





GMI is The First MICE Intelligence Archive Magazine in Korea.

MICE Intelligence Archive

GMI explores diverse trends in the tourism and event industry and delivers the latest global news about various topics of interest.

Meeting
Incentive Tour
Convention
Exhibition

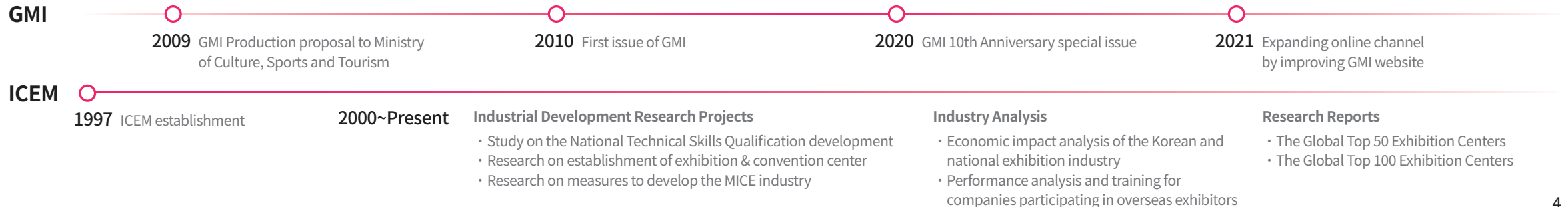


Uniqueness

GMI is the nation's first and only magazine that serves global MICE industry knowledge and information.

Founded in 1997, the Institute of Convention and Exhibition Management (ICEM) has over 20 years of experience in the MICE industry. The ICEM launched GMI, Korea's first magazine devoted to the MICE industry, based on **substantive research and expertise on the global MICE industry and strategic partnerships** with professional institutions.

GMII · ICEM History



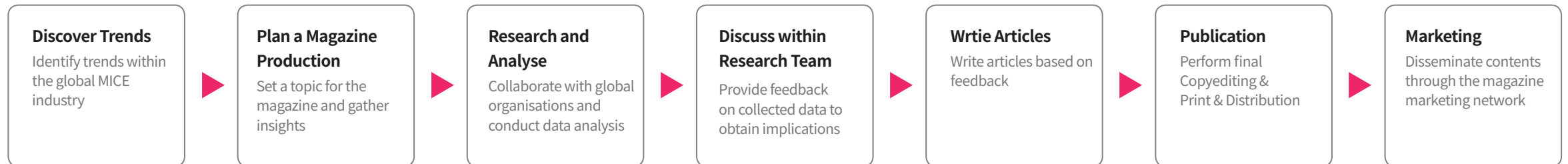


Reliability

GMI is a professional magazine sponsored by the Republic of Korea Ministry of Culture, Sports and Tourism and produced by the MICE industry research team.

Our team of MICE experts **analyses industrial trends** both locally and globally and covers global events to **present implications**. We deliver outstanding **opinions and knowledge by interviewing and cooperating** with diverse global MICE industry opinion leaders, professionals and expert managers.

Progressive Evolution



Curation

GMI provides the latest trends and in-depth insights in the ever-changing MICE industry.

GMI not only identifies the trends in the tourism MICE industry, but also those in the global industrial economy and in technology. To create **new value and contribute to future growth**, our role is to **provide MICE leaders with cutting-edge information** across the spectrum of diverse industries.



Magazine Contents

KEYWORDS : : #Virtual Meeting #Sustainability #Smart MICE #Metaverse #Digital Studio #Content Experience #MICE Wellness #Legacy #ESG

Cover Story

In-depth analysis of industry trends

Special Report

Analysis of global MICE strategies and key policies

Strategy

Case study on CVBs and convention centres by region

Statistics

Understanding of global market trends based on statistics and data analysis

Economy

Analysis of the economic impact of the MICE industry

Events

Provision of the latest trends and insights on MICE events

Trend & Insight

Comprehensive analysis of the latest trends in the MICE industry

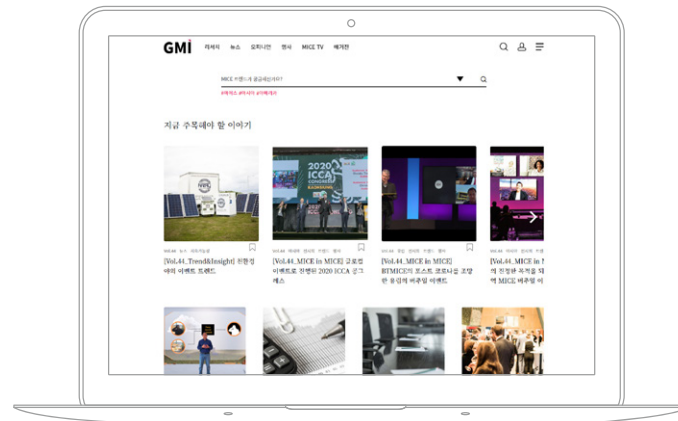
Strength

GMI magazine is available in both print and online formats via our digital channel. We likewise communicate with our subscribers through multiple channels.



Publication

1,200 copies 4 times per annum



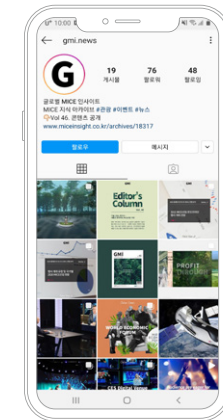
Website

We operate a digital magazine platform to enhance accessibility



Email Newsletter

We send emails to our newsletter subscribers twice a month



SNS

We interact with subscribers via Facebook, Instagram, NAVER blogs, and KakaoTalk (Korean Messaging App)

Strength

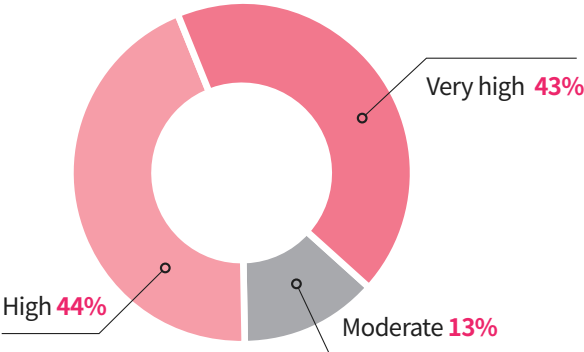
Our broad network can connect you with prominent leaders of the MICE industry in Korea.



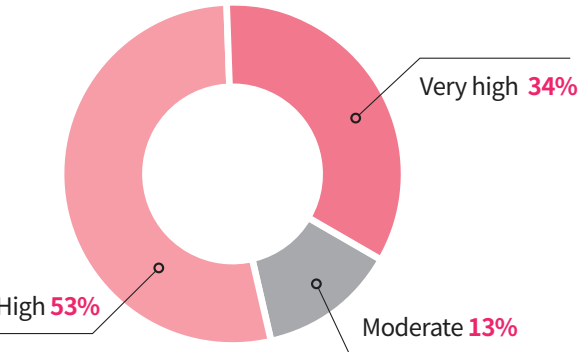
Strength

Our readers have a unique relationship of trust with GMI magazine, and GMI ensures a high level of customer satisfaction all the time.

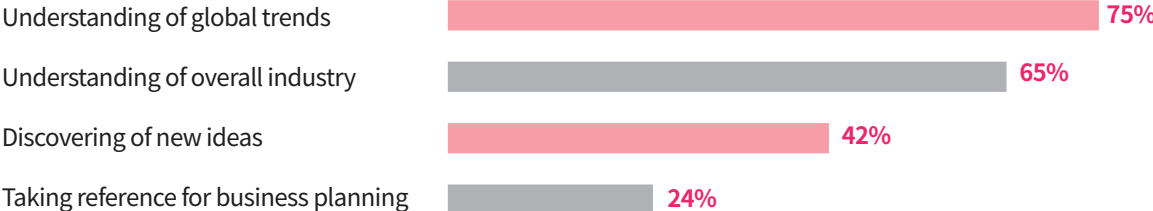
Customer Satisfaction of GMI Magazine



Overall Quality of GMI Magazine Contents



Purpose for Reading GMI Magazine



Source: GMI Subscriber Survey Results for the second half of 2020

**GMI Brings a Sustainable Communication
Platform for the MICE Industry Leaders.**

Partnership

Through a partnership with GMI, you can build collective intelligence and expand your global network.

Content planning

Expanding the contents of the MICE industry through collaborating on content planning and exchange.

- Joint Research Projects
- Survey and Market Analysis
- Industry Expert Interviews



PR and marketing

Supporting brand marketing and networking for partners.

- Magazine Print Ads
- Online Banner Ads



For more information about partnerships, please contact us.

| Contact Details T. +82(0)2-6952-8334 E. bella.lee@icemkorea.com

Communicate your brand to the MICE industry leaders in Korea

Magazine Ads

Sponsors can print ads in GMI Magazine, published 4 times a year, targeting 1,200 organizations.

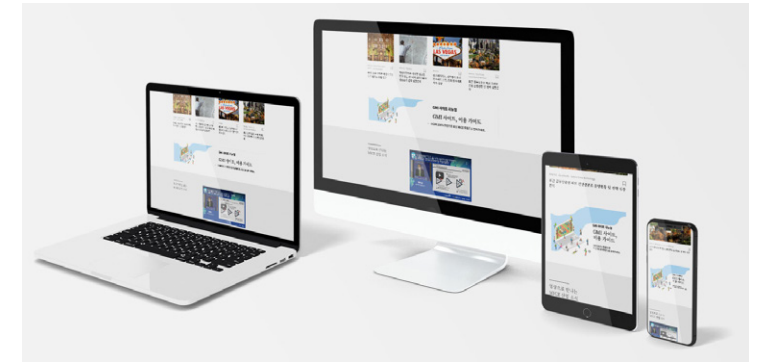
- Ad Size : 205 x 260 mm
- Resolution : 250~300 dpi



Online Banner Ads

Sponsors can display banner ads on GMI website, visited by up to 7,300 people per month.

- PC : 1,920 X 350 px
- Mobile : 1,000 X 600 px



For more information about advertisements, please contact us.

| Contact Details T. +82(0)2-6952-8333 E. icem@icemkorea.com

Institute of Convention and Exhibition Management, ICEM

A research institute established to strengthen the competitiveness and development of the MICE industry.

Establishment & Goals

The ICEM was founded in 1997. It is an affiliated research institute intended to strengthen the MICE industry's sustainable competitiveness and development.

ICEM is a subsidiary company of incorporated foundation of Ilsong Academy - School Juridical Person Ilsong Academy (Hanlim University, Hallym University of Graduate Studies, Hallym Polytechnic University)

We offer a new vision for MICE professionals through substantive research on the global MICE industry and strategic partnerships with international organisations. We are also experienced in various research and service contracts on exhibitions and conventions. As such, we provide quantitative and qualitative research more effectively.

Portfolio

- MICE Industry Research Project on Convention Centers · Convention and Visitors Bureaus · Exhibitions
- Exhibition Performance Management · Operational Strategy Consulting for MICE Organizations
- Hosted Seoul International Sourcing Fair, a trade show for consumer merchandise

Scope



Convention Centre Consulting



Exhibition Organising



Exhibition Performance Management



Economic Impact Analysis



Industry Trend Analysis



CVB Consulting

Strategy

- Gather **resource pool of MICE industry professionals** for exhibition and convention fields
- **Establish network of MICE industry** professionals, educators and managers
- **Interact** with global organisations, including research centres, universities, associations, etc.
- **Publish and distribute** research reports and MICE industry magazine

With Global MICE Insight, Expand Your Network, Grow Your Business

Institute of Convention and Exhibition Management (ICEM)

Establishment	1997
Address	Ground floor, 405, Yeoksam-ro, Gangnam-gu, Seoul, South Korea
Key Business	<ul style="list-style-type: none">- Publishing of Global MICE Insight Magazine- MICE Industry Research Projects and Consulting- Planning and Operating Exhibitions and Conferences
Website	GMI www.miceinsight.co.kr ICEM www.icemkorea.com
Contact Us	T. +82(0)2-552-8323 E. icem@icemkorea.com

GMI

MICE Intelligence Archive
