co., Ltd.
 Samsung (Spin-off Group) Marketing Team Manager
 Lydia Wiming, Marketing Team Leader
 IB Sports Marketing Headquarters Representative

DAY 3, WEDNESDAY, JULY 21, 2021

Time (ICT)	Activity/Topics	By
9:45	Open the ZOOM Meeting room for daily registration	MI-TIF Team
9:50	Join in the ZOOM meeting room by 10:00 pm Opening (and Introduction of Today's Lecture)	Emcee

MODULE 3-1: Tourism Korean Studies

10:00-10:50	Learn Real Korean from Korean Broadcaster <ul style="list-style-type: none"> • Useful conversation related with Airlines, Hotels, and Tour Operators • Learning key words of Tourism Industry • Understanding important holidays in Korea (Parents' day, Christmas Eve, New Year's day, Chuseok, Lunar New year's day, etc.) 	Announcer, EC Go
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10:50-11:00 *Break*

MODULE 3-2: Tourism Korean Studies (Korean for Tour guide)

11:00-11:50	Korean Keyword Practice for Tour guide <ul style="list-style-type: none"> • Actual Korean conversation with TV announcer • Avoiding 5 mistakes when learning Korean • Top Five 'Don'ts' when Speaking Korean • Top 5 Phrases Your Teacher Will Never Teach You 	Announcer, EC Go
11:50 - 12:00	Summary / Closing (and briefing on the next lecture)	Emcee



LECTURER
Euncheon GO

SBS Gwangju (KBC) Announcer
Korea Economic TV Announcer (appeared on Biz&Life broadcast)

DAY 4, THURSDAY, JULY 22, 2021

Time (ICT)	Activity/Topics	By
9:45	Open the ZOOM Meeting room for daily registration	MI-TIF Team
9:50	Join in the ZOOM meeting room by 10:00 pm Opening (and Introduction of Today's Lecture)	Emcee

MODULE 4-1: Marketing Korean Studies

10:00-10:50	Learn Real Korean from Korean Broadcaster <ul style="list-style-type: none"> • Major words for Digital Marketing • Using the top 5 must-know phrases in Korean for Marketing • Learning useful Korean words for Hashtag and keywords 	Announcer, HJ Kim
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10:50-11:00 *Break*

MODULE 4-2 : Korean Lesson for Digital Marketing (Quiz) and Q&A Discussion

11:00-11:50	Learn Real Korean from Korean Broadcaster <ul style="list-style-type: none"> • Korean keywords for SNS Marketing • Korean words most used for making SNS contents • Learn Korean from online marketing source/material • How to make IG/FB posting in Korean • How to reply SNS contents in Korean • Workshop: Practical social media (IG) post 	Announcer, HJ Kim
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11:50 - 12:00	Summary / Closing (and briefing on the next lecture)	Emcee
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LECTURER
Hojeong KIM (Ms.)

Current) TV Anchor for Korea Economic Daily (2015 ~)
Current) iNet TV MC
Former Seocho HCN MC

DAY 5, FRIDAY, JULY 23, 2021

Time (ICT)	Activity/Topics	By
9:45	Open the ZOOM Meeting room for daily registration	MI-TIF Team
9:50	Join in the ZOOM meeting room by 10:00 pm Opening (and Introduction of Today's Lecture)	Emcee

MODULE 5-1: Korean Lesson for Digital Marketing (Quiz) and Q&A Discussion

10:00-10:50	Q&A and Discussion on Korean word for tourism <ul style="list-style-type: none"> • Quiz (keywords for Tourism contents) • Quiz (Level of knowledge on Korea) • Quiz (Useful conversation related with Airlines, Hotels, and Tour Operators) • Quiz (Korean Keyword for Tour guide) 	Announcer, EC Go
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10:50-11:00 Break

MODULE 5-2 : Korean Lesson for Tourism Korean Studies (Quiz)

11:00-11:50	Q&A and Discussion on Digital Marketing Korean words <ul style="list-style-type: none"> • Quiz (Major words for Digital Marketing) • Quiz (Korean SEM/SMO keywords) • Quiz (Online marketing source/material) • Quiz (IG/FB posting) 	Announcer, HJ Kim
11:50 – 12:00	Summary / Closing (and briefing on the next lecture)	Emcee



LECTURER
Euncheon GO

SBS Gwangju (KBC)
Announcer
Korea Economic TV
Announcer (appeared on
Biz&Life broadcast)



LECTURER
Hojeong KIM (Ms.)

Current) TV Anchor for Korea
Economic Daily (2015 ~)
Current) iNet TV MC
Former Seocho HCN MC

DAY 6, WEDNESDAY, JULY 28, 2021

Time (ICT)	Activity/Topics	By
9:45	Open the ZOOM Meeting room for daily registration	MI-TIF Team
9:50	Join in the ZOOM meeting room by 10:00 pm Opening (and Introduction of Today's Lecture)	Emcee
MODULE 6-1 : Korean Culture and Media Study 1		
10:00-10:50	Korean Culture based on TV Series and movie <ul style="list-style-type: none"> • Korean dramas and sitcoms • History and Change of Korean Drama • Korean media trends • Korean's favorite streaming site • Analysis of Koreans' preferred content on Netflix • Workshop: Why are Koreans sensitive to media content? 	Anchor, IS Hwang
10:50-11:00	<i>Break</i>	
MODULE 6-2 : New Media Contents for Korean MZ Generation 1		
11:00-11:50	Understanding of New trend and culture among Korean new generation <ul style="list-style-type: none"> • Analysis and Research of MZ Generation in Korea • Generation X, Y, Z and N • "Ajae" (old-fashioned) and social life in Korea • Changes in popular jobs in Korea • Workshop: "Kkondae" Culture in Korea (Kkondae refers to an older person who believes they are always right.) 	Instructor. Dongjae Oh
11:50 - 12:00	Summary / Closing (and briefing on the next lecture)	Emcee



Inseong HWANG

Yonhap News TV anchor
G1 Emcee Announcer
Korean Vocational
Broadcasting Announcer
KBS Announcer
(Andong)

Appeared in many K-
movies (K-Drama)



Dongjae OH

TBN Announcer
Osan City Announcer
Suwon Times Reporter
(Culture and Sports)
Hiteen TV Reporter

Taekwondo master
(instructor – Level 5)
CEO / Blossom Speech

DAY 7, THURSDAY, JULY 29, 2021

Time (ICT)	Activity/Topics	By
9:45	Open the ZOOM Meeting room for daily registration	MI-TIF Team
9:50	Join in the ZOOM meeting room by 10:00 pm Opening (and Introduction of Today's Lecture)	Emcee

MODULE 7-1 : Korean Culture and Media Study 2

10:00-10:50	<p>Media trend with new platform (eg. Netflix, Disney)</p> <ul style="list-style-type: none"> • Korean idol culture • Types and Popularity of Korean Media Content • The future of Korean media • Interesting Korean culture and customs • Workshop: Why do Koreans use honorifics? 	Anchor, IS Hwang
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10:50-11:00 Break

MODULE 7-2 : New Media Contents for Korean MZ Generation 2

11:00-11:50	Korean neologism <ul style="list-style-type: none"> • Sharing experiences on meeting people from different culture and environment • Changed Employment policies for young generation • Problems with younger generation due to COVID-19 • Overview on changes of behavior from COVID-19 by generation • Workshop: Changed Korean society due to COVID-19 	Instructor. Dongjae Oh
11:50 – 12:00	Summary / Closing (and briefing on the next lecture)	Emcee



Inseong HWANG

Yonhap News TV anchor
G1 Emcee Announcer
Korean Vocational Broadcasting Announcer
KBS Announcer (Andong)

Appeared in many K-movies (K-Drama)



Dongjae OH

TBN Announcer
Osan City Announcer
Suwon Times Reporter (Culture and Sports)
Hiteen TV Reporter

Taekwondo master (instructor – Level 5)
CEO / Blossom Speech

DAY 8, FRIDAY, JULY 30, 2021

Time (ICT)	Activity/Topics	By
9:45	Open the ZOOM Meeting room for daily registration	MI-TIF Team
9:50	Join in the ZOOM meeting room by 10:00 pm Opening (and Introduction of Today's Lecture)	Emcee

MODULE 8-1 : Korean Culture and Media (Q&A Session)

10:00-10:50	Culture and Media Quiz with Mission <ul style="list-style-type: none"> • Quiz (Korean Culture based on TV Series and movie) • Quiz (Media trend with new platform) 	Anchor, IS Hwang
10:50-11:00	<i>Break</i>	
MODULE 8-2 : New Media Contents for Korean MZ Generation (Q&A Session)		
11:00-11:50	Quiz and Discussion about Korean MZ Generation <ul style="list-style-type: none"> • Quiz (New trend and culture among Korean new generation) • Quiz (New Korean words : neologism) 	Instructor. Dongjae Oh
11:50 – 12:00	Summary / Closing (and briefing on the next lecture)	Emcee



Inseong HWANG

Yonhap News TV anchor
G1 Emcee Announcer
Korean Vocational
Broadcasting Announcer
KBS Announcer
(Andong)

Appeared in many K-
movies (K-Drama)



Dongjae OH

TBN Announcer
Osan City Announcer
Suwon Times Reporter
(Culture and Sprots)
Hiteen TV Reporter

Taekwondo master
(instructor – Level 5)
CEO / Blossom Speech

DAY 9, WEDNESDAY, AUGUST 04, 2021

Time (ICT)	Activity/Topics	By
9:45	Open the ZOOM Meeting room for daily registration	MI-TIF Team
9:50	Join in the ZOOM meeting room by 10:00 pm Opening (and Introduction of Today's Lecture)	Emcee

MODULE 9-1 : Korean Merchandising & Commerce

10:00-10:50	Understanding Korean Home-shopping Channels <ul style="list-style-type: none"> • Korea's home shopping channel analysis • Backgrounds of Korean home shopping • Show host job and features • Home shopping product group analysis and popular product group • Workshop: Why do Koreans like home shopping? 	Showhost, KS Min
10:50-11:00	Break	
MODULE 9-2 : New trend of Merchandising & Commerce		
11:00-11:50	Untact Fashion trend and Shopping <ul style="list-style-type: none"> • Coupang, G-market, Interpark, and Kakao Shopping (new) Giftishow and Gifticon (on Mobile app) • The role of the MD(MerchanDiser), the role of the PD(ProDucer) • Distribution structure of home shopping broadcasting • How to tap into Korean home shopping industry • Workshop: What is the future of home shopping channels in Korea? 	Showhost, KS Min
MODULE 9-3 : New trend of Merchandising & Commerce		
12:00 – 12:50	Q&A and Quiz <ul style="list-style-type: none"> • Quiz (TV Home-shopping and online shopping) • Quiz (Merchandising jobs and contends) • Discussion on future of shopping platform 	Showhost, KS Min
12:50 – 13:00	Summary / Closing (and briefing on the next lecture)	Emcee



Kyoungsu Min

Shinsegae Shopping Show Host
Denmark Lactobacillus Story Guest
Lina Life Ti-Commerce Show Host
Naver live show host (food, furniture, health food, etc.)
NuSkin New Talk Shop Show Host
Shinhan Life Insurance Informational Show Host

DAY 10, THURSDAY, AUGUST 05, 2021

Time (ICT)	Activity/Topics	By
9:45	Open the ZOOM Meeting room for daily registration	MI-TIF Team
9:50	Join in the ZOOM meeting room by 10:00 pm Opening (and Introduction of Today's Lecture)	Emcee
MODULE 10-1 : Live Commerce, New Shopping Trend		
10:00-10:50	Live/Online/Mobile Shopping <ul style="list-style-type: none"> • Trends of Live and e-Commerce in Korea • Live Commerce: Naver, Kakao, Coupang, GRIP • COVID-19 and Untact/On-Tact Shopping • Home shopping vs. Live home shopping • Workshop: How to become a live commerce show host in Korea? 	Showhost, SW Kim
10:50-11:00	<i>Break</i>	
MODULE 10-2 : Live Commerce Skills		
11:00-11:50	The win-lose factor of live commerce <ul style="list-style-type: none"> • Live Commerce Skills - Sales Assessment • COVID-19 and the future of live commerce • Workshop: Follow Korean Live Commerce - Find the product you want to sell 	Showhost, SW Kim
MODULE 10-3 : Live Commerce Skills		
12:00 – 12:50	Live Commerce Quiz (Q&A) <ul style="list-style-type: none"> • Mission (Be Live Showhost) • Actual practice as showhost and Live skill • Additional Q&A about Live Commerce 	Showhost, SW Kim
12:50 – 13:00	Summary / Closing (and briefing on the next lecture)	Emcee



Sun Woo KIM

KOREA Top Brand 'Showhost'
 Disney, Hill's, LINE Friends, Sillyman
 KaKao Friends, SKT, LOTTE, Logitech
 Korea Top MC (of National event hosted by Blue House Event)

DAY11, WEDNESDAY, AUGUST 11, 2021

Time (ICT)	Activity/Topics	By
9:45	Open the ZOOM Meeting room for daily registration	MI-TIF Team
9:50	Join in the ZOOM meeting room by 10:00 pm Opening (and Introduction of Today's Lecture)	Emcee

MODULE 11-1: Smart Tourism Development in Korea 1

10:00-10:50	New Trends of Post COVID19 in Korea <ul style="list-style-type: none"> • What is Smart Tourism? • Smart tourism trends and cases in Korean • Koreans travelers with a smartphone only • Uncertainty in information on internet and the Crisis in the legacy Travel Agencies • Workshop: Status quo and the future of the Smart Tourism in Korea 	Professor, Tom Park
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10:50-11:00 *Break*

MODULE 11-2 : Smart Tourism Development in Korea 2

11:00 – 10:50	How to enjoy Holiday within Korea during Travel Ban <ul style="list-style-type: none"> • Policy and Current Status on Smart Tourism • Blockchain and Smart Tourism • sKoreans as the 9th top spender in the world for tourism • Workshop: What do modern Koreans travel abroad for? 	Professor, Tom Park
10:50 – 11:00	Summary / Closing (and briefing on the next lecture)	Emcee



Tom Park

Instructor, Korea Tourism College
 CEO, The Announcer Corp.
 Naver Travel Blogger (1M + View)
 Director of Sales and Marketing, Imperial Palace Resort, Cebu, PH
 Editor, Outrigger Resort Group, Hawaii, USA

DAY12, THURSDAY, AUGUST 12, 2021

Time (ICT)	Activity/Topics	By
9:45	Open the ZOOM Meeting room for daily registration	MI-TIF Team
9:50	Join in the ZOOM meeting room by 10:00 pm Opening (and Introduction of Today’s Lecture)	Emcee

MODULE 12-1 : Sustainable Tourism 1

10:00-10:50	Future of tourism post-pandemic and How to React <ul style="list-style-type: none"> • Diversified Tourism promotions with the pandemic and Government’s policies and supports • Green tourism / Nature oriented tourism and Eco-friendly tourism • Workshop: future of the Sustainable Tourism for Korean travelers 	Professor, Tom Park
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10:50-11:00 Break

MODULE 12-2 : Sustainable Tourism 2

11:00 – 11:50	Various sample of sustainable tourism in Korea <ul style="list-style-type: none">• Korean travel patterns and trends during COVID-19• Hotel-Cation and CHA-Bak (sleeping in the car for outdoor camping)• New types of travel and behavior with the pandemic• MZ generation's travel pattern• Changes in family travel patterns• Korea's paradise, Jeju Island's policies and travel trends• Travel patterns and social networks• Workshop: How do Koreans get ideas for travel?	Professor, Tom Park
11:50 – 12:00	Summary / Closing	Emcee



Tom Park

Instructor, Korea Tourism College
CEO, The Announcer Corp.
Naver Travel Blogger (1M + View)
Director of Sales and Marketing, Imperial Palace Resort,
Cebu, PH
Editor, Outrigger Resort Group, Hawaii, USA

DAY13, FRIDAY, AUGUST 13, 2021

Time (ICT)	Activity/Topics	By
9:45	Open the ZOOM Meeting room for daily registration	MI-TIF Team
9:50	Join in the ZOOM meeting room by 10:00 pm Opening (and Introduction of Today's Lecture)	Emcee

MODULE 13-1 : Quiz and Discussion on Smart Tourism Development in Korea

10:00-10:50	<ul style="list-style-type: none"> • Q&A (Quiz) and Discussion • Quiz (Smart Tourism policy and place in Korea) • Mission (Make your own strategy to attract travelers) 	Professor, Tom Park
10:50-11:00	<i>Break</i>	
MODULE 13-2 : Quiz and Discussion on Sustainable Tourism in Korea		
11:00-11:50	<ul style="list-style-type: none"> • Additional Q&A for lecture • Quiz (Case of Korean Sustainable Tourism) • Mission (Design your own plan for sustainable tourism) 	Professor, Tom Park
11:50 – 12:00	Summary / Closing (and briefing on the next lecture)	Emcee



Tom Park

Instructor, Korea Tourism College
 CEO, The Announcer Corp.
 Naver Travel Blogger (1M + View)
 Director of Sales and Marketing, Imperial Palace Resort,
 Cebu, PH
 Editor, Outrigger Resort Group, Hawaii, USA

- End of the Curriculum -

THE MEKONG-KOREA TRAINING AND MENTORING PROGRAM
 ON SMART SUSTAINABLE TOURISM AND BUSINESS OUTREACH