

VENICA Profile

INTRODUCTION

기업소개

기업현황

조직구성

히스토리

Client

Portfolio

INTROD

“

정밀하고 세밀한 타겟팅, 핵심을 찌르는 전략 & 메시지,
그리고 예상하지 못했던 새로운 발상

귀사의 프로젝트 성공을 위해,
베니카는 언제나 새로움을 선사해 드립니다.

”

creativity



— 기업현황

상호 (주)베니카

설립 2000년 1월 31일

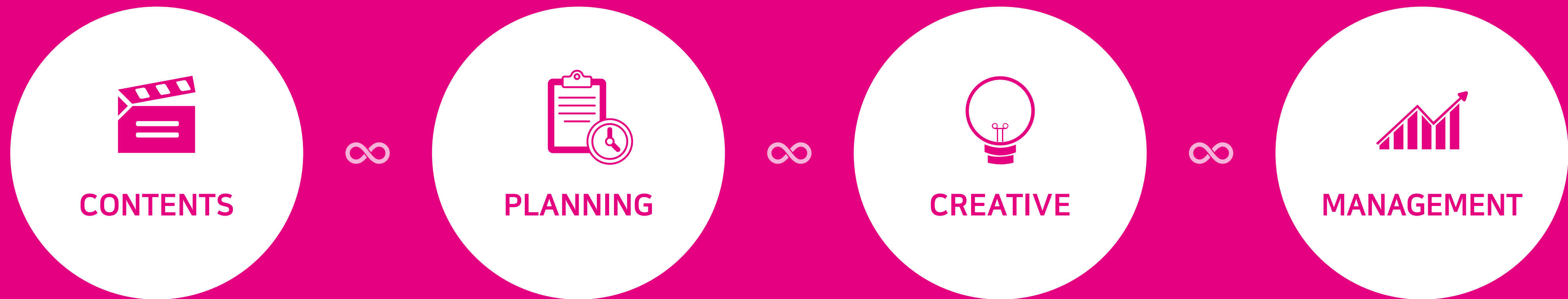
대표 손지창, 박재성

주소 서울특별시 강남구 언주로 115길 16(논현동, 3층)

자본 600,000,000원

조직 3 Division, 2 Dept., 15Pax

조직구성



손지창 대표

• CEO •

박재성 대표

(주)베니카는 한국 본사와 미국 지사로 구성되어 있으며,
2개의 사업부와 2개의 협업부서가 함께 유기적으로 움직이고 있습니다.

다양한 기업행사 및 콘서트, 인센티브, 미팅, 전시 등의 행사를
기획, 운영하고 있으며 만족도 높은 서비스를 제공하고 있습니다.

히스토리

2000

이벤트 및 광고대행업을 목적으로
대표이사 손지창에 의해 설립
납입자본금 1억원 → 5억원

2006

사업목적 추가
(국제회의 기획업, 일반여행업)

2012

3Dept. 조직구성 및 전문화 시행
본사 서울 강남 논현로 536,
3층(역삼동) 이전

2015

베니카 USA 출범
손지창, 박재성 공동 대표이사 운영

2020

창립 20주년

2023

자율출근제 시행

2005

사업목적 추가
(모델에이전시, 결혼정보제공, 홈쇼핑업)

2008

사업목적 추가
(무역업, 상품기획 및 개발, 공연 기획업)
CONTENTS 개발사업시작 에이전시칸 흡수 합병
(자본금 증가 6억원)

2014

대표이사 박재성 취임
“경영혁신형 중소기업(MAIN-BIZ)” 인증

2016

본사 서울 강남구 언주로 115길 16 확장이전
3Division, 2Department 조직개편

2021

기업연구부서 설립

VENICA KOREA



VENICA USA





NH Investment & Securities Golf Event Invited to Excellent Customers



East valley
Country Club



Customer 250 People



Golf ,Official Events, Dinner

Portfolio | Corporate Event



Lionheart Studio 7th Anniversary



Grand Hyatt Seoul
Grand Ballroom



Customer 450 People



Officaial Events, Lucky Darw,
Performance



Portfolio | Corporate Event



2025 Universal Korea Brand Summit



COEX Auditorium



Customer
1,000 People



Registration
Business briefing session



ST CLUB Movie Night



CGV Gwangju



STLC Members and Employees
120 People



Ticket, Official event
Souvenir distribution
Movie viewing



Portfolio Corporate Event



Hana Financial Group Family Invitation Concert



Sejong University Daiyang hall



Employees & Family
3,000 People



Incidental events
concerts



Portfolio | Corporate Event



IBK CEO Club 2025 Overseas Seminar



Kuala Lumpur, Malaysia



VIP Customer 300 People



Golf and tour, dinner



Portfolio | Corporate Event

2025 STLC Agency Conference



Wonju Oak Valley Ballroom Hall



VIP Customer 60 People



Registration, Conference,
Awards, Dinner Performance, Golf



Portfolio | Corporate Event



2024 Shinyoung Family Better Together Festival



Incheon Inspire Resort Broom



Employees 750 People



Opening, Greetings, Staff Program
Celebratory Performance

Portfolio Corporate Event



Enterprise Hall of Fame unveiling ceremony



Remote Solution Office
& AR office



VIP Customer 50 People



reception,
official event, unveiling



IBK Industrial Bank of Korea Enterprise Hall of Fame Ceremony



IBK Industrial Bank of Korea
Headquarters 15th floor, Auditorium



VIP Customer 120 People



reception, formal event,
luncheon, farewell



Portfolio | Corporate Event

KMI 40th Anniversary



Inspire Entertainment Resort



Employees 1,400 People



Reception, Conference,
Lucky Draw, Performance



NH Investment & Securities Year-End Party



Grand Intercontinental
Seoul Parnas



Customer 400 People



VIP Reception, Conference,
Performance



TIMEFOLIO Investment & Securities Year-End Party



FKI PLAZA
Grand Ballroom



Employees 300 People



Confernce, Lucky Draw,
Performance

Portfolio | Corporate Event



IBK CEO Three Clubs Integration Seminar (Busan & Gwangju)



Busan / Wyndham Grand Hotel
Gwangju / Kim Dae-jung Convention Center



Customer 200 people
Customer 150 people



Reception / Invitation lecture
Luncheon

Portfolio | Corporate Event



Sejeong Group 50th Anniversary Ceremony & Celebratory Performance



Busan Lotte Hotel



Employees & Cooperative
Company 500 people



Reception / 50th Ceremony
Dinner Party / Celebratory Performance



Portfolio | Corporate Event

NH Investment & Securities Golf Event Invited to Excellent Customers

-  East valley Country Club
-  Customer 250 People
-  Golf ,Official Events, Dinner

Portfolio | Corporate Event



Lionheart Studio 6th anniversary



Grand Hyatt Seoul
Grand Ballroom



Customer 350 People



Officaial Events,
Lucky Darw,
Performance

Portfolio | Corporate Event



S-OIL LPG Honors Club



Japan Osaka
Conrad Hotel



VIP 15 People



Seminar, Tour ,Golf



Lube Base Oil Customer Appreciation Day



Jeju Island
Parnas hotel



Customer 50 People



Seminar, Tour ,Golf



Portfolio | Corporate Event

KPMG Korea People First Concert



KSPO DOME

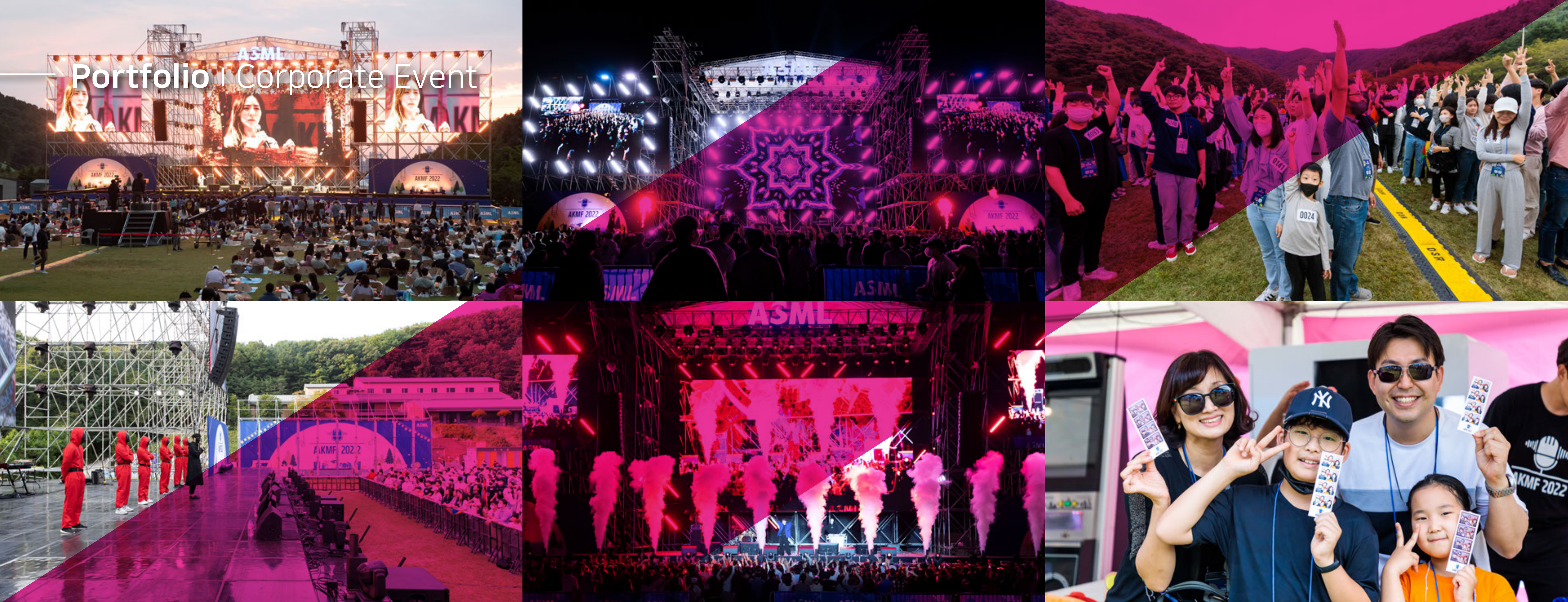


Employees & Family
11,000 People



Participating Events,
Food Zone, Concert

Portfolio | Corporate Event



ASML Korea Music Festival



Cheongnyeo
Training Center



Employees & Family
5,000 People



Participating Events,
Food Zone, Concert

Portfolio | Corporate Event



KPMG Korea 50th Anniversary Ceremony & Concert



Jamsil Indoor
Stadium



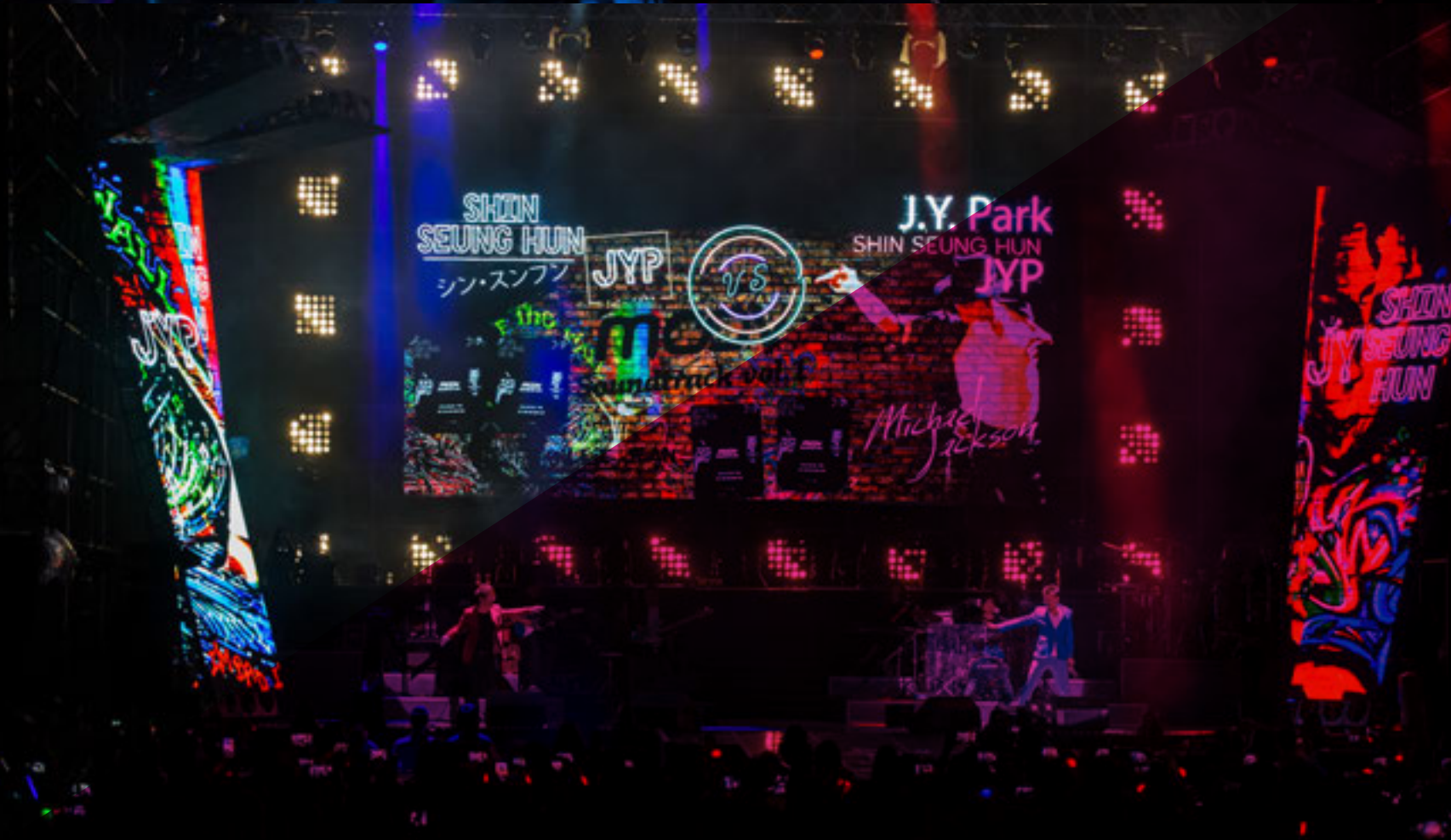
Employees & Family
8,000 People



Participating Events,
Food Zone,
Official Events, Concert



Portfolio | Corporate Event



LOTTE CARD Moov Soundtrack Vol.1
Shin Seunghoon X JYP



Yongsan War Memorial
Peace Plaza

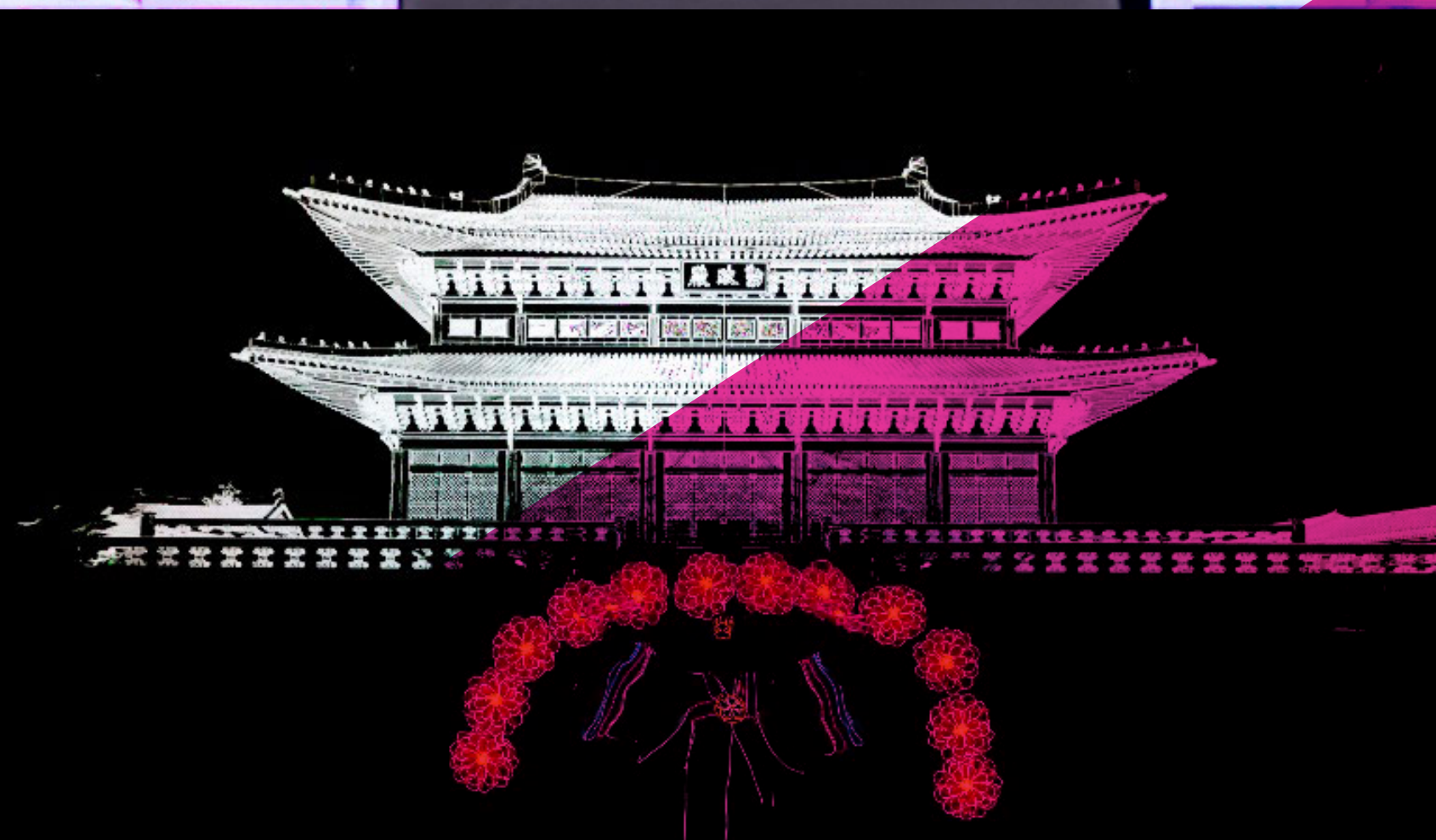
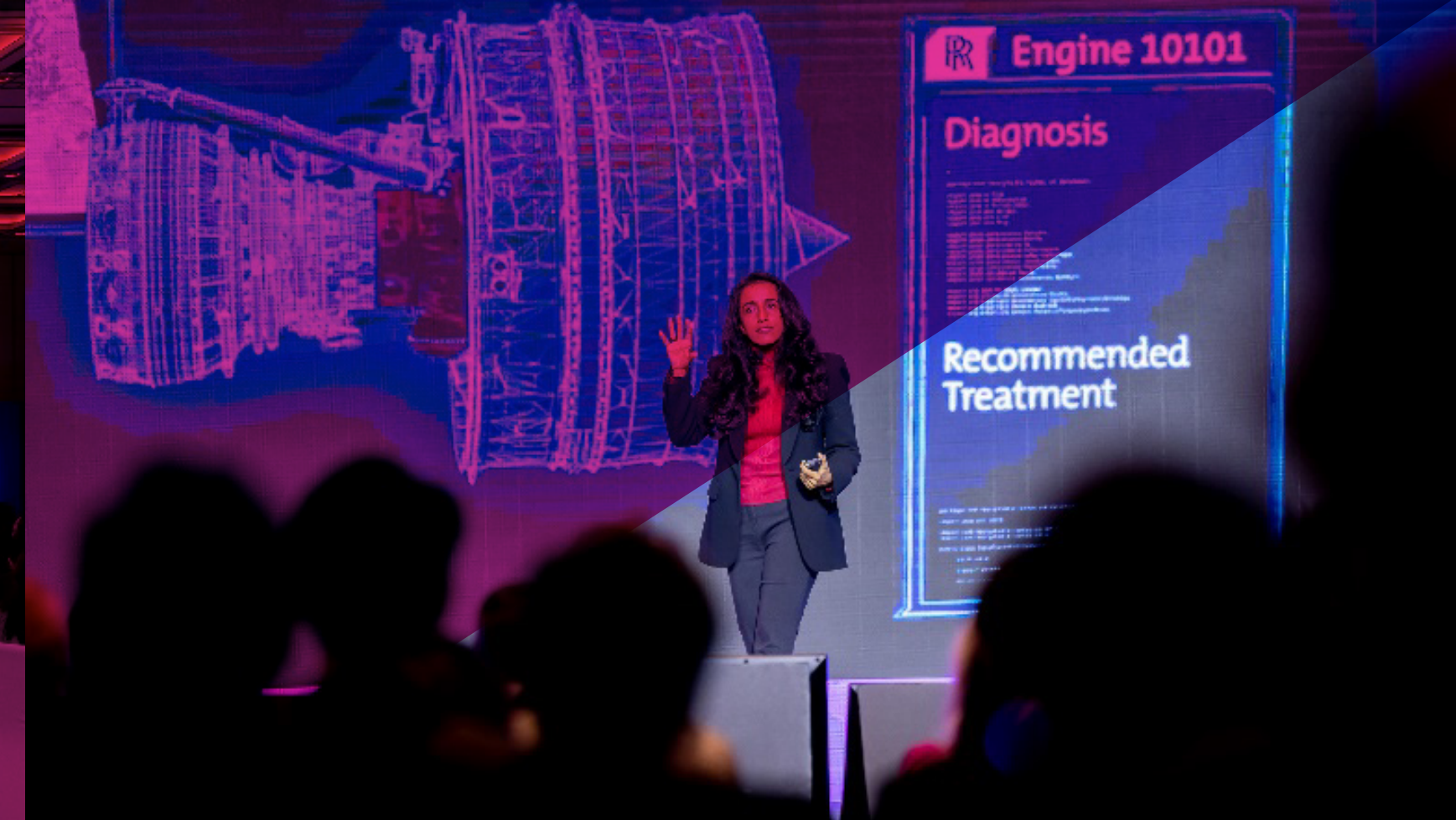


Customer
6,000 People



Concert

Portfolio | Corporate Event Collective Strategy v2



KPMG ASPAC Partners Conference 2023



GRAND HYATT SEOUL
GRANDBALLROOM &
GRAND SALON



KPMG partners &
Leadership across ASPAC
(approx. 300 partners)



Plenary session,
Breakout session,
Gala dinner etc.



Portfolio Corporate Event



UNNIVERSAL KOREA BRAND SUMMIT



Coex Auditorium



Customer
1,000 People



Brand Summit



ASML Spring Festival: Sports Day



Cheongnyeo
Training Center



Employees
850 People



Soccer, Survival,
Afternoon sports day

Portfolio | Corporate Event



ASM, ahead of what's next Groundbreaking event Korea



Hwaseong
ASM Plant 2



Employees, public officials,
etc. 200 People



Official Events,
Groundbreaking
Ceremony



NH PREMIER BLUE FAMILY DAY



Grand Intercontinental
Seoul Parnas



Customer
300 People



VIP Reception, Confernce,
Performance

Portfolio | Corporate Event



ESPERIENZA FERRARI



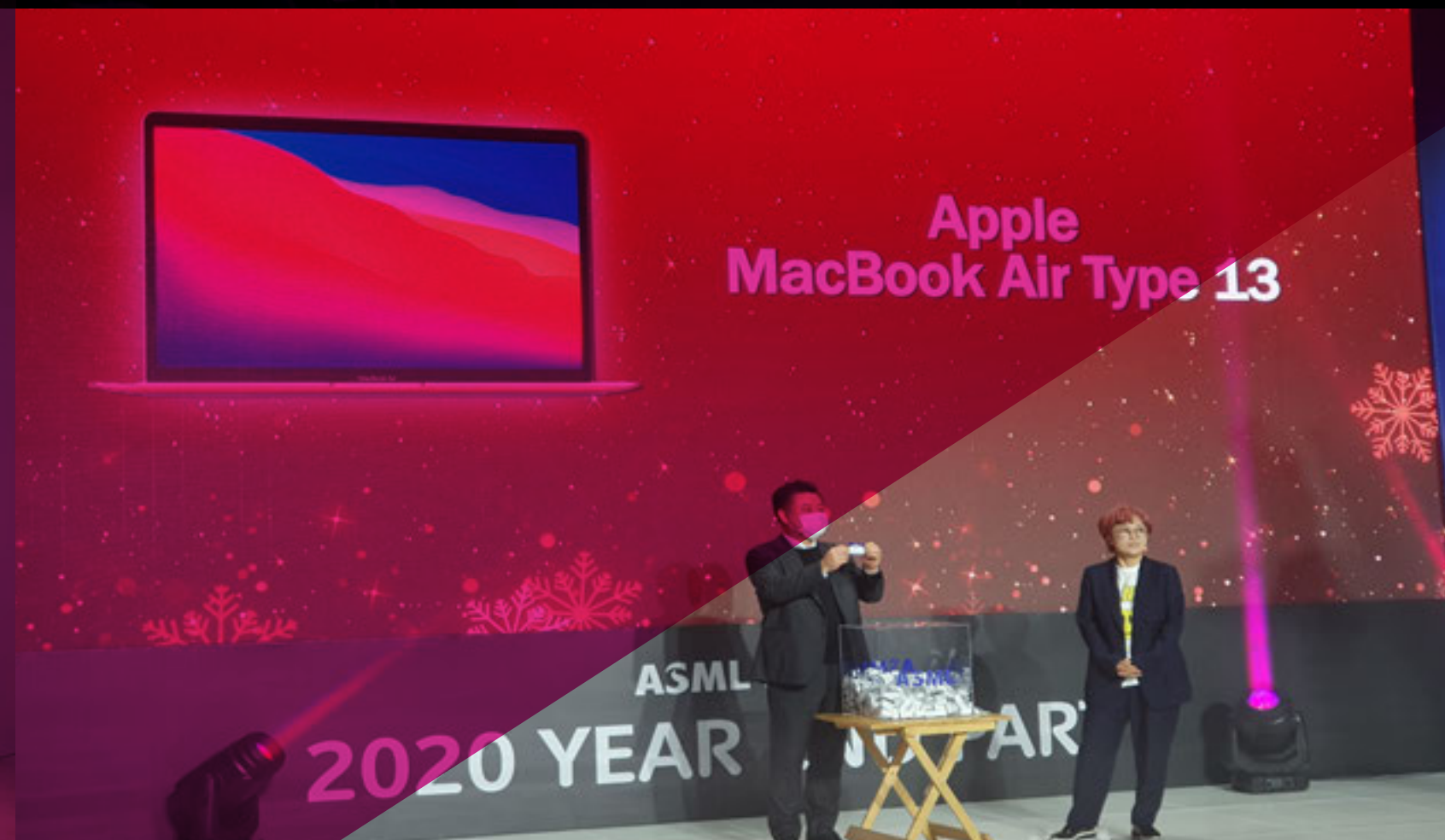
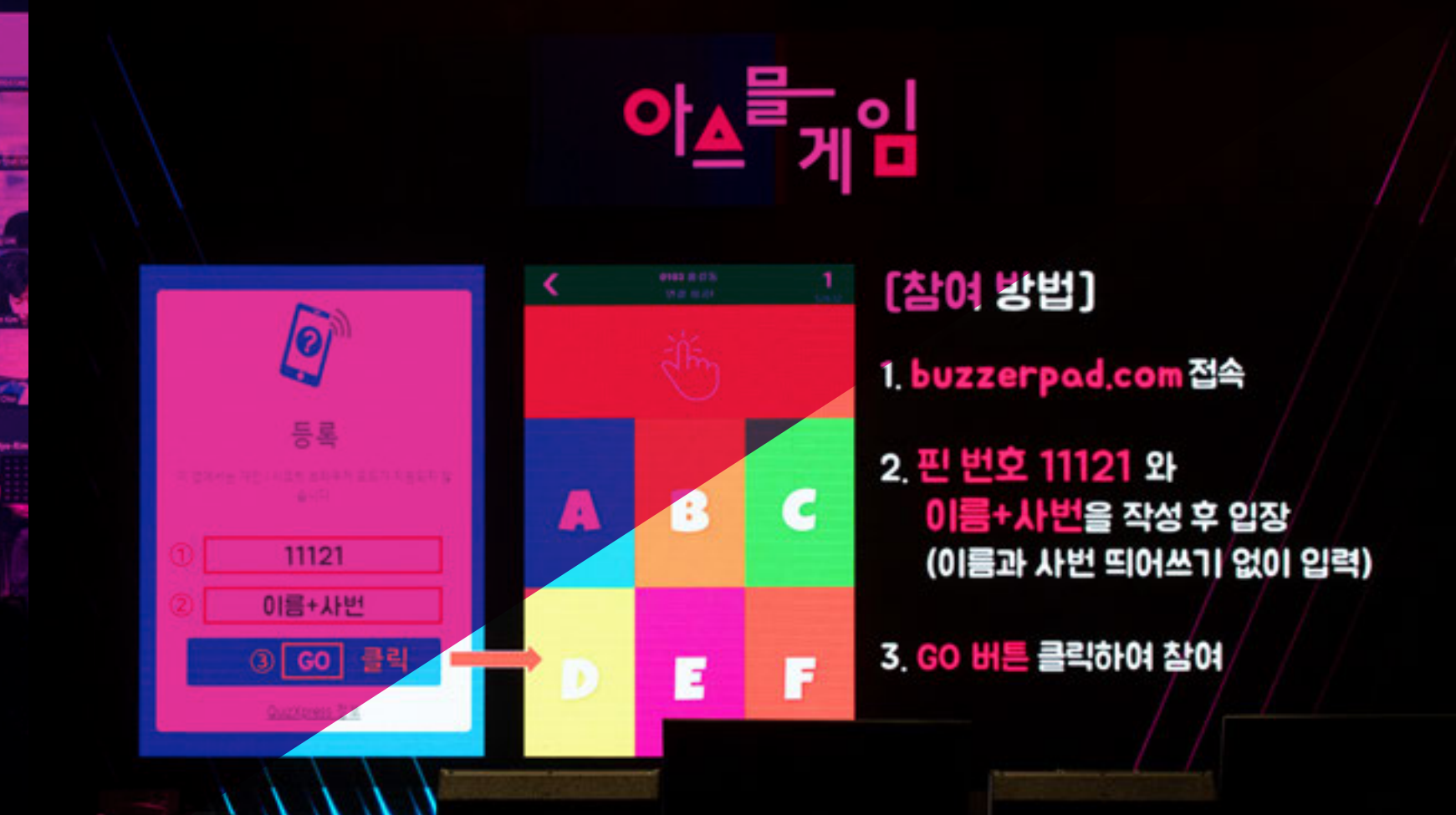
Yongin Speedway



VVIP customers
50 People



Special Experience
Event



ASML Year-End Party(Online streaming)



Teams Live Streaming



Employees 1,200 People



Online event, lucky draw, concert

Corporate Event

National Day of the Kingdom of Saudi Arabia

- THE SHILLA SEOUL DYNASTY
- Employees, public officials, etc. 600 People
- National Day Official Events, Performance



Shinyoung Securities Happy Tomorrow Festival

- Domestic Resort
- Employees 650 People
- Official Events, Performance



The Ferrari Concert

- SIGNIEL Seoul
- VVIP customers 150 People
- Private Concert

Portfolio

Corporate Event

STLC Conference

- 📍 Domestic Resort
- 👥 Customer 150 People
- ⚙️ Official Events, Conference, Tour, Performance



ASML Korea EUV Training Center Opening Ceremony

- 📍 Yongin-si, Surplus GLOBAL
- 👥 Employees & Customer 100 People
- ⚙️ Official Events, Opening Ceremony



NOROO Paint VIP Special Store Seminar

- 📍 LOTTE HOTEL JEJU CRYSTAL
- 👥 Customer 300 People
- ⚙️ Official Events, Conference, Tour, Performance



Corporate Event

ASML Korea
New Hwaseong Campus
Groundbreaking Ceremony

- ASML 2nd Campus (Songdong)
- Employees, public officials, etc. 200 People
- Official Events, Groundbreaking Ceremony



CELLTRION
15th Anniversary

- Grand Hyatt Seoul, Grand Ballroom
- Employees & Customer 650 People
- Official Event, Anniversary Ceremony, Performance





UNNIVERSAL KOREA BRAND SUMMIT



Coex Auditorium



Customer
1,000 People



Brand Summit



Portfolio | Corporate Event

SK E&S Incheon Commencement of Liquefied Hydrogen Plant



Incheon
Liquefied Hydrogen Plant



Customer 300 People



Speech ,
Groundbreaking ,
Ceremony



Portfolio | Incentive

IBK CEO Club Overseas Conference



Vietnam & Taiwan
5-star hotel



Customer 450 People



Official Events, Conference,
Tour, Performance



IBK CEO Club Domestic Conference



Jeju Island
Jungmun Lotte Hotel



Customer 400 People



Official Events, Conference,
Tour, Performance



SK ENERGY SUPEX SEMINAR



Thailand Phuket



VIP 200 People (100 Couple)



Seminar / Tour / Golf

Portfolio | Incentive



SKE CEO SEMINAR



USA Guam



VIP 100 People



Seminar / Tour / Golf



SK BATTERY America Groundbreaking Ceremony



USA Atlanta Georgia



150 people,
SK Innovation &
Atlanta Government



Speech
Groundbreaking
Ceremony

Portfolio | Global Event



2023 Volta Energy Solutions Canada Ground Breakin Ceremony



Canada Granby
Quebec City



Customer 250 People



Speech, Groundbreaking
Ceremony

Global Event

2018 SKI Hungary
Groundbreaking Ceremony

- 📍 Hungary Komárom
- 👥 150 people, SK Innovation & Hungary Government
- ⚙️ VIP Reception, speech, Groundbreaking Ceremony



Klub kcon

- 📍 USA LA Convention
- 👥 2000 People / ticket Sales)
- ⚙️ Club & K-Idol Performance

2019 CJ Global Day

- 📍 USA LA Convention
- 👥 300 Invitation People
- ⚙️ K-CON Tour & Conference



Global Event

The Doosan Energy Solution
Groundbreaking Ceremony
In Hungary

- 📍 Hungary Környe
- 👥 100 people
- ⚙️ Doosan & Hungary Government & Client
VIP Reception, speech, Groundbreaking Ceremony



W-SCOPE HUNGARY PLANT
Groundbreaking Ceremony

- 📍 Hungary Környe
- 👥 100 People
- ⚙️ W-SCOPE & Hungary Government & Client
VIP Reception, speech, Groundbreaking Ceremony



SK Innovation CES conference

- 📍 USA Lasvegas
- 👥 SKI 70 People
- ⚙️ Media Day / conference

Portfolio | Corporate Event



S-OIL Champions Club Award & Incentive



Incheon, Paradise City
Chiang Mai



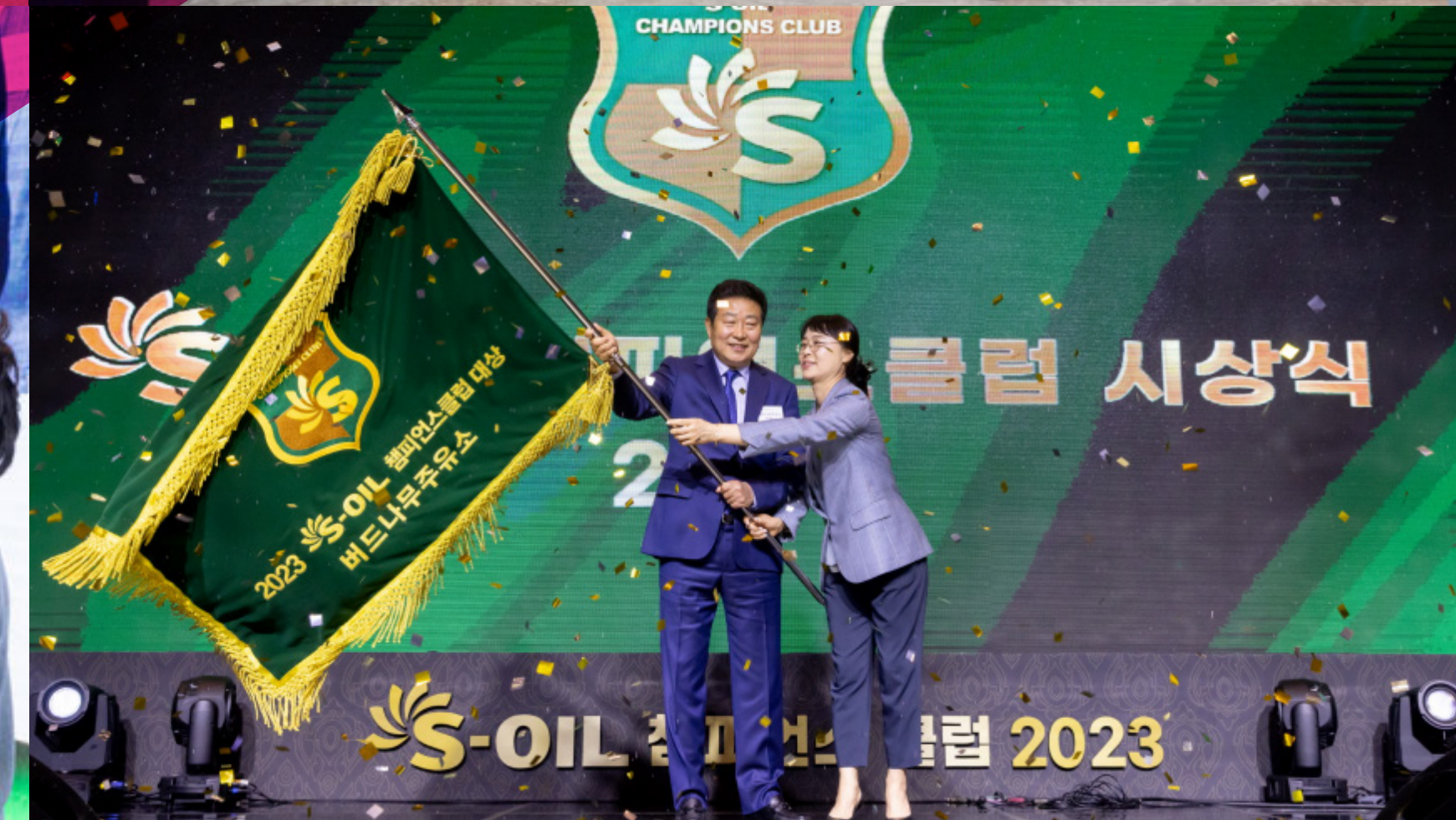
Customer 150 People



Award,
Incentive Tour



Portfolio | Award



S-OIL Champions Club Award & Incentive



Incheon, Grand Hyatt
Kota- kinabalu



Customer 150 people



Award, Incentive Tour



POSCO TJ PARK FOUNDATION AWARDS



POSCO CENTER
Art Hall



100 People



VIP Reception Award



GUCCI KOREA New Year Party



GRAND INTERCONTINENTAL
SEOUL PARNAS
GRANDBALLROOM



Employees
850 People



Party, Official Events,
Lucky Darw, Performance



Portfolio | Party

ASML Korea Year End Party



COEX Audition



Employees
1,200 People



Party Official Events,
Lucky Darw, Performance



Portfolio | Party



FERRARI OWNERS' CLUB KOREA 10th Anniversary



Incheon Paradise city



FERRARI OWNER
150 People



Reception, Ferrari Exhibition
Stage Performance

Golf

S-OIL Championship Pro-am

- 📍 Jeju, Elycian CC
- 👥 VIP & KLPGA 150 people
- ⚙️ Logistic, Golf, Award, Dinner



TV Chosun Golf King - Masters

- 📍 Cheong - ju Evendale C.C
- 👥 Celeb 20 People
- ⚙️ Golf, Broadcast





Portfolio | Conference



ASML Korea Leadership Forum2025



Double Tree by Hilton Seoul Pangyo



ASML Managers 300 People



Leadership Forum

Portfolio | Conference



OSP & Hyundai Mou Signing



Four Seasons Hotel



OSP, Hyundai Employees
20 People



Agreement ceremony



Portfolio | Conference

Incheon Liquefied Hydrogen Forum



Incheon Songdo
Convensia



Employees, Public Officials
Etc. 200 People



Confernce, Seminar
Agreement Ceremony

Portfolio | Conference



ESG Leading Hydrogen Commuter Bus Agreement Ceremony



JOSUN HOTELS &
RESORTS INC.



Employees, Public Officials
Etc. 200 People



Conference, Seminar
Agreement Ceremony



Portfolio | Conference

Korean Accounting Society 50th anniversary seminar



Lotte Hotels Seoul



Employees 300 People

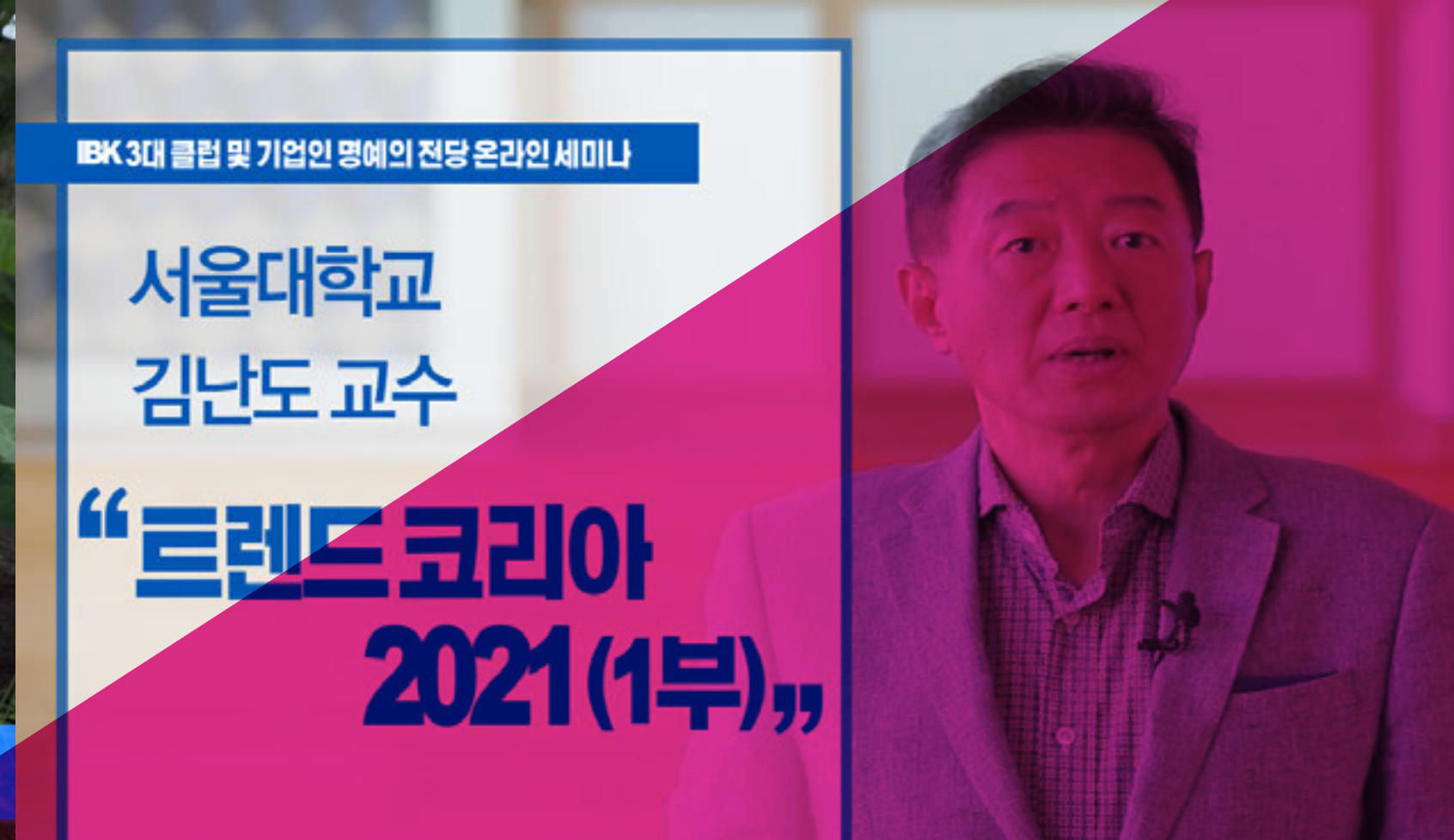


Seminar & ceremony



Portfolio i Conference

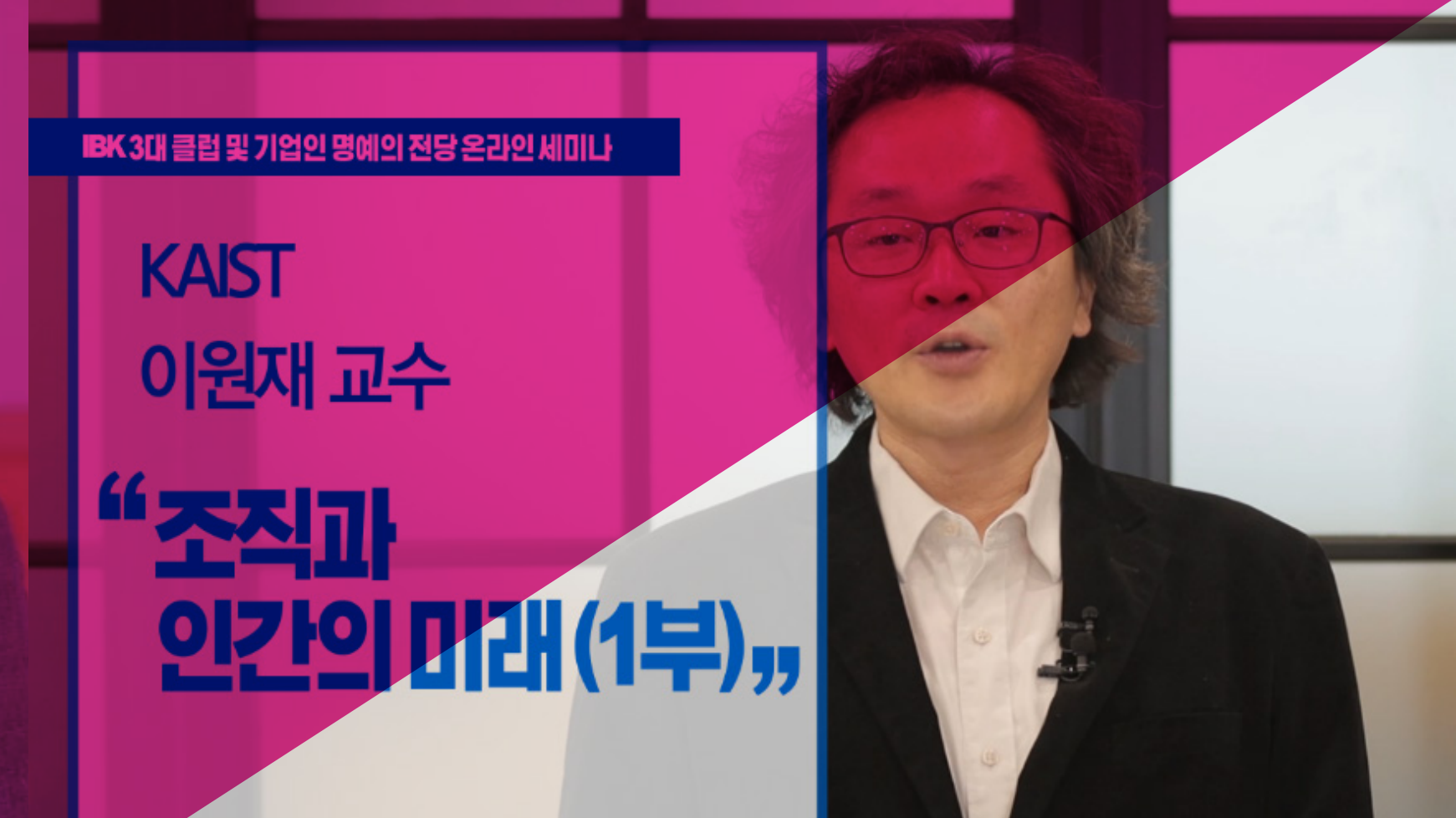
이지영
환상술 부대표



IBK 3대 클럽 및 기업인 명예의 전당 온라인 세미나

서울대학교
김난도 교수

“트렌드코리아
2021(1부),”



IBK 3대 클럽 및 기업인 명예의 전당 온라인 세미나

KAIST
이원재 교수

“조직과
인간의 미래(1부),”



IBK CEO Club On & Offline Seminar



5-star hotel ballroom
in Seoul



Customer
100 ~ 400 People



Lecture video production
/ Celebrity guest lectures

Portfolio

기업 이벤트	2025 NH Investment & Securities Golf Event Invited to Excellent Customers	2024 Lionheart Studio 6th anniversary	기획	2025 ASML Korea Leadership Forum
	2025 Lionheart Studio 7th Anniversary	2024 S-OIL LPG Honors Club		2025 OSP & Hyundai Mou Signing
	2025 Universal Korea Brand Summit	2024 Lube Base Oil Customer Appreciation Day		2024 UNNIVERSAL KOREA BRAND SUMMIT
	2025 ST CLUB Movie Night	2023 IBK CEO Club Domestic Conference		2024 STLC 대리점 컨퍼런스
	2025 Rub Academy	2023 ASML IC Office Grand Opening		2024 STLC Movie Night
	2025 Hana Financial Group Family Invitation Concert	2023 NH PREMIER BLUE FAMILY DAY		2024 SK E&S Incheon Commencement of Liquefied Hydrogen Plant
	2025 IBK CEO Club Overseas Seminar	2022 IBK CEO Club New Year Seminar		2022 STLC 컨퍼런스
	2025 IBK Future Management Club New Year Seminar	2022 ASML Global HR Festival		2022 IBK최고경영자클럽하반기세미나
	2025 KMI 40th Anniversary	2022 ASML Year End Meeting2021 SK수소위원회		2019 노루페인트VIP세미나
	2024 Shinyoung Family Better Together Festival	2021 ASML 3C Video production		2019 STLC 대리점 컨퍼런스
	2024 IBK Industrial Hall of Fame Year-end Exchange Meeting	2020 BTS 에이전시대행		2019 IBK 상반기최고경영자세미나
	2024 IBK Women's Management Club Year-end Seminar	2020 Esperienza Ferrari		2019 IBK 하반기최고경영자세미나
	2024 Enterprise Hall of Fame unveiling ceremony	2019 페라리콘서트		2019 SKE 판매회사세미나
	2024 IBK Industrial Bank of Korea Enterprise Hall of Fame Ceremony	2019 ASML Family Day		2018 STLC 대리점 컨퍼런스
	2024 NH Investment & Securities Year-End Party	2019 KPMG 50주년기념식		2018 IBK 최고경영자 세미나
	2024 TIMEFOLIO Investment & Securities Year-End Party	2019 SK Atlanta VIP Meeting		2018 IBK 하반기 최고경영자세미나
	2024 세정그룹 창립 50주년 기념행사	2019 S-OIL HONORS CLUB		2018 SKE 판매회사세미나
	2024 IBK CEO Clubs Integrated Seminar	2019 SAMJUNG TECH - Centennial Declaration Ceremony2019 BTS 에이전시 대행		
	2024 KPMG Korea People First Concert	2019 EY한영 숲만들기		
	2024 IBK CEO Club New Year Seminar	2018 신영증권 Happy Tomorrow		
	2024 NH Investment & Securities Golf Event Invited to Excellent Customers	2018 ASML Sports day		

Portfolio

해외 이벤트 2023 Volta Energy Solutions Canada
Ground Breakin Ceremony
2022 더블유스코프 헝가리공장착공식
2021 SK이노베이션 미국
2019 두산_DE 헝가리전지박신축공장착공식
2019 SKI 배터리조지아기공식
2019 CJ글로벌데이
2018 Klub Kcon
2018 SKI 헝가리기공식

시상식 2024 S-OIL Champions Club Award
2022 포스코 청암상시상식
2020 포스코 청암시상식
2019 포스코 청암상 시상식
2019 에쓰오일챔스
2018 에쓰오일 챔피언스클럽

파티 2021 ASML Korea Year End Party
2020 구찌 NEW YEAR PARTY
2020 ASML Year end party
2019 HERMES Year End Party
2019 구찌 NEW YEAR PARTY
2019 ASML YEAR END PARTY
2018 구찌코리아 신년회
2018 ASML Year End Party

골프 2021 TV조선 골프왕마스터즈
2019 에쓰오일 챔피언십 프로암

게임 2021 AMX

Thank you