

# Incheon City Brand Development Global Supporters Recruitment

Join the city of Incheon Brand Development project as global supporters! The City of Incheon is recruiting creative foreign nationals who are interested in city brand development. You can participate in the whole process of making a project proposal about history, traditional culture and art. Please join our project.

## Overview

- (1) Project title: Make a brand with foreigners, 'Incheon Global supporters'
- (2) Number of supporters: 100 foreigners  
(live in Incheon: 50 persons, live near Incheon: 50 persons)
- (3) Application period: June 14, 2016 (Tue) ~ July 8, 2016 (Fri)
- (4) Qualification for application: Foreigners who live in Incheon or the area near Incheon
- (5) Period: July ~ October
- (6) Activities
  - Participate in three (3) workshops
  - ✳ July 16th, Aug 20th, Sep 3rd (plan)

### Main activities

- Participate in the process to find keywords associated with Incheon's identity.
- Participate in a training program concerning Incheon's story and city brand.
- Participate in group activities.(further notice)
- Share a variety of opinions and participate in the process of the project.
- Participate in ceremonies and promotional events hosted by Incheon.

- Publicize information of Incheon through Social Media  
(facebook, instagram #hashtag)
  - Participate in the process of the project and take part in the final decision
- (7) How to apply: Download the application from the Incheon Metropolitan City webpage and submit document via email ([incheonbrand@naver.com](mailto:incheonbrand@naver.com))
- (8) Announcement of the results: After July 11th, 2016(Mon), (individual contact)
- (9) Benefit for participants
- Present the letter of appointment to global supporters
- ※ **Global supporters inauguration ceremony and 1st workshop:**  
**July 16th 2016. songdoconvensia premier volume. PM. 14:00**
- Present the reward for an excellent participant
  - Have the opportunity to participate in events hosted by Incheon
  - After completion of the project, your name will be written on a signboard.
- (10) Inquiries: Cityscape Management Division, Incheon city hall, ☎ 032-440-4794

## INCHEON City Brand Global Supporters Application Form

Name (Last/First)		Gender	<input type="checkbox"/> male <input type="checkbox"/> female
Date of Birth			
Present Address			
Occupation			
Phone number			
e-mail			
motive			

I submit application for the city of Incheon Brand  
Development project as the global supporters.

2016. . . .

*signature of application* \_\_\_\_\_