Experience Agency 2026 Intro Deck

LEARNCATION

We are a Seoul-based experience agency specializing in hospitality, cultural programs, and curated travel for international guests.

We partner with global brands and corporations to design meaningful experiences–from brand events and executive workshops to corporate incentive journeys and immersive cultural programs.

Our team has delivered programs for leading global companies including Samsung Electronics, Netflix, NIVEA, Jordan, Hublot, Loewe, Van Cleef & Arpels, Celine, and Dolce & Gabbana.



SPECIALTY

OUR SERVICES

EVENT HOSPITALITY

- ✓ VIP hospitality & protocol services
- ✓ Influencer and media experience programs
- ✓ Venue sourcing and event production support
- ✓ Guest registration and attendee coordination
- ✓ Brand experience program design
- ✓ Hotel booking and event concierge services
- ✓ VIP airport meet & greet services
- ✓ Luxury transportation coordination





INCENTIVE TRIPS

- ✓ Curated cultural and local experiences
- ✓ End-to-end trip planning and operations
- ✓ Group itinerary design and management
- ✓ Hotel sourcing and accommodation booking
- ✓ Premium dining and unique venue experiences
- ✓ Local guides and cultural hosts
- ✓ Private transportation and logistics

CORPORATE EXPERIENCES

- ✓ Corporate offisites and training workshops
- ✓ Team building activities and cultural immersion
- ✓ Innovation and industry exposure programs
- ✓ Purpose-driven program and experience design
- ✓ Venue sourcing and coordination
- ✓ Professional facilitators and industry speakers
- ✓ Industry visits and expert-led sessions
- ✓ Leadership and personal development programs





SPECIAL INTEREST TOURS

- ✓ K-culture and K-pop themed experiences
- ✓ Art, design, and creative workshops
- ✓ Korean culinary and food exploration tours
- ✓ Wellness and mindfulness experiences
- ✓ Local lifestyle and neighborhood explorations
- ✓ Expert hosts and cultural specialists

EDUCATIONAL TOURS

- ✓ School and university learning journeys
- ✓ Cultural immersion and heritage exploration
- ✓ Industry visits and innovation exposure
- ✓ Interactive workshops and learning sessions
- ✓ Academic and professional guest speakers
- ✓ Program design aligned with learning goals





PREMIUM PRIVATE TOURS

- ✓ Fully customized private itineraries
- ✓ Personal guides and cultural hosts
- ✓ Exclusive cultural and local experiences
- ✓ Luxury transportation and logistics
- ✓ Hotel sourcing and concierge services
- ✓ VIP access and curated dining experience

PORTFOLIO

EVENT HOSPITALITY

HUBLOT

Global Ambassador Reveal

Feb 2026 | Hotel Shilla | 60 Participants

Premium VIP hospitality and guest journey management supporting the unveiling of Hublot’s new global ambassador.



CELINE

Cheongdam Flaship Opening

Nov 2024 | Josun Palace | 45 Participants

Discreet, high-standard protocol management and 1:1 on-site Personal Assistant (PA) services for high-profile celebrities and VIP guests.



DOLCE & GABBANA

APAC Make Up Launch Event

Oct 2025 | Hotel Shilla | 140 Participants

VIP hospitality and guest management for an APAC-wide launch, tailored to the specific needs of international press and high-tier influencers.



PORTFOLIO

INCENTIVE TRIPS

ELKJOP

Top Sellers Incentive Tour

Oct 2025 | Mondrian Seoul | 46 Participants

Full-scale planning and operation of a premium incentive tour for Nordic top performers, blending Seoul’s modern culture with traditional experience.



SAMSUNG

Sleep & Wellness Retreat

April 2025 | Nostalgia Bukchon | 28 Participants

Curation of a “Sleep & Wellness” retreat set in a traditional hanok environment, creating a restorative program that introduced participants to Korean-inspired relaxation rituals and wellness experiences.



NIVEA

COMPANY-WIDE Incentive Tour

May 2024 | Sofitel Ambassador | 103 Participants

Strategic design of a large-scale incentive tour, including team-building workshops, a signature gala dinner, and comprehensive event logistics.



PORTFOLIO

CORPORATE EXPERIENCES

NETFLIX

Global Creator Program

June 2025 | Fairmont Seoul | 124 Participants

Design and operation of immersive group activities for global creators to promote major Netflix IPs, focusing on interactive storytelling.



Beiersdorf

Teams Building Workshop

Dec 2024 | Paraspara Seoul | 30 Participants

Curation of a bespoke collaboration workshop and hospitality management aimed at enhancing team synergy within a premium resort environment.



Four Seasons

Luxury Attitude Training

April 2022 | Seoul | 89 Participants

Program concept development and training experience design for an engaging workshop aligned with luxury hospitality service principles.





CORE TEAM

Sarah Lee
Co-Founder | CEO
Ex-Luxury Business Institute, Marketing
Leads client communication and partnership management.
Designs experiential programs and oversees overall planning.

Corren Cho
Co-Founder | COO
Ex-Samsung, HR
Leads corporate training and HR-focused program content.
Oversees operations, systems management, and reporting.

Rachel Kwon
Guest Experience Director
Ex-Hotel Shilla, Corporate Travel
Manages VIP guest relations, on-site coordination,
and personal assistant (PA) services.

Danny Yang
Content Director
Ex-ClassU, PD
Leads in-house media production, creating photo and video
content tailored to guest experiences and brand storytelling.

Let's Connect.

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