

First Half of 2015 Tongil Group Public Relations Reporter Meeting

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On Wednesday, March 18th, 2015, at 10:30 AM, the “First Half of 2015 Tongil Group Public Relations Reporter Meeting” was held in the meeting room on the 13th floor of the Dowon Building. At the meeting, 11 Tongil Group subsidiary company reporters from Ilhwa, Segye Times, Ilsang Ocean Development, Ilshin Stone, TIC, Seil Tours and Seilo attended Tongil Foundation Secretary General Sun-Pyo Hong, in order to share about the direction of the PR Department and give reports to improve subsidiary solidarity.



2014 Best PR Reporter Ilsang Ocean Development Deputy Whi-Chan



2014 Outstanding PR Reporter Seilo Section Chief Hyung-Joon Kwo

This year's meeting coincided with the 2014 Best PR Reporter Awards Ceremony. The recipients were selected based on their results from the previous year, participating in meetings and PR presentations. The awards were directly presented by Secretary General Sun-Pyo Hong. Ilsang Ocean Development Deputy Whi-Chan was selected as the Best PR Reporter of 2014, and Seilo Section Chief Hyung-Joon Kwon was selected as the Outstanding PR Reporter of 2014.



“I am very grateful to the PR reporters who go beyond their assigned duties to create the internal infrastructure of the Group and work as members of the Group. PR reporters need to fully understand the products and services of the company, as well as the characteristics of the Group as a whole. Furthermore, they also need to embody the accomplishments for world peace of Family Federation founders Rev. Sun Myung Moon and Dr. Hak Ja Han Moon, upon which the Foundation is based. From now on, the subsidiary companies need to yield more in-depth reporting on their headline issues. Please work hard to improve the awareness of the Family Federation and the Group and to improve our brand values,” said Secretary General Sun-Pyo Hong.



A report on the current status of Tongil Group press reports was then given by Tongil Group PR Department General Manager In-Yong Ryu. He began with a press report on the recent “Eurasia and Europe International Leaders’ Conference,” followed by reports on the Interfaith Peace Blessing Festival in the Philippines, the Philippine Asian Summit, the Nepal Multicultural Family Educational Peace Festival, the Nepal South Asian Peace Movement International Assembly, the Tongil Group Salary Round-Off Donation Project and the Foundation Day and Cosmic Blessing Ceremony.



The Segye Times gave their PR presentation for the first half of 2015, followed by Seil Tours. The Segye Times shared mainly about their “World Media Conference,” which they co-hosted with the Washington Times. The Media Conference, which was held under the banner “A View on Peace in Northeast Asia in the 21st Century,” was attended by former U.S. Secretary of State for East Asian and Pacific Affairs Christopher R. Hill, former U.S. CIA Director James Woolsey, Seoul Mayor Won-Soon Park, National Assembly Member Kyung-Won Na and many other domestic and international personnel.



Seil Tours Deputy Hyung-Min Kim then shared that the aftereffects of last April's Sewol ferry tragedy that continue to affect the entire tourism industry; but that Seil Tours has been working hard to improve their results through advertisements for Europe backpacking trips and long and short-term workshops and the recruitment of exchange students, as well as through the development of various products, promotional activities and advertisements through Facebook and on blogs.



After the two subsidiary company presentations, the reporters shared their public relations plans for the latter half of the year. Through each company's PR schedule report, all issues facing the entire Foundation, as well as each of its subsidiary companies, were discussed in depth; and all personnel were able to collaborate on one another's efforts. After an advertisement, the "First Half of 2015 PR Reporters' Meeting" came to a close.

