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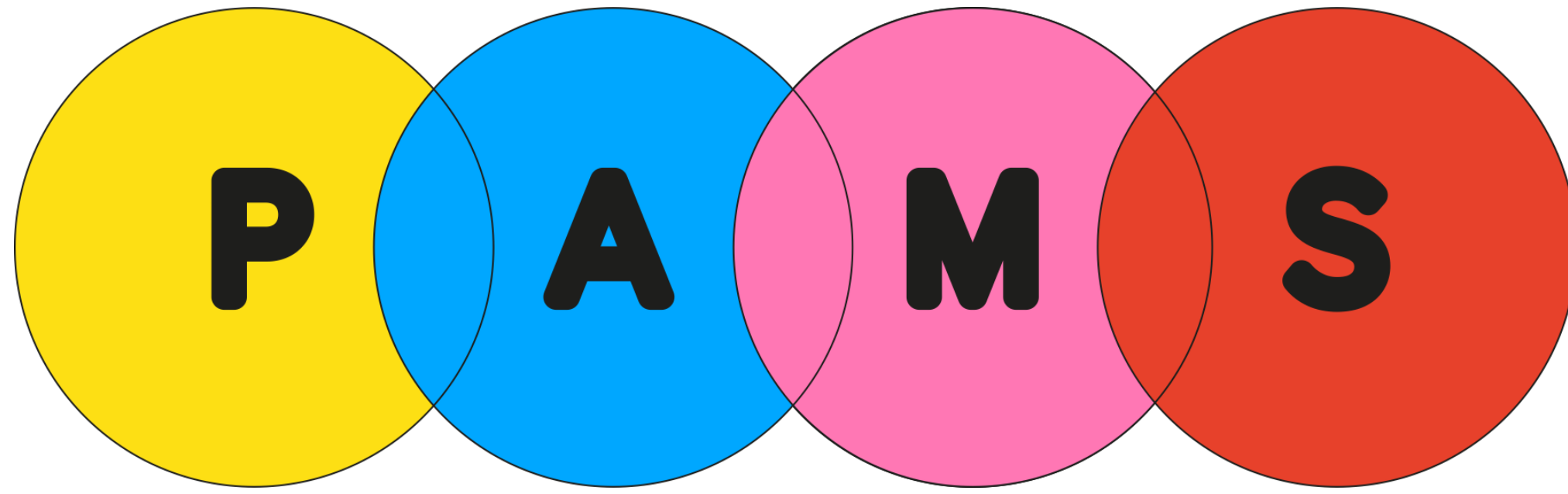
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www.pams.or.kr

2021 서울아트마켓
PERFORMING ARTS MARKET IN SEOUL 2021

PAMS ON Manual



PAMS ON Manual

- 1. Registering for PAMS**
- 2. My profile**
- 3. More on PAMS ON**
- 4. Contact info**

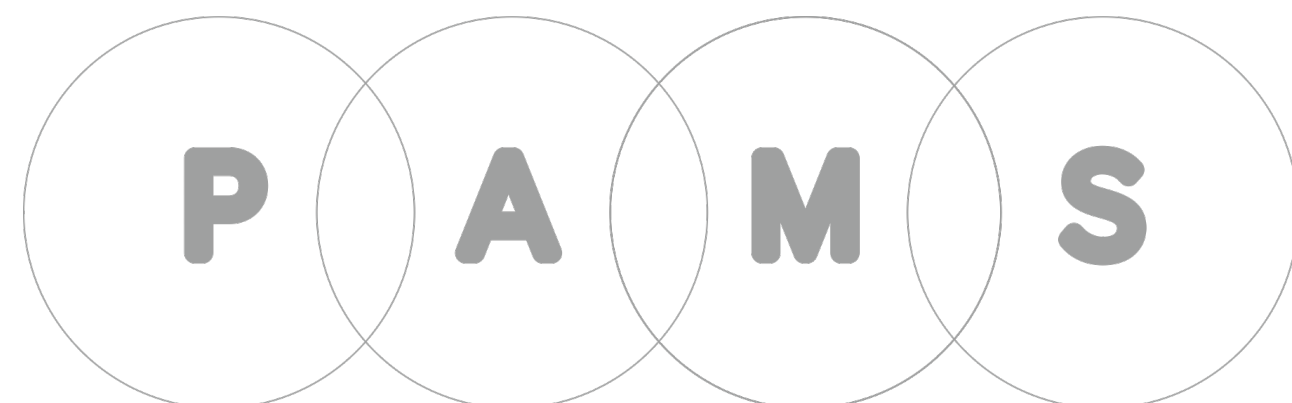
Registering for PAMS

Please register for PAMS on the PAMS website.
(https://en.pams.or.kr/pams/new_regi.asp)

If you want to take a look at PAMS ON ahead of registration, you can do so by clicking on the link below.
The networking function is only accessible after registration.

(https://en.pams.or.kr/pams/new_onlineplatform.asp)

- 1 Register on the PAMS website
- 2 If you want to see PAMS ON before registering, click PAMS ON button.



1 REGISTRATION

Guide Individual Registration Booth Registration

INDIVIDUAL REGISTRATION

Those who complete the individual registration process will be able to participate in the PAMS programs that take place on digital platforms online(PAMS ON).
* Some programs are required to make a reservation in advance.
* Any information that is entered will later be transferred to PAMS ON.
※ Operating System : Chrome (not optimized for IE)

Register Now! →

PAMS 2021 REGISTRATION PRICE AND PERIOD

TYPE	Price	Period	Notes
Individual Registration	KRW 100,000	Sep. 6th(Mon) ~	50% discount for pre-registration until Sep. until Sep.30th(Thu)
PAMS Ground(Booth) Registration	KRW 200,000	Sep. 6th(Mon) ~ 30th (Thu)	Up to 2 people can be registered (Additional, KRW 50,000 per person)

Notice **Payment** **Cancellation & Refund**

PAMS GROUND BOOTH REGISTRATION

The booth exhibition at PAMS 2021 will be conducted online through digital platforms, PAMS ON.
Organizations and artworks will be publicized through videos, photos, brochures, and participants will have the opportunity to communicate with each other freely.
* Only one booth can be registered per participating organization
* 2 people can be registered per Ground, and additional registration charges 50,000 KRW
* Booth registration is conducted on a first come, first serve basis for participants who have paid the registration fee. As such, please note that registration could close before Sep.17th (Fri).
* Highly recommend upload as much as much information about the company before Sep. 27th(Mon)
so attendees can explore your ground. Information can be edited by PAMS Ground admin freely during the event.

View PAMS Ground Booths **Ground Guide will update in Sep.**

Register Now! →

2 ONLINE SEOUL ARTMARKET

The Performing Arts Market in Seoul 2021 is meeting you from 11th to 14th October on its new online platform PAMS ON.
We are looking forward to having various discussions on international exchange and sharing the tomorrows of the performing arts with you.

Discover, Share, Collaborate, Innovate with PAMS and don't miss the 2 weeks of preview and afterview.

Preview | 27th September ~ 10th October
PAMS | 11th October ~ 14th October
Afterview | 15th October ~ 31st October

PAMS ON

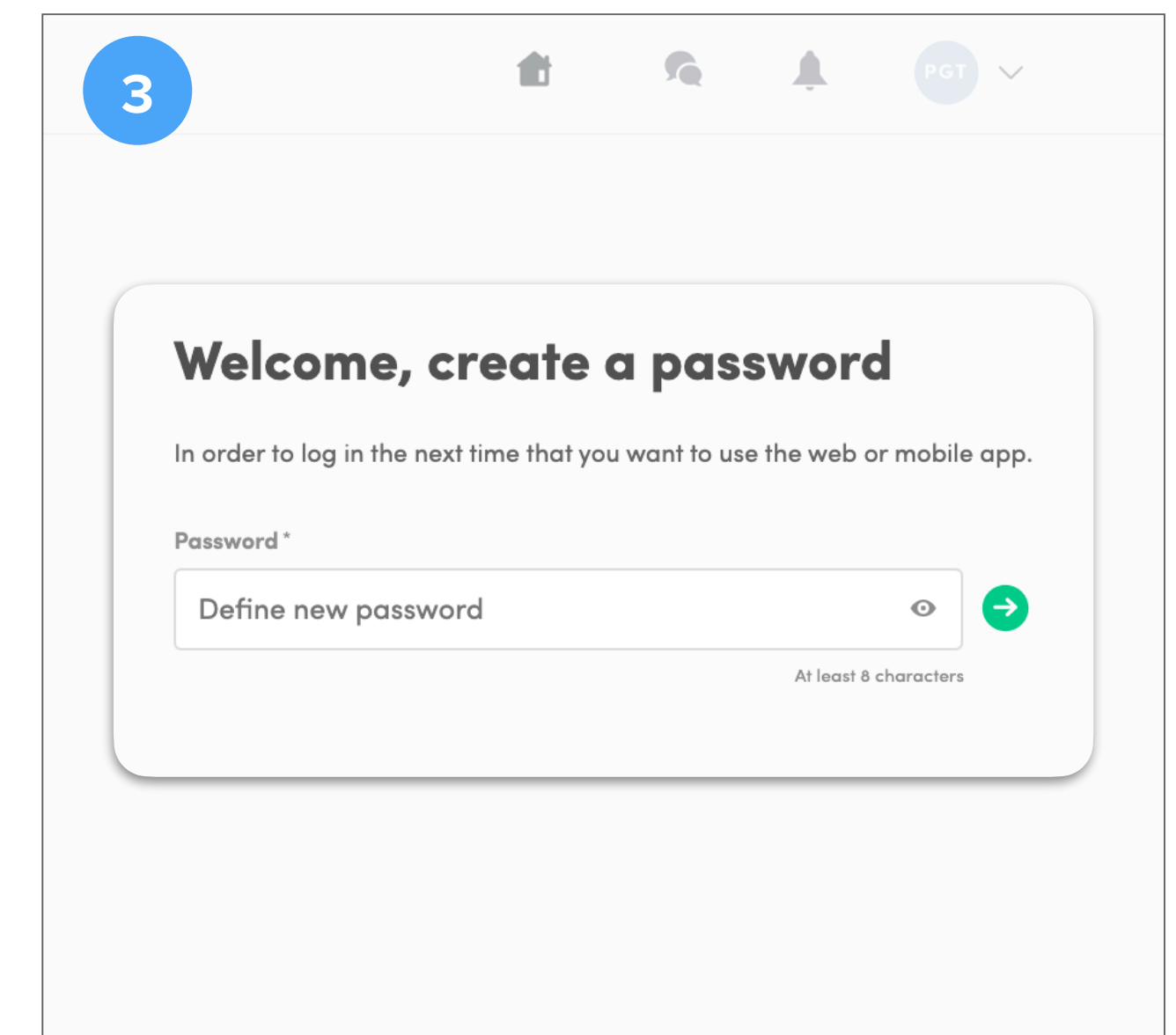
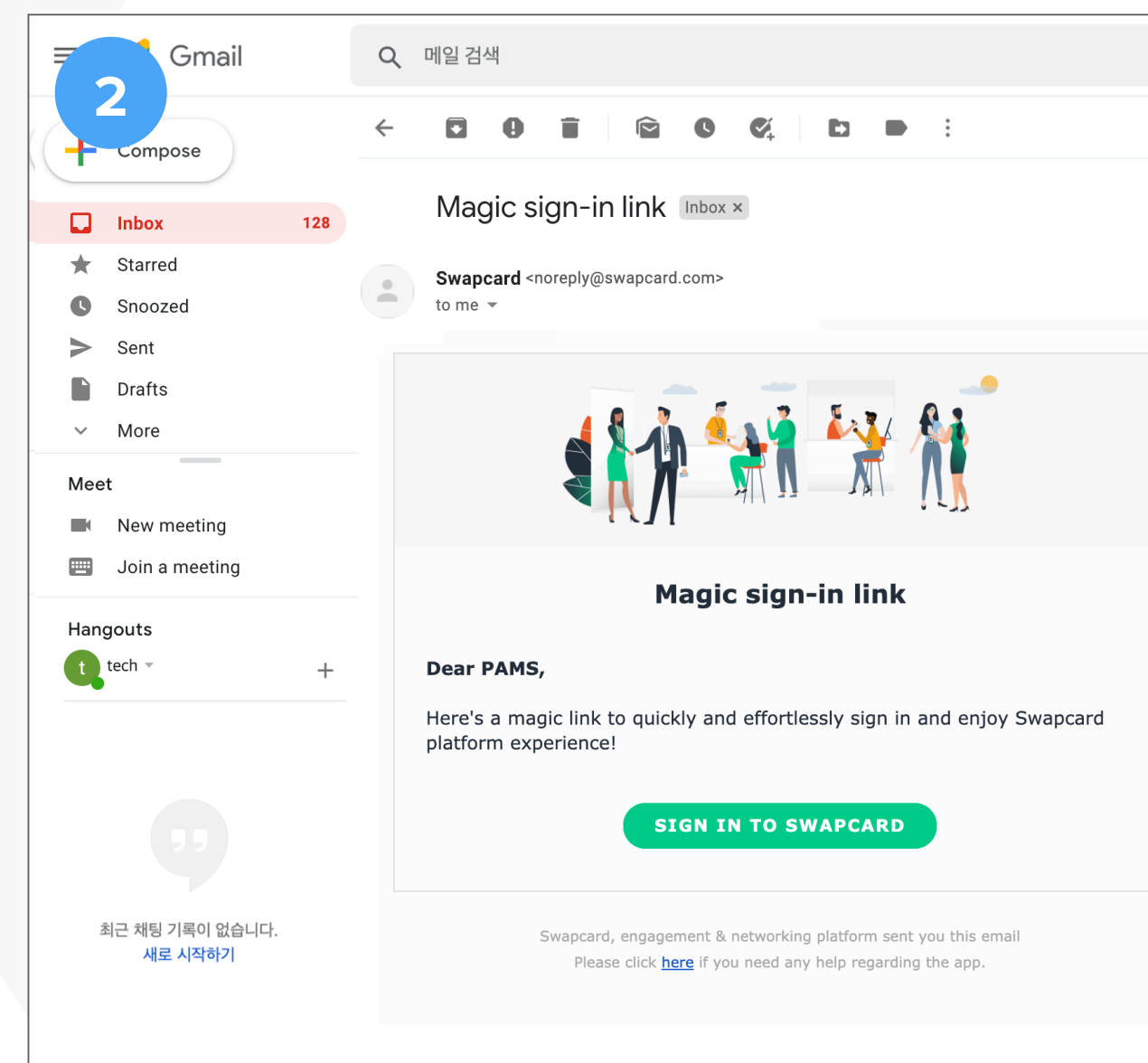
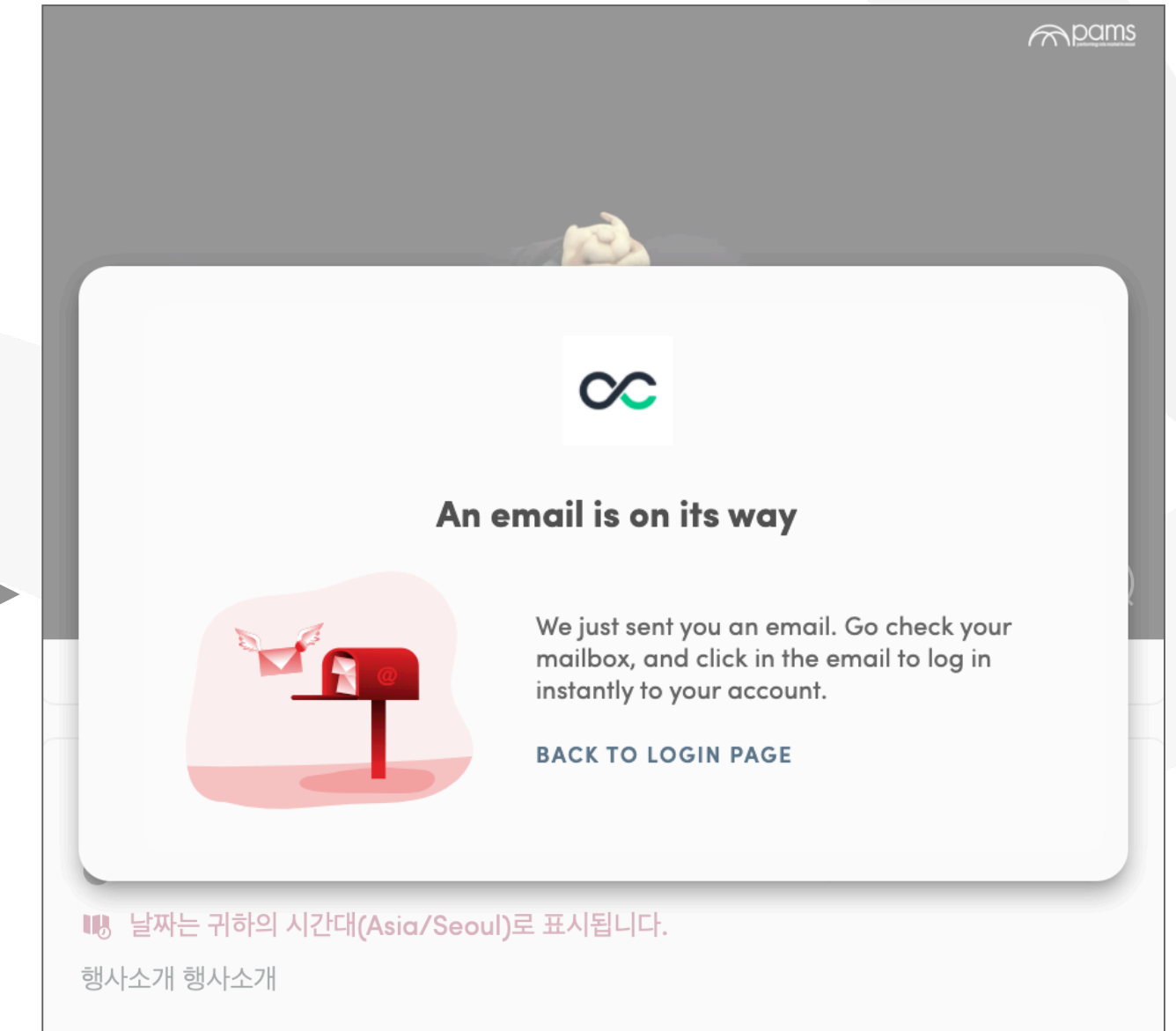
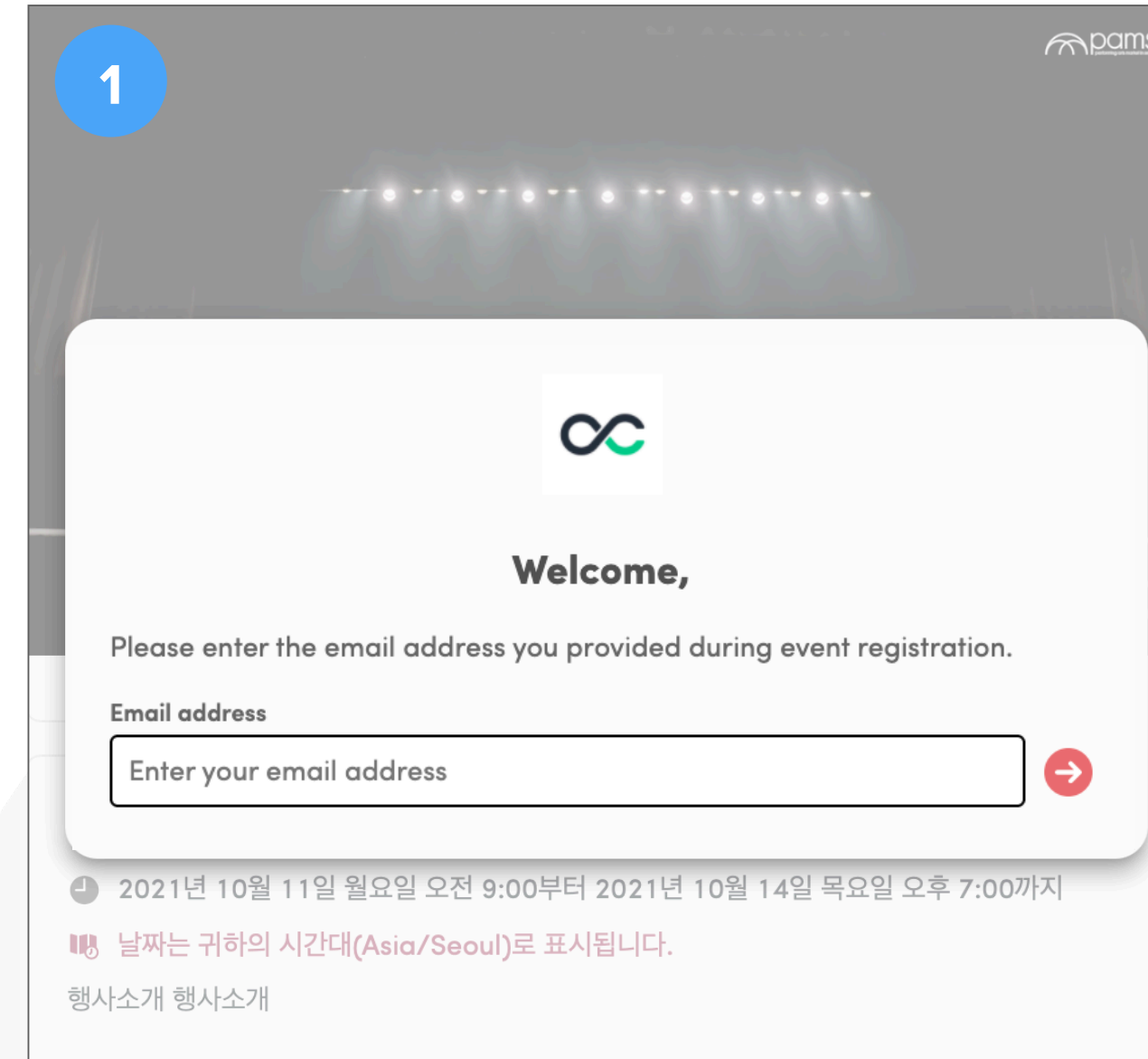
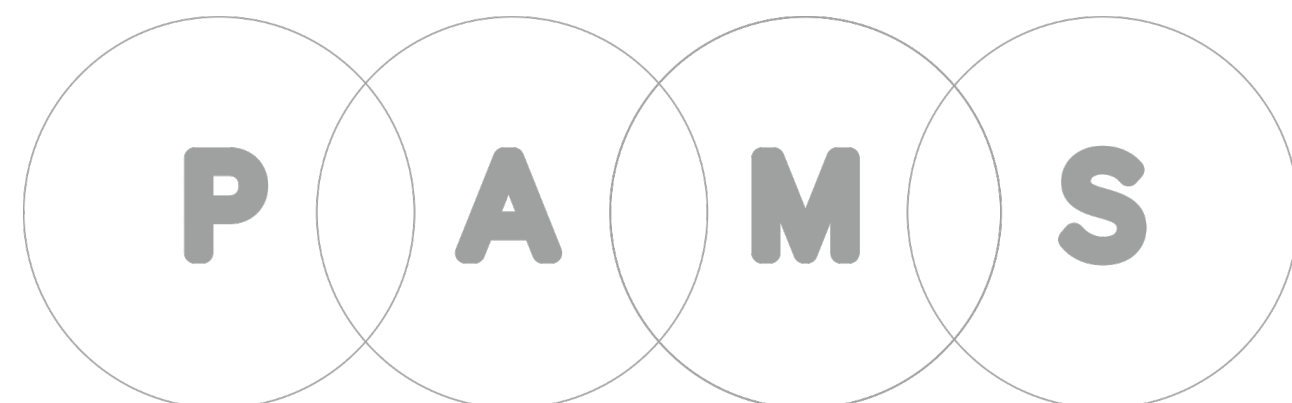
Registering for PAMS

Once you complete your registration on the PAMS website, click the link below to visit PAMS ON. You can access PAMS ON with the email address you used for your registration.

<https://app.swapcard.com/event/2021-pams-on>

If the system does not recognize your email, visit "swapcard.com" and click the "participant" button to register your email.

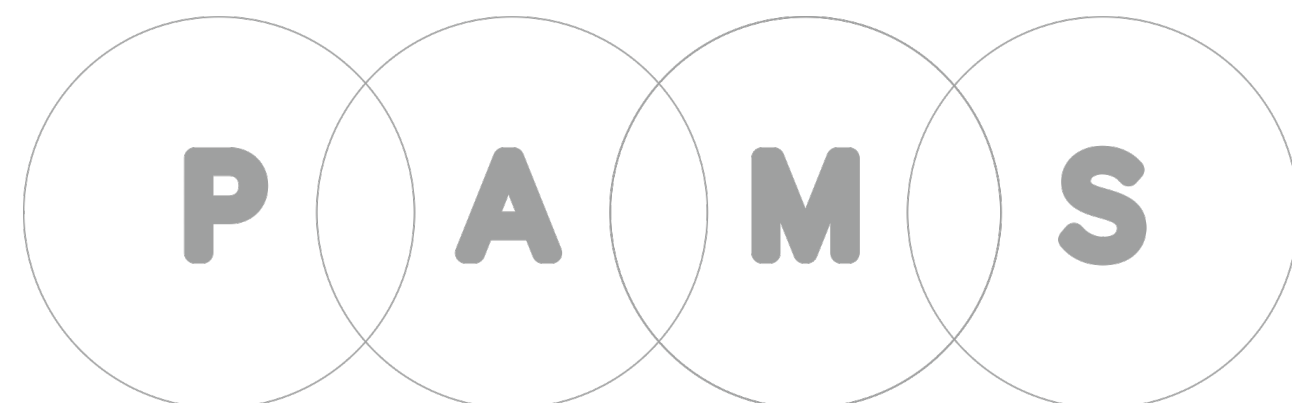
- 1 Use the [email address used for registration](#).
- 2 You will receive an email with a "Magic sign-in link." Click the "Sign in to Swapcard" button in the email to visit [PAMS ON](#).
- 3 Lastly, create [a password](#).



My profile

There are two ways to access the profile setup page.

- 1 At the top right corner, click the smaller circle (your initials) then click “My profile.”
- 2 At the top left corner you will find a bigger circle (your initials). At the top right corner of that box, click ‘EDIT’ to move to the profile setup page.



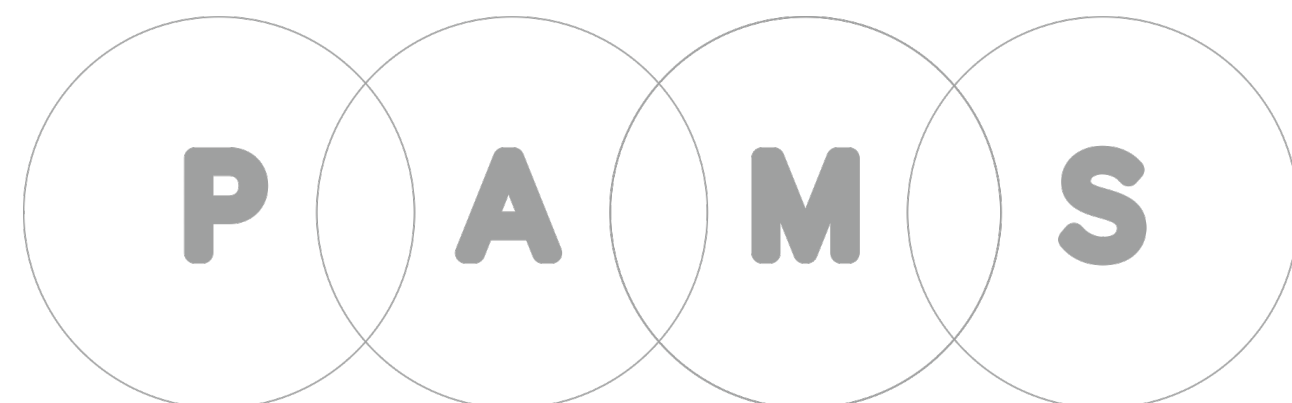
A screenshot of the PAMS website's profile page. The page has a yellow background. At the top, there is a navigation bar with the PAMS logo and the text "2021 PAMS ON Edit event". Below the navigation bar, there are several menu items: Home, Full Schedule, Watch [NOW], Next Mobility, PAMS Salon, PAMS Choice, PAMS Choice Ground, PAMS Ground, Attendees, and a profile icon with the initials "TS". A dropdown menu is open from the profile icon, showing options: My profile, My contacts, Settings, Event Studio, Exhibitor Center, Looking for an event?, Resource center, Contact app support, Legal, and Log out. The main content area features a large profile card on the left with a circular profile picture containing the initials "TS" and the name "test Speaker". An "EDIT" button is located in the top right corner of this card. Below the profile card, there are two sections for editing company information: "PAMS Choice PAMS Choice" and "PAMS Ground Artist". The right side of the page features a large banner for the "seoul performing arts festival 2021 서울국제공연예술제 spaf" with dates "10.7.Thu. - 11.7.Sun." and two "LEARN MORE" buttons. At the bottom of the page, there are several navigation buttons: Full Schedule, Watch [NOW], Next Mobility, PAMS Salon, PAMS Choice, and PAMS Choice Ground.

My profile

Fill in your information on the profile setup page.

Profile information

- About me
- Interest
- Social media
- Contact details
- Company



TS
test Speaker

About me EDIT
Keywords Describe yourself with #hashtags

Interest EDIT
Interested Organizations Pick your interested Organizations(max 3 choices)
Interested Genre Pick your interested Genre (max 3 choices)
Interested Area Pick your interested Area (max 3 choices)

Social media EDIT
Add your social accounts.

Contact details EDIT
Add your mobile phone number
Add your landline phone number
@ froma@froma.co.kr
Add your business website
Add your business address

Is member of
PAMS Choice
PAMS Ground Artist

Company EDIT
Enrich your profile by adding your company data.

Is speaking at
[Speed Dating] No more seats available
Monday, August 23, 2021 9:00 AM to Monday, October 11, 2021 11:00 AM
test Speaker ·
[Opening Forum] What will be the Next Mobility/Circulation in a (Post) Pandemic Era? : Focusing on Concept, Digital and Green Mobility/Circulation
Monday, October 11, 2021 5:00 PM to 7:00 PM
test Speaker ·
[PAMS Choice] PICKETLINE Generalkunst
Monday, October 11, 2021 7:40 PM to 8:00 PM
Multidisciplinary + Street Arts
test Speaker ·
[PAMS Salon] Reclaiming public spaces through arts
Monday, October 11, 2021 8:30 PM to 10:00 PM
test Speaker ·
[Next Mobility] Green Mobility
Tuesday, October 12, 2021 4:00 PM to 5:30 PM
test Speaker ·

My profile My contacts Settings

TS
test Speaker

About me EDIT
Keywords Describe yourself with #hashtags

Interest EDIT
Interested Organizations Pick your interested Organizations(max 3 choices)
Interested Genre Pick your interested Genre (max 3 choices)
Interested Area Pick your interested Area (max 3 choices)

Social media EDIT
Add your social accounts.

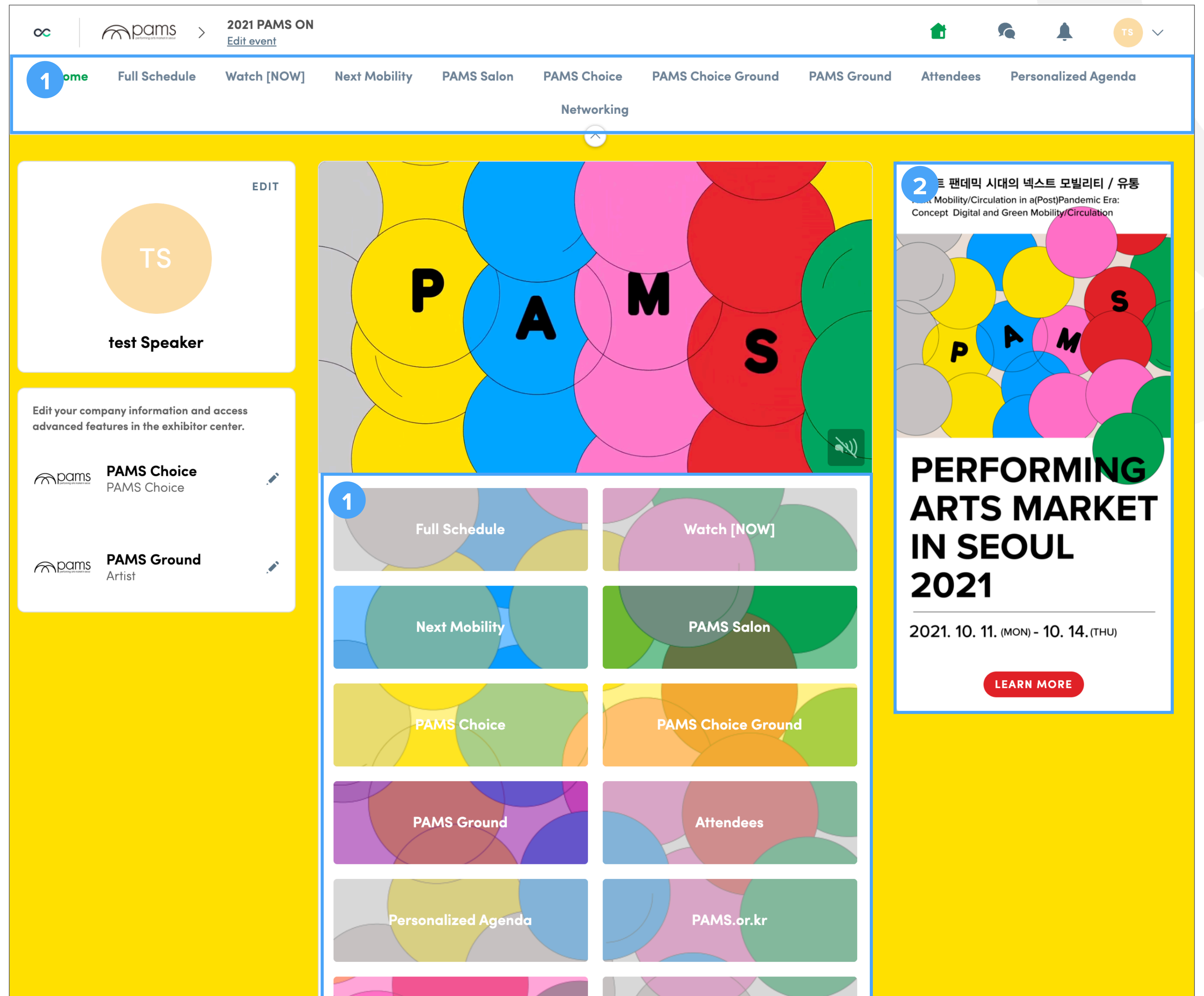
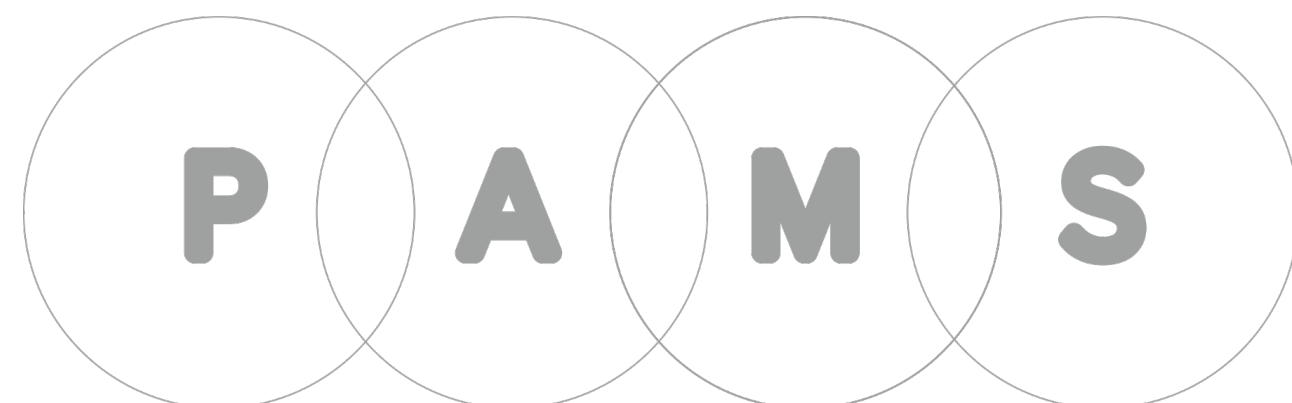
Contact details EDIT
Add your mobile phone number
Add your landline phone number

My main information ×
Import a nice picture in 240x240px minimum and no larger than 1MB.
First name test
Last name Speaker
Job title
Job title
Company
Company
ABOUT ME >

Home (main page)

From Home you can move to any page by clicking on the navigation bar.

- 1 From the navigation bar on the top and the menu boxes at the center, you can move to any page of your choice.
- 2 Click the banner image on the right to move to the PAMS webpage.

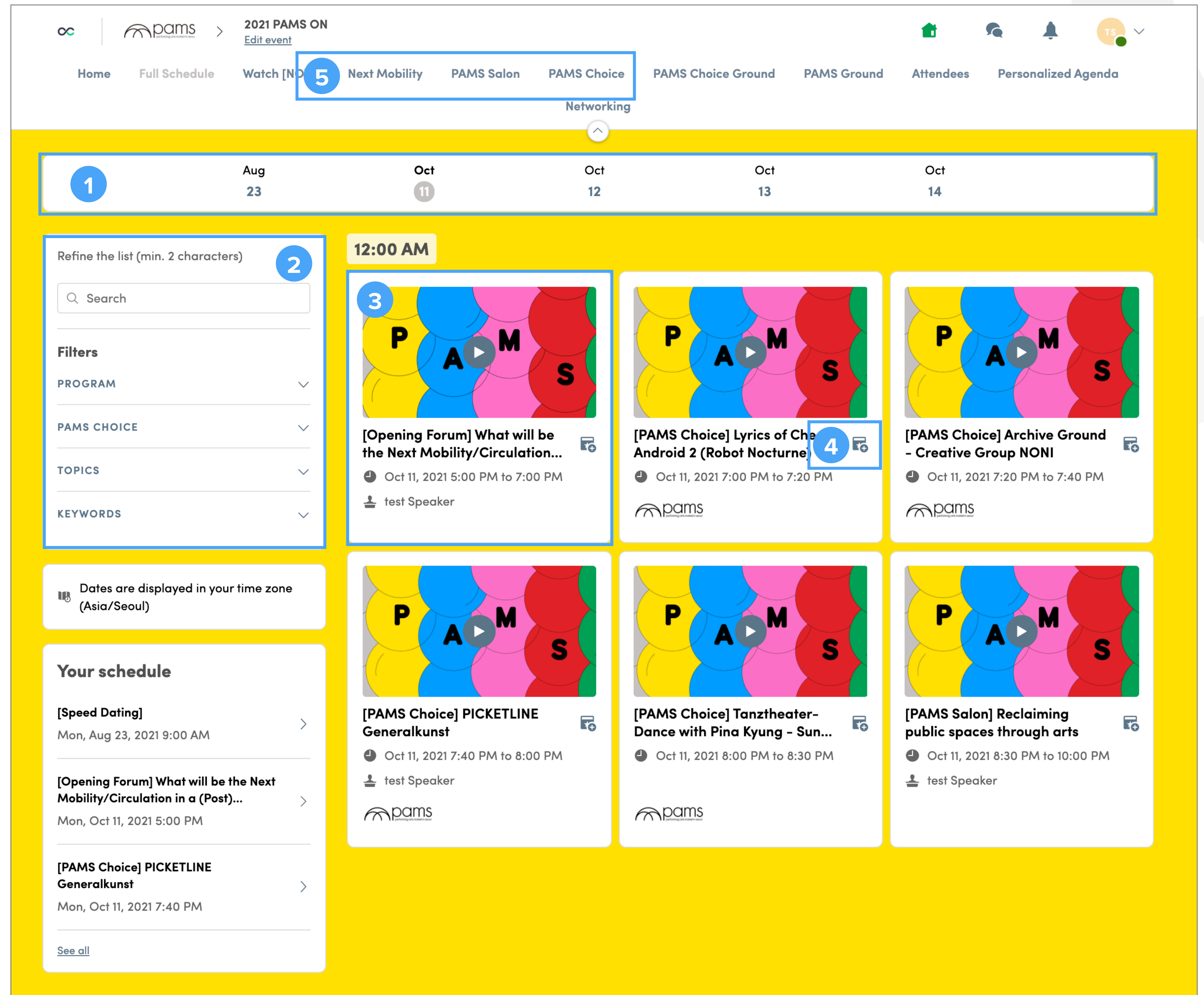
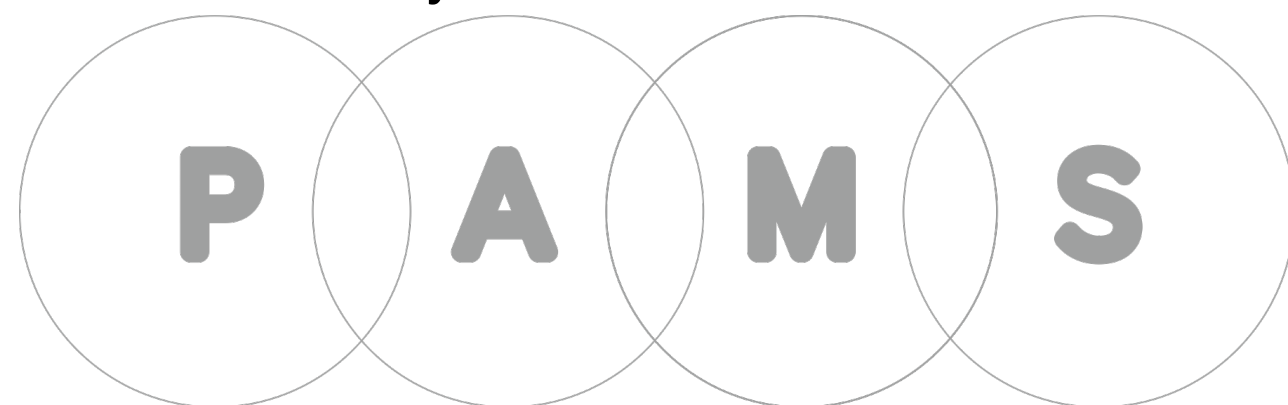


The screenshot shows the website interface for '2021 PAMS ON'. At the top, there is a navigation bar with 'Home' selected, followed by 'Full Schedule', 'Watch [NOW]', 'Next Mobility', 'PAMS Salon', 'PAMS Choice', 'PAMS Choice Ground', 'PAMS Ground', 'Attendees', and 'Personalized Agenda'. Below this is a central menu grid with buttons for 'Full Schedule', 'Watch [NOW]', 'Next Mobility', 'PAMS Salon', 'PAMS Choice', 'PAMS Choice Ground', 'PAMS Ground', 'Attendees', 'Personalized Agenda', and 'PAMS.or.kr'. On the right side, there is a large banner for 'PERFORMING ARTS MARKET IN SEOUL 2021' with the dates '2021. 10. 11. (MON) - 10. 14. (THU)' and a 'LEARN MORE' button. The page also features a 'test Speaker' profile and a section for editing company information.

Full Schedule

Full schedule of PAMS is displayed on this page. Select sessions of interest to make My schedule.

- 1 Click each date to see what sessions take place on that day.
- 2 Use keywords and filters to refine your search results and find the sessions you want more easily.
- 3 Click the box to move to the session page.
- 4 Click the calendar icon to add the session to My schedule.
- 5 Next Mobility, PAMS Salon, PAMS Choice pages are designed in the same way.

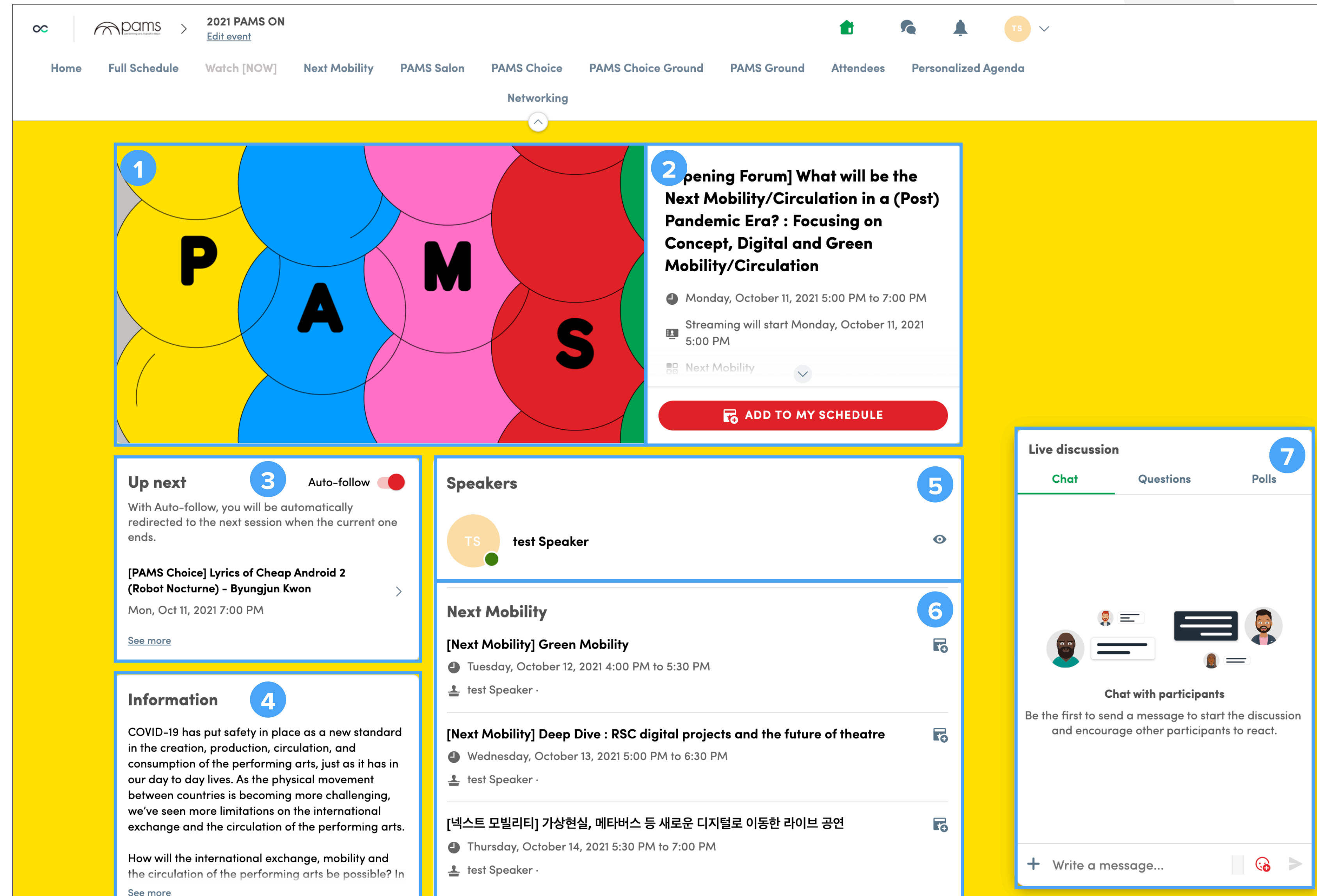
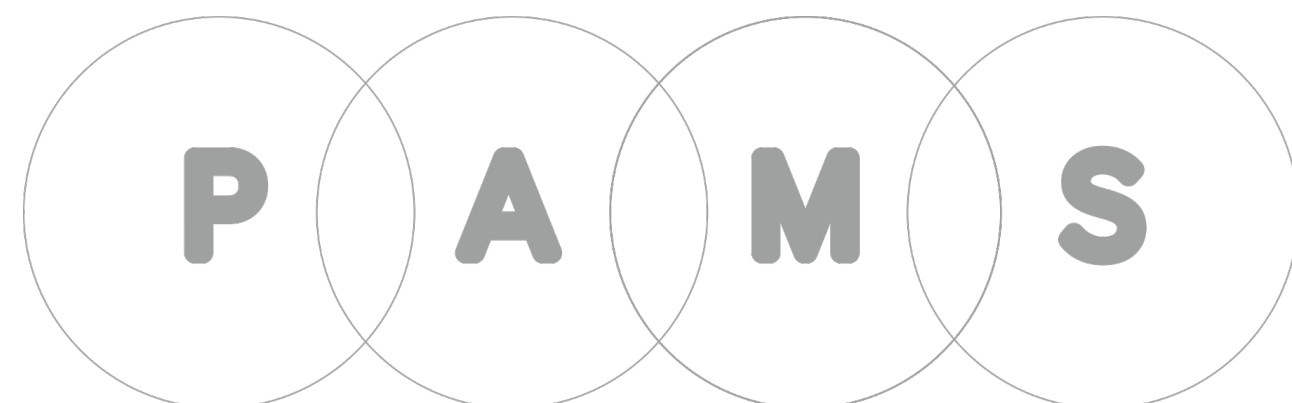


The screenshot displays the '2021 PAMS ON' website interface. At the top, there is a navigation bar with 'Home', 'Full Schedule', 'Watch [NO]', 'Next Mobility', 'PAMS Salon', 'PAMS Choice', 'PAMS Choice Ground', 'PAMS Ground', 'Attendees', and 'Personalized Agenda'. A blue box highlights the 'Next Mobility', 'PAMS Salon', and 'PAMS Choice' links, with a callout '5' indicating they are designed the same way. Below the navigation bar is a calendar view for August 23 and October 11, 12, 13, and 14. A callout '1' points to the date selection. On the left, a search and filter panel is shown with a callout '2' pointing to the search bar and filters. The main content area displays a grid of session cards for October 11, 2021, at 12:00 AM. Each card features a 'PAMS' logo and session details. Callout '3' points to the session card box, and callout '4' points to the calendar icon in the top right corner of a card. A 'Your schedule' sidebar on the left lists selected sessions: '[Speed Dating]' on Aug 23, '[Opening Forum] What will be the Next Mobility/Circulation in a (Post)...' on Oct 11, and '[PAMS Choice] PICKETLINE Generalkunst' on Oct 11. A note indicates 'Dates are displayed in your time zone (Asia/Seoul)'. The PAMS logo is also visible at the bottom left of the page.

Watch [NOW]

Watch [NOW] is where you can watch live sessions.

- 1 On this page live sessions will be streamed automatically.
- 2 Session titles and streaming times will be displayed here. The red button below will allow you to add the session to My schedule.
- 3 The next session will show up here.
- 4 Information on the current session is displayed here.
- 5 Click to see more information on the speakers.
- 6 Related sessions are listed here.
- 7 Feel free to chat on the LIVE DISCUSSION tab during sessions.



The screenshot displays the '2021 PAMS ON' website interface. At the top, there is a navigation bar with links for Home, Full Schedule, Watch [NOW], Next Mobility, PAMS Salon, PAMS Choice, PAMS Choice Ground, PAMS Ground, Attendees, and Personalized Agenda. The main content area is highlighted in yellow and features several key elements:

- 1** A large graphic with the letters 'PAMS' in colorful circles.
- 2** A session card titled 'Opening Forum] What will be the Next Mobility/Circulation in a (Post) Pandemic Era? : Focusing on Concept, Digital and Green Mobility/Circulation' with a red 'ADD TO MY SCHEDULE' button.
- 3** An 'Up next' section for '[PAMS Choice] Lyrics of Cheap Android 2 (Robot Nocturne) - Byungjun Kwon' with an 'Auto-follow' toggle.
- 4** An 'Information' section discussing COVID-19's impact on the performing arts.
- 5** A 'Speakers' section listing 'test Speaker'.
- 6** A 'Next Mobility' section listing upcoming sessions like '[Next Mobility] Green Mobility' and '[Next Mobility] Deep Dive : RSC digital projects and the future of theatre'.
- 7** A 'Live discussion' chat interface with a 'Write a message...' input field.

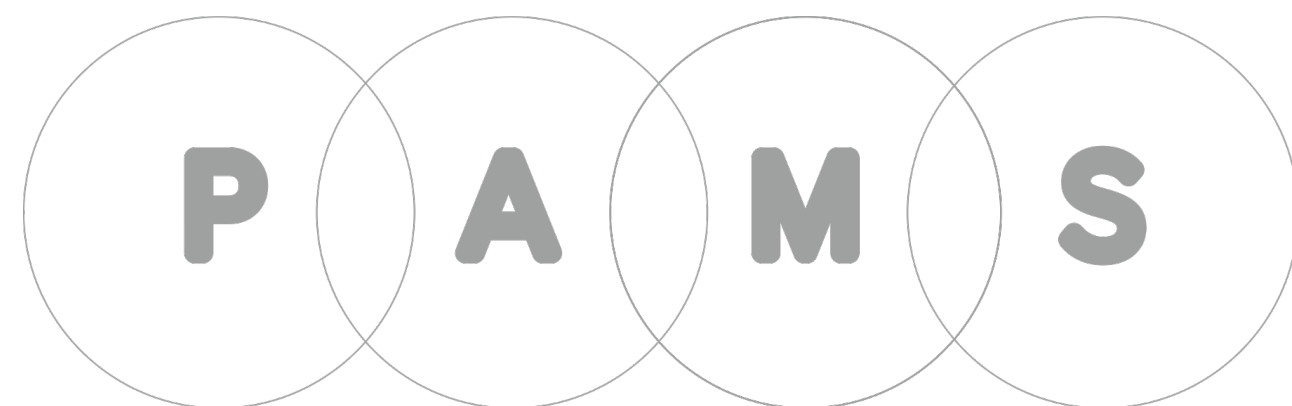
PAMS Choice Ground & PAMS Ground

PAMS Ground is an online exhibition booth. Information on the company is displayed here.

- 1 Click the box to move to the company's page.
- 2 Information about the company and its artists are shown in this box.
- 3 Click the image to move to the webpage that the company has put a link to.
- 4 Use this open chat box to communicate with the company.

The screenshot displays the PAMS Choice Ground website interface. The top navigation bar includes links for Home, Full Schedule, Watch [NOW], Next Mobility, PAMS Salon, PAMS Choice, PAMS Choice Ground, PAMS Ground, Attendees, and Personalized Agenda. The main content area is divided into several sections:

- Refine the list (min. 2 characters):** A search bar and filter options.
- My bookmarks:** A section for saved items.
- PAMS Choice Grid:** A grid of company cards. The card for Melancholy Dance Company is highlighted with a blue border and a '1' in a blue circle.
- Company Detail View:** A detailed view of the Melancholy Dance Company page, featuring a large image of a performer (highlighted with a '3' in a blue circle), a 'LEARN MORE' button, and a 'BOOKMARK' button. The information section includes:
 - Melancholy Dance Company**
 - Choreographer Cheolin Jeong (a.k.a Iron man)
 - Producer Minyoung Kim (a.k.a Betty Kim)
 - See more
 - Type of Organization: Performance Groups
 - Keywords: #현대무용, #무용, #공연예술, #멜랑콜리댄스컴퍼니, #contemporarydance
- Chat Window:** A chat window on the right side of the page, showing a message input field and a 'Write a message...' button. The chat content includes a message from the company and a disclaimer: "Send a message to 멜랑콜리댄스컴퍼니. A member of their team will respond. By contacting them, you agree to share your contact details."



Attendees

You can see all the registered attendees on this page.

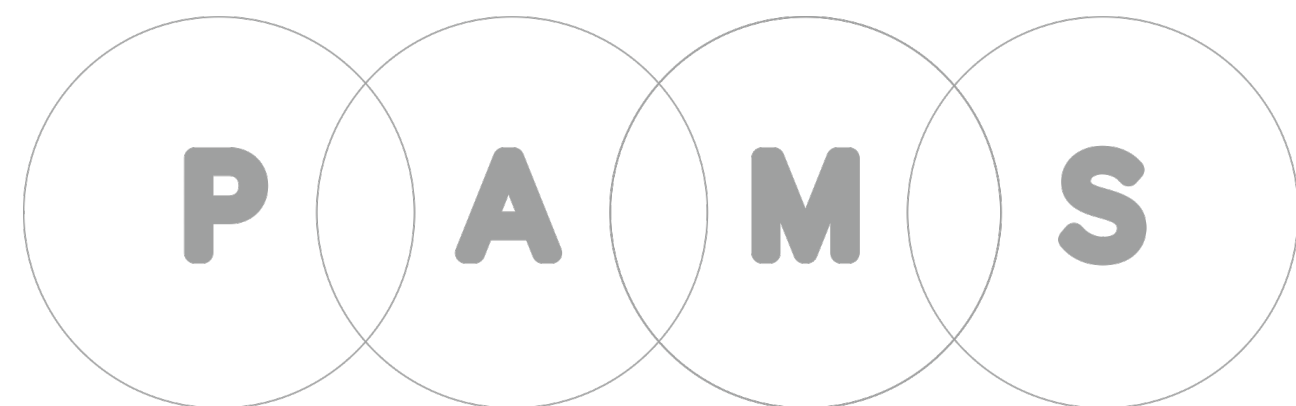
AI Matches will show you people who have similar interests to you. You can also use the search bar to find people you want to connect with.

- 1 AI Matches will show you people who have similar interests.
- 2 Use the search box if you want to look up someone specific.
- 3 More information on attendees can be found here.
- 4 Click “SEND CONNECTION REQUEST” for a chat.

The screenshot displays the 'Attendees' page for the 2021 PAMS ON event. The page is divided into several sections:

- AI Matches:** A horizontal row of four attendee cards, each with a profile picture, name, and title. A blue circle with the number '1' is positioned to the right of this row.
- Search and Refinement:** A search bar with the placeholder 'Search' and a 'Refine the list (min. 2 characters)' dropdown. A blue circle with the number '2' is next to the search bar.
- Attendee List:** A vertical list of attendee cards, each with a profile picture, name, and title. A blue circle with the number '3' is positioned to the right of this list.
- Profile Detail:** A detailed profile for Mar Perez Unanue, including her photo, name, title, and a bio. A blue circle with the number '3' is next to her photo. To the right of the profile is a 'Connect with Mar' section with a 'SEND CONNECTION REQUEST' button and a blue circle with the number '4'.

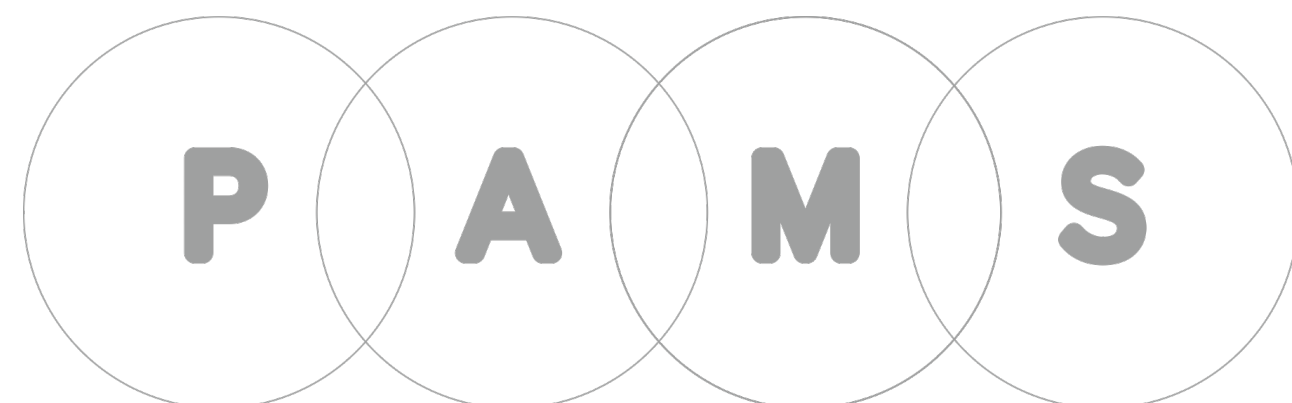
The PAMS logo is visible in the top left corner of the page.



Personalized Agenda

On the Personalized Agenda page you can find My schedule, my chats and companies of interest.

- 1 My schedule, chat log and companies of interest can be found here.
- 2 This box will show you the sessions you have selected. Click the session to move to its page.
- 3 My schedule can be added to your PC or mobile calendar automatically by using the Export menu here. You can also download a PDF copy.



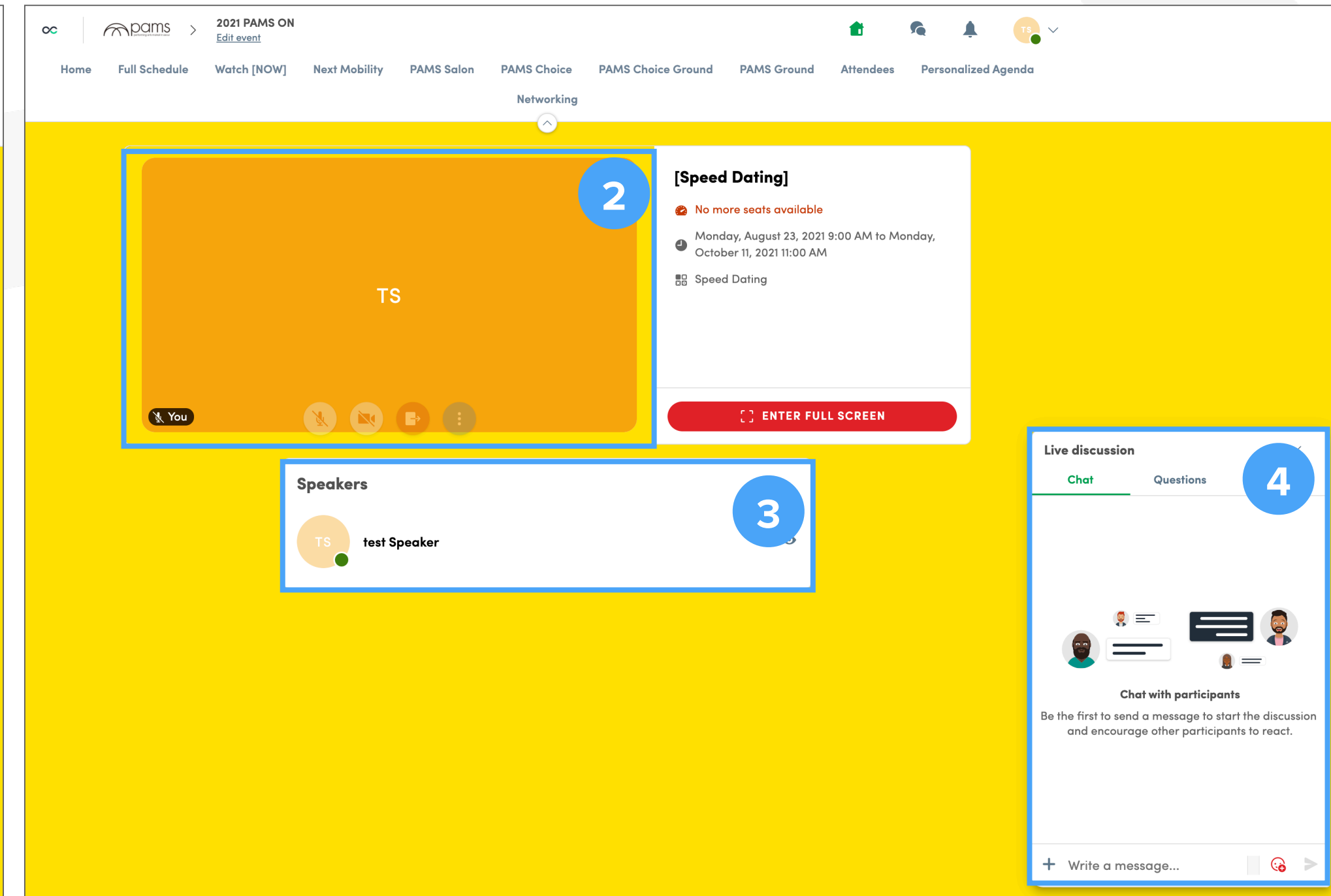
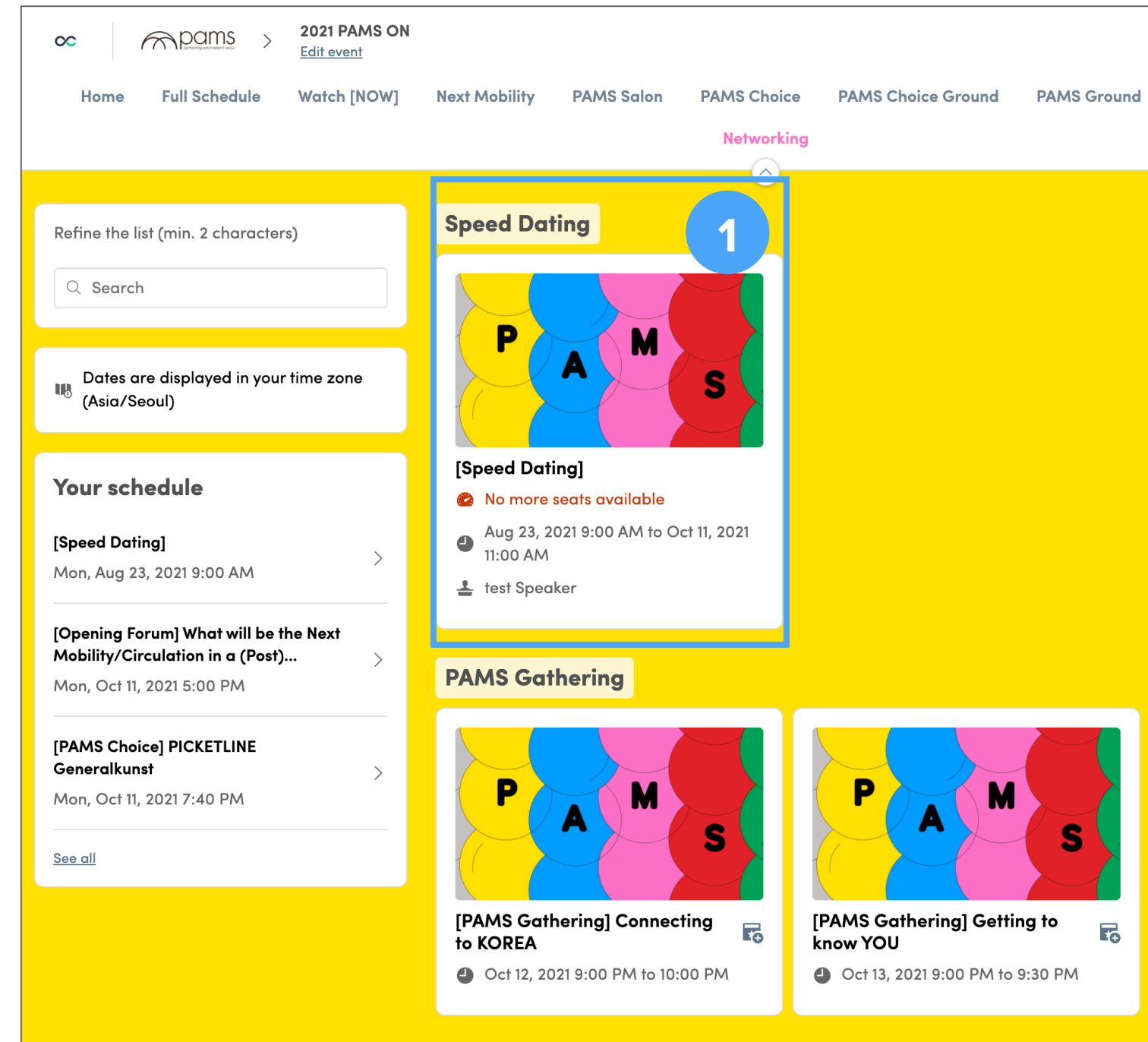
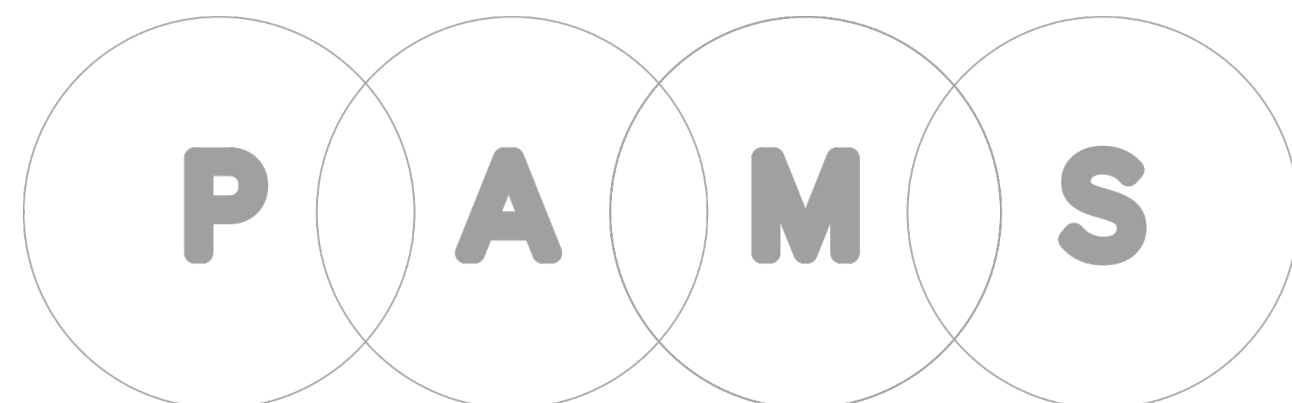
A screenshot of the PAMS 2021 Personalized Agenda page. The page has a yellow background and a white navigation bar at the top. The navigation bar includes the PAMS logo, the event title "2021 PAMS ON", and several menu items: Home, Full Schedule, Watch [NOW], Next Mobility, PAMS Salon, PAMS Choice, PAMS Choice Ground, PAMS Ground, Attendees, and Personalized Agenda. The "Personalized Agenda" menu item is highlighted. Below the navigation bar, there is a "Networking" section with an upward arrow. The main content area is divided into three columns. The first column, labeled "1", contains a "My schedule" section with a blue circle containing the number 1. It lists "My meetings", "My networking", and "My bookmarked companies", each with a right-pointing arrow. Below this is a white box with a calendar icon and the text "Dates are displayed in your time zone (Asia/Seoul)". The second column, labeled "2", shows a list of sessions. The first session is for "Monday, August 23, 2021" at 9:00 AM, titled "[Speed Dating]". It includes a red warning icon and text "No more seats available", a clock icon with the time "Aug 23, 2021 9:00 AM to Oct 11, 2021 11:00 AM", and a "Speed Dating" tag. Below the session is a speaker profile for "test Speaker" with a circular avatar containing "TS". The second session is for "Monday, October 11, 2021" from 5:00 PM to 7:00 PM, titled "[Opening Forum] What will be the Next Mobility/Circulation in a (Post) Pandemic Era? : Focusing on Concept, Digital and Green Mobility/Circulation". It includes a plus icon, a description "COVID-19 has put safety in place as a new standard in the creation, production, circulation, and consumption of the performing arts, just as i...", a "Next Mobility" tag, and a speaker profile for "test Speaker" with a "Multidisciplinary" tag. The third session is for "Monday, October 11, 2021" from 7:40 PM to 8:00 PM, titled "[PAMS Choice] PICKETLINE Generalkunst". It includes a plus icon, a description "PICKETLINE is a series project designed with attention to protests among the expression methods that are the basis of the street. It was inspired by...", a location tag "Multidisciplinary + Street Arts", a "PAMS Choice" tag, and a speaker profile for "test Speaker" with a "Multidisciplinary" tag. The third column, labeled "3", contains an "Export" section with a blue circle containing the number 3. It includes the text "Add your upcoming sessions and meetings to your calendar application.", a link "EXPORT TO MY CALENDAR", the text "Export your sessions, meetings and bookmarks in a single printable PDF file.", and a link "DOWNLOAD PDF". The PAMS logo is visible at the bottom of the page.

Networking - Speed Dating

On the Networking page you can find Speed Dating and PAMS Gathering. PAMS Gathering will take place on “spatial.chat”.

- 1 If an application for Speed Dating gets accepted, the details will show here on this page. Please have your camera and microphone on for Speed Dating.
- 2 You can find out who is attending here.
- 3 You can use the LIVE DISCUSSION tab to chat
- 4 You can ask questions or send a link.

*You can make applications for Speed Dating in advance.



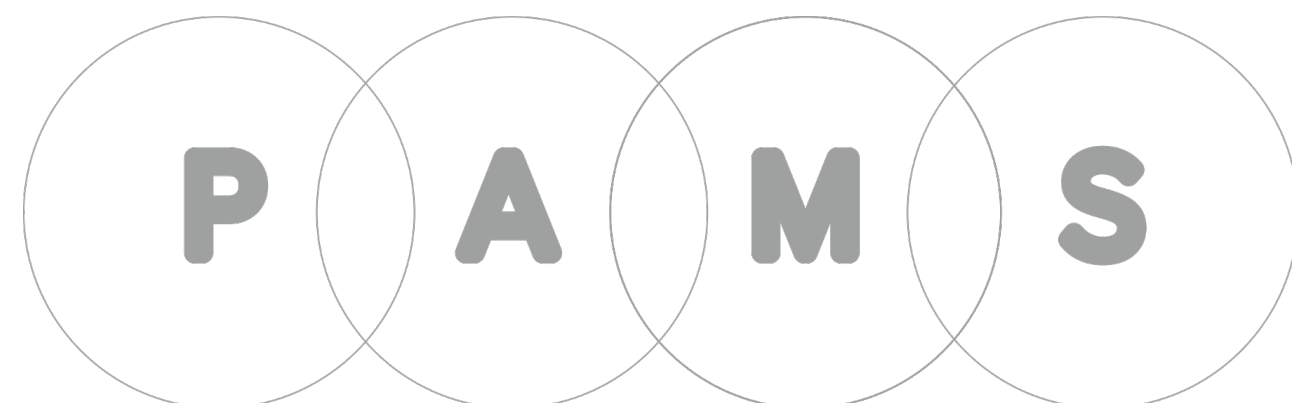
Networking - PAMS Gathering

On the Networking page you can find Speed Dating and PAMS Gathering. PAMS Gathering will take place on “spatial.chat”.

- 1 Use the link at the bottom of the box to move to “spatial.chat”.
- 2 You can use the LIVE DISCUSSION tab to chat with other attendees or ask questions.

The screenshot shows the 'Networking' section of the PAMS ON website. It features a search bar, a 'Your schedule' list, and two event cards. The first card is for 'Speed Dating' on August 23, 2021, from 9:00 AM to 11:00 AM, with a note that no more seats are available. The second card is for 'PAMS Gathering' on October 12, 2021, from 9:00 PM to 10:00 PM, titled '[PAMS Gathering] Connecting to KOREA'. A third card for '[PAMS Gathering] Getting to know YOU' on October 13, 2021, from 9:00 PM to 9:30 PM is partially visible.

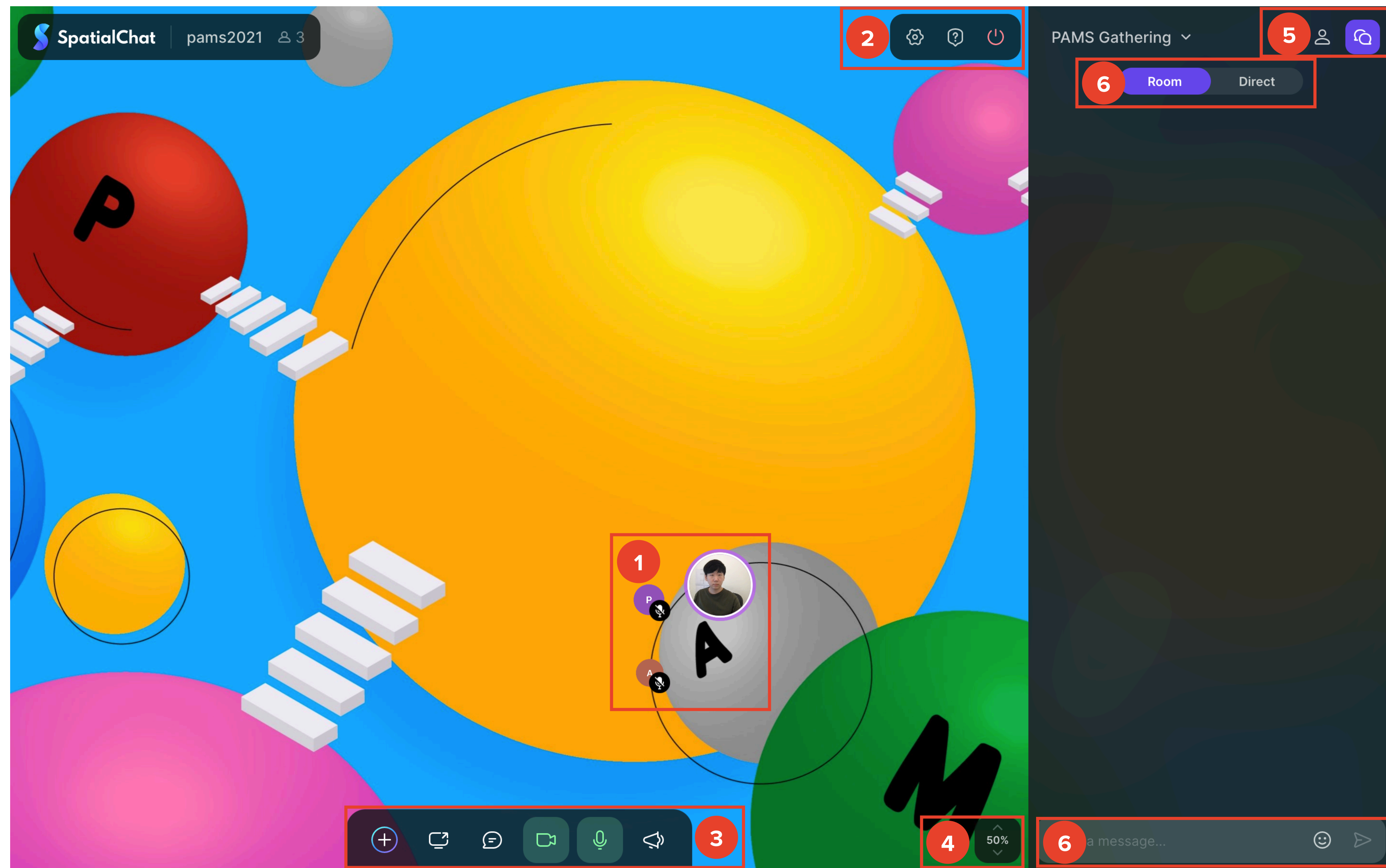
This screenshot shows the detailed view of the '[PAMS Gathering] Getting to know YOU' event. It includes a large graphic with the letters 'PAMS' in colorful circles. The event details specify it is on Wednesday, October 13, 2021, from 9:00 PM to 9:30 PM. An 'ADD TO MY SCHEDULE' button is present. Below, there is an 'Information' section with a 'Networking' keyword and a 'PAMS Gathering' link. An 'Attendees' list includes YUMI CHOI (team leader, DREAMING THEATER), Clémentine Rapatout (Touring and communications officer, Quebec on Stage), and itta TENGGER (Artist, TENGGER). On the right, a 'Live discussion' chat window is open, showing a message from September 29, 2021, that provides a link to the SpatialChat group video: <https://spatial.chat/s/pams2021>.



PAMS Gathering

You can set up your profile on the first page. Have your camera and microphone on as you are entering the space. Feel free to move around the space and find people to connect with.

- 1 You can hear people better if you are close to them. Get closer to other attendees to join the conversation.
- 2 You can change settings for your camera or microphone, or leave PAMS Gathering if you wish.
- 3 The tool bar below allows you to disable your camera or mute your microphone. If you have an announcement to make for all attendees, click on the megaphone icon.
- 4 You can zoom in or out here.
- 5 You can see the list of attendees or chat with them.
- 6 On the chat box, you can switch between Room and Direct for open chatting and 1-to-1 chatting respectively.



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www.pams.or.kr

Help Desk

For any questions you have or assistance you need,
contact us at 2021.pams@gmail.com