

2023 반려동물한마당 [Companion Animal Festival]

Event Details



Organizer: Chungbuk National University Animal Hospital

Organizer: Chungbuk National University College of

Veterinary Medicine 29th vv:ave Student Council

1. Event Overview

Event Overview: The 32nd Companion Animal Festival

Purpose of event

- 1) Get-together with family and pets, which were lacking due to COVID-19
 - An event to overcome COVID-19 and give your family happy memories
 - Arranging events that adults as well as children can enjoy.
- 2) Awareness for companion animals and market vitalization field
 - Increased interest in humans and animals, and humans and the environment by further solidifying the shift in perception from the concept of a pet to a companion animal and instilling a correct understanding of companion animal culture and etiquette through this.
 - By holding a companion animal event for animal guardians, the companion animal market is further revitalized and the guardians' thoughts on companion animal etiquette are corrected through promotional activities to give an opportunity to further advance the companion animal market and culture.
- 3) Publicity effect through events within national universities
 - Opening the facilities of the national university to the general public (Cheongju citizens) participating in this event, planting an internal and external image of living together with the local university through programs that directly participate in the event, free medical treatment, daily veterinarian experience, etc. Established as an event where students can have a closer relationship with veterinarians, raising the status of the College of Veterinary Medicine at Chungbuk National University
- 4) The effect of increasing the rate of admission to Chungbuk National University and Chungbuk National University Veterinary College for students preparing for admission.
 - By instilling positive awareness of veterinarians among students participating in this event, the school's image rises and the rate of advancement increases accordingly

Event promotion background

- 1) The Companion Animal Festival is a festival prepared by members of Chungbuk National University's Veterinary School for Cheongju citizens who love pets, and it has been the only pet-related event in Chungcheongbuk-do since 1991. Through this event, it is an opportunity for many people, including students from this school, especially young adolescents, to properly establish awareness of animals and further solidify their respect for life.
- 2) The pet market in Chungcheongbuk-do, especially Cheongju, is well equipped with infrastructure in related industries compared to other small and medium-sized cities, and is steadily growing, led by the pet boom that began to blow in the early 2000s. It is an event that further accelerates this and revitalizes the pet market.

Default Direction

1) Establishing a mature pet culture

It aims to reduce the number of guardians who have difficulty living with their pets and to raise their awareness of the protection of their pets.

2) Successful participants in the 'Companion Animal Festival', which has become an official event of the College of Veterinary Medicine

In particular children, teenagers, and middle-aged and elderly people, stimulate curiosity and benefit by expanding the size of regular event booths and introducing new events and programs. We want to give pleasure to the students and promote the College of Veterinary Medicine of Chungbuk National University to the students of my high school in Cheongju to help them decide where to go to school in the future.

3) Use of various media for active promotion

Promotions through banners, leaflets, local animal hospitals, broadcasting media (radio ads), online media (pet-related Internet cafes), e-mail, SMS text messages, and the recent emergence of smartphone applications that can benefit hospitals and guardians

4) An event for all companion animals, guardians, and veterinarians

Cheongju residents and veterinary school members create a place to think of animals as companion animals through cultivating the spirit of love for animals, meeting animals and people, and loving animals, publicizing the College of Veterinary Medicine of Chungbuk National University, awakening pride as a veterinary student, and We want to provide an opportunity for public awareness

Event promotion agency

- 1) Organizer: Chungbuk National University Animal Hospital
- 2) Organizer: Chungbuk National University College of Veterinary Medicine 29th vva:ave Student Council
- 3) Supporting Department: College of Veterinary Medicine, Chungbuk National University (Department and Administrative Office)

Event schedule and location

- 1) Date and time: 2023. 5. 21. (Sun) 13:30 ~ 16:30
- 2) Venue: Cheongju Sinheung High School Stadium (229 Yulbong-ro, Cheongwon-gu, Cheongju-si, Chungcheongbuk-do)
※In case of rain May 28. (Sun), it will be held at the outdoor stage on campus

2. Detailed Event Plan

Companion Animal Festival Main event and Regular events

1) Target

- The number of pre-registration (website registration) and the number of receptionists on the day of the event
- Mainly conducted with companion animals

2) Detailed event schedule

⊙ Main Event

Schedule		Time	Detailed plan	Incharge
Opening Ceremony		13:30~14:00 (30분)	Opening ceremony, Introduction of guests, national rites greetings and congratulations, Greetings from the President of the Student Council and the Dean of the College of Veterinary Medicine	Student President, Veterinary College President
M a i n E v e n t	Pop the gourd	14:10~14:25 (15분)	Toss a beanbag to burst a gourd	All participants
	Pressby & Agility	14:25~14:55 (30분)	Draw attention	Performers
	Animal Knowledge OX Quiz	14:55~15:10 (15분)	Animal common sense OX quiz for everyone to participate	All participants
	It's me? Are you feeding?	15:10~15:30 (20분)	Indulge your dog with a treat, and the first team to arrive wins.	All participants
	Lucky bingo	13:00~15:45 (165분)	After going around each regular booth to receive a stamp, prizes are awarded through a lottery when awarding prizes.	Moderator
	Photo awards ceremony	13:00~15:45 (165분)	Stickers are attached to photos submitted back and forth, with the highest number of votes being given first place, after that, different grades are awarded.	Moderator
	Prize award	16:00~16:20 (20분)	Photo contest awards (1st, 2nd, 3rd place) Lucky bingo draw	Moderator
	Closing ceremony	16:20~16:35 (15분)	Closing Remarks	Veterinary hospital, president, student council president, all participants

◎ Regular events

Booth Events		Event	Participants	Incharge
R e g u l a r E v e n t s	Receipt of participation application	Receipt of participation application	Volunteer group	Student Council
	My child Are you healthy? (Health screenings)	Chungbuk National University Animal Hospital medical staff meticulous health checkup	Chungbuk National University animal hospital	Chungbuk National University animal hospital
	Daily veterinarian experience	Time for children to experience their dreams of becoming a veterinarian	Volunteer group	Student Council
	cat pictures contest (13:00 - 16:30)	On the day of the event, the photos taken by the cat and its companion are open to everyone, and the ranking is determined by voting by general participants (registration: until 14:30)	Cat Partner	Student Council
	Care	Encourage the sale of abandoned animals in the shelter and collect donations and donations	Volunteer group	care
	Face painting	Face painting a picture with a pretty and charming shape	Volunteer group	Student Council
	Caricature	A caricature of a person with a companion animal	Volunteer group	Student Council
	Bead craft	Making animal shaped crafts using beads	Volunteer group	Student Council
	Chungbuk National University wildlife center	Interesting wildlife story with Chungbuk National University Wildlife Center	Chungbuk National University wildlife center	Chungbuk National University wildlife center
	Companion animal behavior counseling	Careful behavior counseling by professional companion animal instructors	outside company	outside company
	Snack bar (food truck planned)	Selling cotton candy, popcorn, and slush	Volunteer group	Student Council
	Daily Cafe (food truck planned)	Selling beverages such as coffee and beverages	Volunteer group	Student Council

※ The event schedule above is subject to change