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ABOUT THE EVENT

"Our K-DANCE CAMP & COMPETITION is a unique event that offers a combination of a camp and competition. It includes five nights and six days of accommodation, which is a unique feature not found in other events. This festival-type event brings together Korean and international teenagers who share a passion for K-pop dance. They can make new friends and compete with each other to showcase their skills."

**6Days 5
Nights**

Camp &
Competition

**Dance &
Model**

Special
Workshops

**Dance
Videos**

We're gonna make the
video at the best
studio in Korea (Studio
Choom)

**Dance
feedback**

Get your dance
feedback from
the best dancers





COMPANY INTRODUCTION

Allwek

AllweK is a company that specializes in educating people about K-Culture, organizing tours and events, and catering to the growing fan base of Korean Wave contents around the world. Its founder, Alex Lee, has a successful track record of conducting global K-Dance events and camps through his previous company (@kda.kr) and has been recognized by the overseas Korean Wave community. Now, AllweK wants to utilize its human network and experience to host an international event that can promote Korean culture and showcase its prestige to the world.

www.allwek.com



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COMPANY INTRODUCTIONS

EVENTS MADE BY ALLWEK & KDA



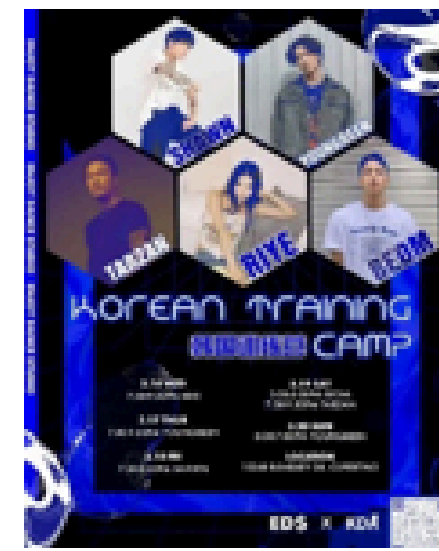
July – K-Dance
Camp in London
2023



July – K-Dance
Camp in Berlin 2023



B. Idol in Seoul 2023
Summer



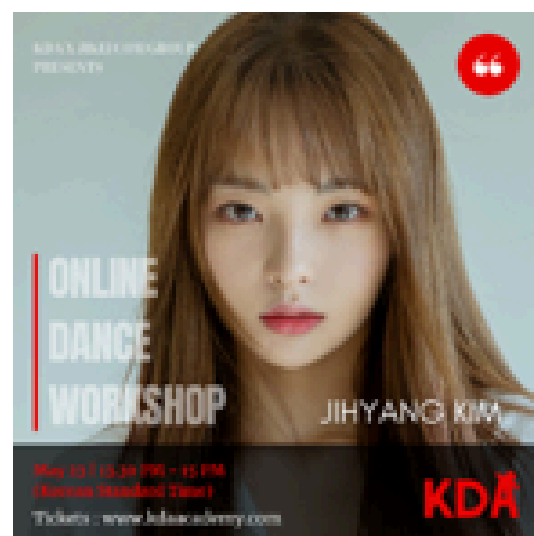
February – USA Dance
Workshop tour



July – K-Dance
Camp in Sydney



July – K-Dance
Camp in Melbourne



Online Workshops
(Dance, Vocal, Acting,
Beauty etc..)



July – K-Dance
Camp in London



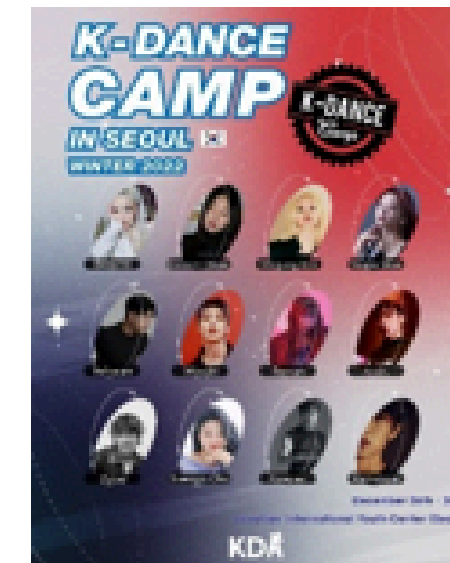
August – K-Dance Camp
in Los Angeles



August – K-Dance
Camp in New
York



October – Europe
Dance Workshop tour



December – K-Dance
Camp
In Seoul



December – K-Dance
Camp
In Seoul (Kpop
companies audition)

EVENT OVERVIEW



Date	2024.7.31-8.5 / On-site competition and YouTube live broadcast
Place	Tonyang development center https://maps.app.goo.gl/Qp4zwjvNWXxAyQRo8
Target	South Korean and Foreign K-Pop Cover Dancers
Categories	K-pop cover dance groups: minimum of 4 members (if you are alone or lack of members we can form a team with other participants) K-pop cover dance solo: individual participant can't join the studio video record session.
Programs	Dance workshops, model workshops, outdoor random play video shooting, studio video shooting, K-pop cover dance competition, team training, profile picture shooting
Prizes	Total prize money of 10 million won, free participation in camp in 2025
Participation fee	A Package: 799 USD per person(5 nights and 6 days accommodation (Twin bed room), 16 meals, workshop, filming, airport bus pickup(extra fee 30 USD). B Package: 299 USD per person(Random play dance at Hongdae, Studio video and photo shooting, Competition, meals and accommodation are not included)



JUDGES

ILL LEE

@ill_ill_

Choreography director of NCT

LOGAN LEE

@loganiyaa

Ex-chief of Rookie development team of Cube Ent.
Rookie development team at HYBE Ent, T.O.P Ent

HAERI PARK

@motf_riri

Choreographer of Men of the Future
@menofthefuture_official
Stary kids, Twice, Seventeen, ZEROBASEONE, etc..



INSTRUCTORS

Dance workshops: Onny, Spella,
Chillit(2 workshops)

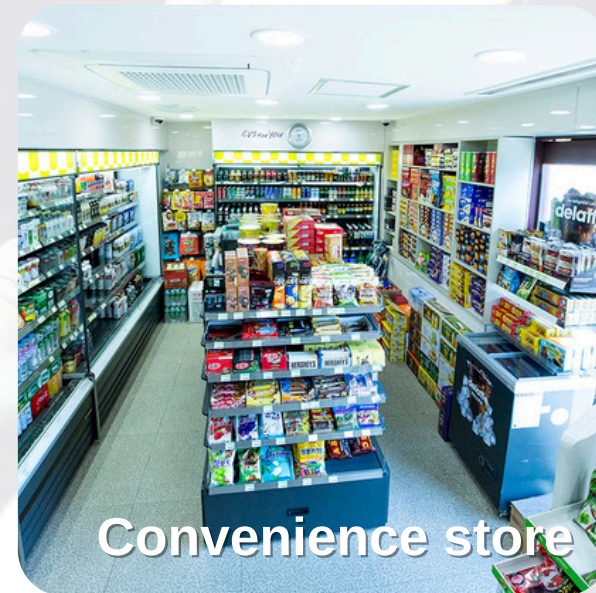
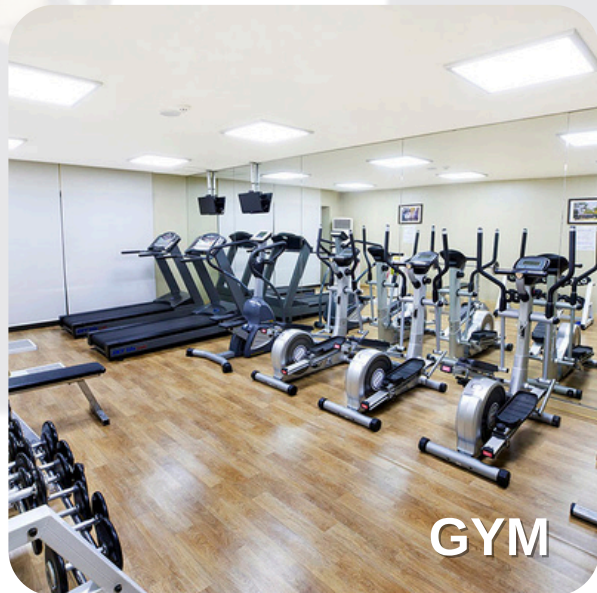
Model workshops: Gimu

Team trainers: Nini, Gunmin Lee



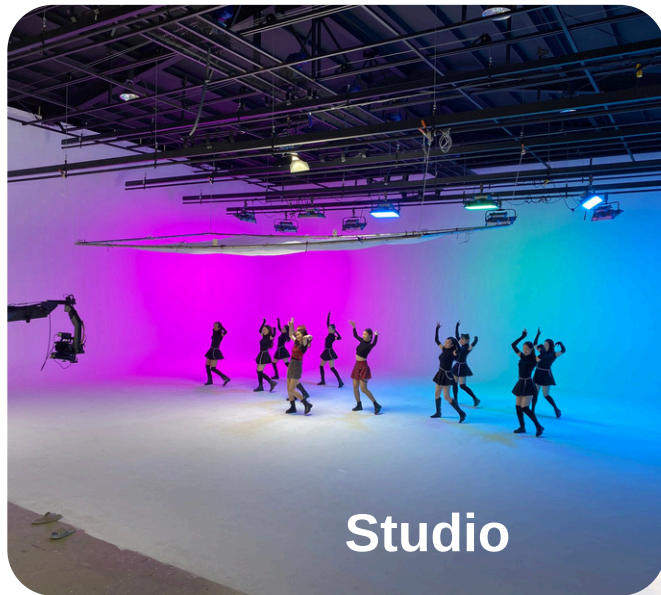


VENUE





STUDIO & RANDOM PLAY DANCE SPOT



Will take place at Korea's biggest studio, the same studio used by Studio Choom.



Team and all participants, at Yeoido Han River Park



PROGRAM INTRODUCTION

K-pop cover dance competition	<p>K-pop cover dance groups: minimum of 4 members (if you are alone or lack members we'll form a team with other participants according to the idol group you choose)</p> <p>K-pop cover dance individual: individual participants can't join the studio video recording session.</p>
Special workshops	<p>Dance workshops: Onny, Spella, Chillit(2 workshops) Model workshops: Gimu</p>
Video making	<p>Paju Studio(Studio Choom), K-pop Random Play Dance Filming, Competition Video Filming All videos will be provided to each participant and uploaded to AllweK YouTube and Sponsor Channel</p>
Judging criteria	<p>Musicality, Foundation, Execution, Synchronization, Character and personality, Style.</p>
Competition rules	<p>All solo competitors are limited to dance 1 verse and 1 chorus part of song. All team competitors must dance a full song.</p>
Professional photoshoot	<p>Professional profile photo studio takes 1 photo per team and 3 photos per individual</p>
Random play dance	<p>will be awarded a special prize to the best team and individuals.</p>



PRIZES

Category	First place	2nd place	3rd place
Group Cover Dance	5 million won, Free participation in camp in 2025	2 million won Camps 50% off in 2025	1 million won Camp 30% off in 2025
Individual Cover Dance	1.5 Million won Free participation in camp in 2025	1 million won Camps 50% off in 2025	0.5 million won Camps 30% off in 2025





A PACKAGE TIMETABLE

07/31 (Wednesday)	08/01 (Thursday)	08/02 (Friday)	08/03 (Saturday)	08/04 (Sunday)	08/05 (Monday)
10:00 - 12:00	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
12:00 - 13:00	09:00 - 10:30	09:00 - 10:30	09:00 - 13:00	10:00 - 12:00	09:00 - 11:00
Lunch	Team training with the trainers	Team training with the trainers	Group A studio dance filming and individual, team profile photo shoot	Free training and final check-up with the trainers	Freetime/check-out
13:00 - 14:00	10:30 - 12:00	10:30 - 12:00	13:00 - 22:00	12:00 - 13:00	11:00 - 12:00
Room check-in	Model Workshop - Walking	Model Workshop - Posing	Group B studio dance filming and individual, team profile photoshoot Meals: Lunchbox Free training at the camp after the recording session with the trainers	Lunch	Ending ceremony
14:00 - 15:30	12:00 - 13:00	12:00 - 13:00		13:30 - 16:00	12:00 - 13:00
Team meeting & training	Lunch	Lunch		Freetime	Lunch
16:00 - 17:30	14:00 - 15:30	14:00 - 15:30		16:00 - 18:00	13:00
Dance Workshop - Onny	Dance Workshop - Chillit	Dance Workshop - Chillit		Individual competition	Airport drop off
18:00 - 19:00	16:00- 17:30			18:00- 19:00	
Dinner	Dance Workshop - Spella	16:00		Dinner	
20:00 - 22:00		Bus pickup to Han River Park		20:00 - 22:00	
Camp opening party	18:00- 19:00	17:00- 18:00			
	Dinner	Dinner/free choice			
	20:00 - 22:00	18:00 - 21:30	Group competition		
	Team training with the trainers	Random Play Dance filming in Hongdae			



B PACKAGE TIMETABLE

08/02 (Friday)	08/03 (Saturday)	08/04 (Sunday)
17:00- 18:00	08:00 - 09:00	14:00
Registration at (Hongdae Red Road)	Paju Studio Pickup (Hwajeong Station on Line 3)	Gathering as the venue of the competition (Hwajeong Station on Line 3)
	09:00 - 13:00	16:00 - 18:00
18:00 - 21:30	Studio dance and individual and group profile photos	Solo competition
K-Pop Random Play Dance filming	13:00 - 22:00	18:00- 19:00
	Studio dance and individual and team profile photos Meal: Lunchbox (lunch, dinner) Group A checks the choreography of the competition with trainers (Oriental Human Resources Development Institute)	Dinner
		20:00 - 22:00
		Team competition, award ceremony



THANK YOU!



FOR MORE INFORMATION

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Alex Lee

www.allwek.com

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