



Team 01



Team 04



Delivering Every
Moment with
Precision



ALLWEK
ARENA
CAMP
2027



Team 02



Team 03

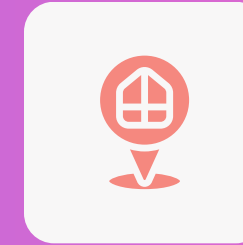


EVENT OVERVIEW



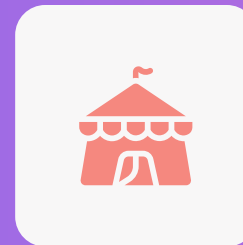
Event Name

ALLWEK ARENA CAMP
2027



Venue

High Seoul Youth Hostel
Seoul, South Korea



Event Type

Content creation and
Dance Battle Camp



Duration

1 week



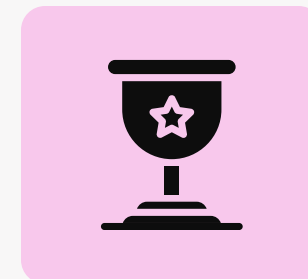
Event Date

March 29 ~ April 04, 2027



Expected Attendance

100+ Participant



Event Objective

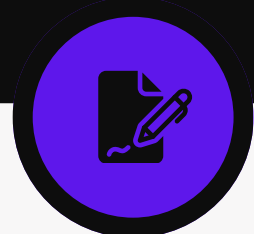
"To connect global dancers in Seoul for a 7-day journey of viral short-form collaborations, K-pop auditions, and the AllweK Arena battle."



EVENT FLOW

Event Duration

7 Days



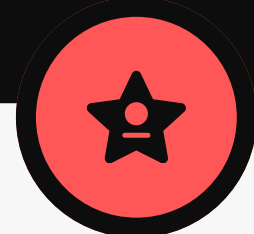
Arrival &
Networking
& Breaks

Day 1



Influencer
Masterclass &
Seoul city tour
& Dance
Studio
experience

Day 2



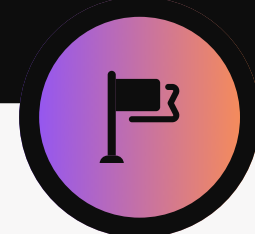
K-Pop
Agency
Audition &
their
feedbacks

Day 3



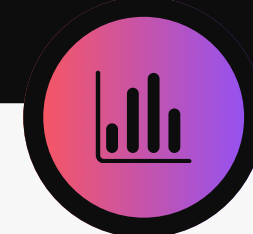
Studio
Shooting
Collab Day

Day 4



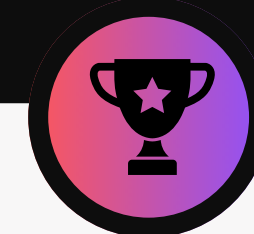
Influencer
Masterclass &
Seoul city tour
& Short form
Challenge

Day 5



The Main
Event: Battle
& Party

Day 6



Awards &
Farewell

Day 7

PACKAGE INCLUSIONS (\$1,499)

Category	Details
Accommodation	6 Nights and 7 days in a premium group accommodation in Seoul
Mentorship	Exclusive coaching & classes by Top Influencer Leaders
Activities	K-Pop Agency Audition, Studio Collab Day & Main Battle Entry
Transport	Private group shuttles for daily missions
Meals	Daily Breakfast, and selected group meals
Goodies	Official AllweK Arena Welcome Kit (T-shirt, etc.)



Objective

"Uniting global dance creators to showcase their talent, network with top influencers, and experience authentic K-Culture through dance."

OFFICIAL VENUE: HI SEOUL YOUTH HOSTEL



Success Indicators

- ✓ Premium City-Run Facility: Managed by the Seoul Metropolitan Government, ensuring top-tier cleanliness, safety, and modern amenities for a comfortable stay.
- ✓ Perfectly Located: Situated in the heart of Seoul with excellent public transportation access, making it incredibly easy to travel to hotspots like Hongdae, Seongsu, and the Han River.
- ✓ Built for Creators: Features spacious group accommodations, large seminar rooms for evening gatherings, and plenty of communal spaces perfect for team building and networking.



MAIN PROGRAM



1. INFLUENCER CREW SYSTEM

"Journey Together with Your Favorite Creator"

- ✓ Exclusive Squads: Join a tight-knit crew of exactly 10~15 participants, personally led by a top global influencer.
- ✓ Constant Companionship & Collab: Your leader isn't just an instructor—they will travel with you, collaborate on your short-forms, and share the entire 7-day experience by your side.
- ✓ Deep Networking: Build a genuine, lasting bond with your influencer captain and fellow crewmates throughout all missions and parties.
- ✓ Up-Close Inspiration: Experience their creative process and passion firsthand, learning exactly how top creators work behind the scenes.



MAIN PROGRAM



2. K-POP AGENCY AUDITION

"Your Gateway to the K-Pop Industry"

- ✓ Private Casting Audition: Showcase your talent directly to casting directors from real Korean entertainment agencies.
- ✓ Professional Feedback & Direct Q&A: Receive personalized evaluations to level up your performance, plus the exclusive chance to ask one crucial question directly to an industry expert.
- ✓ Massive Industry Exposure: Your audition video won't just be seen on-site—it will be officially shared with over 30 K-Pop entertainment agencies for maximum casting opportunities.



MAIN PROGRAM



3. STUDIO COLLAB DAY

"Create, Connect, and Go Viral"

- ✓ 4 Hours of Ultimate Freedom: Enjoy 4 full hours of unrestricted time to shoot all the videos you desire, exactly the way you want them.
- ✓ We Set the Stage, You Hit Record: We provide the large-scale studio, backdrops, and premium lighting zones. You simply bring your own camera (smartphone) and film freely!
- ✓ Endless Collaboration: Team up with influencers and fellow global creators to shoot limitless short-form content and go viral together.



MAIN PROGRAM



4. EXCLUSIVE DANCE STUDIO EXPERIENCE

"Master Your Moves at Korea's Iconic Dance Academies"

- ✓ Your Choice, Our Treat: Pick the dream dance class you and your crew have always wanted to take—whether it's at the legendary 1MILLION Dance Studio or JustJerk Academy. We handle all the reservations!
- ✓ Dance with the Best: Experience authentic K-Dance culture firsthand by learning from top-tier local choreographers in Korea's most iconic studios.
- ✓ Crew Bonding: Share this unforgettable, high-energy masterclass alongside your 10-member crew and your influencer leader, leveling up your skills together.



MAIN PROGRAM



5. GLOBAL VIRAL CHALLENGE

"Boost Your Global Presence & Win Big"

- ✓ The Ultimate View-Count Battle: Upload all the videos you create during the camp directly to our official AllweK Arena channel and platform.
- ✓ Real-Time Rankings & Rewards: Compete in live view-count rankings throughout the 7-day journey. The most viral creators will win exclusive prizes and massive cash rewards at the final awards ceremony!
- ✓ Massive Exposure: Leverage the platform and your influencer leader's network to exponentially grow your global audience and go viral.



MAIN PROGRAM



6. SEOUL VIBE & K-CULTURE

"Dance Through the Heart of Korea"

- ✓ **Iconic Hotspots:** Shoot your short-forms in Seoul's most vibrant spots, including Hongdae, Seongsu, and the beautiful Han River during cherry blossom season.
- ✓ **Epic Outdoor RPD:** Join a massive, all-participant Random Play Dance (RPD) event right in the middle of Hongdae or by the Han River.
- ✓ **Half-Day Free Time:** Enjoy a dedicated half-day of complete freedom to shop, relax, and explore the city exactly how you want.
- ✓ **Authentic Experience:** Immerse yourself in true K-Culture with local street food, K-BBQ parties, and late-night city adventures.



MAIN PROGRAM



7. ALLWEK ARENA BATTLE

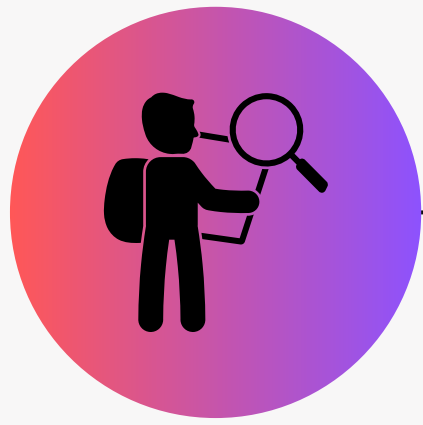
"The Ultimate Showdown"

- ✓ Solo Performance Shoot: Capture your best moves on a fully lit stage for your personal portfolio.
- ✓ Live Dance Battle: Epic solo battles featuring live DJs, judges, and a massive after-party.
- ✓ Real-Time Rankings & Rewards: Compete in live view-count rankings throughout the 7-day journey. The most viral creators will win incredible prizes, including a 10 Million KRW cash prize, a free pass to the 2028 AllweK Arena Camp, and special bonus points for the AllweK Arena Global Ranking!
- ✓ Massive Exposure: Leverage the platform and your influencer leader's network to exponentially grow your global audience and go viral.



ALLWEK ARENA CAMP: THE RPG QUEST SYSTEM

"Turn Every Move into Points, Go Viral, and Claim the Crown!"



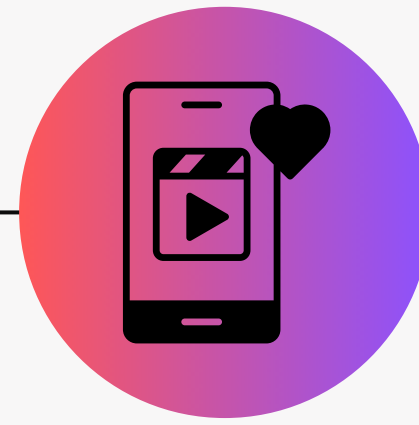
01) RECEIVE QUESTS:

CHECK YOUR DAILY, SECRET, AND CREW QUESTS ON THE OFFICIAL CAMP GROUP CHAT EVERY MORNING.



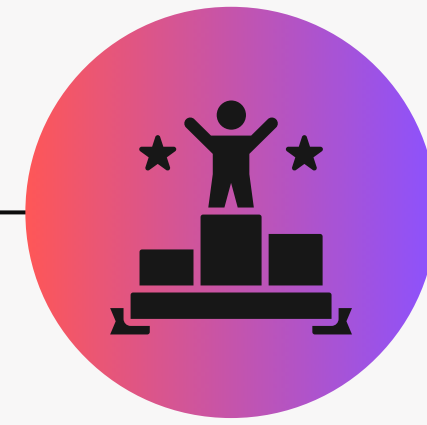
02) CREATE & FILM:

TEAM UP WITH YOUR INFLUENCER LEADER TO SHOOT SHORT-FORMS, STUDIO MVS, AND STREET CHALLENGES.



02) UPLOAD & TAG:

UPLOAD YOUR CREATIONS TO THE ALLWEK ARENA PLATFORM AND SNS USING OFFICIAL HASHTAGS.



02) RANK & WIN:

WATCH YOUR POINTS STACK UP IN REAL-TIME ON THE GLOBAL QUEST LEADERBOARD!

POINT REWARDS BREAKDOWN

Category	Mission Examples	Points Earned
Daily Quests	• Crew Profile Shot & Intro Short-form	+100P ~ +300P
	• Seoul City Tour & K-Food Vlog	+200P ~ +300P
	• Studio MV & Influencer Collab Shoot	+300P ~ +500P
Secret Quests	• Hidden Cultural & Social Missions (e.g., K-Pop album c	+200P Each
Major Milestones	• K-Pop Agency Private Audition Entry	+500P
	• Studio One-Take Performance Shoot	+400P
Viral Challenge	• Top View-Count & Engagement Bonus on SNS	Up to +1,500P
The Main Event	• AllweK Arena Battle Entry	+500P Base
	• Battle Winners (1st ~ 3rd Place)	Up to +3,000P Bonus

GRAND REWARDS

*"Every Mission Counts. Every Dance Matters."
Ready to claim your spot on the Leaderboard?*

First place	2nd place	3rd place
5 million won, Free participation in camp in 2028	3 million won Camps 50% off in 2028	2 million won Camp 30% off in 2028

⚡ AllweK Global Ranking Boost: Accumulated points directly increase your official standing on the AllweK Arena Global Leaderboard!

TIMETABLE

03//29 (Monday)	03/30 (Tuesday)	03/31 (Wednesday)	04/01 (Thursday)	04/02 (Friday)	04/03 (Saturday)	04/04 (Sunday)
10:00 - 12:00	08:00 - 09:00	08:00 - 09:00	08:00 - 09:00	08:00 - 09:00	08:00 - 09:00	08:00 - 09:00
Airport pickup	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast
12:00 - 13:00	09:00 - 10:30	09:00 - 12:00	10:00 - 14:00	10:00 - 12:00	10:00 - 12:00	09:00 - 11:00
Lunch	Master Class - Global influencer “How to become a influencer”	K-Pop Agency Audition & feedback session	Group A : Studio Colab filming Experience Group B: Free Time	Master Class - Global influencers “Video shooting and promotion technics”	Free training at the hall	Freetime/check-out
13:00 - 14:00	10:30 - 12:00		14:00 - 18:00	12:00 - 13:00		
Room check-in	City Tour - Palaces		Group B : Studio Collab filming Experience Group A : Free Time		Lunch	Lunch
14:00 - 15:30	12:00 - 13:00	13:30 - 18:00			13:30 - 18:00	12:00 - 13:00
Team meeting & recreation	Lunch	City Tour & Content making (Gangnam)			AllweK Arena Battle Competition	Lunch
16:00 - 18:00	14:00 - 16:00	18:00 - 19:00			18:00 - 19:00	13:00
City tour (Hongdae)	City Tour & Content making (Myeongdong)	Dinner			Dinner	Airport drop off
18:00 - 19:30	16:00- 18:30	20:00 - 22:00			20:00 - 24:00	
K-BBQ Party	Dance Studio Experience	Dance Studio Experience			K-Pop Club Party	
19:30 - 22:00						
City tour (Hongdae)	18:30- 19:30			18:00 - 19:00		
	Dinner			Dinner		
	20:00 - 22:00			19:00 - 22:00		
	Free training			Free training		

FREQUENTLY ASKED QUESTIONS (FAQ)

Q. What exactly is included in the \$1,499 package fee?

A. The package covers everything you need for the 7-day journey in Seoul: 6 nights at the premium Hi Seoul Youth Hostel, airport pick-up, private group transportation, daily breakfasts, welcome K-BBQ dinner, exclusive masterclasses, studio rentals, audition entry, main battle entry, and the official Welcome Kit. (Note: Round-trip flights, visa fees, and personal free-time meals are NOT included.)

Q. Do I need to book my own flights and visa?

A. Yes. Participants are responsible for booking their own round-trip flights to Seoul (Incheon International Airport) and securing any necessary travel visas or K-ETA. Since the camp takes place during the Easter holiday and cherry blossom season, we highly recommend booking your flights early!

Q. Do I need to be a professional dancer to join?

A. Not at all! The AllweK Arena Camp is designed for everyone—from professional dancers and aspiring K-Pop idols to passionate content creators who simply love K-Dance and K-Culture.

Q. How do I get assigned to an Influencer Crew?

A. Once your registration and payment are complete, you will receive an official form to choose your top 3 preferred Influencer Leaders. The final 10-member crews will be matched and announced two weeks before the camp begins.

Q. What language will the camp be conducted in?

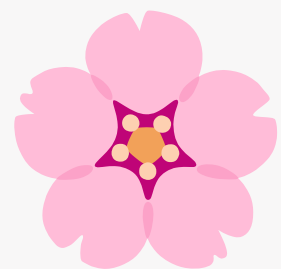
A. The official language of the camp is English. Professional interpreters and bilingual staff will be present during all masterclasses, auditions, and main events to ensure smooth communication for global participants.

Q. What are the prizes for the Global Viral Challenge and the Main Battle?

A. The most viral creators on the AllweK Arena platform and the ultimate battle champions will share incredible rewards, including a massive 10 Million KRW cash prize, a Free Pass to the 2028 AllweK Arena Camp, and special bonus points on the AllweK Arena Global Rankings.

Q. How does the K-Pop Agency Audition work?

A. You will perform in a private audition session in front of real casting directors from Korean entertainment agencies. You will receive professional feedback and the chance to ask one crucial question. Most importantly, your audition video will be officially distributed to over 30 K-Pop agencies for maximum casting opportunities!



SEE YOU IN SEOUL!

"The Stage is Set. The Rest is Up to You."

This is more than just a trip—it's your chance to collaborate with top creators, showcase your talent to real K-Pop agencies, and go viral on a global scale. Imagine yourself dancing through the cherry blossoms at the Han River, mastering new moves at Korea's iconic studios, and battling it out on the ultimate stage in Seoul. The spotlight is waiting.

Are you ready to create, connect, and conquer?



Rundown Approved



Team Assigned



Equipment Prepared



Venue Confirmed



Communication Plan Ready



Contingency Plan Available

