# 2025 ISIC Event Seoul Summary – Driving ISIC Forward with Digital Innovation

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May 29, 2025

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The vibrant city of Seoul played host to the ISIC Event 2025, a landmark gathering that brought together ISIC member organizations, student representatives, experts and partners under the theme "Driving ISIC Forward with Digital Innovation." Over three exciting days, the event served as a platform for strategic dialogue, innovation showcases, and community collaboration – confirming ISIC's commitment to enhancing the global student experience.

**Opening and Governance in Focus**

The event was officially opened by Milos Milenkovic, Chair of the ISIC Association Board, who extended a warm welcome to participants and expressed gratitude to local hosts and partners including ISIC South Korea – KISSES, the Korea Tourism Organization, Hana Bank, and SheerID.

The first day was anchored by the 35th Annual General Meeting (AGM). Key milestones of membership matters included the signing of 24 new AO contracts across territories alongside 7 formal terminations due to unpaid dues, and new application of the ISIC Oman for ER status. A proposed constitutional amendment was approved, and five new Board Members were elected and ISIC Oman was officially promoted to ER status and granted Full Membership of the Association. Strategic budgetary planning for the organization's future initiatives was also discussed.

An expert presentation by Professor Summer Hyejin Park, a thought leader in digital transformation in education, rounded off

**Strategic Talks and Technological Empowerment**

The second day shifted toward strategic development, with in-depth sessions on ISIC's Core Values, Global Value Proposition, and the evolving role of Member Organizations. Moderated by experts Gazela Pudar Drasko and Jovan Ratkovic, these conversations challenged participants to refine ISIC's mission and governance for the future age.

Simultaneously, event AO participants attend a hands-on IT workshop designed to explore newly developed ISIC tools and digital platforms. The session also introduced updates to the Benefit Affiliate Program, equipping members with new resources for value creation and engagement.

**Innovation and Inspiration Take Center Stage**

The final day of the event was a showcase of digital advancement and collaborative foresight. A highlight was the Kwangwoon University case study, demonstrating the successful implementation of a Mobile Student ID system.

The Student Panel, moderated by Marcus Ehasoo, offered a discussion on the real-world impact of ISIC cards, the advantages and disadvantages of AI in student life, and students' evolving expectations in a tech-first world.

Partner presentations added further depth: SheerID shared updates on their global student verification solutions, and Yoel Ko, a renowned AI entrepreneur, explored how AI is revolutionizing digital marketing and student outreach.

The day concluded with presentations from the ISO Office, along with teams from KISES, GTS Alive, and FESU. They introduced the latest updates to ISIC's digital infrastructure, including ALIVE and KYPL platform advancements, enhanced issuance tools, new features in the ISIC Hub, case studies from Estonia and beyond.

These tools underline ISIC's commitment to innovation, operational efficiency, and member empowerment.

**Celebration and Looking Ahead**

In his closing remarks, Milos Milenkovic thanked attendees for their active participation and commitment to innovation. The event culminated in a Gala Dinner, where outstanding members were recognized for their achievements.