

PCBC Category

모임종류 <Meeting Type>: All kinds of meetings between people. 사람과 사람이 만나는 모든

모임종류

- 1 동창모임/Alumni meeting
- 2 동호회모임/Club meeting
- 3 데이트 모임/Dating
- 4 가족모임/Family meeting
- 5 친구모임, /Friends meeting
- 6 놀이 모임/Playing
- 7 친목모임/Social meeting

- 8 파티 Partying
- 9 사적모임 Private meeting
- 10 손님접대, Receptioning
- 11 스터디 모임 Study meeting

- 12 SNS소셜 네트워킹 서비스 모임/온라인 모임. SNS meeting/Online meeting (Youtube, Internet Broadcasting, chatting, Forum)
- 13 모바일 모임 Mobile meeting
- 14 오프라인 모임 Offline meeting

15 회의/Meeting (meeting, conference, council, convention)

16 포럼(Forum) Forum

17 워크숍(workshop) Team Building Meetings.

18 입원/치료 (hospitalization, treatment meeting)

19 심포지엄(Symposium)

20 비즈니스 모임 주주총회 General meeting of stockholders (formal meetings. Annual General Meeting (AGM), statutory meetings, board meetings, informal meetings)

21 비즈니스/조직 회의 Organization meeting (status update meetings, information sharing meetings, decision making meetings, problem solving meetings, innovation meetings.)

22 Others

일 모임/Work meeting

23 일 Work/working meeting: office work

24 일 Work/working meeting: labor work, field work

비즈니스 거래 모임 B2B and B2C Transaction Meeting

25 비즈니스 모임/Business meeting (거래모임/trade meeting, 투자모임/investment, 사업 설명회 /business fair),

~~26 B2B 비즈니스 모임 B2B Business meeting (International merchandising, tradeshow, General Merchandising, on/off line meeting, sales, serving)~~

~~27 B2C 비즈니스 B2C Business meeting (general merchandising, on/off line meeting, sales, serving)~~

~~28 C2C/P2P 거래 모임 C2C/P2P meeting (Trade meeting/second-hand market 중고시장. Direct dealing/direct transaction. 직거래, 중고 시장)~~

~~(C2C= consumer to consumer. P2P= Person to Person)~~

~~29 구인구직 모임/ Job opportunity: Full time-~~

~~30 구인구직 모임/ 아르바이트 Job opportunity: Temporary & Part Time-~~

~~31 Others, B2B and B2C Meeting 기타 비즈니스 거래 모임~~

Finance & Stock Trade Meeting

~~32 On/offline 금융/주식거래 모임 Finance meeting(on/offline meetings: stock trading, finance, insurance, investing)~~

~~33 Others, Finance & Stock Trade-~~

부동산 매매 모임 Real Estate Meeting

~~34 부동산 거래 모임 Real Estate meeting (on/offline meetings: Real Estate meeting, presentation, real estate financing)~~

~~35 Others, Real Estate meeting~~

36 모임종류를 하나 제안해 주세요. Please offer me a meeting type

37 By myself: doing alone.

38 모임 종류/ Meeting Type Not Applicable (N/A) 10000

행동종류: Behavioral types. All kinds of behaviors: The things you do together or alone

1 교통 Transportation (Call Taxi, chauffeur service, flight, bus, train) (콜택시, 대리운전, 항공, 버스, 기차 등),

2 먹는 것 Eating (eating, restaurants) (술집, 한식, 중식, 일식, 양식, 바, 커피 등),

3 마시는 것 Drinking (bar/pub, coffee, beverage)

4 보는 것 Watching (Theater/Cinema, Show, online/mobile movie) (극장, 쇼, 온라인 영화 등),

5 부르는 것 Singing(Karaoke, song/music) (가라오케, 노래방, 노래)

6 즐기는 것 Enjoying/enjoyment(zoo, ice show) (동물원, 아이스 쇼 등)

7 듣는 것 Listening (concert, music, radio) (음악회, 라디오, 뮤직)

8 예술 Doing Arts & Crafts(carving, drawing, painting, statue)(그리는 것/, 조각하는 것/Carving)

9 배우는 것 Learning(academic, school, private lesson, golf, dance, spots, musical instrument, cooking) (학원, 학교, 개인레슨_ 요리, 골프, 댄스 등의 스포츠 등),

10 공부하는 것 Studying (tools, stuffs)

11 읽기 Reading (book, newspaper, magazine)

12 연주하기 Playing instruments

13 쓰는 것 writing (stationery, writing supplies)

14 (묻고 답하는 것) 지식 Knowledge and QnA (Questioning and Answering, know-how)

15 고민/질문 Concern (Question and Answering, concern)

16 생활노하우 Living Know-how, life

17 이사 Moving

18 입는 것 Wearing(clothes, shoes, cosmetics, Perfume, accessories, Watch, Jewelry, etc.)

19 자는 것/숙박 Sleeping/accommodations (hotel, motel, inn, bed) (모텔, 호텔, bed...etc.. 등)

20 이용하는 것 Using/utilizing(electronics, computer, smartphone) (전자제품, 컴퓨터, 스마트폰 등)

21 스스로 만드는 것. DIY/ DIY (home decoration, furniture)

22 만드는 것 Making(tools, machine, chemicals)

23 요리하는 것/Cooking

24 엔터테인먼트예술 Entertaining,

25 취미와 수집 Hobby and collecting (수집)

26 여행/Traveling

- 27 활동하는 것(Activating/outdoor) (아웃도어)
- 28 행동으로 하는 것 Behaving/conducting enjoyment (sauna, field experience, spa) (찜질방, 현지 체험, SPA 등)
- 29 게임 Gaming(mobile game, role game, PC game, console game, screen golf) (모바일게임, 롤게임, PC게임/PC방)
- 30 노는 것 Playing(with toy, doll, playground,)
- 31 타는 것 Ridings(bike, bicycle, car, jet ski, horse riding, canoe) (차, 제트스키, 스키, 승마, 바이크 자전거 등),
- 32 스포츠/Sports/레저 Sports & leisure(exercise, yoga, fitness, water sports, field sports, sky sports) (운동, 요가, 헬스클럽, water sports/워터 스포츠, field sports/육상 스포츠, sky sports/스카이 스포츠)
- 33 쇼핑 Shopping(Personal/people events)
- 34 건강 Health
- 35 병원 입원 및 치료 Hospitalization and treatment (cure, remedy, therapy, care, treat)
- 36 씻는 것 위생/ Washing/sanity (bathe)
- 37 인터뷰/카운셀링/ 면담 상담 하는 것 Interviewing (interview, Job interview, counseling)
- 38 돌보는 것 Caring(baby/children caring, adult Caring) (육아 돌봄 baby/children caring, 성인 돌봄/adult Caring)
- 39 돌보는 것 애완동물 돌봄/ Pet caring.
- 40 식물 키우는 것. Planting/Gardening/Growing (flowers, trees, tools, machine, material)
- 41 일하는 것 Working(labor, work)
- 42 경제활동 Economic activity

43 사회/정치 활동 Political/Social activity

44 법률/ Law(law, act, legislation)

45 기타 Others

B2B & B2C business behavior types 행동종류

46 사는 것 Buying/purchasing/Shopping (매입, 구매, 쇼핑)

47 파는 것 Selling (marketplace, second hand market)(중고마켓, 장터)(갑자기 왜 장터인가?)

48 거래하는 것 Transaction/dealings (merchandising trade, B2B)

49 구인/구직 하는 것 Job opportunity (Career, Recruiting, Seeking work, Head hunting)

50 금융/투자하는 것 Financing/Banking/Investing(Finance/Banking, investment, insurance, funding, securities, stock) (금융활동 Finance/Banking: 행동: 금융, 주식, 투자, 보험, 펀딩, 크라우드 펀딩 등)

51 부동산/ Serving real estate (presentation, deal, transaction)-

52 서비스 하는 것 Providing Services

53 기타 Others, business behavior

54 행동 종류를 하나 제안해 주세요. Please offer me a behavior type.

55 행동 종류/ Behavior Type Not Applicable (N/A) 0

이벤트종류: Event Types

Select an applicable event type what you provide or want. If not, select Not Applicable.

문화 이벤트(Cultural events)

1 공연이벤트/Performance, show, concert, (콘서트, 연극, 시 낭송회)

- 2 축제이벤트/페스티벌/Festival, award, contest, cultural events, foundation day) (시상이벤트/award, 경연이벤트/contest, 문화 행사/cultural events, 창립기념/foundation day)
- 3 회의 이벤트(강좌/강연회)/Conference, council, convention
- 4 집회 및 대회이벤트/Schedule meeting, assembly rally
- 5 스포츠 및 레포츠 이벤트, 아웃도어 이벤트 Sports and outdoor events
- 6 기타 others

Social Events

- 7 기념일/Anniversary (wedding anniversary, school anniversary, company anniversary, National foundation Day, Independence Day)
(결혼기념일/wedding anniversary, 개교기념일/school anniversary, 건국기념일/National foundation Day, 독립 기념일/Independence Day)
- 8 파티/Party, (Holiday Parties, Seasonal Events thereof)
- 9 축하/Celebration, congratulation(Wedding, Birthdays, Personal Milestones, Bridal & Baby Showers, Gender Reveals)
(Wedding/결혼, Birthdays/생일, Personal Milestones, Bridal & Baby Showers, and Gender Reveals, thereof.)
- 10 승진/퇴사 Promotion/resignation (Work place event)
- 11 데이트 Date
- 12 입원 및 치료, 건강 (hospitalization and Treatment) (왜 입원 치료인가? 이벤트에 들어가는가?)
- 13 Others, events (Family Reunions, Day Events, Workshop, seminar or meeting) 기타 others(가족 모임/Family Reunions, Day Events. Workshop, seminar or meeting)

B2B and B2C Business Events

- 14 온라인/Online Business Events (deal, transaction, shopping, offer-to-sell, offer-to-buy, discount, public offering, advertising, membership registration, marketing, promotion)
(Deal, Transaction/거래, Shopping/쇼핑, offer-to-sell/판매, offer-to-buy구매, Discount/할인, 공모/public offering, 광고/advertising, 회원가입/membership registration, marketing, 프로모션/promotion thereof)
- 15 Mobile Business Events (deal, transaction, shopping, offer-to-sell, offer-to-buy, Discount, public

offering, advertising, membership registration, marketing, promotion)

(Deal, Transaction/거래, Shopping/쇼핑, offer-to-sell/판매, offer-to-buy구매, Discount/할인, 공모/public offering, 광고/advertising, 회원가입/membership registration, marketing, 프로모션/promotion thereof)

16 Offline Business Events (deal, transaction, shopping, offer-to-sell, offer-to-buy, Discount, public offering, advertising, membership registration, marketing, promotion)

(Deal, Transaction/거래, Shopping/쇼핑, offer-to-sell/판매, offer-to-buy구매, Discount/할인, 공모/public offering, 광고/advertising, 회원가입/membership registration, marketing, 프로모션/promotion thereof)

17 판매 촉진 활동/Sales Promotions (discount, coupon, mileage point, premium sale, bargain sale, free shipping) (할인/Discount, 쿠폰/coupon, 멤버십/mileage point, premium sale, 특매/bargain sale thereof (각종프리미엄 세일, 바겐세일, 특매)

18 Offline Promotion Events (offline, beverage tasting, wine tasting, food testing, product tasting, other tasting) (offline 판매촉진 이벤트, 시음회/beverage tasting (event), 와인 시음회/wine tasting event, 시식회/food testing)

19 설명회/사업설명회 Presentation/business information(franchise, new item, New Business) (프랜차이즈/franchise, 신규 아이템/new item, New Business)

20 전시/박람회 Exhibition/Trade show fair

21 Job Fair/취업 박람회 Job opportunity, recruiting

22 금융/주식 거래/Finance (Insurance, investing, issue, news, analysis)

23 주식 거래 Stock Trade(Stock Trading and information)

24 부동산 이벤트/Real Estate Events(real estate transactions and presentation; apartment, condominium, installment, lots, remodeling 모델 하우스/model house, 분양, 상가 등의 매물 보기, 토지 등)

25 분쟁/경제사건(Dispute Events)

26 기타 사업 이벤트 Others business event

27 해당되는 이벤트가 없습니다. (Promotional Event is not available)

28 Not Applicable (N/A) 해당사항 없음

개인 이벤트/personal events

29 개인 이벤트 Personal private events

30 이벤트 타입을 제안해 주세요. Please, Offer me an event type

10000 이벤트 해당 없음/Event Type Not Applicable (N/A) 10000

We provide three categories for the personal event and B2C events partially. (Main event, forecast events, and combined events)

Those are Meeting type, Behavior type, and Event type. We call this PCBC (Patternized Consumers' Behavior & Consuming) data model or MBE Category.

Simply speaking,

Meeting type: the reason why you meet together or do by yourself? All kinds of meeting types between persons. (모이는 이유는 무엇인가?)

Behavior type: What do you do? What do you have to do? What are you going to do? What do you want to do? What are the things to do together? (혼자 또는 사람들과 하고 싶은 일이 무엇인가?)

Event type: what event do you do or expect with meeting type and behavior type? (어떤 이벤트가 ??)

These three categories work together.

With the PCBC/MBE category, individual users (buyers) are clearly forecasted what they want by forecaster (sellers.)

Business users (sellers) can make new concept of marketing approach with the category.