

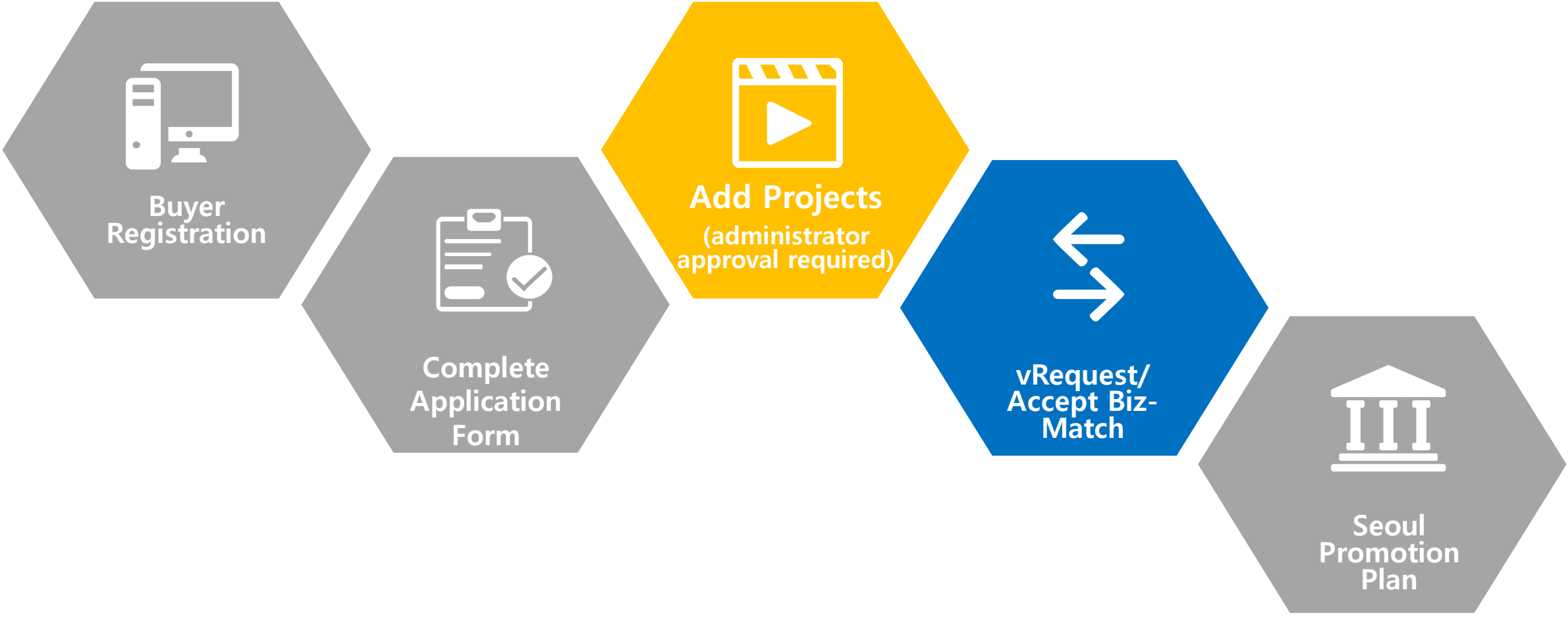
# Seoul Promotion Plan 2019

# SEOUL \_ PROMOTION PLAN \_ 2019

2019. 7. 15 Mon - 7. 17 Wed  
MILLENNIUM SEOUL HILTON  
SEOUL, KOREA

Project Screening &  
Biz Matching User Guide  
for Seller

- 1. How to arrange Biz-Match**
2. How to register
3. How to add a project
4. Request & accept Biz-Match
5. Manage my Biz-Match



1. How to arrange Biz-Match
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1 Access to homepage(<http://spp.kr>) and click 'Register Seller'

The screenshot shows the homepage of the Seoul Promotion Plan 2019. At the top left, it says "SEOUL PROMOTION PLAN". In the center is the "SPP" logo. On the right, there are links for "Login" and "English". Below the logo, there are navigation tabs: "SPP 2019", "Biz Matching", "AND", "Conference", "IGNITE", and a menu icon. The main content area features a large blue and orange graphic with the text "Seoul Promotion Plan 2019" and "15 ~ 17 July 2019 Millennium Seoul Hilton Seoul, Korea". A diagonal banner reads: "We have full 3-day programs and SPP 2019 will be held from 15 (Mon) to 17 (Wed) July at Millennium Seoul Hilton, Korea." Below this, there are statistics: "29 countries", "406 companies", and "1,000+ projects". On the right side, there are three buttons: "Register Seller" (highlighted with a red box and a hand cursor), "Register Buyer", and "Download Manual".

**2** Agree to terms of service



■ The purpose of the collection and use of personal information

The company collected personal information for the following purposes.

On the implementation of services and service providers in accordance with the contract price settlement

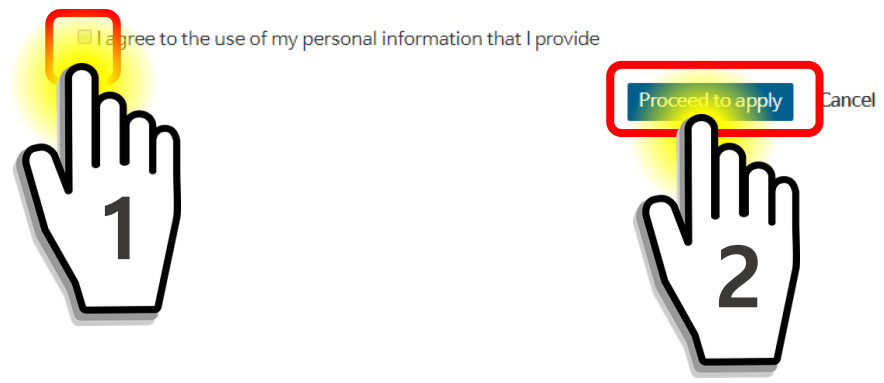
Content provided

Membership Management

- Membership services for the usage of personal identification, prevention of unauthorized use of defective members and unauthorized use prevention, physician and confirmed, such as complaint handling complaints

Utilized in marketing and advertising - Advertising information and events transfer, hold, or frequency of the statistics for service members

■ Personal data collected items



**3 Registration after completing an application form**



No temporarily saved data Save temporarily | Delete temp data

ID	<input type="text"/>	<input type="button" value="Check Availability"/>	Password	<input type="text"/>
<p>o Company Information</p> <p>※ Some information (Company, Department, Name) contained in this application form will be provided to the website and Business matching Directory Book.</p> <p>※ Participants will be provided with an entry pass for the SPP event.</p>				
Company (ENG)*	<input type="text"/>	CEO name (ENG)*	<input type="text"/>	
Homepage	<input type="text"/>	Country*	==Choose== <input type="button" value="v"/>	
<hr/>				
Title	<input type="text"/>	Email	<input type="text"/>	
Telephone	<input type="text"/>	Mobile	<input type="text"/>	



※ **Save temporarily** You can save your data on your device temporarily and complete or revise it later (not website registration)

※ **[Save temporarily]:** press the button if you want to temporarily save data displayed on the current page

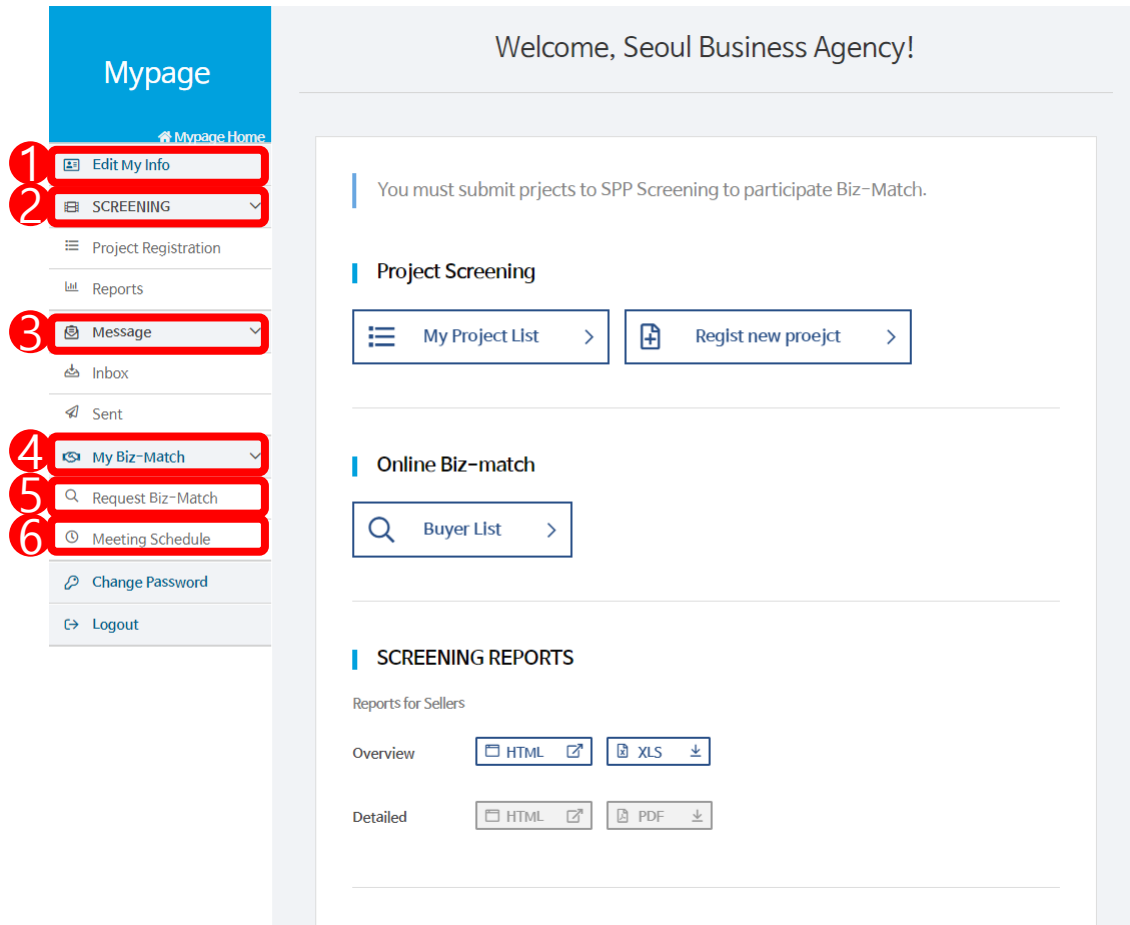
※ **[Load]:** load data you saved temporarily (forms will be filled in automatically after you click this button)

**\* Attention! If you click [Save temporarily] on an empty page, it will replace your previously saved data**



**Create ID > Submit after completing the form**

✳ After registration, you can check all steps and details about Biz-Match in the Mypage. The functions of the tabs are as follows.



The screenshot shows the 'Mypage' interface for a Seoul Business Agency. The left sidebar contains a menu with the following items: 'Edit My Info', 'SCREENING', 'Project Registration', 'Reports', 'Message', 'Inbox', 'Sent', 'My Biz-Match', 'Request Biz-Match', 'Meeting Schedule', 'Change Password', and 'Logout'. The main content area displays a welcome message and several sections: 'Project Screening' with buttons for 'My Project List' and 'Regist new proejct'; 'Online Biz-match' with a 'Buyer List' search button; and 'SCREENING REPORTS' for Sellers, with options for 'Overview' (HTML, XLS) and 'Detailed' (HTML, PDF). Red callouts 1 through 6 point to the following elements: 1. Edit My Info; 2. SCREENING; 3. Message; 4. My Biz-Match; 5. Request Biz-Match; 6. Meeting Schedule.

- 1 You can check and revise your information.
- 2 You can add your projects(content) and see whether buyers screened your projects.
- 3 You can receive/ send messages to buyers.
- 4 Sellers who have added more than one project can participate under the administrator's approval.
- 5 You can search the buyers list and request Biz-Match on the More Info page.
- 6 You can check your status and confirm meeting schedules.



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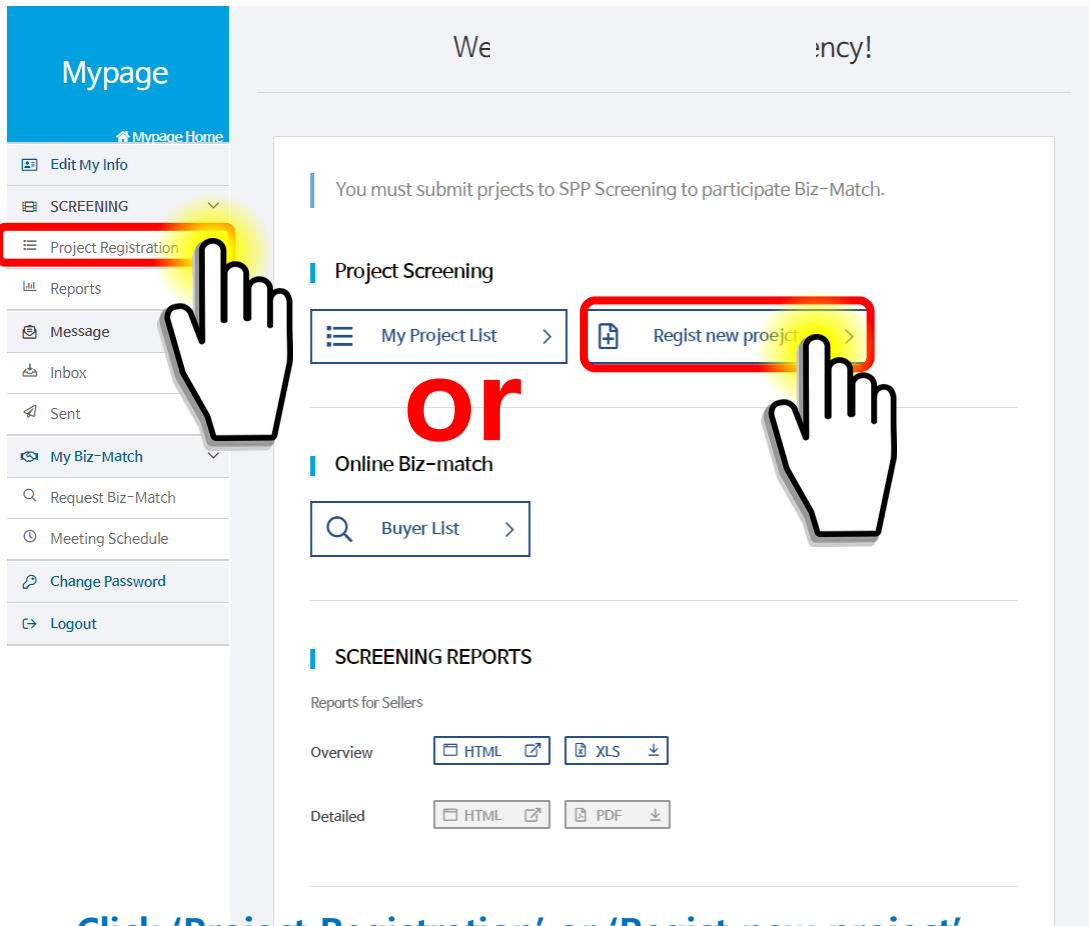
[SCREENING]

After creators (sellers) add their projects, buyers can access them and sellers can see which buyers browsed and for how long they watched the projects.

※ Sellers need to add at least one project to participate in online Biz-Matching

**4 Add a new project**

**5 Add a project**



Click 'Project Registration' or 'Regist new project'

NEW PROJECT \* Mandatory Fields (Please fill out all blanks in English.)

TITLE\*

SYNOPSIS\*   
(Maximum 1000 characters)

GENRE\*  AGE GROUP\*

PRODUCTION STATUS\*

YEAR OF PRODUCTION -  YEAR OF PRODUCTION -

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E-MAIL\*  PHONE\*   
ex) +82-2-1234-5678 (include country code)

CONTACT FOR CONTENT UPLOAD

FIRST NAME\*  LAST NAME\*

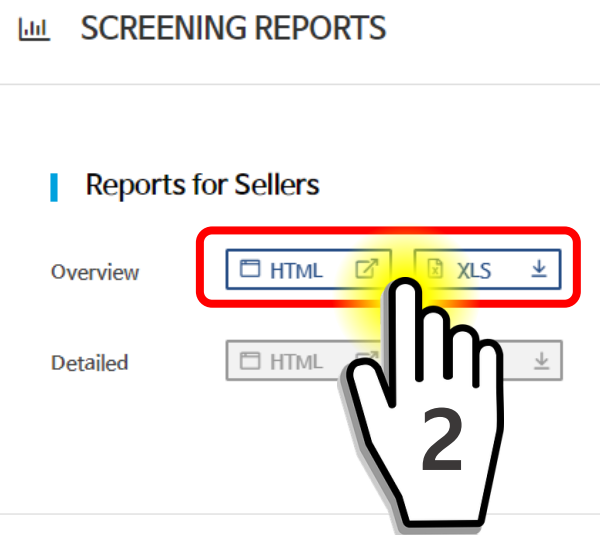
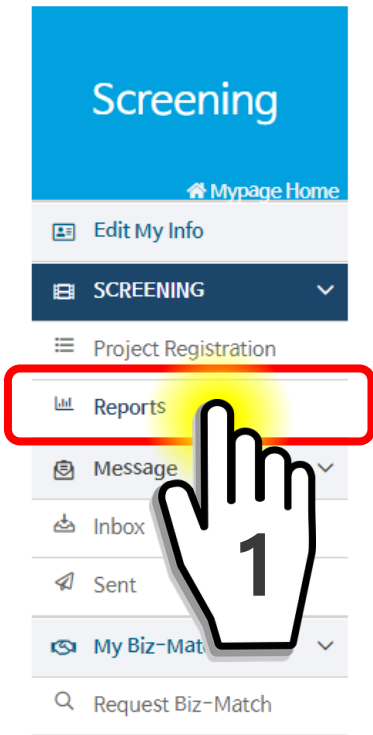
E-MAIL\*  PHONE\*   
ex) +82-2-1234-5678 (include country code)

No temporarily saved data

Click 'register' after completing project information  
\*Please fill in all forms in English.

**6** Check the Screening Report

**7** Check the Report (Buyers who browsed my project and screening information)



'Reports' > Click 'HTML' or 'XLS'

Screening Info				
	Times viewed	Times Screened	Total screening duration	Playlisted
1 V	0	0	0:00:00	FALSE
2 S	0	0	0:00:00	TRUE
3 J	0	0	0:00:00	FALSE
4 D	0	0	0:00:00	TRUE
5 R	2	0	0:00:00	FALSE
6 B	2	0	0:00:00	FALSE
7 S	1	0	0:00:00	FALSE
8 R	2	0	0:00:00	FALSE

Screening Info			
Times viewed	Times Screened	Total screening duration	Playlisted

how much 'more info' was viewed    How many times the video was played    How long the video was played in total    Whether the project was added to My Playlist

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**SPP 1:1 Biz- Matching** can be arranged between companies without the intervention of the organizer. This program is available for a certain period for the offline meeting during the SPP.

★ Check administrator's approval email (you can participate in Biz-Matching after receiving this email.)

Title : [SPP 2019] Thank you for your registration



### Confirmation Letter for Seller

Dear. **Gil Dong Hong**

Thank you for registering for the **SPP 2019** as a seller.  
Your newly created **SPP 2019** account is now active.  
Please visit [[Project Screening](#)] on our website to find your new business partner.

ID : **Hong**  
PW : **123456789**

You can login to the [[My page](#)] to review and change/add your information.

If you have any further questions, please do not hesitate to contact us.

**8 Check buyers list & request Biz-Match**

The screenshot shows the 'Request Biz-Match' interface. On the left is a navigation menu with 'Request Biz-Match' highlighted. At the top, there is a search filter section with dropdowns for 'Business Type' and 'Country', a 'Company Name' input field, a 'Search' button, and a 'Meeting requested' checkbox. Below this are three company listings: Alibaba, Animation Int'l Ltd, and Antares International Media. Each listing includes the company name, location, company activity, and matter of interest, along with 'Send Message' and 'More Info' buttons. Red callouts are placed as follows: 1 points to the 'Request Biz-Match' menu item; 2 points to the search filter section; 3 points to the 'More Info' button of the first listing.

- 1 Click 'Request Biz-Match' in Mypage
- 2 Filtering on the top and search
- 3 Click "More info" and check the company's detailed information

**9** Click Request Biz-Match if you want Biz-Matching after checking the detailed information

**10** In addition to requesting Biz-Match, you can use the "Send Message" button for a preliminary consultation and check the status in Inbox / Sent from the "Message" tab.

### Seoul Business Agency

o Company Information

Company (ENG)	Seoul Business Agency	CEO name (ENG)	Jang Young Seung
Homepage	<a href="http://www.sba.kr">www.sba.kr</a>	Country	Korea, Republic of

o Company Activity

Business Type	<input checked="" type="checkbox"/> Animation	<input type="checkbox"/> Character	<input type="checkbox"/> Webtoon	<input type="checkbox"/> Game
	<input type="checkbox"/> Others:			
Company Activity	<input type="checkbox"/> Brand	<input type="checkbox"/> Content Aggregator	<input type="checkbox"/> Financing	<input type="checkbox"/> Inflight
	<input type="checkbox"/> Licensing	<input type="checkbox"/> Media/Creative Agency	<input type="checkbox"/> Book Publishing	<input type="checkbox"/> Licensing Agency
	<input checked="" type="checkbox"/> Online platforms & video distributors	<input type="checkbox"/> Operator (Cable/Sat/IPTV/Mobile)	<input type="checkbox"/> Producer	<input type="checkbox"/> Rights Holder/Distribution



Send Message to Seoul Business Agency ✕

Write down a message you want to send.

Send Message

Send a meeting request to **Seoul Business Agency**

Please check your meeting place.  
 ※ Because of some circumstances of secretariat, the meeting place may be changed.

Meeting Location

Grand Ballroom

Partner will select meeting time regarding to your available time table. If you want to change your available times, please click [Change available times] button and control them.

My timetable

※ Meeting request cannot be cancelled once the request recipient accepts your request.  
 If you need to cancel the meeting due to unexpected circumstances, please contact the secretariat or the meeting partner.

Send Request

Close



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5. **Manage my Biz-Match**

#### [My Biz-Match]

You can manage and confirm Biz-Matching requests on this page

Participants who have received the administrator's approval email have access to this page.



**11 Meeting Schedule (request status and manage meeting schedule)**

## Meeting Schedule

MyPage Home

- [Edit My Info](#)
- [SCREENING](#) ▼
- [Project Registration](#)
- [Reports](#)
- [Message](#) ▼
- [Inbox](#)
- [Sent](#)
- [My Biz-Match](#) ▼
- [Request Biz-Match](#)
- [Meeting Schedule](#)
- [Change Password](#)
- [Logout](#)

**Meeting Schedule** [Print](#)

Date	July 15 (Mon)																							
Time	10:00	10:20	10:40	11:00	11:20	11:40	13:00	13:20	13:40	14:00	14:20	14:40	15:00	15:20	15:40	16:00	16:20	16:40	17:00	17:20	17:40	18:00	18:20	18:40
Arranged Meeting																								

Date	July 16 (Tue)																										
Time	09:00	09:20	09:40	10:00	10:20	10:40	11:00	11:20	11:40	13:00	13:20	13:40	14:00	14:20	14:40	15:00	15:20	15:40	16:00	16:20	16:40	17:00	17:20	17:40	18:00	18:20	18:40
Arranged Meeting																											

Date	July 17 (Wed)																										
Time	09:00	09:20	09:40	10:00	10:20	10:40	11:00	11:20	11:40	13:00	13:20	13:40	14:00	14:20	14:40	15:00	15:20	15:40	16:00	16:20	16:40	17:00	17:20	17:40	18:00	18:20	18:40
Arranged Meeting																											

Available Time  
  Meeting Unavailable  
  Arranged Time  
 (Please refer to the table below for the scheduled company.)

**Meeting List**

#	Time	Company Name	Person in charge	E-mail	Meeting Place	Cancel Arrangement
1	07-15 11:20	ABC Media	Jeff Kim	<a href="mailto:Jeff@gmail.com">Jeff@gmail.com</a>	Grand Ballroom	<a href="#">My Request</a>
2	07-15 13:00	JTBCC Broadcasting	Albert	<a href="mailto:albert@gmail.com">albert@gmail.com</a>	Grand Ballroom	<span style="color: red;">Partner's Request</span> <span style="background-color: #0072bc; color: white; padding: 2px;">Withdraw</span>

**[Meeting List]**

You can see confirmed meetings on the time table here after you or your partner accept meeting requests.

**Meeting Arrangement Waiting List**

#	Company Name	Person in charge	E-mail	Status	Action
1	Edu Broadcasting	Amie Lee	<a href="mailto:amie@gmail.com">amie@gmail.com</a>	Partner's Request	<span style="background-color: #0072bc; color: white; padding: 2px;">Accept</span> <span style="background-color: #0072bc; color: white; padding: 2px;">Decline</span>
2	Top Markitting	Gildong Hong	<a href="mailto:Hong@naver.com">Hong@naver.com</a>	My Request	<span style="background-color: #0072bc; color: white; padding: 2px;">Withdraw</span>
3	SBA	Giljun Choi	<a href="mailto:choi@naver.com">choi@naver.com</a>	My Refusal	<span style="background-color: #0072bc; color: white; padding: 2px;">Revoke refusal</span>

**[Meeting Arrangement Waiting List]**

If you or your partner doesn't accept a request, you can see it on the waiting list here. If you want to accept the request, click [Accept]. If you don't want the meeting, click [decline].

## 12 Accepting and declining Biz-Match

### How to accept or decline when you receive a meeting request

- Accept:**
- 1 Click [Accept] in the Meeting Arrangement Waiting List
  - 2 Select your preferred meeting time
  - 3 Click [Accept Request]

**Decline:** Click [Decline] on the Meeting Arrangement Waiting List

#### Meeting List

#	Time	Company Name	Person in charge	E-mail	Meeting Place	Cancel Arrangement
1	07-15 11:20	ABC Media	Jeff Kim	<a href="mailto:Jeff@gmail.com">Jeff@gmail.com</a>	Grand Ballroom	<a href="#">My Request</a>
2	07-15 13:00	JTBCC Broadcasting	Albert	<a href="mailto:albert@gmail.com">albert@gmail.com</a>	Grand Ballroom	<a href="#">Partner's Request</a> <a href="#">Withdraw</a>

#### Meeting Arrangement Waiting List

#	Company Name	Person in charge	E-mail	Status	Action
1	Edu Broadcasting	Amie Lee	<a href="mailto:amie@gmail.com">amie@gmail.com</a>	Partner's Request	<a href="#">Accept</a> <a href="#">Decline</a> <a href="#">Withdraw</a>
2	Top Markitting	Gildong Hong	<a href="mailto:Hong@naver.com">Hong@naver.com</a>	My Request	<a href="#">Revoke refusal</a>
3	SBA	Giljun Choi	<a href="mailto:choi@naver.com">choi@naver.com</a>	My Refusal	



#### Accept meeting request from Seoul Business Agency (서울산업진흥원...)

Please choose your preferred meeting place. List on the left is preferred places of the Partner.

※ Because of either the opponent's preferred booth or some circumstances of secretariat, the place you choose may not be a actual meeting place.

Requested Place	Meeting Location
<input checked="" type="checkbox"/> Grand Ballr...	<input checked="" type="checkbox"/> Grand Ballr...

Please select time to meet Seoul Business Agency (서울산업진흥원....) It shows only the times that both you and your partner are available. If there are no times showing, you cannot accept this request. Otherwise you can control your available times after click [Change available times] buttons.

※ You can choose at most 2 adjacent times.

Date: July 15 (Mon)

<input type="checkbox"/> 10:00	<input type="checkbox"/> 10:20	<input type="checkbox"/> 10:40	<input type="checkbox"/> 11:00	<input type="checkbox"/> 11:20	<input type="checkbox"/> 11:40
<input type="checkbox"/> 13:00	<input type="checkbox"/> 13:20	<input type="checkbox"/> 13:40	<input type="checkbox"/> 14:00	<input type="checkbox"/> 14:20	<input type="checkbox"/> 14:40
<input type="checkbox"/> 15:00	<input type="checkbox"/> 15:20	<input type="checkbox"/> 15:40	<input type="checkbox"/> 16:00	<input type="checkbox"/> 16:20	<input type="checkbox"/> 16:40
<input type="checkbox"/> 17:00	<input type="checkbox"/> 17:20	<input type="checkbox"/> 17:40	<input type="checkbox"/> 18:00	<input type="checkbox"/> 18:20	<input type="checkbox"/> 18:40

Date: July 16 (Tue)

<input type="checkbox"/> 09:00	<input type="checkbox"/> 09:20	<input type="checkbox"/> 09:40	<input checked="" type="checkbox"/> 10:00	<input type="checkbox"/> 10:20	<input type="checkbox"/> 10:40
<input type="checkbox"/> 11:00	<input type="checkbox"/> 11:20	<input type="checkbox"/> 11:40	<input type="checkbox"/> 13:00	<input type="checkbox"/> 13:20	<input type="checkbox"/> 13:40
<input type="checkbox"/> 14:00	<input type="checkbox"/> 14:20	<input type="checkbox"/> 14:40	<input type="checkbox"/> 15:20	<input type="checkbox"/> 15:40	<input type="checkbox"/> 17:20
<input type="checkbox"/> 16:00	<input type="checkbox"/> 16:20	<input type="checkbox"/> 16:40	<input type="checkbox"/> 17:20	<input type="checkbox"/> 17:40	
<input type="checkbox"/> 18:00	<input type="checkbox"/> 18:20	<input type="checkbox"/> 18:40			

Date: July 17 (Wed)

<input type="checkbox"/> 09:00	<input type="checkbox"/> 09:20	<input type="checkbox"/> 09:40	<input type="checkbox"/> 10:00	<input type="checkbox"/> 10:20	<input type="checkbox"/> 10:40
<input type="checkbox"/> 11:00	<input type="checkbox"/> 11:20	<input type="checkbox"/> 11:40	<input type="checkbox"/> 13:00	<input type="checkbox"/> 13:20	<input type="checkbox"/> 13:40
<input type="checkbox"/> 14:00	<input type="checkbox"/> 14:20	<input type="checkbox"/> 14:40	<input type="checkbox"/> 15:00	<input type="checkbox"/> 15:20	<input type="checkbox"/> 15:40
<input type="checkbox"/> 16:00	<input type="checkbox"/> 16:20	<input type="checkbox"/> 16:40	<input type="checkbox"/> 17:00	<input type="checkbox"/> 17:20	<input type="checkbox"/> 17:40
<input type="checkbox"/> 18:00	<input type="checkbox"/> 18:20	<input type="checkbox"/> 18:40			



- \*[Withdraw] Cancel the request you sent before the partner checks it
- \*[Revoke refusal] If you declined a meeting request from a partner, you can change the status from "My Refusal" to "Partner's Request"
- \*If you want to cancel a confirmed meeting that you have requested, you need to send a message to the partner. The party that receive a meeting request has the option to cancel an arranged meeting.

My timetable	Partner's timetable
<a href="#">Accept Request</a>	<a href="#">Close</a>

We look forward to seeing you  
in **SPP2019**  
S E O U L P R O M O T I O N P L A N

## Contact info

**[Biz Matching & Project Screening]**

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