

Tongil Group's 2nd Quarter Public Relations Conference

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On June 28th, 12 affiliate public relations personnel gathered on the 13th floor of the Tongil Foundation building to emphasize the importance of direction, public relations and brand management. Each affiliate shared public relations plans during the second half.



The first part of the conference began with Tongil Group President No Hi Pak and Secretary General Jong-gwan Kim. President Pak No Hi Pak addressed public relations personnel, as well as the affiliates and the press about the importance of 'VISION 2020.' He emphasized how the entire Tongil Group must join forces to reach the goal of 'VSP 2020.' Afterwards, President No Hi Pak shook hands with everyone to give encouragement.

Presentations followed in the Foreign Cooperation Office. The content of the press report was given by the Tongil Group. And the affiliates cooperated by sharing the press report that went out and emphasizing Tongil Group's efficiency and significance. In particular, they spoke of how the effect of press public relations for small and medium sized companies is even more effective than other advertising or marketing methods. They also affirmed their support for press public relations of Tongil Group affiliates.



Afterwards, certain prominent cases of press public relations were presented like the 'Chuncheon Factory Completion Ceremony' and the Yongpyong Resort's 'Only place to go sledding in May.' They affirmed their support by expressing that if a complicated issue surfaced, they would cooperate with the Tongil Group ahead of head of time when planning press releases, thus emphasizing a greater synergy effect.



The second part of the conference featured cases of affiliate public relations journalists presenting public relations cases and sharing the schedule for the 3rd quarter, thus ending the 2nd quarter public relations press conference.