

2018 Performing Arts Market in Seoul A to Z Checklist



Before PAMS

Registration	Check																											
<p>- The Performing Arts Market in Seoul (PAMS) is a charged event and registration is the first step to participate in PAMS. For those of you who are unable to register before the event, onsite registration during PAMS is also available. If you register before PAMS, you can benefit from a discount. Please visit our website to check the discount period.</p> <p>Registration Period <Early Bird> June 21 to September 21 <Onsite Registration> October 9 to 11</p> <p>- Service Hours and Venue of the Onsite Registration Desk</p> <table border="1" style="width: 100%; text-align: center; border-collapse: collapse;"> <tr style="background-color: #f28b82; color: white;"> <th>10.7(SUN)-10.8(MON)</th> <th>Oct.9(TUE)</th> <th>Oct.10(WED)</th> <th>Oct.11(THU)</th> </tr> <tr> <td>Issuance of the PAMS Pass for early bird registration</td> <td>Hongik Daehangno Art Center Gallery (B1)</td> <td>Hongik Daehangno Art Center Gallery (B1)</td> <td>Hongik Daehangno Art Center Gallery (B1)</td> </tr> </table>	10.7(SUN)-10.8(MON)	Oct.9(TUE)	Oct.10(WED)	Oct.11(THU)	Issuance of the PAMS Pass for early bird registration	Hongik Daehangno Art Center Gallery (B1)	Hongik Daehangno Art Center Gallery (B1)	Hongik Daehangno Art Center Gallery (B1)																				
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<p>- To make the best use of PAMS 2018, please check the time and venue of its programs that could meet your needs and complete your own schedule. - You can check each program's details and schedule on our website.</p> <p style="text-align: center;">Programs of PAMS 2018</p> <table border="1" style="width: 100%; text-align: center; border-collapse: collapse;"> <thead> <tr style="background-color: #f28b82; color: white;"> <th colspan="3">Showcases</th> <th colspan="2">Booth Exhibition</th> <th colspan="2">Information Sessions</th> <th colspan="2">Networking</th> </tr> <tr style="background-color: #f28b82; color: white;"> <th>PAMS Choice</th> <th>International Showcase</th> <th>PAMS Link</th> <th>Booth Exhibition</th> <th>Pop-Up Stage</th> <th>Focus Session</th> <th>PAMS Salon</th> <th>Speed Dating</th> <th>PAMS Night</th> </tr> </thead> <tbody> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>	Showcases			Booth Exhibition		Information Sessions		Networking		PAMS Choice	International Showcase	PAMS Link	Booth Exhibition	Pop-Up Stage	Focus Session	PAMS Salon	Speed Dating	PAMS Night										
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<p>- Once you check the schedule and venue of the programs that could meet your needs, please check how to move between different venues. - This year's programs will take place in diverse venues so you may have to move often. A shuttle service will be provided so please check the shuttle schedule in the program book. - Please wait in line 5 minutes before the shuttle bus leaves!</p>																												
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<p>- Preparation of Materials for Effective Meetings</p> <ul style="list-style-type: none"> · Promotional Materials (leaflet, business card, information documents, etc.) - Please bring information materials for those you will meet according to your purpose of participation. → The materials should include major web links, photos and contact information. · Promotional Digital Materials - Please bring audiovisual files like short videos or photos, which introduce your institution or organization, in your smartphone or tablet PC. The files will add to the efficiency of your meetings. · Stickers and Badges - You may also prepare small gifts for those you will meet. 																												
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<p>- PAMS has registration-based programs such as Showcases and Speed Dating. Please check the programs in advance in order not to miss those that may be closed soon. - You can check information on early bird registration through PAMS' website, newsletter and social networking services.</p>																												

<p>- As for Speed Dating, it may be difficult to register for popular presenters on the spot. Early bird registration is available on our website on a first-come, first-served basis. Please do not miss the presenters you want. - It would be great for you to carefully study information on international participants on our website. Based on your study, please find the partners you need most! (The list of delegates is to be posted in mid-September.) - During your study, if you find anyone you would like to meet, please email him or her to request a meeting. Your email will greatly help you network on the spot. - If you find participants that could meet the needs of your organization/festival/theater/institution and if you prepare meeting materials based on careful research, you will have a good chance to have a successful meeting.</p>	
For Your Information	Check
<p>- Wi-Fi Access: Hongik Daehangno Art Center Gallery, where the Booth Exhibition takes place, provides Wi-Fi access for participants' convenience. But due to the structure of the building, the Internet connection may be very slow. - Parking: There is an underground parking lot inside the building but free parking tickets are not provided. - No Smoking: Smoking is strictly prohibited in the building. To smoke, please use the outdoor area of the parking lot or the rooftop space on the 10th floor. - Pamsian: A 'Pamsian' refers to a volunteer at PAMS. In the uniform with the PAMS logo, PAMSians are at every venue of PAMS to guide you, to help you register, to translate and to promote the programs. If you need any help, ask a PAMSian anytime. - As for information on hotels on PAMS' official list, you can check it by logging on to our website after registration. - At PAMS, students' visit to showcases may be restricted.</p>	

During PAMS

Getting Your PAMS Pass	Check																												
<p>- After registration, please get your PAMS pass at the registration desk located at the first basement level of Hongik Daehangno Art Center Gallery. - Once you register, you are provided with the PAMS pass that gives access to all the venues of PAMS. - Without the PAMS pass, your access to the venues will be denied. You cannot transfer the right to use the pass to others.</p>																													
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Guide to the Programs	Check
<p>PAMS Choice and International Showcase</p> <ul style="list-style-type: none"> * This year's showcases take place at different venues. Please check the venues and schedule in advance! * The showcase tickets are distributed at the information desk (B1 of Hongik Daehangno Art Center Gallery) on the event day, on a first-come, first-served basis. As for the tickets for the 12th, you can get them on the 11th. 	
<p>Booth Exhibition</p> <ul style="list-style-type: none"> * To participate, you need to register in advance on our website. * There are unit booths for Korean performances invited to the PAMS Choice + SPAF. If you have any questions about the works, please come to the booths to talk to the artists and planners in person. * Tables for promotional materials will be available soon. Please put them to good use! * Guide materials for booth exhibitors will be delivered individually. * If you bring attention-getting promotional materials and the foreign language-speaking staff, the effectiveness of your meetings will double. 	
<p>Focus Session and PAMS Salon</p> <ul style="list-style-type: none"> * The Focus Session is a great chance to explore the member countries of the EU, this year's Focus region. You will not only meet the presenters from the festivals and theaters you have known but you will also listen to those from networks gathering these presenters together. We look forward to your active participation. * For more information, please come to the PAMS Salon for each genre. * The PAMS Salon will provide you with high-quality information on diverse issues of the performing arts scene. So please make the best use of it. 	
<p>Speed Dating</p> <ul style="list-style-type: none"> * Please do not miss this first step to networking through one-on-one meetings. * It is important to appeal to those you meet in 15 minutes by introducing your organization. So you are recommended to prepare impressive introduction materials. * You can check information on the presenters on the registration site. Studying their information in advance will make your meetings smoother. * Speed Dating is closed early. So please hurry up! Registration will be available from mid-September on our website. * To participate in Speed Dating, you need to bring an English-speaking planner in order to have an efficient meeting while respecting the time limit. 	
<p>Speed Dating Plus Alpha</p> <ul style="list-style-type: none"> * From this year, PAMS offers a program in a new form called 'Speed Dating Plus Alpha,' a venue for free discussion. * Please check each table's interesting theme and presenter on our website and sign up. * The language of Speed Dating Plus Alpha is English. 	
<p>PAMS Night</p> <ul style="list-style-type: none"> * The PAMS Night is a program where you could have many chances to talk freely with participants. So please be sure to come. It would be great for you to study those you want to meet, to remember their faces through photos and to think of how to start your conversation. * The PAMS Night provides alcoholic drinks.♥ 	
<p>Pitch Session</p> <ul style="list-style-type: none"> * This is a program where you can introduce your organization or work freely. * It is a chance to appeal to international presenters and those from theaters, with your work. You may use presentations, photos and videos or explain without any of these materials. 	
<p>PAMS Link</p> <ul style="list-style-type: none"> * You can participate in the PAMS Link through registration in July and August. * You can enjoy performances on the list of the PAMS Link at discount prices online and at the PAMS Link booth during the PAMS period. * Troupes selected for the PAMS Choice could perform through the PAMS Link next year. So you are recommended to use it regularly. 	
<p>Pop-Up Stage</p> <ul style="list-style-type: none"> * Please look forward to free, 10-minute presentations or performances. * The Pop-Up Stage is installed at the venue of the Booth Exhibition. 	

Tips on How to Meet People	Check
<ul style="list-style-type: none"> - Most Koreans don't greet you first. That is because they are shy. So don't think that they do not want to talk to you! The PAMS Team has prepared a special tool to make your communication with them easier: stickers! Each delegate will have a sticker where the purpose of their visit is written. Don't miss anyone with the "Talk to Me" sticker! - It is true that you need to make yourself visible to have more chances to talk. But what is important is not to be afraid, to start conversation first and to introduce yourself! - The Booth Exhibition venue isn't the only place for meetings. Please do not miss opportunities to appeal to others anywhere: lobby of performance venues and networking party. A casual talk may bring a better chance than a meeting! - A one-way supply of information may make the person you are talking to uncomfortable. So please study his or her taste and goals so that you can appeal to him or her and offer necessary information. - Tips for Performers (Artists): Your planner could make working-level discussion fast and efficient. Nevertheless, when it comes to talking about actual performances or potential collaboration, positive results often come from discussion with artists themselves. So please do not rely only on your planner but try to participate in as many networking events as possible. 	

After PAMS

Follow-Up Communication After Meetings	Check
<ul style="list-style-type: none"> - What is more important than a meeting itself is to contact the person afterward. Participants often forget to send documents after having a meeting and promising to provide them. In that case, it is certain that the person you met won't remember you and you are absolutely less likely to perform abroad. If you promised to send certain documents, please be sure to send them during or right after PAMS! - It is also great to mention what you talked about during the meeting. - Even if such documents weren't requested, if you received a business card from a presenter or you talked to him or her, please send him or her a well-organized document with information on your troupe and works. - Please gather the contact information you receive during PAMS and put it on the mailing list for your troupe's overseas performance schedule and newsletter! 	

Programs Offered by KAMS	Check
<ul style="list-style-type: none"> - Project supporting participation in overseas arts markets: selection taking place every February - ARKO-PAMS Fund: Travel fund for troupes selected for the PAMS Choice of different years - Connection project: Research project involving bilateral exchange between Korean and overseas performing arts professionals - Center Stage Korea (CSK): Travel fund for Korean troupes that will perform abroad. 	

PAMS AGAIN						Check
- Please make the best use of PAMS held every October! See you again next year! :-)						
2019 Showcases		Full-Length Performances	Booth Exhibition	Individual Participation		
International Showcase	PAMS Choice	PAMS Link (free participation)	Registration for a booth	Diverse business meetings (including Speed Dating)	Preliminary Workshop (PAMS Preview)	
Application at the end of 2018	Selection in February and March	Application in July and August	Application in July and August	Application in September	Held in September	

* If you have questions about any information, whether it is on this checklist or not, please contact the secretariat of PAMS.
We will provide you with as much information as possible.
Secretariat of PAMS: pams@gokams.or.kr