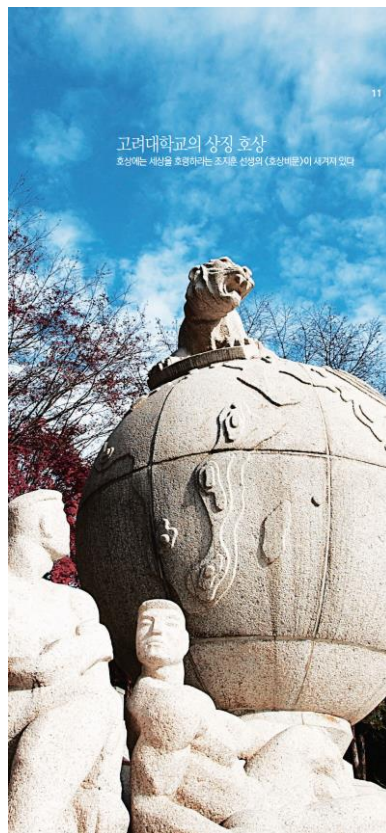




## **IMMAA 2016 Conference Local Information: Welcome to Korea University in Seoul**



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## SOUTH KOREA AS THE HOST FOR IMMAA

The Korean peninsula extends southward from the northeastern part of the Asian continent and is located between China, Japan, and Russia. As a homogeneous ethnic group with its own language, culture, and customs, the country has a long history and proud tradition. Republic of Korea or commonly referred to as “South Korea” occupies the southern half of the Korean peninsula and is a highly developed country with prominent presence on the world stage.

Since the rapid economic growth in the 1960s and modernization efforts in the 1980s, the success of the “Miracle on the Han River” has created an interesting juxtaposition. South Korea is a place where tradition and technology are equally endorsed; where skyscrapers overlook ancient palaces; and where the vibrant place of life is offset by the tranquility of nature. The mountainous topography and three different oceans surrounding each border offers unique sceneries and a colorful heritage that differs from other neighboring countries. Remains of historic highlights are seen in various fortresses, temples, and palaces of which some are registered as UNESCO’s World Heritage Sites.



South Korea offers visitors an incredibly diverse range of experiences. Besides historical and natural landmarks, Korea’s entertainment and culture is also a new attraction for global visitors. Tourists are able to immerse themselves into the home of *Hallyu* or the “Korean Wave” by experiencing Korean culture, visiting drama or movie settings, and meeting famous Korean celebrities. Diverse attractions and successful contents thus invite many global events to be held in South Korea. For instance, South Korea hosts Busan International Film Festival (BIFF) and Bucheon International Fantastic Film Festival (BiFan) each year. In academia, South Korea hosts various international conferences that allow the exchange of intellectual

knowledge, interaction with prominent scholars, and opportunities for future research collaboration. With experienced staffs and sponsorship, the host institution is proud to deliver the IMMAA Seoul Conference.



## Seoul, the Heart of South Korea

Seoul, the capital of South Korea, is the country's financial, political, commercial, and cultural center. Home to more than 11.8 million residents in a well-organized area of around 600 km<sup>2</sup>, Seoul is one of the world's largest cities and ranks seventh in overall growth rates, population, and sustainability (Arcadis, 2015).

Seoul has been the capital of South Korea ever since the 14<sup>th</sup> century. The city therefore offers a unique contrast of modernization and tradition where both values are preserved and open to public. While walking down the streets of luxurious department stores, futuristic architectures, and tall multi-purpose buildings, visitors are captivated and inspired by national treasures with more than 600-year-old history. The coexistence of the old and new is further seen in Seoul's night life. As the four gates of the traditional palace light themselves after sunset, visitors may dine at exquisite cuisines; snack or shop at various night markets; or enjoy live performances at local entertainment districts. Seoul offers one of the most advanced transportation services in the world. Major districts and cities are all accessible by public transportation and each vehicle can be tracked by smart devices. Such network systems allow visitors to efficiently travel around Seoul and fully expose themselves to Korea's attractions.



Seoul and South Korea at large is one of the prominent leaders in the edge of digital revolution. The country boasts one of the world's fastest internet connection speed and the highest broadband penetration. Launching the 2G service in the 1990s and introducing the current 4G network service in 2010, South Korea is currently endeavoring to introduce the first pilot 5G wireless service in 2018. These efforts are expected to satisfy the increasing demand of more than 88% of the South Korean population that own a smartphone.

Seoul has been putting efforts in extending free WiFi accessibility to all public spaces and modes of transportation. Further, under the “Seoul Digital Plan 2020” project, the presence of Internet of Things (IoT) in the city is also anticipated to increase significantly. Visitors to South Korea are able to enjoy free WiFi access via hotspots on streets, restaurants, and subways. WiFi routers can also be rented from telecommunication companies for unlimited and secure access.



Seoul is *the* place to experience the harmonious coexistence of digital advancements and traditional preservations. Come to the vibrant city and truly immerse yourself in land full of beautiful surprises!



# THE HOST INSTITUTIONS

## Korea University School of Media & Communication



Korea University, founded in 1905, is widely acknowledged as one of Korea's oldest, largest, and top-ranked universities. Among the 24 colleges and divisions, Korea University's journalism department was established in 1965. As the first of its kind in Korea, the department expanded into the School of Media & Communication in 2010 to offer more comprehensive studies of communication in the new media era. The School is composed of three departments: Information and Communications, Television and Film, and Public Relations and Advertising. Within the three pillars of study, specific approaches are made to further enrich student's knowledge, research, and professional practice. All departments offer master's and doctoral programs for full-time and working students.



Korea University's School of Media & Communication is regarded as one of the most leading incubators of talent, educating students for the challenging and competitive media environment. The School covers both theory and practice by providing courses on basic theory such as media economics and media effects, as well as practicum subjects such as drama production and creative advertising.

It also ranked 26<sup>th</sup> place in the 2012 QS World University Rankings by subject in the Communication and Media Studies. Comprehensive media education system installed within the Media Hall Building since 2011 provides a multi-dimensional learning environment and opportunities for hands-on experience in media management, new media, journalism, advertising, PR and so on.

## Korea Media Management Association (KMMA)

Korea Media Management Association (KMMA) is the first Korean association in the area of media management. As the pioneer of convergence of broadcasting, telecommunication, and the internet, this association aims to promote active collaboration of academia and industry and hosts joint forum in the area of media and IT. The KMMA also offers training and education about media management and strategy not only for graduate students but also for managers in the field. KMMA organizes a wide range of activities including opening seminars, publishing a journal, granting scholarship and other types of supports for students, and so on.



## **Korea University Research Institute for Information & Culture (KU RIIC)**

First established in 1969 as an institute for scientific research in areas of press, broadcasting, publication, and advertising, the *Research Institute for Information & Culture* is a leading research institute of Korea University not only for traditional media but also for new media such as mobile media, internet, and digital contents. As changing the name from 'Journalism & Broadcasting Research Center' to 'Mass Media Research Center' in 2003 and then 'Research Institute for Information & Culture' in 2008, the center has broadened the scope of the research interests. RIIC now focuses on the following four areas: 1) media management and policy, 2) journalism studies, 3) advertising and PR, and 4) Culture / film studies. The institute has also been publishing a journal 'Communication Science' since 1967 up to vol.31, which was recently issued last year. As for other research activities, RIIC opens regular/special seminars and actively supports or outside seminars.

## BANQUETS & RECEPTIONS

### *Coffee break drink & light snacks during the conference*

Participants at IMMAA in Seoul will be able to enjoy coffee/tea, juice and small delightful snacks before and during the conference. Bite-sized sandwich, fruit cups, and cookies will be ready for you to enjoy.



### *Luncheon & Banquet dinner*

Luncheons and banquets offer a wonderful opportunity to socialize and network. Lunch will be served for two days on the 28<sup>th</sup> and 29<sup>th</sup> at the *Crimson Lounge*, which is on the top-floor of the conference venue. All of the registered participants are welcomed to come. The IMMAA Seoul team has very carefully selected lunch menu for your enjoyment. Specific menus are subject to



change at this point.

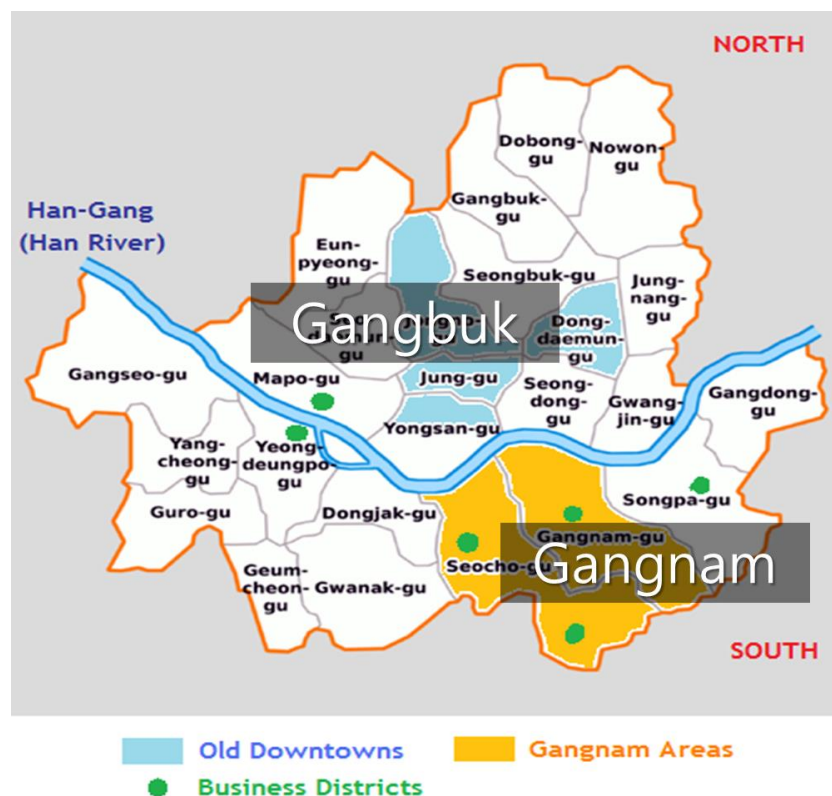
All attendees are also welcomed to the banquet dinner on the 28<sup>th</sup>, the first day of the conference. There will be a bus waiting for you and take you to the banquet venue, *Moonshine*. Moonshine, or *Wolhyang* in Korean, is a trendy bar/restaurant that strives to bring the old and new

together. This place brews its own *makgeoli*, a traditional Korean liquor, and serves exquisite fusion dishes that cannot be found anywhere else. Moonshine also offers various organic flavored makgeolli cocktails to satisfy people's tastes and curiosities. What is exciting about this place is that it is located in Itaewon area, a mini melting pot of cultures in Seoul. Itaewon is also one of the most cosmopolitan areas in Seoul boasting hip restaurants, shopping and nightlife.



## LOCAL ATTRACTIONS

From the DMZ neighboring borders with the North to beautiful Jeju Island as the Southern point, South Korea holds diverse and decorative attractions with different colors for each season. As the most wired and vibrant city that never sleeps, the capital city Seoul offers myriad activities and tourist excitements. The participants of the conference will be able to join two tours prepared by the host. One will explore the upper side of the Han river, *Gangbuk*, a district of the most traditional symbols to the most exciting shopping centers. The other will cover the Southern part, famous by the song, *Gangnam*. The Han river flows through the heart of Seoul and beyond, providing a stunning scenery throughout the city.



### *Gangbuk(North of the Han river) Tour*

The tour will explore through: Changdeokgung Palace → Insa-dong → Cheonggyecheon Stream → Myeong-dong → N Seoul Tower

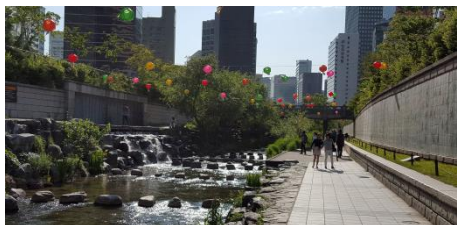


### *Changdeokgung Palace*

Listed as one of the two UNESCO World Cultural Heritages in Seoul, Changdeokgung Palace is said to be the most beautiful Korean palace. Its garden is especially renowned for its hundreds of years old trees and ponds. The cultural asset, once protected from visitors for decades, preserves the tradition of the long-held history of Korea.

### *Insa-dong*

Once home to the aristocracy and public officials working for the king, Insa-dong developed into a street of antique shops and numerous galleries. Today, the area is an established street of tradition and art, where local people and international tourists come to browse and buy. The various street food and traditional-style restaurants add another reason to not miss this place.



### *Cheonggyecheon Stream*

The stream was newly born in 2005 after being under concrete for decades. Now, twenty-two beautifully designed bridges span over the 5.8 km that runs through the heart of the busy bustle of the city.

### *Myeong-dong & N Seoul Tower*

Although the streets are labyrinth, there is almost nothing you can't find in Myeong-dong. From street vendors to luxury stores, Myeong-dong is the center of shopping and fashion in South Korea. All kinds of shops and restaurants are densely located. A walk from the busy shops leads to the cable car station going up to N Seoul Tower, the landmark visible from virtually anywhere in Seoul. The open terrace provides a fascinating view of the cityscape.



### *Gangnam(South of the Han river) Tour*

The tour will explore through: Sebit Floating Island → Gangnam Station → Jamsil Han River Cruise (Including Banpo River light show)



### *Sebit Floating Island*

Sebit Island is the nation's first-ever artificial island that floats on the surface of Hangang River, which even appeared in the movie *Avengers*. The Island is comprised of three flower-themed islet - solvit, chavit and gavit, each with different functions. It is a prospective venue for a range of artistic performances and exhibitions, and a landmark attraction that connects to the parks alongside the river.

### *Gangnam Station*

Psy's Gangnam Style may seem like yesterday's song, but the center-city Gangnam district is still the most crowded and busiest area in Seoul. Visitors travel to Gangnam to take advantage of its convenient transportation, fashion malls, movie theatres and bookstores. Samsung Electronic's 'd-light' located in this district. also welcomes visitors as a global



exhibition space that shares the excitement and delight of its latest product showcases and digital technology.



#### *Jamsil & Han River Cruise*

The tallest building on Korea, and the fifth tallest in the world, the staggering skyscraper Lotte World Tower is located in Jamsil. It towers over the Seokchon Lake and Lotte World, the popular in-and-outdoor amusement park. Jamsil also is a dock for the Han River Ferry Cruise. Streaming through the city lights, the cruise turn point is at Banpo River that holds a spectacular fountain light show in the evenings. Buffet dinner can be provided by the ferry.

Please visit the website below for more information about Seoul tour

<http://english.visitseoul.net/index?&WT.ac=MainBanner1-1>

## SOCIAL PROGRAMS

### *Pre-conference Digital Media City (DMC) tour*

The IMMAA Seoul team will arrange a pre-conference tour program any attendee can register. The tour will begin around noon on the 27<sup>th</sup> and will take about 3-4 hours. Digital Media City or DMC in Sang-am region of Seoul is a cutting-edge digital media entertainment center where a number of major Korean media companies are located in. DMC is uniquely dynamic in creating value through the integration of media, IT, and culture. You will first look around the advanced facilities and studios at CJ E&M center, the largest Korea entertainment and media content company. Then, you will also get to visit one of the major Korean broadcasting centers, MBC or SBS Samg-am center. After the center tour, you can lightly stroll and relax at nearly DMC Munhwa(culture) Park, Nuritkum Square, and at a café on the DMC Café Street.



### *Post-conference Han-river cruise*

Any conference participant can register for a post-conference *Han-river* cruise tour. *Han-gang* or *Han-river* in Korean is one of the longest, and most valuable river of Korea that flows through the heart of Seoul city. A cruise tour is one of the best ways to enjoy Seoul's river front areas and Han-river's cooling breeze. At night, the Han river comes even more alive with glimmering lights and a unique atmosphere. The IMMAA Seoul team will take you on to the cruise, going from Yanhwa to Jamsil. There will also be a live Jazz concert throughout the tour. The tour will start around 7:30 pm

in Yeouido on the last day of the conference(Oct. 29<sup>th</sup>).



## ACCOMMODATION

Conference participants will be presented with a variety of hotel options to suit a range of budgets. Please refer to the information below

### **Shilla Stay Gwanghwamun**

<b>Address</b>	71, Sambong-ro, Jongno-gu
<b>Subway</b>	Line 5 Gwanghwamun Station & Line 1 Jonggak Station
<b>Price</b>	- standard KRW 155,000 (+1 breakf. 173,000) - deluxe KRW 175,000 (+1 breakf. 193,000) - grand KRW 255,000 (+1 breakf. 273,000) <i>*10% tax exclusive</i> <i>*additional breakfast KRW 19,800 (tax included)</i>
<b>Nearby attractions &amp; Specification</b>	- Center city Gwanghwamun - Opened on Oct 2015
<b>Web site</b>	<a href="http://shillastay.com/gwanghwamun">http://shillastay.com/gwanghwamun</a>

### **IP Boutique Hotel**

<b>Address</b>	221, Itaewon-ro, Yongsan-gu
<b>Subway</b>	Line 6 Itaewon Station
<b>Price</b>	- standard double KRW 129,000 - standard twin KRW 139,000 <i>*1 breakfast included</i> <i>*10% tax excluded</i>
<b>Nearby attractions &amp; Specification</b>	- Multicultural district Itaewon - Vibrant night light and restaurants
<b>Web site</b>	<a href="http://www.ipboutiquehotel.com/">http://www.ipboutiquehotel.com/</a>

### **Ramada encore Dongdaemun**

<b>Address</b>	22, Wangsan-ro, Dongdaemun-gu
<b>Subway</b>	Line 1 Sinseol-dong Station
<b>Price</b>	- standard double KRW 70,000 - standard twin KRW 73,000
<b>Nearby attractions &amp; Specification</b>	- Near Dongdaemun Design Plaza - Within 10 min from KU by bus
<b>Web site</b>	<a href="http://www.ramadaencoreseouldongdaemun.com/us/Main/">http://www.ramadaencoreseouldongdaemun.com/us/Main/</a>

### **Ibis Ambassador Myeongdong**

<b>Address</b>	82, Namdaemunno 1-ga, Jung-gu
<b>Subway</b>	Line 2 Euljiro ipgu Station
<b>Price</b>	- standard KRW 139,900 <i>*1 breakfast included</i>

<b>Nearby attractions &amp; Specification</b>	- Heart of shopping district Myeongdong - Near N-Seoul town
<b>Web site</b>	<a href="https://ibis.ambatelen.com/myeongdong/">https://ibis.ambatelen.com/myeongdong/</a>

### **D7 Suites**

<b>Address</b>	Address 20-8, Jong-ro 56-gil, Jongno-gu
<b>Subway</b>	Subway Line 1 & 6 Dongmyo Station
<b>Price</b>	- standard (about) KRW 60,000
<b>Nearby attractions &amp; Specification</b>	- Nearby attractions & Specification - Near Dongdaemun Design Plaza - Within 10 min from KU by subway
<b>Web site</b>	<a href="http://www.d7suites.co.kr/">http://www.d7suites.co.kr/</a>

### **Holiday Inn Seongbuk**

<b>Address</b>	123, Jongam-ro, Seongbuk-gu
<b>Subway</b>	Subway Line 6 Korea Univ. Station
<b>Price</b>	- standard KRW 139,150
<b>Nearby attractions &amp; Specification</b>	- Within 10 min from KU by bus
<b>Web site</b>	<a href="http://www.holiday.co.kr/eng/">http://www.holiday.co.kr/eng/</a>

### **Best Western Arirang Hill Dongdaemun**

<b>Address</b>	8 Arirang-ro, Seongbuk-gu, Seoul
<b>Subway</b>	Line 4 Sungshin Women's University Station
<b>Price</b>	- standard KRW 119,000 - premium KRW 125,100 - suite KRW 179,100
<b>Nearby attractions &amp; Specification</b>	- Near shopping district Myeongdong & Dongdaemun
<b>Web site</b>	<a href="http://www.hotelahill.com/">http://www.hotelahill.com/</a>

