

PROGRAMME

28.8.-1.9.2024

NOTE:

- Programme timing subject to change.
- Hotels, transportation & housekeeping briefing on 17 Aug via Zoom.

INCHEON - SONGDO

28

Check in at Incheon

29

Session 1 @ 9.00 am

The World of K-Media Marketing. *Prof Chang*

Session 2 @ 9.30 am

The Insights and Inner Workings of K-Media. *Mr Jake Hong*

Tea break @ 10.20 am

Session 3 @ 10.40 am

The Power of Good Story. *Prof Lee M Y*

Session 4 @ 12.00 pm

Multi Media Creativity Ideation. *Dir. Paik Y W*

Lunch break @ 1.20 pm

Session 5 @ 2.20 pm

What Makes Your Scene Pop. *Mr Daniel Smukalla*

Session 6 @ 3.30 pm

VFX and AI effective application in Marketing. *Mr Hwang Y J (translation)*

Tea break @ 4.20 pm

Session 7 @ 4.40 pm

Short Movie Award Storyboard *Prof. Chang D R*

Free & easy Premier Outlets

SONGDO - SEOUL

30

Check out @ 9.00 am

Session 8 @ 9.30am

Place Media Management. *Prof. Don Ryun Chang*

Tea break @ 10.40 am

Session 9 @ 10.50 am

Global PR and Media Management. *CEO Lee D H (translation)*

Prepare for Seoul bus ride

Session 10 @ 11.50 am bus lecture

Innovative Business Marketing. *Prof Chang*

Check in Seoul / free & easy



VP of Business & Content Del. of CJ ENM
Mr Jake Hong



Professor
Chang Dae Ryun



Professor
Lee MooYoung



Director
Paik Yong Wook



CEO
Lee Dong Ha



Professor
Don Ryun Chang



Mr Hwang Yongju



Mr Daniel Smukalla

SEOUL - BUSAN

31

Check out @ 9.00 am for KTX to Busan

Session 11 @ 12 noon

Busan Shooting Location Visit with *Prof. Chang.*

Free & easy

Session 12 @ 2-6.00 pm

Location Filming with Technical Assistant in small groups.

Free & easy

BUSAN - SEOUL

01

Check out @ 9.00 am

Session 13 @ 9-12 noon

Complete assignment with Technical Asst. at hotel.

Bus to theatre / Free & easy

Session 14 @ 1.30-6.00 pm

After panel judges review Premier & Award ceremony Farewell Party 🎉

Bus to Busan Station @ 6 pm for KTX to Seoul Station. ETA 9.30pm.

