Social Network Service 기반
Smart Promotion Service Platform 개발

2012. 09. 14
프로젝트 개요
SNS(Social Network Service) 기반 MICE(Meeting, Incentive, Convention, Exhibition) 산업에 대한 Promotion과 Application Auto Builder 등 2개 모듈에 대한 Service Platform을 3 개월에 걸쳐 개발하고자 함

프로젝트 명
Smart Promotion Service Platform 개발

프로젝트 개요
SNS(Social Network Service) 기반 MICE(Meeting, Incentive, Convention, Exhibition) 전문 이벤트에 대한 Promotion과 Web Application을 Smart Phone으로 자동 생성하는 Service Platform 개발

개발 환경
node.js + mongoDB
- 클라이언트: HTML5 + CSS3 + Java script
- Web Browser: Cross Web Browser
- 개발 언어 & DBMS: Java, PHP & mongoDB

프로젝트 배경
Smart Work, Mobile Office 등 Smart Phone 비즈니스 환경 변화에 적응 대응하고 오픈 소스소프트웨어 플랫폼 및 주변 도구를 활용한 프로그램 개발과 운영 능력 향상 Mobile 비즈니스 기회 요소를 발굴하기 위한 오
Banner Exposure:

Create Event > Right side, Set Module > Recommended Partners, Itinerary > Partners of this Event, Itinerary > What’s near you
Find a Exact Partner & Customer You’re Looking for

Reach Professionals on MICE Star

Who’s on MICE Star

<table>
<thead>
<tr>
<th>175 M</th>
<th>Members</th>
<th>from</th>
<th>67 Nations</th>
</tr>
</thead>
<tbody>
<tr>
<td>16,500</td>
<td>Travel Agents</td>
<td>6,503</td>
<td>Transportations</td>
</tr>
<tr>
<td>1,607</td>
<td>Accommodations</td>
<td>9,500</td>
<td>Education</td>
</tr>
<tr>
<td>1,500</td>
<td>Restaurants</td>
<td>2,300</td>
<td>Research</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>150</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>700</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2,310</td>
</tr>
</tbody>
</table>
### MICE Star Ads > Management

#### Statistics: Advertise1

<table>
<thead>
<tr>
<th>Click rate</th>
<th>Total Click</th>
<th>Average CPC</th>
<th>Max Bidding per day</th>
<th>Exposed</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.06</td>
<td>4,121</td>
<td>0.6 USD</td>
<td>10 USD</td>
<td>72</td>
</tr>
<tr>
<td>0.03</td>
<td>2,121</td>
<td>0.7 USD</td>
<td>10 USD</td>
<td>32</td>
</tr>
</tbody>
</table>

#### Preview for your Ad

- **Image**
- **Your headline**
- **Your Description**
- **From:** Youngjin Kim
MICE Star Ads > Create New Ad > Create Ad Campaign

Ad Campaign Name

Ad Variation 1

Ad destination:
- A page on MICE Star
  - Your Profile: Bobby Kim
- Your Webpage
  - http://www.example.com

Add Image

Click to enter a headline
Click to enter a description up to 75 characters to span 2 lines

Add more variation

Preview for your Ad

Your headline
Your Description
From: Youngjin Kim
Target your promotion

Location

- Middle East
- Antarctica
- Europe
- Asia
- Oceania
- Africa
- North America
- Latin America

Select Categories

- Incentives
- Events
- Convention
- Exhibition
- Meeting
- Festival

Estimated audiences

- Individual: 12785
- Companies: 2785

Location

- Middle East
- Europe

Categories

- Incentives
- Events
Want campaign on your own event?

Your Campaign exposes primarily on your own event page

- Yes
- Event1
- Event4
- No
- Event2
- Event3

Maximum bidding:

Your ads will be shown as often as possible each day according to your maximum bidding

0.0 USD + 10 USD (Base rate)

Show my campaign:

- Continuously (you can turn off your campaign at any time)
- Until a specific date 9/13/2012 Calender
Billing Information

Name
First name
Last Name

Billing Address
Select Nation
City / Town
State / Province / Region

Postal Code

Card Number

Expiration Date
Month
Year

Security Code (CSC)
The last 3 numbers on the back of the card

Submit
MICE Star
Organize & Manage your MICE smart!

Manage your events on mobile

Build and Share your mobile application
- Build your native apps for iPhone, iPad, Android, Windows Phone, Chrome Store and HTML5 Webapp
- Transform your online media and websites into live, social and engaging mobile applications
- Instantly update your mobile apps on the Stores, it’s all available in Cloud!

Build for $30  How it works

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</table>
Select event to build into mobile application!

<table>
<thead>
<tr>
<th>Sub-category Name1</th>
<th>4 Ongoing plans</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Title</th>
<th>Participants</th>
<th>Date</th>
<th>City</th>
<th>Staff</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event1</td>
<td>120</td>
<td>06.08.2012</td>
<td>Toronto, Canada</td>
<td>4</td>
<td>Build</td>
</tr>
<tr>
<td>Event2</td>
<td>150</td>
<td>26.09.2012</td>
<td>Toronto, Canada</td>
<td>2</td>
<td>Build</td>
</tr>
<tr>
<td>Event3</td>
<td>320</td>
<td>08.12.2012</td>
<td>Seoul, Korea</td>
<td>7</td>
<td>Draft</td>
</tr>
<tr>
<td>Event4</td>
<td>90</td>
<td>16.08.2013</td>
<td>Toronto, Canada</td>
<td>1</td>
<td>Build</td>
</tr>
</tbody>
</table>

3 Application have been built
MICE Star
Organize & Manage your MICE smart!

MICE Star App builder > Build Application > Select template design

Take your business mobile
Showcase your products or services using spectacular image galleries, promote upcoming events, publish special offers, link to your existing online store, get customer feedback.

Choose!

Supports iPhone, iPad, Android, Windows Phone and HTML5 compatible devices.
Reconfirm Contents

*Project Name
Young Jin’s Birthday Party

*Category
Meeting

Sub Category
23rd Birthday Party at the hotel

*Description
Dear friends, I would like to invite you to my B-day party…………

*Date & Time
30 September 2012 / 16:00-22:00

*City / Country
Seoul, Korea

Venue
Grand Ballroom, Intercontinental Hotel

*Staff
Youngjin Kim, Wonjoon Cha, Youngjong Seo

Powered by MICE STAR
Dear friends, I would like to invite you to my B-day party............

*Description

*Start Date
30 September 2012

*End Date
30 September 2012

*Category
Meetings

*Description
Dear friends, I would like to invite you to my B-day party............

*Date & Time
30 September 2012 / 16:00-22:00

*City / Country
Seoul, Korea

*Venue
Grand Ballroom, Intercontinental Hotel

*Staff
Youngjin Kim, Wonjoon Cha, Youngjong Seo

Project Name
Bobby Kim

Powered by MICE STAR
Dear friends, I would like to invite you to my 23rd Birthday Party at the hotel.

Date & Time: 30 September 2012 / 16:00-22:00
City / Country: Seoul, Korea
Venue: Grand Ballroom, Intercontinental Hotel

Organizer: Bobby Kim
E-mail: +
Phone: -

Category: Meetings
Description: 23rd Birthday Party at the hotel

Set your Staff:
- Youngjin Kim
- Wonjoon Cha
- Youngjong Seo

Powered by MICE STAR
Meetings

23rd Birthday Party at the hotel

*Description
Dear friends, I would like to invite you to my B-day party............

*Date & Time
30 September 2012 / 16:00-22:00

*City / Country
Seoul, Korea

Venue
Grand Ballroom, Intercontinental Hotel

*Staff
Youngjin Kim, Wonjoon Cha, Youngjong Seo

Project Name
Bobby Kim

E-mail

Phone

Powered by MICE STAR

Set fields for your Application Form

Name

Gender

Email

Telephone

Mobile

Store
go next
Select Mobile Channel to Publish Event Application!

Total Price

120 USD

Selected Channels

Android, Windows

Publish
Save Draft
Or, Cancel
Billing Information

Name

First name

Last Name

Billing Address

Select Nation

City / Town

State / Province / Region

Postal Code

Card Number

Expiration Date

Month

Year

Security Code (CSC)

The last 3 numbers on the back of the card

Submit