

OFFICIAL INVITATION LETTER

2022.6.10

MUSHROOM

OFFICIAL INVITATION LETTER

From,
Youngmi Kim
Chief Executive Officer (CEO) of MUSHROOM
Official Organizer of <The 3rd BTS Global Interdisciplinary Conference>
Birthday 1972.05.31
Phone : 82+10 87578593
Email annakim0531@gmail.com/ youngmi@mush-room.co.kr
NO. of Business Registration : 161-72-00302

To,
Nadia Ayu Rahma Lestari

As a CEO of MUSHROOM which hosts <The 3rd BTS Global Interdisciplinary Conference> in Seoul, it is indeed a great pleasure and honor to invite you as a presenter at the conference which is scheduled to be held from 14th – 16th July 2022(pre-conference workshop on 13rd July), hosted by *International Society for BTS Studies* and Semiosis Research Center of Hankuk University of Foreign Studies.

The theme of our conference is "Post-Pandemic Era, Welcome to New Humanity." We are really impressed by your abstract and it will be a great inspiration for you to participate in our conference.

Thank you

Youngmi KIM

161-72-00302

머쉬룸 김영미

서울 용산구 소월로40길 24-9

서비스, 도소매 세미나, 광고대행, 상품중개

머쉬룸 MUSHROOM
대표 김영미 CEO, Youngmi Kim



NO. of Business Registration : 161-72-00302

Address : 24-9, Sowol-ro 40-gil, Yongsan-gu, Seoul, Republic of Korea

INDEX : OFFICIAL WEBSITE

BTS : The Third Global Interdisciplinary Conference in Seoul

HOME PROGRAM REGISTRATION KEYNOTE SPEAKERS ORGANIZERS VENUE ACTIVITIES BOARD

Dates : 14th-16th July, 2022 (Pre-conference Workshops 13th July)
Venue : Hankuk University of Foreign Studies (Seoul, Korea)



**THE POST-PANDEMIC ERA,
WELCOME TO
THE NEW HUMANITY**

3 DAYS | KEYNOTE SPEAKERS | PANELS
WORKSHOPS | PAPERS | ART EXHIBITION
ARMY ACTIVITIES AROUND SEOUL

We wish to share dialogue and reflection, respect each other's dignity, form new friendships, and forge a renewed sense of community.

- Dates: 14th - 16th July, 2022 (Pre-conference Workshops 13th July)
- Venue: Hankuk University of Foreign Studies (Seoul, Korea)

The Third Global Interdisciplinary Conference will be held on 14th-16th July 2022 at Hankuk University of Foreign Studies in Seoul, Korea. The theme of the conference is "The Post-Pandemic Era, Welcome to the New Humanity."

The COVID-19 pandemic has been a disruptive force that left us heartbroken and uncertain, feeling like the world had stopped.



Official Website <https://bts-conference-seoul.com/>

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BTS : The Third Global Interdisciplinary Conference in Seoul



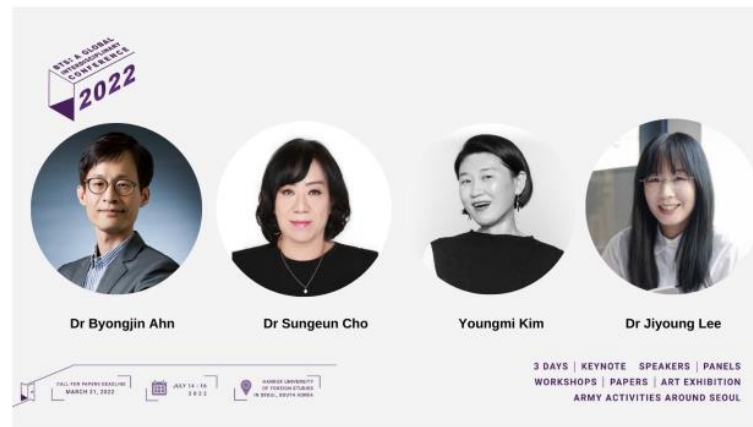
BTS : The Third Global Interdisciplinary Conference in Seoul



Organizers

Organizing Committee (Names in alphabetic order)

- Byongjin Ahn (Kyunghee University)
- Sungeun Cho (Hankuk University of Foreign Studies)
- Youngmi Kim (CEO of MUSHROOM)
- Jiyoung Lee (Hankuk University of Foreign Studies)



Youngmi Kim , a CEO of MUSHROOM

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MUSHROOM, the official organizing company

MUSHROOM



Korean-Themed Event as A Pull Factor to Increase Retail Traffic Post Pandemic

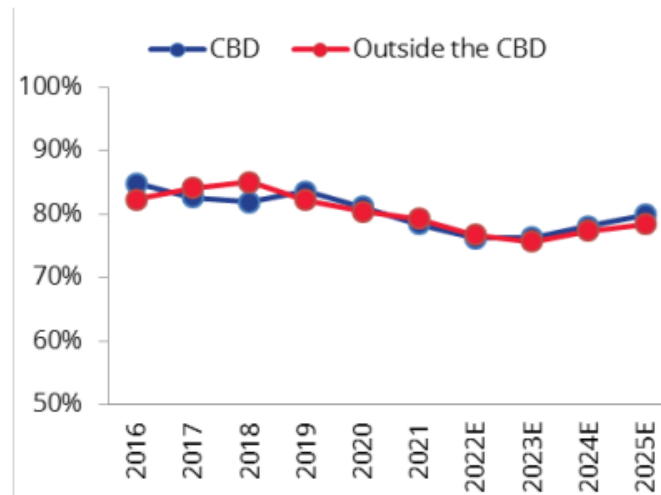
Nadia Ayu, Meyriana Kesuma
Universitas Tarumanagara, Jakarta, Indonesia

Background

Retail market has dropped since the pandemic.

The decline in visitor number ranges from **20 to 70%** (APPBI).

Occupancy



Source: Colliers Indonesia

Events during main holiday such as Ramadan are expected to stimulate the retail market by **attracting shoppers** and consumers to visit retail and shopping malls.

If the market responds positively, it can **bring confidence** to the tenants, thus will **boost average occupancy** rate.

Factors such as **customer experience**, **brand loyalty** and the need to encourage post-pandemic footfall will be crucial.

Consider inviting shoppers to **actively participate in** and be part of brand experiences by using social media.



Background

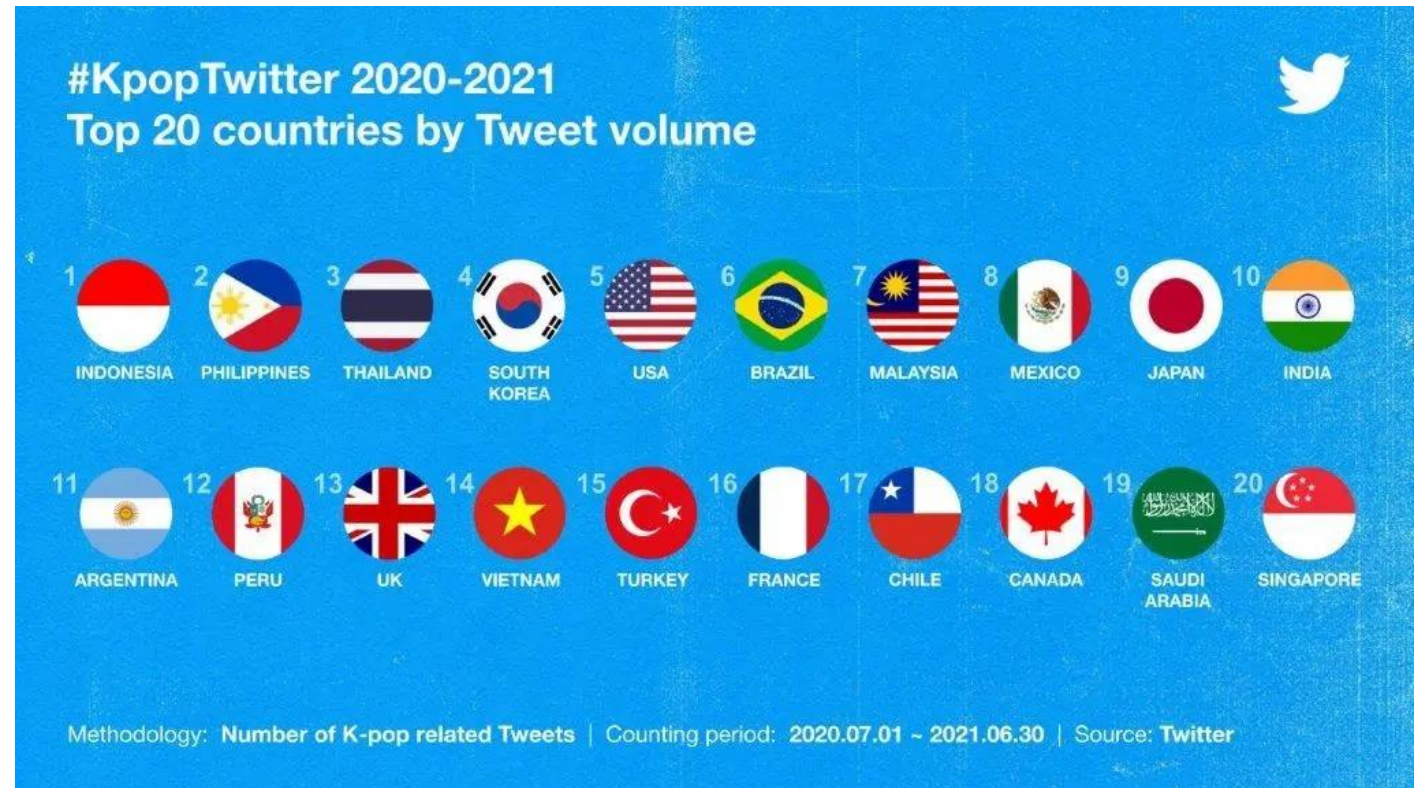
High consumption on Korean Wave



Customer experience + brand loyalty + social media



Korean-themed events as a tool
to attract consumers



BTS: A GLOBAL
INTERDISCIPLINARY
CONFERENCE
2022



BTS POP-UP : MAP OF THE SOUL

SHOWCASE IN JAKARTA

BTS-Themed Events in Retail/Shopping Centers

LIN



BTS Pop-Up : Map of The Soul

The 9th and last BTS Pop-Up; Map of The Soul
Located in Senayan City, South Jakarta, Indonesia
The organizer is one of the well-known retail company
in Indonesia

BTS Pop-Up at Senayan City, Jakarta



Open from 8 Dec 2021 to
13 March 2022

14 sessions every day
45 minutes each session
Max capacity of 50 person

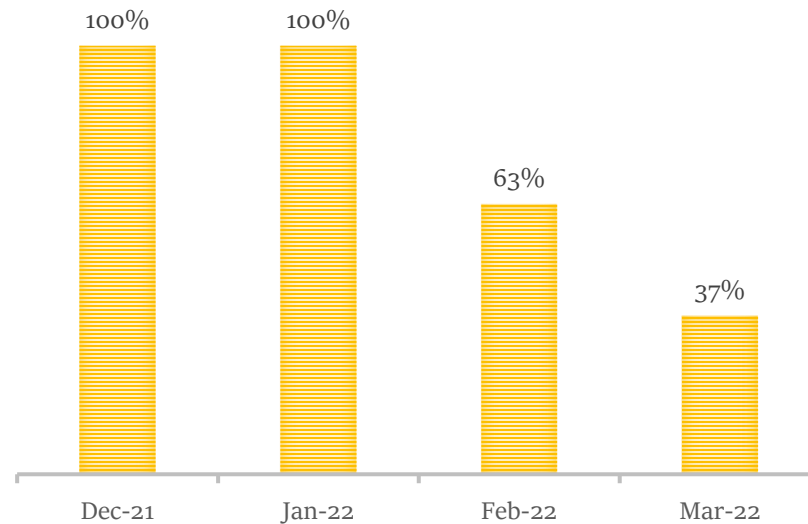




BTS Pop-Up : Map of The Soul

We gathered raw data from morningKall reservation website to see how many reservation tickets were sold each day.

POP UP STORE RESERVATION
TICKETS SOLD



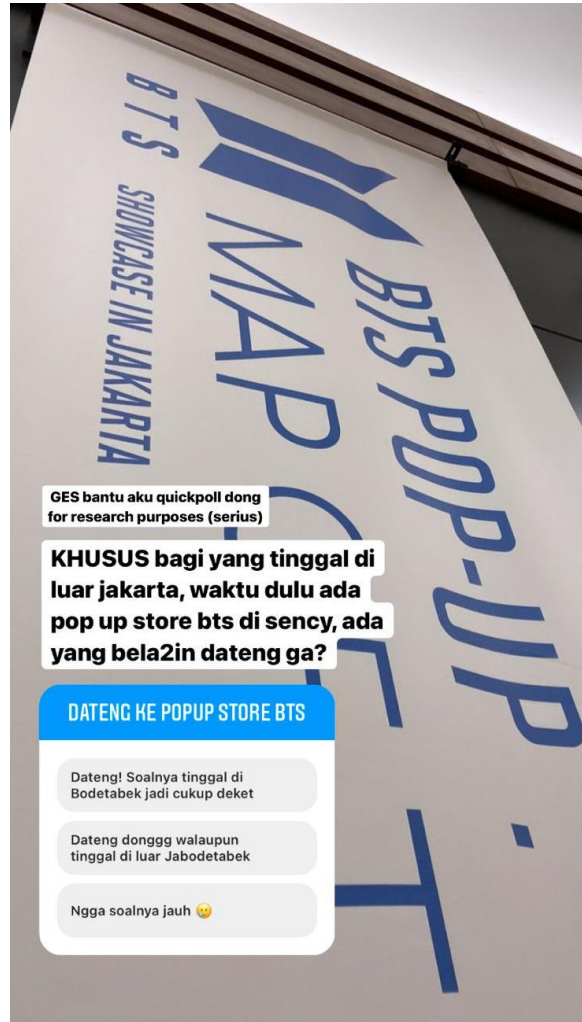
source: obtained from morningKall website, 2022

1 day sold out = approx. 700 visitors

- ✓ The enthusiasm was shown during the first and second month of pop up store opening.
- ✓ Dec and Jan are holiday seasons
- ✓ Tickets were sold out until February 15
- ✓ The previous day before closing (12 March) was also sold out



BTS Pop-Up : Map of The Soul



Who came to the store?

We did a mini survey via Instagram to see if Armys living outside Jakarta province also came all the way to Jakarta just to visit this Pop Up Store. The result are:

25% Army who **came** and live **in** the Greater Jakarta Area
15% Army who **came** and live **outside** Greater Jakarta Area
60% Army who **didn't came** because they feel it's too far

BTS Pop-Up : Map of The Soul



Merch display spot



Decoration



Photo spot



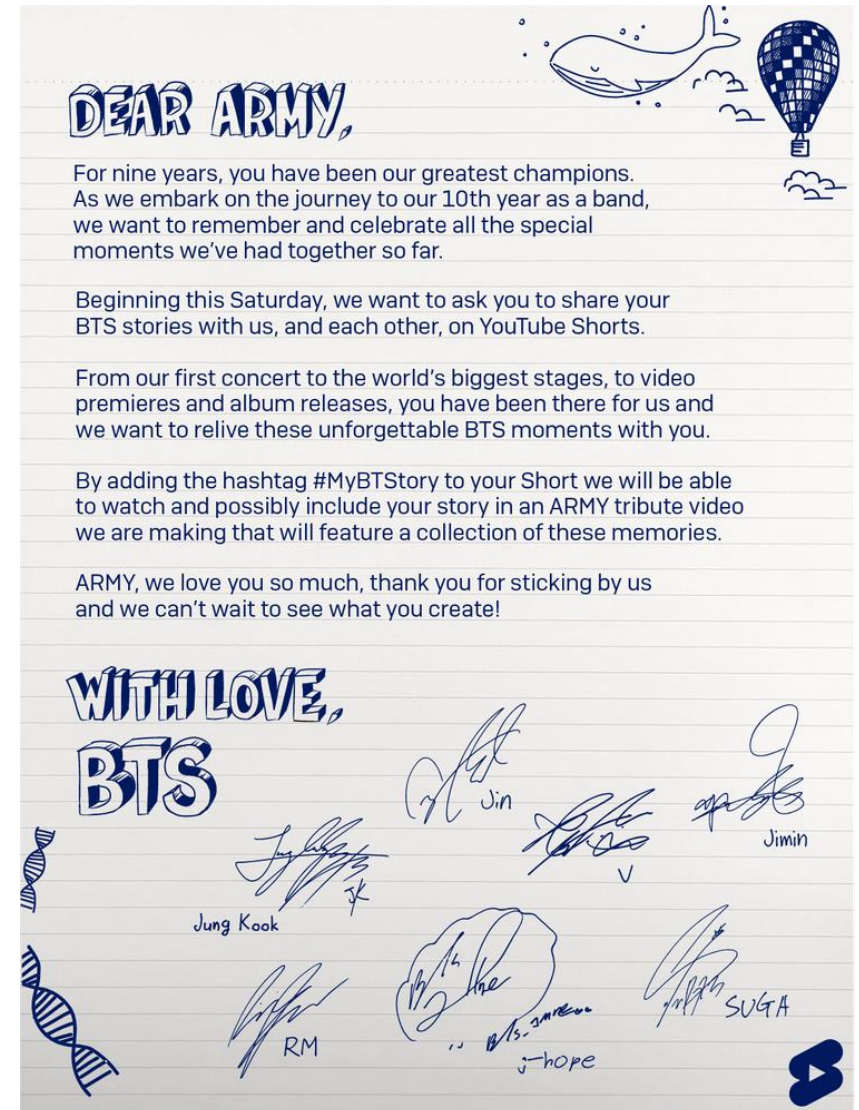
BTS x Youtube #MyBTStory

On 6 June 2022, Youtube made announcement about their collaboration with BTS, titled #MyBTStory”

“BTS expressed their appreciation of ARMY’s unwavering support over the past nine years and asked them to share their favorite memories from that time on YouTube Shorts using the hashtag #MyBTStory.”



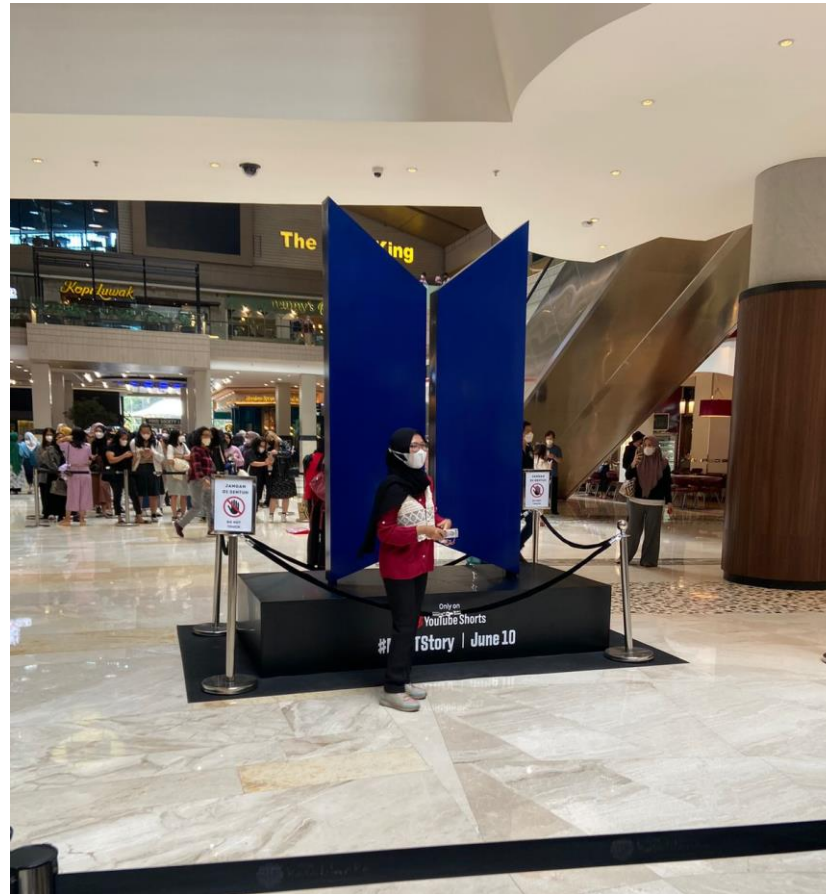
This also came with the news that Youtube will place a huge BTS logo statue as a celebration of BTS comeback at four locations all over the world. Jakarta is one of them.



BTS Logo Statue @ Kota Kasablanka



Photo Queue 10.30 am



BTS Logo Statue

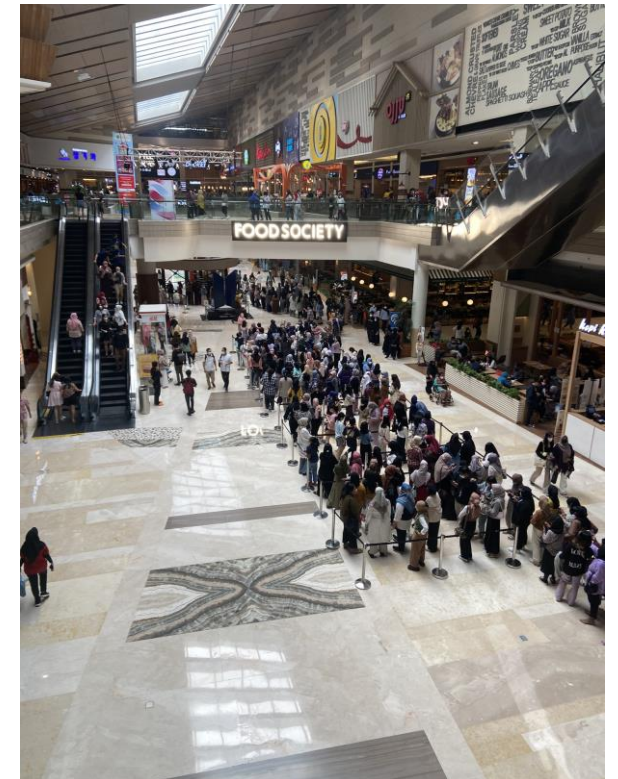


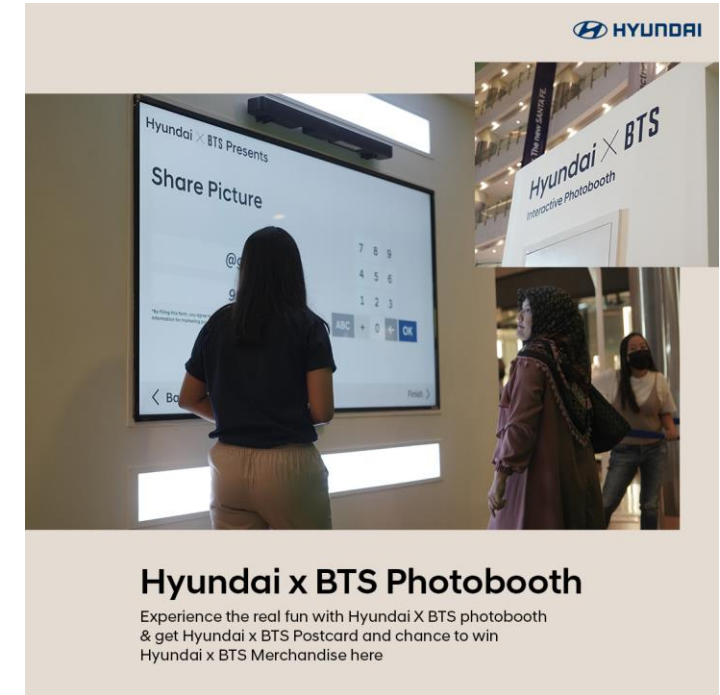
Photo Queue 1.00 pm



BTS x Hyundai Interactive Events

Hyundai Mall Exhibition by Hyundai Motors Indonesia,
a series of exhibitions to bring Hyundai's product closer the wider community.

Held since early 2021 in many shopping centers in Greater Jakarta Area



Hyundai x BTS Photobooth

Experience the real fun with Hyundai X BTS photobooth
& get Hyundai x BTS Postcard and chance to win
Hyundai x BTS Merchandise here

Activities:

- ✓ Test drive
- ✓ Hyundai x BTS :
Interactive Photobooth
- ✓ Free BTS postcard





BTS x Hyundai



Courtesy: carvaganza.com

Within 3 days since the opening, more than 5.000 people visited Hyundai Motorstudio



New Hyundai Motorstudio Senayan Park

Opened June 2022

Is the 7th Hyundai Studio in the world

Located in Senayan Park, Central Jakarta

'I'm On It' challenge: inviting people to take virtual selfies with BTS on the ZEPETO metaverse platform. There was 1000 people participated in this challenge.



Takeaways

All the events use the same concept: customer experience

BTS-themed events in Jakarta's shopping malls have always attracted a large number of people

Retails and shopping malls can adapt the same concept to create other Korean-themed events in order to attract costumers

Further research will be conducted to see a more valid relationship between the existence of Korean-themed event with the increase of visitor number

감사합니다!
TERIMA KASIH!
THANK YOU!

