



MINISTRY OF EDUCATION AND TRAINING

FPT UNIVERSITY

CAPSTONE PROJECT DOCUMENT

“Những người khốn khổ” Musical Theatre Tour Les Misérables

GRA497_G3			
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REPORT NO.1

I. PROJECT INTRODUCTION

1. NAME OF THE CAPSTONE PROJECT

- **Project English Name:** "Les Misérables"
- **Vietnamese name:** Tổ chức chương trình lưu diễn vở nhạc kịch Những Người Khốn Khổ

2. PROJECT INTRODUCTION

The musical theatre "Les Miserables" is a sung-through musical adaptation of Victor Hugo's 1862 novel of the same name, a classic of romanticism. From the book page of the great French writer, familiar characters will step onto the stage to tell the story with humane music about humanity, solidarity and hope for a bright future.

VNOB cooperated with Rose Media enterprise to organize this successful musical wife. In Hanoi, it is organized into 3 stage stages with 10 concerts on November 21st, 22nd, 23rd, 24th; January 18th, 19th, 20th, 21st; April 16,17th. After 10 extremely successful shows, sold out at the Hanoi Opera House as well as being well received by domestic and international audiences, VNOB decided to bring this musical to the stage of Hoa Binh Theater - Ho Chi Minh City. Ho Chi Minh City this June. But because the uncontrollable objective factor is the strong outbreak of the disease, the event cannot begin to be implemented. The Hac Long media group participated in the BTC to learn 2 complete pieces of the topic, the event project. The group was involved in organizing the event on April 16, 27, 2021 and together with RoseMedia deployed strategic ideas for the next event in HCM.

3. AGENCY INTRODUCTION

Rose Media is a service provider in the fields of: Event Organization; Production of multimedia products; Brand consulting, Marketing and Corporate Culture.

Rose Media's outstanding strengths: Quality in content, creativity in ideas, speed and professionalism in implementation. We believe that it is the core factor to help our customers get truly valuable products. The value customers receive will prove the value of the Rose Media brand.

In addition, Rose Media has extensive experience in organizing events: Fpt Telecom's new product introduction: FPT Play Box S, 28th birthday of CMC Group, Rose Media x FCE Việt Nam, Workshop "Thắp lửa cùng tiến lên!", The next generation leadership.

4. REASON FOR CHOOSING THE PROJECT

The purpose of the team when participating in this project is that we want to accumulate and experience in the corporate environment, most especially, to add more skills to all members of the team and receive Approaching a new type of event that is academically scholarly

We have one thing in common, that is, we have an artistic talent, so we love art and theater very much. It is two adjectives that fully describe all members of the Black Dragon team. We share the same orientation, after graduating from school, we will be able to enter the field of event organization.

Most especially, the project has a great meaning that it is a bridge between students and the Les Misérables program, creating opportunities for students to participate in practical and highly experiential organizational activities.

5. BOUNDARY OF PROJECT

In the musical "Les Misérables", the Vietnam National Opera and Ballet combined LED (Visual Art) technology to bring to the audience innovation in art. "The Miserables" lasted only two hours on stage. The musical is performed entirely in English. Vietnamese subtitles are presented to help the audience understand the content while keeping the original meaning of the musical.

VNOB will meet the general standard of an international musical, in terms of both vocals and acting, and overall theatrical performance. The play is also internationalized with the participation of foreign actors in the Hanoi Voices International Choir. Music of "Les Misérables" was performed live for the entire program.

“Les Misérables” will have 8 performances at the Hanoi Opera House, and will perform 3 nights in Ho Chi Minh City. Sold: more than 4000 tickets in Hanoi, 2700 tickets in HCMC. 100% of the songs performed in the musical will have to be licensed from an international producer. There will be more than 20 articles written about this musical.

6. THEORIES

6.1. EVENT DEFINITIONS

To the customer or guest, special events are that phenomenon arising from those non-routine occasions which is an opportunity for a leisure, cultural, personal or organizational objectives set apart from the normal activity of daily life, and whose purpose is to enlighten, celebrate, entertain or challenge the experience of people.

6.2. CATEGORISATION OF SPECIAL EVENTS

Leisure Events (Leisure, sport, recreation). Personal Events (weddings, birthdays, anniversaries). Cultural Events (Ceremonial, sacred, heritage, art, folklore). Organisational Events (Commercial, political, charitable, sales)

10Our definition of events could be given a shorthand version: ‘Those non-routine occasions set apart from the normal activity of daily life of a group of people’ but this may not necessarily give a feel for the specialized nature of the activity. We can say specialized because of the uniqueness of events, but also because such events may often be celebratory or ceremonial in some way. This is an aspect that other authors including Goldblatt have highlighted. Clearly this approach can be applied to activities such as weddings, product launches, prize giving, etc. On the other hand, it may be less suited to events such as exhibitions, sport days or annual conferences, although it can be argued that even an exhibition of paintings or a sales conference may have an element of ceremony about it, since someone has to open it; but in so far as exhibitions, conferences and so on are non-routine, the definition is usable.

6.3. CHARACTERISTICS OF EVENT

Events have many other characteristics in common with all types of services, and in particular with hospitality and leisure services of many kinds. These

characteristics can be grouped together as being uniqueness; perishability; labour-intensiveness; fixed timescales; intangibility; personal interaction; ambience; and ritual or ceremony.

a. Uniqueness

The key element of all special events is their uniqueness: each one will be different. The same kind of event can be repeated many times, but the participants, the surroundings... will make the event unique. The uniqueness of special events is the key to event organizers. They are not doing something that is routine, nor are they producing the same item of work repetitively. Certain types of events do recur, in the same kind of format (such as weddings), or on the basis of time interval (annual conference) but they are still different.

b. Perishability

If we regard events as 'unique', then the event is tremendously perishable. It cannot be repeated in exactly the same way. The key issues, in the events manager's role, is the extent to which facilities and services can be used effectively, given the uniqueness or irregularity of use. Many items will have to be produced on a one-off basis and cannot be used again. Event venue managers may have to use a variety of techniques to encourage activities in quiet periods when a facility or service on offer might not sell.

c. Intangibility

With events, the activity is more or less intangible. This intangibility is entirely normal for service activities. Event organizers should try to make the experience of the event more tangible by a present or something. Remember that, even the smallest tangible item will help to sustain people's idea of how good an event has been.

d. Ritual and ceremony

Ritual and ceremony are the key issues about special events, the major characteristics that make them special. In historical examples it was very evident that ritual and ceremony often played an important part. Many modern ceremonial activities are 'fossilized' or reinvented versions of old traditions. The original tradition might have had some key role in the ceremony, now forgotten, but the ritual of doing it still continues. The ritual ceremony does in fact

emphasize the continuity of the tradition, even though the reason for the tradition has gone.

e. Ambience and service

Ambience is one of the most important to the outcome. An event with the right ambience can be a huge success. An event with the wrong ambience can be a huge failure. It is very important to realize that ambience may help to make an event go well but it doesn't guarantee that things will go well. One of the roles of an events manager is to try and ensure an event succeeds by careful attention to detail and by trying to encourage the desired outcome.

f. Personal contact and interaction

People attending events are frequently themselves part of the process, they not only watch the event but also help to create the atmosphere; it is interacting with itself, with participants and staff and is part of the whole experience. Therefore, in considering how to make an event successful, event managers must be fully aware that this is largely dependent on the actions and reactions of people attending.

g. Labour-intensiveness

The more complex and the more unique an event is, the more likely it is to be more labour-intensive, both in terms of organization and of operation. Managers can forecast staffing needs for these types of events from experience, depending on the number of guests, the types of service, the experience and quality of the staff, the time required to complete the service and even the layout of the building.

h. Fixed timescale

Events run to a fixed timescale, it could be very short (an opening ceremony) or very long. For those planning events, this issue of timing must be kept in mind. For an event to be successful and striking, it will need to hold people's attention and interest them, and it is better that this is broken up into sections than it takes place all at once, without a respite.

II. OVERVIEW COMPANY VNOB

1. HIGHLIGHT ABOUT LES MISERABLES

Les Misérables (French: Les Misérables, also known as Les Mis) is a novel by French writer Victor Hugo, published in 1862. The work is considered one of the most famous novels of the background.

With the desire to bring the musical stage closer to the public, the Opera and Ballet Theater has decided to launch the musical "Les Miserables" in 2020, in the context that the whole world is still struggling with the pandemic COVID-19 pandemic. Through this work, we want to send a message of solidarity and humanity, as well as give strength to the whole world to overcome these difficult times.

The biggest success of the Vietnamese version of "The Miserables" is the music performed by more than 50 musicians of the Vietnam National Opera and Ballet (VNOB) under the direction of conductor Dong Quang Vinh. The presence of famous opera vocalists of Vietnam today such as: Dao To Loan, Huy Duc, Tran Trang, Bui Trang... together with the choir of VNOB, combined with foreign artists of the Choir Hanoi Voices International has made the singing part of the play a success.

The highlight of this show is the organization of 10 successful nights with a total of more than 4500 people able to access the show. According to the survey, 80% of the audience felt satisfied with the performance. In addition, by applying visual LED technology that shows visual stimulation, in order to gradually respond to the trend of applying technology to art, it helps the audience easily visualize the story context, pushing emotions to the next level. new climax. After the success in Hanoi, the musical continues to tour in Ho Chi Minh City to meet the demand to enjoy the world's artistic masterpieces in the South.

Although the performance time of "Les Misérables" was only 2 hours, VNOB did not Vietnamese the work in terms of music, costumes, character names, and the core of the story. The musical is performed in English to keep the spirit of the classic. But when the artist performs, there will be Vietnamese subtitles shown for the audience to understand the content.

2. VNOB ANALYSIS

2.1. INTRODUCTION

Vietnam Opera and Ballet Theatre (VNOB) is a theatre directly under the Ministry of Culture, Sports and Tourism of Vietnam. VNOB was established in 1959 in Hanoi, with a large scale and expertise, is the leading theatre in the performance of “tuồng”. Up to now, VNOB has carried out many cultural cooperation programs with many countries and territories through Cultural Centers and funds such as Russia, UK, USA, France, Germany, Australia, Sweden, etc. Products have been made such as: Phoenix Eye, Musical Lucile, Paris Life, Love School, La Boheme, Dream and Reality, The Flying Dutchman, Romeo and Juliet, Orphée et Eurydice, Venus, Francesca Dari Mimi, Firebird, Hearts Silk, The Rite of Spring, La Sylphide, Westside story... On the other hand, many classical concerts have been performed successfully and attracted a large audience.

In the past year, many young artists of VNOB have been sent to study in Australia, France, Sweden, USA... and absorb new trends and styles of contemporary art. The project "Art in school" has been attracting thousands of students to participate and has brought high efficiency in aesthetic orientation for young audiences as well as attracting them to high-class art programs.

2.2. VISION

The Vietnam National Opera and Ballet Theatre (VNOB) is known as a training and development cradle for Vietnam's leading Opera, Ballet and Symphony artists, encouraging creativity at all levels.

2.3. MISSION

The Vietnam National Opera and Ballet Theatre (VNOB) builds and produces major programs and works including symphonies, musicals and dances with a creative team and famous domestic and international artists to serve the needs of the audience. service to the public in Vietnam and abroad.

2.4. AWARDS

- Labor Medal Rank III in 1989
- Labor Medal Rank II in 1999
- Labor Medal Rank I in 2009
- Independence Medal Rank III in 2014
- 2nd Labor Medal Rank in 2019

2.5. BRAND ENGAGEMENT

- Facebook fanpage: <https://www.facebook.com/vnob.org>,
<https://www.facebook.com/Vietnam.National.Opera.Ballet>
- Website: <https://nhahatnhacvukichvietnam.com/en/home/>

2.6. VNOB's POPULAR EVENT

- **Ballet musical “Hồ Thiên Nga (Swan Lake)”**

The return of the ballet "Swan Lake" after 35 years of absence from the stage is back to the Vietnamese audience with the entire creative and production crew from the Vietnam National Opera and Ballet Theatre (VNOB). With the continuous efforts of talented artists throughout the day and night for 6 months, immediately, "Swan Lake" had 7 shows that were all "sold out" a month before.

- **Opera musical “Người Tạc Tượng”**

The musical "The Sculptor" by the late musician Do Nhuan was first premiered in 1975 and is considered the pinnacle of Vietnam's musical heritage. The Vietnam National Opera and Ballet decided to restore and bring the work back to the stage with a creative team consisting of many famous artists. Typical is musician Do Hong Quan, President of Vietnam Musicians Association - music editor and director; Outstanding Artist Tran Ly Ly, Acting Director of Vietnam National Opera and Ballet Theater - art direction; People's Artist Hong Phong - dance director; Outstanding artist Tran Luc - stage director. “The statue sculptor” recreates a time of bombs and bullets of the country, praising the love of couples, friendship, and love for the Fatherland of Vietnamese children.

- **Concert “Đạ tiệc âm nhạc/ Around the world”**

2020 was marked a memorable milestone for Da Nang as it celebrates the 45th anniversary of the city's liberation. Therefore, Da Nang Department of Culture and Sports really wants to have a special art program to serve the people as well as visitors to the city which has just been selected as one of the 52 most attractive destinations in the world by New York Times voted in 2019. To meet this criterion, during a meeting at the administrative center of Da Nang city, Meritorious Artist Tran Ly Ly presented the features of a number of art products made by the Theatre, which includes the art show Around the World

III. LES MISÉRABLES MUSICAL THEATRE

1. RESEARCH DEVELOPMENT

1.1. DEVELOPMENT TREND IN EUROPE

In Europe, people have been exposed to musical theater since childhood, and schools in Europe have art activities to promote their abilities. People who are passionate about this type of musical are approached and trained from a young age. They have a habit of sharing stories around, feelings about musicals to their relatives and people around for months or even weeks. Here, they are willing to pay any ticket price to be able to enjoy a musical to the fullest.

The quality of musicals in Chau is always expected by the audience to be high. It depends on the play that the audience attends. According to a 2013 European theater audience data study, it was found that “young audiences are more likely to visit theaters with a 71% increase in the 18-26 age group over the last few years and will continue to do so.” continue to increase over the next few years” and pointed out that “theater attendance is highest among 18-26 year olds”. Right after that is the age of “27-40 years old”.

1.2. DEVELOPMENT TREND IN VIETNAM

As for the trend of enjoying musicals in Vietnam, they do not have the habit of enjoying musicals at the theater. Even most people in Vietnam do not understand the concept of musicals well. Those who are interested in Vietnamese musicals, the communication department of the musical is still a bit weak to convey to the audience who really understand and fully absorb the content of the musical.

The transmission of musicals to everyone is still limited, so the trend of enjoying musicals in Vietnam has not been widespread. In the 21st century, Vietnam has been influenced by many musical cultures of European countries (UK, France). The new trend is approached and welcomed by the majority of Vietnamese

people and they think that The enjoyment of musicals makes them feel interested and curious about foreign plays. The majority of Vietnamese people listen to their own preferences and tastes, while the rest follow market trends. In Vietnam, musicals are approached more deeply and professionally than at some gifted schools and universities. Currently, there are many universities and musical training institutions, so that in the future they will gradually inherit their predecessors.

In Vietnam, according to VOV newspaper, the average monthly income of Vietnamese people is about 7 million VND. But in fact, active income can fall in the range of 10 - 15 million VND. With the average ticket price of every theater will be quite high compared to the income of each person. Therefore, it is still quite difficult to spend some money to attend a musical in Vietnam. They are often interested in world-famous works that are transformed into a new genre. In Vietnam, besides the domestic audience, in 2018 more than 90,000 people from different countries came to Vietnam, so they have a musical genre that is not unfamiliar to them, so they really want to participate.

Examples of musicals that are well received by the audience:

- Project Majorin, magical girl - a handshake between Youth Theater and Shiri Opera House (Japan) kicked off in July 2016.
- The Bat by author Johann Strauss II (Austria) has been performed by the Goethe Institute and the Ho Chi Minh City Symphony and Ballet Theater since 2018.
- Swan Lake: Swan Lake (Russian: Лебединое Озеро, Lebedinoye Ozero) is a ballet number 20 by composer Pyotr Ilyich Tchaikovsky, composed around 1875 - 1876. The play is based on the fairy tales of Russia is like an ancient German legend

1.3. ANALYSIS FAMOUS MUSICALS THEATRE IN VIET NAM

1.3.1. HANOI

The musical project "**Majorin, cô bé phép thuật**" Shiki Theater bought the rights to bring the Broadway musical from the US to the stage with the main target audience being teenagers. Currently, the unit's regular performance list is up to dozens of plays and is always packed with audiences.

The play "**Đêm hè sau cuối**" (October) sold out 2,000 tickets for four shows. After that, the work was successfully performed on the night of October 4 and 8,

attracting a large audience, many of which were professionals. In addition, director Nguyen Phi Phi Anh used hits by Lady Gaga, Adele, Rihanna, Britney Spears, etc. The show was a resounding success in the art world.

The musical **“Chuyện người lính”** is the work of the great French-Russian composer Igor Stravinsky, composed for 7 musicians and 3 voices, told through the lyrics of Charles-Ferdinand Ramuz. More specifically, this musical is a combination of Vietnam, Japan and France with the support of the Swiss Embassy on the 50th anniversary of diplomatic relations. It has made a lot of music lovers excited.

1.3.2. HO CHI MINH CITY

The **"HOPE"** project consists of three Broadway-style musicals, respectively, "Last Summer Night" (October), "Corner of Fame Street" (November). Through **“HOPE”**, musicals will no longer be a luxury art form. With 35 shows aimed at 10,000 audiences of all genders. **“HOPE”** also opened a special ticket package for only 199,000 VND for the audience who are students all over Hanoi. After only the first 2 nights, tickets were sold out.

Buffalo's Vietnamese version of Chicago musical this time is staged with a grandiose scale and more modern equipment, with the participation of 25 actors, performing 15 songs, 13 songs with choreography. All performances are sung "live" on stage. In terms of looks, the notebook is also heavily invested with a completely new costume design, inspired by 1920s clothing designs combined with fashion trends.

1.4. COMPETITION ANALYSIS

1.4.1. HO CHI MINH CITY BALLET SYMPHONY ORCHESTRA AND OPERA

- **Address:** City Theater, No.7, Lam Son Square, Ben Nghe Ward, District 1, Ho Chi Minh City.
- + **Advantage:**
 - Has a long established history, prestige in the art world.
 - Experienced in organizing many famous international plays.
 - Many famous artists in the art world collaborate with the theater

+ **Disadvantage:**

- Lack of professional young creative team
- The lack of cultural institutions for performing activities
- Failing to meet necessary and sufficient conditions for performing activities of artists and actors
- HSBO doesn't have own theater

1.4.2. YOUTH THEATRE OF VIETNAM

- **Address:** 11 Ngo Thi Nham, Hai Ba Trung, Hanoi

+ **Advantages:**

- Long established, prestigious in the art world.
- The performances are suitable to the tastes and psychology of the youth, contributing to the education of aesthetics, ideology, morality, and lifestyle, attracting many teenagers and children.
- Not only organize many famous art shows in the country, but also international plays

+ **Disadvantage**

- The theater has only one performance spot located deep in the alley
- Facilities are still limited and inadequate. There is no car park, so the audience has to pay more money to enjoy the theater's programs.
- The quality of well-to-do care services has not been focused on yet
- The accompanying products and services are not good.

1.5. PESTEL ANALYSIS

<p>Political Factors</p>	<ul style="list-style-type: none"> - These factors all relate to how and to what extent the government intervenes. + Policy of tax + Freedom of press (freedom of speech, roughly translated) + Government policy
<p>Economic Factors</p>	<ul style="list-style-type: none"> - Economic factors affect VNOB's musical performance and theatre profitability. Element: + Exchange rate + Economic growth + Consumer spending trends + Disposable income level
<p>Social Factors</p>	<ul style="list-style-type: none"> - Social factors are especially important for communication. + Demographic + Per capita income + Average disposable income + Population size + Buying habits + Attitude to product quality
<p>Technological Factors</p>	<ul style="list-style-type: none"> - These factors relate to innovations in technology that affect industry performance. + Technology incentive + Access to new technology + Level of innovation + Communication infrastructure
<p>Environmental Factors</p>	<ul style="list-style-type: none"> - Environmental factors are the top concern in recent times. + Climate + Weather + Covid-19 epidemic
<p>Legal Factors</p>	<ul style="list-style-type: none"> - These elements include specific laws: + Copyright law + Intellectual property law

1.6. SWOT VNOB

Strengths	Weakness
<ul style="list-style-type: none"> - With a long history of establishment, the theater has a good reputation - Having experience in operating and organizing concerts should ensure the quality of the organization - The theater's loyal audience is wide: both foreign and domestic guests - Having a wide and solid relationship with famous artists in Vietnam - Great team of young artists. have a high sense of responsibility with the profession 	<ul style="list-style-type: none"> - No good ticket distribution system yet - Communication system is still limited - Lack of investment capital
Opportunities	Threats
<ul style="list-style-type: none"> - Young people are becoming more and more knowledgeable about art - Enhance the ability to enjoy art - Economic development makes more capable in the arts - The habit of enjoying art has changed in terms of the need to enjoy new and synthetic forms. 	<ul style="list-style-type: none"> - Competitors are playing more and more special - Arts and entertainment activities have been developed a lot, young people are preferring new entertainment products, while musicals have traditional forms, so they are more picky about audiences. - This type of musical is not yet popular in Vietnam

1.7. RECOMMENDED WORK TO PERFORM

- **Les Misérables - Victor Hugo**

The musical was first premiered in Paris (France) and quickly became a classic musical of all time. Songs like “Do You Hear the People Sing, On My Own or especially I Dreamed A Dream” have become the "standards" of world musicals. After nearly 40 years, Les Misérables is still one of the best-selling musicals and is still touring around the world.

- **The Phantom of the Opera - Gaston Leroux**

The Phantom of the Opera was first performed in 1986 at the Her Majesty's Theatre of the West End system, London, and won the Laurence Olivier Award for Best Musical of that year. Two years later (1988) the play debuted on Broadway in New York and earned eight Tony Awards, especially in the categories of Best Musical and Best Actor for Michael Crawford. The play hit the 10,000 marks on 11 February 2012, [holding the record as the oldest Broadway musical in a row, and the second-most performed musical in London only after Les Miserables

- **Montre de Paris - Victor Hugo**

The musical "Notre-Dame de Paris" is based on the famous work of the same name by the great writer Victor Hugo, a novel praised by the world for its human values and profound philosophy. But it's not simply that, over the past 10 years, Notre Dame De Paris has always been hailed as one of the best musicals in the French theatre scene. Notre Dame De Paris seems to be telling us another story, another tragedy about the short tragic life of a girl named Esmeralda.

1.8. RESEARCH LOCATION

1.8.1. HANOI

- **Opera House (Nhà hát Lớn)**

- Address: 01 Trang Tien, Hoan Kiem, Hanoi

Hanoi Opera House is an architectural work in Hanoi city, Vietnam, serving art performances. The theater is located on August Revolution Square, located at 1A Trang Tien Street, Trang Tien Ward, Hoan Kiem District, Hanoi. The work has a length of 87 meters, an average width of 30 meters, the highest rooftop is 34 meters above the roadbed, and the construction area is about 2,600 square meters.

The organization of the premises, the type of horseshoe for the large room, the entrance to the lobby, the main stairs and the organization of theatrical spaces of the Hanoi Opera House are all the same as those in Europe at the beginning of the century XX. International transaction name: Hanoi Opera House.

- **Vietnam Music and Dance Theater**

- Location: No. 8, Huynh Thuc Khang, Thanh Cong, Ba Dinh, Hanoi

70 years of construction and development through 2 wars of resistance against the French, anti-American and national construction, the Theater brings lyrics and singing to encourage and motivate the soldiers and people in the resistance war. fight, defend and build the country.

Au Co Art Center is one of the leading performing arts centers with a large capacity, up to 800 seats with modern equipment, and a convenient center.

- **Palace of Vietnam - Soviet Friendship Labor Culture**

- Address: 91 Tran Hung Dao Street, Tran Hung Dao Ward, Hoan Kiem District, Hanoi

The Vietnam - Soviet Friendship Labor Cultural Palace has an area of 3.2ha. The Palace of Culture has many different large and small activity rooms suitable for different types of activities and activities such as: performing arts, organizing conferences, seminars, exhibitions, and club activities. and gifted classrooms... Activities can take place at the same time without affecting each other.

The largest room called the Great Hall has 1111 seats, has a rotating stage and a modern technical system for domestic and international performing arts: music, ballet, drama, conferences, seminars... . Here, there is very high quality sound and light equipment for the purpose of serving the best art forms.

- **Thang Long Music and Dance Theater**

- Address 31 Luong Van Can, Hang Gai, Hoan Kiem, Hanoi

The theater has staged nearly 3,000 art shows, including more than 1,000 major art shows serving the country as well as Hanoi city, performing to serve the people of the country as well as the Vietnamese community. overseas more than 10,000 shows, serving 65 million viewers.

1.8.2. HO CHI MINH CITY

- **Hoa Binh Theater**

- Address: No. 240-242 3 Thang 2 Street, Ward 12, District 10

With a campus with a total area of 16,500 m². Hoa Binh Theater has nearly 2000 seats. Located in the central area of District 10, about 4 km from the center of Districts 1, 3, 5, 11 and Tan Binh District of Ho Chi Minh City. Very convenient for the travel of the audience and program organizers

It is not only a priority place for entertainment activities but also many socio-political activities such as award ceremonies, ceremonial events. Because of that, Hoa Binh Theater has its own maintenance team on the payroll to always ensure the best equipment standards and only Hoa Binh Theater with such a scale and frequency of operations can afford it. Invest in this stage.

- **Ben Thanh Theater**

- Address: No. 6, Mac Dinh Chi, Ben Nghe Ward, District 1, Ho Chi Minh City

Ben Thanh Theater is located in the city center, with a capacity of 1,041 seats. It is an ideal place to organize Singing - Dance - Music programs; Fashion; conferences, concerts, contests... have just been upgraded and supplemented with modern equipment.

The backstage area is wide and airy. Makeup room, 4m5 x 9m wide - Stage floor system (wood), standard backdrop, elegant colors, suitable for all types of art including. Backstages: Black and white and stage stars, 2 backdrops in the middle of the stage (8m depth): Cream yellow, blue and black.

- **Ho Chi Minh City Theater**

- Address: 07 Lam Son Square, Ben Nghe, District 1, Ho Chi Minh City

With two floors and more than 470 seats, this place regularly organizes multi-genre music programs, especially academic series, national art, ballet that require certain standards on sound system, light... . The dome-shaped structure of the theater is in the French "flamboyant" architectural style. The last overhaul was more than 10 years ago, so far there is almost no need to repair much, sometimes only replacing damaged furniture such as chairs, lights.

2. RECOMMENDED PROJECT

2.1. PROJECT NAME

- **VietNameese name:** Tổ chức chương trình lưu diễn vở nhạc kịch NNKK
- **English name:** Les Misérables
- **Concept:** Musical Theatre

2.2. PURPOSE

- Musicals, serving domestic and international audiences to enhance the cultural, spiritual and aesthetic life of viewers.
- Branding for VNOB is a show that performs quality and prestigious plays in Vietnam.
- Bringing quality art perspective and enjoyment to Vietnamese people

2.3. LES MISÉRABLES TARGET

- Successfully held 10 shows in Hanoi and 3 show in HCM
- Sold more than 4000 tickets in Hanoi (From November 2020 to april 2021)
, 2700 tickets in Ho Chi Minh City (from april 2021 to june 2021)
- Attracting 6,000 people to know about the show through media channels
- Reaching the target of 80% of the audience going to see the show and being satisfied with the play
- Factors such as: building, lighting, orchestra, and actors will be highly appreciated, accounting for about 70% of the audience going to see the show.

2.4. PROJECT LES MISÉRABLES ANALYSIS

- **Advantage:**

- There are many audiences who know the work, the market of the audience is changing more and more. Easy access to Western culture
- Vietnam is developing strongly in terms of tourism culture, so the event has the advantage of being prioritized by the state
- First time organizing a musical The Les Miserables in Vietnam using Visual art

- **Disadvantage:**

- All actors and musicians have to practice with a tight schedule
- The sound quality when performing must be of a high standard
- The intense intensity of exercise makes the health of actors and musicians not in the best shape
- The Covid-19 epidemic affects the event, there is no way to fix it

2.5. TARGET AUDIENCES

Main objective	
Place	<ul style="list-style-type: none"> - Living and working in Hanoi and Ho Chi Minh City and surrounding areas
Demographic	<ul style="list-style-type: none"> - A: From 35 to 55 years old - Occupation: Corporate clients, artists - Income: 15 million VND - 30 million VND
Interest	<ul style="list-style-type: none"> - Read and learn about literary works. - Likes art forms eg: musicals, dances,...
Habit	<ul style="list-style-type: none"> - Get in the habit of taking the family to see plays in the theater. - Regularly go to see performances of theaters in Vietnam - Evaluate the works attended through social networking platforms, press. - Watch the shows online.

Second Objective	
Place	<ul style="list-style-type: none"> - Living and working in Hanoi and Ho Chi Minh City and surrounding areas
Demographic	<ul style="list-style-type: none"> - A: From 20 - 28 years old - Occupation: Student, Office Worker - Income: 5 million VND - 15 million VND
Interest	<ul style="list-style-type: none"> - Read and learn about literary works. - Likes art forms eg: musicals, dances,...
Habit	<ul style="list-style-type: none"> - Get in the habit of taking the family to see plays in the theater. - Regularly go to see performances of theaters in Vietnam - Evaluate the works attended through social networking platforms, press. - Watch the shows online.

2.6. EXPECTED EXPENSES

- Total amount expected in Hanoi: 1,200,000,000 VND for 10 concerts
- Total amount expected in Ho Chi Minh City: 5,100,000,000 VND for 3 concerts

IV. PRE - PRODUCTION

1. SETTING UP AND ORGANIZING COMMITTEE

THE ORGANIZERS		
Department	Position	Represent
VNOB		
Core	General Director - Artistic director	Director/ Ths.NSUT: Trần Ly Ly
	Project Manager	General Director: Phan Mạnh Đức
	Director	Nguyễn Triều Dương
	Assistant director	Lê Diệu My
Music	Musical director	Đồng Quang Vinh
	Music advisor	NSUT Lê Tuấn Anh
	Vocal Advisor	Nguyễn Huy Đức
	Chorus master	Nguyễn Kiều Thảo
	Concert master	Phạm Thanh Hà
	Musical assistant	Phan Huy Phúc
Stage	Costume designer	Ellie Vu
	Lighting designer	Quyển Nguyễn
	Translator	Nguyễn Kim Diệu
	Choreographer	Linh An
Media planner	Media manager	Nguyễn Tuyết Hoa
Company accompany: RoseMedia		
Production	CEO	Nguyễn Hồng Nhung
	Event coordinator	Vũ đình Thắng
	Social media	Lê Tuấn Anh
	Event executive	Trịnh Quốc Trung
	Accounter	Nguyễn Thùy Linh
	Visual artist	Trần Chương

	Stage designer	Phùng Nam Thắng
	Lighting and sound	3S
	Led	Nguyễn Lê
	Set up stage	PIC
	Supporter	VNOB & Rose Media collaborators

2. CHOOSE A LOCATION

- **Reason choose a location in Hanoi**

Hanoi Opera House is a French-style architecture, and the play was compiled by a French author, so to convey the most authentic way and the audience can feel it most clearly, the Opera House is 1. perfect choice. The stage light bar at Opera House is of high quality, so it is quite popular for live music performances.

The show's goal is to sell more than 3000 tickets so there's only one place that provides enough seats for the audience to enjoy. (The size of the theater meets VNOB's requirements for the number of spectators per performance). It is the highest quality theater in Hanoi. Having a long-term cooperation relationship with VNOB. The Opera House has a brand and reputation in Hanoi and is known by many people as a famous place in Hanoi.

- **Reason choose a location in HCM city**

Hoa Binh Theater is a theater built up to now for 35 years, affirming the most solid position in SG. A beautiful symbol of cultural works, a historical proof from the day of liberation of the city. Located in the central district of Saigon, Hoa Binh Theater is an indispensable entertainment destination for tourists and people across the country.

The capacity space here is extremely large to cater for a large number of target audiences. It is a famous place, a priority place for entertainment activities and award ceremonies. Hoa Binh Theater is always maintained and upgraded periodically, always ensuring the best equipment standards with a large scale and high operating frequency.

3. EVENT SCRIPT

- **Synopsis of the musical**

Les Miserables is the story of French society for more than 20 years in the early 19th century from the time of Napoleon I's accession to the throne and several decades later. The main character of the novel is Jean Valjean, a former convict who seeks to atone for the mistakes made in his youth. The novel series not only talks about the nature of good, bad, and law, but the work is also a massive encyclopedia about the history, architecture of Paris, politics, philosophy, law, etc. justice and beliefs of France in the first half of the 19th century.

- **Event Script**

Event script		
Scene	Content	Performance props
Opening	MC narrates and introduces	x
Scene 1:	The play opens with a date in 1815 in France with a scene of prisoners doing hard labor ("Prologue: Work Song"). After 19 years in prison, Jean Valjean was released by prison guard Javert. However, Valjean must always present a golden passport that says Valjean is a former criminal ("On Parole").	- Moving podium - Chain - 2 Baton - Golden passport
	A bishop of Digne gave Valjean food and slept in the church. That night, Valjean stole the church's silver and escaped; but was then caught by the police and taken back to the church. The bishop told the police that it was a gift he gave to Valjean to make Valjean innocent, and told Valjean to use these silver items to become an honest person ("Valjean Arrested, Valjean Forgiven"). The bishop's words made Valjean feel ashamed and humbled, making him determined to rebuild his life to atone for his sins ("Valjean's Soliloquy/What Have I Done?").	- Church gate - Bags to steal

	<p>Eight years later (1823), Valjean now bears the name of Lord Madeleine, the wealthy owner of a garment factory and mayor of the town of Montreuil-sur-Mer. Valjean has to change his name to avoid detection by Inspector Javert, who has been searching for Valjean (aka prisoner 24601) for many years. At this time, Javert is also a policeman stationed here but does not recognize the mayor as Valjean.</p>	<ul style="list-style-type: none"> - Fake fruit - Basket - Seat - Flower basket
	<p>In the factory lived a single mother named Fantine, who worked to provide for her daughter Cosette. Because of fear of reputation (the child was born without a father), Fantine sent Cosette to an inn on the outskirts of town to be raised by the innkeeper's grandparents. The foreman often eyed Fantine. One day, a worker who stole Fantine's letter immediately told everyone that Fantine was unmarried but had a child, accusing her of adultery. Everyone argued and the foreman used this as an excuse to kick Fantine out of the workshop ("At the End of the Day"). Fantine expressed her extreme despair when she was abandoned by her lover (Cosette's father) and her hopes for a good life were dashed ("I Dreamed a Dream"). Desperate, she sold her hair for money and became a prostitute ("Lovely Ladies"). During one of Fantine's fights with a violent guest</p>	<ul style="list-style-type: none"> - Wig + scissor
	<p>Javert arrives at the scene to arrest Fantine when Valjean passes by at the same time. Valjean orders Javert to release her and take her to the hospital ("Fantine's Arrest"). Another time, Valjean saving Fauchelevent when the farmer was crushed by a cart ("The Runaway Cart"). Javert witnessed this scene and thought of the prisoner he was hunting. The police have just arrested another man who looks a lot like Jean Valjean and are about to take him to court for breaking a bond. Not willing to see someone else falsely accused for him, Valjean goes to court. confession ("Who Am I? (The Trial)").</p>	<ul style="list-style-type: none"> -Merchandise bags - Cargo trolley
	<p>Fantine is dying in the hospital, Valjean sitting next to her promises her to take good care of Cosette ("Come to Me (Fantine's Death)"). Soon after, Javert goes to the hospital to arrest Valjean. Valjean says he needs a few days to take care of Cosette and then surrender, but Javert refuses. In the end, Valjean was able to resist Javert by force and escape ("The Confrontation").</p>	<ul style="list-style-type: none"> - white hospital bed - White Blanket - White pillow
	<p>at the Thénardier family's inn, the owners always mistreat Cosette, forcing her to work all the time. During hard work around the house, Cosette dreams of a life without poverty and being loved by her mother ("Castle on a Cloud"). Talking about the owners, the Thénardier house rents out to guests but uses many tricks to cheat rent, steal things from guests or provide cheap services at exorbitant prices ("Master of the House").</p>	<ul style="list-style-type: none"> - Tables - Many cúp - Chải - Mop - Buckets - Doll

	<p>Upon finding Cosette at the well, Valjean escorts her home and pays the Thénardiens to redeem Cosette ("The Bargain"). The father and son then went to Paris and took up residence in a convent ("The Waltz of Treachery").</p>	-Scarf
	<p>Nine years later (1832), a group of student revolts led by Enjolras, angry with the regime, were rekindling an uprising on the night of June 5, 1832. The uprising was attended by the student Marius Pontmercy. and many poor people, including the boy Gavroche ("Look Down"). The Thénardiens, now unemployed, moved to Paris and became vagabonds and thieves. One day, Cosette - now a beautiful young woman, and Valjean went to do charity work in the slum of the Thénardier family. She meets Marius by chance and the two fall in love at first sight. Javert (now a resident policeman in Paris) arrives to disperse the crowd, and Valjean hastily takes Cosette away ("The Robbery"). Later, old Thénardier suggested to Javert that the two men just now were Valjean and Cosette. Javert swore that he would find Valjean at all costs and bring him to justice ("Stars"). In the slums, Marius convinces Éponine (his friend and daughter of the Thénardier family) to help him find out where Cosette lives ("Éponine's Errand").</p>	-Stroller
	<p>In a cafe, Enjolras was conferring with a group of students to prepare for an uprising; but Marius is distracted by falling in love ("The ABC Café/Red and Black"). When Gavroche ran in with the news that General Lamarque had passed away, the group of students wanted to take advantage of this public grief and outrage to spark a rebellion, thinking that the time was right ("Do You Hear the"). People Sing?").</p>	-A red scarf
	<p>At home, Cosette realizes that she has fallen in love and wants to see Marius again. She confronts her father, wanting to know his father's background as well as her own ("Rue Plumet/In My Life"). Éponine (now finding out where Cosette lived) led Marius to meet Cosette in the convent garden. The two confided their feelings to each other ("A Heart Full of Love"). At the same time, the gang led by Thénardier tried to break into Valjean's house to rob, but failed because Éponine shouted to warn the family ("The Attack on Rue Plumet").</p> <p>Valjean takes Cosette to emigrate from France. Cosette and Marius think they will be separated from each other forever, Enjolras urges all Parisians to join the rebellion, the other students join in the preparations, Éponine suffers with her unrequited love, Marius is torn between whether to go after Cosette or stay because his friends need him, Javert planning to spy on the group of students. In the end, Marius decided to stay in Paris to join the rebellion with his friends ("One Day More")."</p>	-1 character hand book -Visual: Moonlight Bridge

<p>Scene 2</p>	<p>Javert mingled with the rebels and volunteered to take on the task of spying on the government's army. Éponine also disguises herself as a man in order to join the party to be with Marius. But Marius quietly discovered and wanted her to go away from this gun place, so he sent her to deliver letters to Cosette ("Building the Barricade (Upon These Stones)"). The recipient of the letter was Valjean. When he learned that Cosette's lover also joined the rebellion, he decided to go to the barricade to find a way to protect Marius. Then Éponine wanders alone in the streets of Paris, and mourns her unrequited love ("On My Own"). The French army marched to the barricade and demanded the surrender of the students ("At the Barricade"). Javert, after returning from scouting, tells everyone that the army won't attack today ("Javert's Arrival") but is exposed by Gavroche and imprisoned ("Little People"). Éponine returns to the stronghold to find Marius but is shot by the army. In Marius' arms, Éponine confessed her feelings before she took her last breath ("A Little Fall of Rain"). By this time Valjean had broken through the ranks of the army (by disguising himself as a soldier) to the student barricade and volunteering to join the others ("Night of Anguish"). Valjean is tasked with executing Javert, but he releases the inspector unconditionally. Valjean tells him he understands that now the inspector is just doing his duty ("The First Attack").</p>	<p>-Visual: Blood moon</p>
	<p>Night falls, Enjolras tells everyone to stay alert to prevent unexpected enemy attacks ("Drink with Me"). After Marius fell asleep, Valjean begged God to protect Marius ("Bring Him Home"). As the day dawned, Enjolras saw that the people of Paris did not respond to this uprising but decided to fight to the end ("Dawn of Anguish"). Gavroche crawled out of the ramparts to get bullets from dead and shot soldiers ("The Second Attack (Death of Gavroche)"). In the end, everyone is killed, except for Marius, who is mortally wounded, unconscious, and carried by Valjean down the sewer ("The Final Battle"). Halfway there, Valjean collapsed from exhaustion. Old Thénardier was also now wandering around in the sewers to steal. He takes Marius's ring and runs away seeing Valjean awake ("Dog Eats Dog"). When he reached the mouth of the sewer, he encountered Javert. He begged Javert to give him time to bring Marius to the hospital and then turn himself in. Javert hesitated but then agreed. Javert had thought that Valjean was an irreparable criminal then, but now he saw that Valjean's mercy and kindness were completely at odds with that thought. His heart is torn between his belief in justice and his belief in human redemption. Unable to explain this contradiction to himself, Javert jumped into the Seine to commit suicide ("Javert's Suicide").</p>	<p>- Visual of dilapidated house - Guns</p>

	<p>Mothers mourn the death of the students ("Turning"). Returning to the battlefield from the hospital, Marius grieves that his friends have all died in vain ("Empty Chairs at Empty Tables"). The feelings between Cosette and Marius develop and they prepare to get married. Valjean gives the young lovers a blessing ("Every Day"), tells Marius everything about his past, decides to leave so that Cosette won't be ashamed of himself, and forces Marius not to tell Cosette ("Valjean's Confession"). When Marius and Cosette got married ("Wedding Chorale"), the Thénardiens disguised themselves as nobles and infiltrated to steal but were discovered by Marius. They learn that Valjean is staying at a monastery and wants to blackmail Marius, saying that Valjean killed people because on the day of the uprising, Thénardier saw Valjean carrying a body down the sewer. Old Thénardier showed Marius the ring he had stolen from the dead man. Marius recognizes his ring and discovers that Valjean was the one who saved him from the battlefield ("Beggars at the Feast").</p>	<ul style="list-style-type: none"> - Mop - Wooden basket - Wiper - 2 yellow candles - Visual: In the monastery
<p>Scence 3</p>	<p>At the convent, Valjean sees Fantine's spirit appear to prepare to welcome him to God ("Valjean's Death"). Cosette and Marius arrived as Valjean was taking his last breaths. Then the spirits of Fantine and Éponine took him to heaven. They also meet the souls of the dead, singing about their dreams of a just and equal world ("Do You Hear The People Sing? (Reprise/Finale)").</p>	

4. DESIGN STAGE

- **Design stage content:**

- Concept: European space
- Contents of the stage design: The led screen uses a convex led screen to create depth for the space stage to become more realistic. The stage is covered with a shiny black carpet to prevent light from reflecting when shining on the characters. To reproduce in the most realistic way, the auxiliary led screen around the backstage side is very important, it reproduces the details to help the audience recall the main work and feel like embodying the content of the play. Such a design will help the stage light be one of the tools to focus the light of the viewer, when the stage has depth and the light focuses only on the main character performing, orienting the audience. imitate the flow of the program.

5. MUSIC

MUSIC			
Scene	No.	Song's name	Character
Scene 1	1	"Prologue: Work Song" (Beginning: Bài ca lao động)	Jean Valjean, Javert and the prisoners
	2	"Prologue: On Parole"	Jean Valjean, bishop of Digne, farmer, laborer, and innkeeper
	3	"Prologue: Valjean Arrested, Valjean Forgiven"	Police and Bishop of Digne
	4	"Prologue: What Have I Done?"	Jean Valjean
	5	"At the End of the Day"	Fantine, the foreman, the female worker, Jean Valjean and the extras
	6	"I Dreamed a Dream" (Tôi mơ một giấc mơ)	Fantine
	7	"Lovely Ladies"	Fantine, sailors, prostitutes, and popular actors
	8	"Fantine's Arrest"	Bamatabois, Fantine, Javert and Jean Valjean
	9	"The Runaway Cart"	Fauchelevant, Javert, Jean Valjean and extras
	10	"Who Am I? (The Trial)"	Jean Valjean
	11	"Fantine's Death: Come to Me"	Fantine and Jean Valjean
	12	"The Confrontation" (Đối mặt)	Javert and Jean Valjean
	13	"Castle on a Cloud" (Lâu đài trên mây)	Cosette (young) and Mrs. Thénardier
	14	"Master of the House"	Mr. Thénardier, Mrs. Thénardier and public actors
	15	"The Well Scene"	Jean Valjean and Cosette (young))
	16	"The Bargain / The Thénardier Waltz of Treachery"	Jean Valjean, Mr. Thénardier, Mrs. Thénardier, Cosette
	17	"Look Down"	Gavroche, prostitute, Enjolras, Marius and public actors

	18	"The Robbery"	Mr. Thénardier, Mrs. Thénardier, Marius, Éponine and Jean Valjean
	19	"Javert's Intervention"	Javert, Mr.Thénardier
	20	"Stars" (Những ngôi sao)	Javert
	21	"Éponine's Errand"	Éponine and Marius
	22	"ABC Café / Red and Black"	Enjolras, Marius, Grantaire, Combeferre, Feuilly, Courfeyrac, Joly, Legsles, Prouvaire, Gavroche
	23	"Do You Hear the People Sing?"	Enjolras, Combeferre, Courfeyrac, Feuilly and public actors
	24	"Rue Plumet – In My Life"	Cosette, Jean Valjean, Marius and Éponine
	25	"A Heart Full of Love"	Marius, Cosette and Éponine
	26	"The Attack on the Rue Plumet"	Mr. Thénardier, Brujon, Babet, Claquesous, Montparnasse, Éponine, Marius, Jean Valjean and Cosette
	27	"One Day More" (Một ngày nữa)	Jean Valjean, Marius, Cosette, Éponine, Enjolras, Javert, Mr. Thénardier, Mrs. Thénardier and public actors
Scene 2	28	"Building the Barricade (Upon These Stones)"	Enjolras, Javert, Prouvaire, Grantaire, Legsles, Marius, Éponine
	29	"On My Own"	Éponine
	30	"At the Barricade (Upon These Stones)"	Enjolras, Marius, Grantaire, Combeferre, Courfeyrac, Feuilly, Students, and officers.
	31	"Javert's Arrival"	Javert and Enjolras
	32	"Little People"	Gavroche
	33	"A Little Fall of Rain" (Éponine's Death)	Éponine and Marius
	34	"Night of Anguish"	Enjolras and students
	35	"The First Attack"	Enjolras, Jean Valjean, Javert and students
	36	"Drink with Me"	Feuilly, Prouvaire, Joly, Grantaire, Marius and public actors
	37	"Bring Him Home"	Jean Valjean
	38	"Dawn of Anguish"	Enjolras
	39	"The Second Attack (Death of Gavroche)"	Enjolras, Marius, Gavroche and students
	40	"The Final Battle"	Officers, Enjolras and public actors

	41	"Dog Eats Dog (The Sewers)"	Lão Thénardier
	42	"Soliloquy (Javert's Suicide)" (Javert tự vẫn)	Javert
	43	"Turning"	Mothers in paris
	44	"Empty Chairs at Empty Tables"	Marius
	45	"Every Day"	Cosette, Marius and Jean Valjean
	46	"Valjean's Confession"	Marius and Jean Valjean
	47	"Wedding Chorale"/ Beggars at the Feast	Marius, Cosette, Mr. Thénardier, Mrs. Thénardier and public actors
	48	"Valjean's Death"	Jean Valjean, Fantine, Cosette, Marius and Éponine
	49	"Do You Hear The People Sing? (Reprise) / [Finale]"	Whole actors crew

6. TRAINING SCHEDULE

Training Schedule			
No	Time	Place	Note
1	8/5/2020	VNOB's singing practice room	Sing troupe practiced singing and paired with the piano
2	8/12/2020	VNOB's singing practice room	Sing troupe practiced singing and paired with the piano
3	17/8/2020	VNOB's dancing practice room	Dance troupe practiced dancing with music available
4	8/19/2020	VNOB's singing practice room	Sing troupe practiced singing and paired with the piano
5	24/8/2020	VNOB's dancing practice room	Dance troupe practiced dancing with music available
6	8/26/2020	VNOB's singing practice room	Sing troupe practiced singing and paired with the piano
7	27/8/2020	VNOB's dancing practice room	Dance troupe practiced dancing with music available
8	31/8/2020	VNOB's dancing practice room	Dance troupe practiced dancing with music available
9	9/1/2020	VNOB's singing practice room	Orchestra rehearsals

10	9/7/2020	VNOB's dancing practice room	Dance troupe practiced dancing with music available
11	9/8/2020	VNOB's singing practice room	Orchestra rehearsals
12	9/9/2020	VNOB's singing practice room	Sing troupe practiced singing and paired with the piano
13	9/10/2020	VNOB's dancing practice room	Dance troupe practiced dancing with music available
14	9/14/2020	VNOB's performance stage	The actors practice singing and dancing according to the director, practicing on the background of Piano music
15	9/15/2020	VNOB's singing practice room	Orchestra rehearsals
16	9/22/2020	VNOB's singing practice room	Orchestra rehearsals
17	9/24/2020	VNOB's performance stage	Matching Orchestra + Acting + Singing
18	10/6/2020	VNOB's performance stage	Matching Orchestra + Acting + Singing
19	10/8/2020	VNOB's performance stage	Matching Orchestra + Acting + Singing
20	10/13/2020	VNOB's performance stage	Matching Orchestra + Acting + Singing
21	10/15/2020	VNOB's performance stage	Matching Orchestra + Acting + Singing
22	10/22/2020	VNOB's performance stage	Matching Orchestra + Acting + Singing
24	11/5/2020	VNOB's performance stage	Practice with props
25	11/12/2020	VNOB's performance stage	Practice with props
26	11/17/2020	VNOB's performance stage	Practice with props
27	11/19/2020	VNOB's performance stage	Practice with props
28	11/22/2020	Hanoi Opera House's stage	Rehearsal, acting with visuals, lighting,...

7. CONTACT PRODUCTION COMPANY

Production company contact list			
No	Service	Company name	Information
1	Sound, light	3S Company	https://www.facebook.com/LACOUSTICVN/?ref=page_internal 3S Is a company that provides and rents new generation audio and light equipment, European import under the control of domestic and foreign experts As the equipment supplier for the 2017 Monsoon Music Festival, the events of the Big corporations like Viettel, Sunshine Group
2	Projection equipment, led screen	Liên Hiệp Nguyễn Lê limited liability company	https://nguyenle.com.vn As a leading supplier of projection equipment and led screens in Vietnam today Nguyen Le receives the trust from partners who are large corporations such as Vingroup, FPT, FLC, EVN, Vietcombank...
3	Stage design	Phùng Nam Thắng	https://www.facebook.com/phung.n.thang Participated in the design of many major national events such as Sea Tourism Festival 2021, National Tourism Year 2021, art programs of theaters across the country...
4	Visual Art design	Kiến trúc sư Trần Chương	https://www.facebook.com/profile.php?id=100009927066217 Participate in visual design for many big projects such as National Tourism Year 2021, EVN Finance program, Hanoi - Hue - Saigon art program CMC Corporation's 28th Anniversary Celebration...

5	Stage constructor	PIC Media	http://picmedia.vn/ Participated in the design of many major national events such as VIETTEL CONSTRUCTION JOINT STOCK COMPANY NAME ANNOUNCEMENT, KOREA INCENTIVE TRAVEL AWARD NIGHT (Korea National Administration of Tourism) art programs of theaters across the country...
6	Performance costumes	Vietnam National Opera Ballet	The Vietnam National Opera and Ballet Theater, the organizer of the musical Les Miserables, conceived, and designed the props and costumes for the performance of the play.
7	Props	Vietnam National Opera Ballet	
8	Music Copyright	Vietnam National Opera Ballet	Internal information of Vietnam National Opera and Ballet

8. TIMELINE EVENT

TIMELINE		
No	Time	Content
1	19h00 - 19h45	Welcoming delegates and guests, taking pictures for check-in, checking tickets, assisting guests with seating positions.
2	19h45 - 19h50	MC introduces the play, delegates, program crew, event organizers, regulations for guests when watching plays and telling stories.
3	19h50 - 20h50	Jean Valjean, Cosette origin and Javert's hatred.
4	20h50 - 22h40	Love between Marius and Cosette, Jarvert's death.
5	21h40 - 22h00	Marius and Cosette return to meet Valjean before dying.
6	22h00 - 22h10	Thanks for the participation of the delegates, event organizers, performance team and guests.

9. COMMUNICATION PLAN

9.1. KEY VISUAL

- **Concept:** There always Hope in Difficulty
- **Content:** The little girl in the photo is the work of artist Thuy Anh, with the highlight being the child's innocent eyes, though austere but still full of hope with her pure eyes. Inspired by the character in the play. The squares with different colors represent many different lives in society, although they are different, they still protect them.
- **Main colors:** Black, gray, yellow.
- **Meaning:** When all boundaries are erased, only one thing remains, humanity.

9.2. COMMUNICATION PURPOSE

- Bringing an elaborate French academic musical to a two-region for audience.
- Bringing French-style musical art closer to the mass, to a large audience.
- Making the musical a foundation for the future of a musical industry in Vietnam as successful as an international musical theatre.
- Provide the audience with information, knowledge about musical programs as well as literary works Miserable people.
- Support to sale tickets
- **Specific communication purposes at HN**
 - Contributing to making the name of Vietnam National Opera and Opera become the leading musical theater in the North.
 - Become a good stepping stone to Les Misérables musical communication plan in Ho Chi Minh City.
- **Specific communication purposes in HCM**
 - Contributing to the public's friendly view of the academic musical arts in Ho Chi Minh City.
 - Expanding the market of Vietnamese musical and dance theater in the South.

9.3. COMMUNICATION OBJECTIVE

- Ticket sales through media for 65%
- Facebook: Average engagement per post reaches 200
- 300,000 results for the keyword "nhạc kịch những người khốn khổ" on Google search (As of April, 2020)

Specific objectives at HN

- VNOB website visitors increased by 200% after 6 months
<https://nhahatnhacvukichvietnam.com/>
- The number of articles written about the musical Les Misérables reached more than 30 articles (non-paying newspapers)
- 150,000 total reach on Facebook Fanpage
- 10,000 reaction for all post on Facebook Fanpage
- VNOB website visitors increased by 200% after 6 months
- Increase 1000 like on Facebook Fanpage

● **Specific objectives at HCM**

- 300,000 total reach on Facebook Fanpage 2 months of implementing the media plan.
- The number of visitors to VNOB website increased by 100% after 2 months: <https://nhahatnhacvukichvietnam.com/>
- The number of articles written about the musical Les Misérables reached more than 50 articles(non-paying newspapers)
- 20,000 reaction for all post on Facebook Fanpage
- Increase 3000 like on Facebook Fanpage

9.4. COMMUNICATION MESSAGE

“ The world's classic musical performed for the first time by a Vietnamese artist “

9.5. TARGET AUDIENCE

MAIN TARGET AUDIENCE	
Demographic	
Gender	Male & Female
Age	18 - 55
Education	Adults
Geographical location	
City	Ha Noi and Ho Chi Minh city, and surrounding areas
Psychology	
Personality	Active, creative, love life, have a habit of immerse yourself in society, be out-of-town
Interests/ Behaviors	Love music, tea rooms, art and music, singing, music festivals, opera houses. Interested in fashion, culture, art, life, painting.

9.6. MEDIA

- **MEDIA CHANNEL**

- **Selection of Communication Channels in Hanoi**

- a. **Owned Media**

- **Facebook Fanpage Vietnam National Opera / Ballet** is used as the main media channel in this communication plan. Articles, information about the show, advertisements for musicals, ticketing plans, customer care, measurement and calculation of audience reach. Link: <https://www.facebook.com/Vietnam.National.Opera.Ballet>

- **Website Vietnam National Opera and Ballet:** Focus on sharing detailed information and knowledge about the program and the musical The Miserable People, introducing the Vietnam National Opera and Ballet, as well as being a ticketing and customer care. Link: <https://nhahatnhacvukichvietnam.com/>
- **Youtube channel Vietnam National Opera and Ballet:** Youtube channel belongs to Vietnam National Opera and Ballet, sharing trailer videos, behind the scenes, rehearsal of the musical Les Misérables. Link: https://www.youtube.com/channel/UCmt1ATS7YSXkpAGim2EJ_KQ
- **Personal Facebook Post:** are actors, artists of VNOB theater, organizer of NNKK musical program, friends of these artists will post free media for the show. And instead of charging fees, they get a commission from ticket sales.

b. Paid Media

- Online Newspapers – PR

Online Newspapers and PR have the role of conveying information to the public, all open, news, interactive, diverse, periodical ... Some newspapers are used for PR: Thanh Niên news, dân trí news, Vietnamnet, VTC, Nhân dân, vnexpress.

c. Earned Media

- Obtained from audience interactions with the Theater's social media channels, and from audience comments after viewing the program.
- **Personal Facebook Post:** who are friends of the theater, the actors, actresses participating in the show, post free media pieces for the show.
- Media effects from press channels, TV topics before, during and after the show. Appearing on TV shows shows the academic, current and official nature of the musical program Les Misérables, reaching a wider audience. Chương trình văn nghệ VTV3, Bữa trưa vui vẻ VTV6, 12 Con giáp VTV3...

- **Selection of Communication Channels in Ho Chi Minh City**

- a. **Owned Media**

- **Facebook Fanpage Vietnam National Opera & Ballet:** used as the main communication channel in this communication plan. Articles, program information, musical advertising, ticketing plans, customer care, and measuring and calculating audience reach.
- Link: <https://www.facebook.com/Vietnam.National.Opera.Ballet>
- Website **Nhà hát nhạc Vũ kịch Việt Nam:** Focus on sharing detailed information and knowledge about the program and the musical The Miserable People, introducing the Vietnam National Opera and Ballet, as well as being a ticketing and customer care. Link: <https://nhahatnhacvukichvietnam.com/>
- Youtube channel **Vietnam National Opera and Ballet:** Youtube channel belongs to Vietnam National Opera and Ballet, sharing trailer videos, behind the scenes, rehearsal of the musical Les Misérables. Link: https://www.youtube.com/channel/UCmt1ATS7YSXkpAGim2EJ_KQ
- **Offline communication**, through posters, banners, demonstrations, and streets around the venue.
- **Personal Facebook Post** are actors of the VNOB theater, the organizer of the musical Les Misérables. These KOLs will post free media for the program.
- **Press conference** to perform Les Misérables in Ho Chi Minh City with the presence of the main actors in the musical, and the presence of the press.

- b. **Paid Media**

- **Newspapers and PR** have the role of conveying information to the public, all open, news, interactive, diverse, periodical ... Some newspapers are used PR: Tuổi trẻ, Thanh niên, Yeah1, ngoisao.vn,...
- **TV show, interview, tv news:** The appearance on television topics, news points expressing the academic, artistic and officiality of the Les Misérables musical program, reaching a more public audience.

- **KOLs:** Invite influential people in the entertainment world, as well as young people to participate in the promotion of the event to create a spread to the audience in Ho Chi Minh City

c. Earned Media

- Obtained from audience interactions with the Theater's social media channels, audience interactions with KOLs, and from the comments of the audience, professionals after watching the show.
- **Personal Facebook Post:** Friends of the theater, or members of the organizing committee, post free media for the show.
- Media effects from press and television channels after the Les Miserables musical was released.

9.7. COMMUNICATION PLAN

9.7.1. MASTER COMMUNICATION PLAN IN HANOI CITY

Master communication plan in Hanoi (10/2020 - 4/2021)			
PHASE	TIME	MAIN CONTENT	DETAIL
Before the Event	1/10 - 20/11	Provide information to the public about musicals and literary Les Misérables Spread and attract the public's attention to the program Increase awareness for Vietnam National Opera Increase traffic range for fanpage, vnob website	Official announcement of Les Misérables musical program coming soon Basic information about the context, story and knowledge of Les Misérables musicals Announcement of the time of musical performance, ticketing plan. Introducing actors and characters in the show KOLs, radio to the introductory post, commenting on the event, introducing the event to the audience, supporting the sale of tickets

			<p>Launching the trailer of the show</p> <p>Introducing the activities taking place in the show</p>
During the Event	21/11 - 17/4	<p>Keep up to date with the latest information about the show to the public</p> <p>Reinforce and create good communication effects for the next show</p>	<p>Post a countdown, remind the audience of the timing of the concerts</p> <p>Update the number of tickets for musicals during the performance</p> <p>Update photos and videos from the show to the public</p>
After the Event	18/4 - 21/4	<p>Summary of the event</p> <p>Update the best images and excerpts in the program</p> <p>Clues about the Les Misérables project plan in Ho Chi Minh City</p>	<p>Video, photos of the event summary</p> <p>The Organizer sends thanks to the public and the units that have been with us</p> <p>Share comment posts, articles, videos interviewing audiences about the musical</p> <p>The opening article for the media campaign in Ho Chi Minh City</p>

9.7.2. MASTER COMMUNICATION PLAN IN HO CHI MINH CITY

Master communication plan in Ho Chi Minh (4/2021 - 6/2021)			
PHASE	TIME	MAIN CONTENT	DETAIL
Before the Event	23/4 - 1/6	<ul style="list-style-type: none"> - Provide information to the public about the musical show Les Misérables which premiered in Ho Chi Minh City - Spreading and attracting the public's attention to the program - Increase traffic for VNOB fan page and website - Press conference to launch the event including journalists and KOLs in the plan 	<ul style="list-style-type: none"> - Official announcement of Les Miserables musical show coming soon - Background information about the context, story and knowledge of Les Misérables musical - Announce the time of the musical's performance, plan to sell tickets. - Introducing actors and characters in the play - About the presence of actors and artists in the entertainment world to participate in the musical including Tran Thanh, Ha Le, Khanh Thy. - KOLs, radio stations on introductory posts, event commentary, event introduction to the audience, support ticket sales - Introducing the activities that take place in the show - Hold a press conference before the premiere
During the Event	2 - 4/6/2021	<ul style="list-style-type: none"> - Stay up to date with the latest information about the show to the public - Reinforce and create good communication effects for the following performances 	<ul style="list-style-type: none"> - posting a countdown, reminding the audience of the timing of the performances - Update the number of concert tickets during the period - Update photos and videos from the show to the public
After the Event	5/7 - 8/6/2021	<ul style="list-style-type: none"> - Summary of events - Update the best images and excerpts in the program 	<ul style="list-style-type: none"> - Videos, photos of the event summary - The organizers would like to thank the public and the units for their support. - Share comment posts, articles, videos interviewing the audience about the musical.

9.7.2.1. LIST OF KOLS AND INFLUENCERS IN HO CHI MINH CITY

LIST OF KOLS AND INFLUENCERS							
NO	Username	Link facebook	Follow	Scope of word	Quality	Into money (vnd)	Note
KOLs							
1	MC Nguyễn Khang	https://www.facebook.com/MCN.GUYENKHANG	821.539	KOL poses with musical tickets with captions with tracking links and hashtags	1 Post	0 đ	Articles that are part of the MC package
				KOL posts available images provided by brand with tracking links and hashtags attached	1 Post	0 đ	
2	MC Trần Thành	https://www.facebook.com/tran.tanh.ne	18.172.601	KOL poses with musical tickets with captions with tracking links and hashtags	1 Post	0 đ	Articles that are part of the MC package
				KOL posts available images provided by brand with tracking links and hashtags attached	1 Post	0 đ	
3	Hà Lê	https://www.facebook.com/halesinger	19.029	KOL poses with musical tickets with captions with tracking links and hashtags	1 Post	0 đ	Articles that are part of the MC package

				KOL posts available images provided by brand with tracking links and hashtags attached	1 Post	0 đ	
4	Giang Ơi	https://www.facebook.com/giang_oivlog/	580.902	KOL poses with musical tickets with captions with tracking links and hashtags	1 Post	32.000.000 đ	
				KOL posts available images provided by brand with tracking links and hashtags attached	1 Post		
5	Hoàng Bách	https://www.facebook.com/Hoan_gbachgia	377.279	KOL poses with musical tickets with captions with tracking links and hashtags	1 Post	40.000.000 đ	
				KOL posts available images provided by brand with tracking links and hashtags attached	1 Post		
6	Khánh Thy	https://www.facebook.com/khanh_thiphanhien	766.507	KOL poses with musical tickets with captions with tracking links and hashtags	1 Post	0 đ	Articles that are part of the MC package

				KOL posts available images provided by brand with tracking links and hashtags attached	1 Post	0 đ	
Influencer							
7	Kiên Hoàng	https://www.facebook.com/kienhoang254	390.375	KOL poses with musical tickets with captions with tracking links and hashtags	1 Post		
				KOL posts available images provided by brand with tracking links and hashtags attached	1 Post	30.000.000 đ	

9.7.2.2. PRESS CONFERENCE PLAN FOR “LES MISÉABLE” EVENT

- **Purpose:** To promote images and information about the event so that Saigon noticing can better know and understand the Events of **Les Misérables**.
- **Goal:**
 - There are 16 large and small newspaper channels participating.
 - Show the public the entertaining nature of this touring series.
- **Content:**
 - About the play, the successes that the play has achieved in Hanoi.
 - Introducing the participation of MC Tran Thanh, Dancer Khanh Thi, Singer/Producer Ha Le,...in the play.
 - Announce time: Performance time 20h00 (2,3,4/06/2021)

- **Organization time:** 14h30, 3/5/2021.
- **Venue:** Hoa Binh Theater Conference Room.
- **HOST MC:** MC Nguyễn Khang.
- **Agenda:**

Agenda Press conference		
NO.	TIME	CONTENT
1	14h30	Pick up, stabilize location
2	14h45	- Speech of the Representative of the Organizing Committee. - An overview of the play. - Introducing the presence of celebrities in showbiz in the show. - Announce performance times and ticket prices.
3	15h15	Q&A
4	16h00	Finish, clean up

- **List of press conference guests:**

NO.	Newspapers	Contact
1	VNE	Mai Nhật
2	Ngoisaonet	Tuấn Võ
3	Thanh Niên	Thanh Châu
4	Tuổi Trẻ Cười	Quỳnh Nguyễn
5	Tuổi Trẻ	Hoài Phương
6	Zing	Thanh Huyền
7	Laodong	Đình Dy
8	Nguoiladong	Mai Phương
9	Dantri	Băng Châu
10	Vietnamnet	Huy Minh
11	24h	Trang Hoàng
12	SGGP	Thu Hương Nguyễn
13	Quochoitv	Huyền Vũ Thạch
14	Thegioivanhoa	Dang Bao
15	Hoahoctro	Vũ Nhật Đông
16	VTC	Hoai Thu Truong

- Move the press conference "The Misérables"

NO.	Participant	Number (People)	Time	Location	Note
1	Press Conference Director + Assistant	2	2/5/2021	HN-SG-HN	Time flies out to open press conference
2	Team PR	2	2/5/2021	HN-SG-HN	Join the press conference on the 3rd and 5th
3	Deputy Director	1	3/5/2021	HN-SG	SG-HN 4th - 5th
4	Press conference	8	3/5/2021	HN-SG-HN	In the morning, out at night

- Organizational costs

Organizational costs		
No.	Categories	Expense
1	Rent a place	20.000.000 đ
2	Invite reporters	40.000.000 đ
3	Hire MC	20.000.000 đ
4	Print backdrop, standee, invitation tickets	15.000.000 đ
5	Expenses for senior delegates (moving cars)	10.000.000 đ
SUM		105.000.000 đ
INCLUDE VAT 10%		115.500.000 đ

- Photo Shoot Schedule

- **Time:** Friday, September 4, 2020
- **Address:** IM6 Studio, 70 An Duong Vuong, Hanoi
- **Outfit:** Men: white shirt, black casual pants, black western shoes.
Women: wear simple high heels, the same color as the outfit.

- **Timeline**

CAST A: 12am to 4pm

Time	Character	Actor
12h	Jean Valjean	Lâm, Bình
	Javert	Huy Đức
	Fantine	Bùi Trang
13h	Director Triều Dương	
	Conductor Đồng Quang Vinh	
	Choreographer NSND Nguyễn Hồng Phong	
13h	Cosette lớn	Loan
	Marius	Tối
	Eponine	Diệp
13h30	Maam Thenardier	Khuyên
	Mr. Thenardier	Cường
	Enjolras	Chúc
	Bishop	Thiện
15h	Capture Collective	
14h30	Cosette bé	Ngọc Linh
	Gavroche	Jac An

- **CAST B: 3pm to 7pm**

Time	Character	Actor
15h	Jean Valjean	Vũ
	Javert	Phan Đức
	Fantine	Quỳnh
15h30	Cosette lớn	Trần Trang

	Marius	Phác
	Eponine	Hương
16h	Madame Thenardier	Thủy
	Mr. Thenardier	Cyril
	Enjolras	Long
	Bishop	Minh Dũng
18h	Capture Collective	
17h30	Cosette bé	Chúc Anh
	Gavroche	Mai Vy

9.8. MEDIA TIMELINE

9.8.1. MEDIA TIMELINE IN HANOI

MEDIA TIMELINE IN HANOI (10/2020 - 4/2021)								
MEDIA		10/2020	11/2020	12/2020	1/2021	2/2021	3/2021	4/2021
Owned Media	Facebook	Introducing and preparing to launch the program At least 3 articles, videos per week	Trailer release, information about the show Plan to sell tickets 5 posts / week	Photos and videos of Les Misérables musical show Audience feedback on the show Summary 4 posts / week				
	Website	Introducing the Les Misérables musical show, and ticketing plans						
	Youtube		Post a video trailer	Behind-the-scenes videos, segments in musicals, video summing up				
	Personal Facebook post	Promoting musicals, push sales						
Paid Media	Online Press	3 articles about the Les Miserables musical show launch	3 articles about the musical Les Miserables	<ul style="list-style-type: none"> - Media support and branding for the musical, creating a good media effect later - When the musical is performed - 5 articles 				

	FB Ads		Branding for the musical					
Earned Media	TV		Branding, increased recognition, mass, academics					
	Online Newspaper		Branding, increased recognition, popularity, academics of the musical					
	Personal Facebook Post	Promoting musicals, push sales						

9.8.2. MEDIA TIMELINE IN HO CHI MINH CITY

MEDIA TIMELINE IN HO CHI MINH CITY (4/2021 - 6/2021)				
Phương Tiện	23/4 - 1/6	1/6 - 4/6	5-8/6	
Owned Media	Facebook	Introducing and preparing to launch the program Information about actors and artists Trailer release, information about the show. Plan to sell tickets 5 posts/ week	Update the latest news about the musical	Photos and videos of Les Misérables musical show Audience feedback on the show Summary of the program 4 posts / week.
	Website	Introducing Les Misérables musical show, ticketing plan		
	Youtube	Post trailer video, excerpts, behind the scenes, rehearsal		
	Personal media channel	Increased audience engagement, public awareness, push sale		
	Offline Ads	Branding plays at performance locations		
Paid Media	Online Newspaper	3 articles about the Les Miserables musical show launch	5 articles about Les Misérable musical, the participation of artists in the entertainment world, the process of bringing musicals from HN to SG	Media support and branding for the musical, creating a good media effect after the musical was published 5 articles
	KOLs	KOLs share, post articles about Les Misérables musical show, push sale to increase recognition, prestige, increase awareness with the audience		
	Online Ads	Branding for the musical		
Earned Media	Personal Communication	Increased audience engagement, public awareness, push sale		
	Newspaper, PR, TV	Branding, increased recognition, popularity for the musical		

9.8.3. MEDIA PLAN REVIEW

The musical "The Misérables" is scheduled to be performed at two locations: Hanoi and Ho Chi Minh City.

In Hanoi, during the many years of the 18th century, 19 French people left cultural marks in many ways so the public in Hanoi is somewhat more familiar and favorite for academic art forms, which easily attracts the attention of the public.

In contrast, in Ho Chi Minh City, due to cultural and lifestyle differences, audiences in Ho Chi Minh City have a high interest in entertainment and Les Misérables musical program will have certain difficulties when interacting with audiences in Ho Chi Minh City.

=> This makes a big difference in the way and media plans in Hanoi and Ho Chi Minh City.

- **Communication Plan in Hanoi:** communication strategy word of mouth

Hanoi is the cradle of the entire Organizing Committee, actors of the musical program The Miserable People. Here the program artists, especially Director Tran Ly Ly have a lot of relationships to help connect and spread the media for the musical Les Misérables

- Audiences in Hanoi area, which already have a certain interest, absorb certain types of musical art such as Les Misérables. Therefore, communication and ticket sales are carried out mainly through articles on the personal pages of artists, show organizers, and some television topics.
- Attracting public attention through online newspapers. Throughout the media process in Hanoi, nnkk musical has appeared in more than 30 articles, mostly through the form of media spread Earned Media. Using some TV topics such as VTV Cafe sáng, Bữa Trưa Vui vẻ ... communication about the program....

- **Media plan in Ho Chi Minh City:** A strategy to increase interaction with artists in the entertainment world.
- The main highlight of the media plan in Ho Chi Minh City is to invite influential entertainment stars in the South to participate in the show as musical actors and exchange audiences. These stars include: MC Tran Thanh, Master Dancesport Khanh Thi, Music artist Ha Le
- Holding a press conference that attracted the attention of the public, increased media attention and reporting on the musical (Invited 30 press units and 5 television units to report on the press conference)
- Booked the article through 5 large paper pages in Ho Chi Minh City (Tuổi trẻ, Thanh niên, P1tphcm, Phụ nữ tphcm, Người lao động) to reach out to older audiences, while expressing the officiality, academics and prestige of the musical
- Using KOL, influencers who are influential in society and the entertainment and arts sectors to promote the musical's image to the public.
- To improve earned media with audiences in Ho Chi Minh City. During performances: there are photo booths, handheld hashtag photography, there is always a photographer taking photos of the audiences. During the musical, there are photographers capturing all of the moments of the audience and actors. As soon as the show ends, the images of the audience will be uploaded to VNOB fanpage.

9.9. MEDIA PLANNING FUNDING

9.9.1. ESTIMATED FUNDING IN HANOI

FUNDING FOR MEDIA PLANNING IN HA NOI							
NO	Description		Quantity	Unit	Unit Price	Discount	Total amount
					VNĐ	%	
A	Facebook						31.750.000
1	Facebook Engagement	<ul style="list-style-type: none"> - Reach your target customers through ads with relevant campaign content, to create good engagement for fanpage posts. - Display location: Newfeeds PC + Mobile, Right column, Audience Network - Ads format: Single Image / Multi / Carousel 	5.000	Interact	3.200	0%	16.000.000

2	Facebook Click To Web	- Reach target customers through advertising to attract customers to the website - Display location: All Placements - Formats: Carousel, Single Image	2.500	Clicks	3.500	0%	8.750.000
3	Facebook Video	- Reach target customers through video ads to attract views for videos on Fanpage - Display location: Newfeeds PC + Mobile, Right column, Audience Network - Format : Video	20.000	Views	350	0%	7.000.000
B	Pr Online						15.000.000
1	Articles written by reporters		10	Articles	1.500.000	0%	15.000.000
C	Facebook Fanpage Content (RECOMMENDED)						1.100.000

1	Content Development	*Regular Posts (Content + JPG Images) - Create separate content for a brand post - Copywrite: content oriented to the browsing content. - Exclusive image design for content JPG file	2	Posts	550.00 0	0%	1.100.000
D	Personal communication channel						-
1	Word of mouth, FB personal	NSƯT Trần Ly Ly, with Les Miserables musical actors, close friends	5	People	0	0%	-
E	PR Offline						10.000.000
1	Backdrop, pano, Flyer...	Hanging and erecting at the program venue	10	Units	1.000.0 00	0%	10.000.000
Total							57.850.000

9.9.2. ESTIMATED FUNDING IN HO CHI MINH CITY

ESTIMATED FUNDING IN HO CHI MINH CITY						
No.	Description	Quantity	Unit	Unit Price		Total amount
				VNĐ		
A	Facebook					84.800.000
1	Facebook Engagement	- Reach your target customers through ads with relevant campaign content, to create good engagement for fanpage posts. - Display location: Newfeeds PC Mobile, Audience Network - Ad format: Single Image / Multi / Carousel	9.000	Interact	3.200	28.800.000
2	Facebook Click To Web	- Reach target customers through advertising to attract customers to the website - Display location All Placements - Ad format: Carousel, Single Image	5.000	Clicks	3.600	18.000.000

3	Facebook Messenger	- Reach target customers through ads to increase inboxes to fanpage messengers - Display location: Newfeeds PC + Mobile, Right column, Audience Network	3.000	Clicks	8.000	24.000.000
4	Facebook Video	- Reach target customers through video ads to attract views for videos on Fanpage - Display location: Newfeeds PC + Mobile, Audience Network - Format : Video	40.000	Lượt xem	350	14.000.000
B	Pr Online					41.000.000
1	Ngoisao.vn	Show the following position: - Special Home 2 or 3 (topflash): 2h - Suitable category page	1	Article	20.000.000	20.000.000

2	Yeah1.com	- PR posts posted on the homepage and displayed in the appropriate category page - Exclusive 2h special news (photo + title)	1	Article	15.000.000	15.000.000
3	Articles written by reporters		2	Article	3.000.000	6.000.000
C	Content Fanpage Facebook (Propose)					3.700.000
1		*Regular Posts (Content + JPG Images) - Create separate content for a brand post - Copywriter: content oriented to the browsing content. - Exclusive image design for content format JPG	2	Post	850.000	1.700.000

Content Development

2		*Special Post (Content + Multi/ Carousel) - 4-6 Frames/Post - Create separate content for a brand post - Copywriter: content oriented to the browsing content.. - Exclusive image design for special formatting content Multi-photo, Carousel,..	1	Post	2.000.000	2.000.000
D	Press conference					115.000.000
1	Hold a press conference	- Rent places, invite MC, reporters of entertainment arts newspapers, guests to press conferences and cover events	1	Packet	115.000.000	115.000.000
E	Hot Influencer and KOL					100.000.000
1	Influencer and KOL	Booking posts on fanpage or Facebook Hot Influencer and related KOL with link to ticketing link	1	Packet	100.000.000	100.000.000
Total						344.500.000

10. TICKETING PLAN

10.1. SEATING CHART AT HANOI OPERA HOUSE

- **Address:** HaNoi Opera House, 1 Trang Tien Street, Hoan Kiem Distric, Ha Noi
- **Ticket Price:** 500.000 - 800.000 - 1.000.000 - 1.200.000 - 1.500.000 - 2.000.000 VND

10.2. SEATING CHART HOA BINH THEATRE

- **Address:** Hoa Binh Theatre, 240-242 3/2 Street, Ward 12, District 10.HCMC
- **Ticket Price:** 500.000 - 800.000 - 1.000.000 - 1.200.000 - 1.500.000 - 2.000.000 VND

10.3. TICKET BOOKING

- Website “Nhà hát vũ kịch Việt Nam”
- Personality booking
 - Ms Nguyễn Vũ Thương Huyền - 097 7377456 | 096 57659465.
 - Ms. Sương 091 3697390.
- Fanpage Vietnam National Opera & Ballet

11. COST ESTIMATING

11.1. COST ESTIMATING AT HANOI

PROJECTED FUNDING AT HANOI				
Categories	Unit	Cost	Quantity	Total Amount
Product				
Cost of renting a place	Night	20.000.000đ	10	200.000.000đ
Stage decor costs	Night	8.000.000đ	10	80.000.000đ
Setup Cost	Sessions	25.000.000đ	3	75.000.000đ
Light sound	Night	7.000.000đ	10	70.000.000đ
Stage	Packet	50.000.000đ	1	50.000.000đ

LED	Packet	40.000.000đ	2	80.000.000đ
Costume	Set	300.000đ	150	45.000.000đ
Character makeup	People	200.000đ	150	30.000.000đ
Stage props	Packet	20.000.000đ	1	20.000.000đ
Visual art	Packet	30.000.000đ	1	30.000.000đ
Stage Artist	Packet	30.000.000đ	1	30.000.000đ
Total				710.000.000đ
Performer				
Musical actors	People	2.000.000đ	70	140.000.000đ
Orchestra	People	3.000.000đ	50	150.000.000đ
Food and Beverage Support Organizer	Meal	60.000đ	800	48.000.000đ
Total				338.000.000đ
Communication				
Media + Press + Social Media	Packet	100.000.000đ	1	100.000.000đ
Print panel, brush, standee, backdrop, backdrop, organizers card	Packet	20.000.000đ	1	20.000.000đ
Total				120.000.000đ
Sub Total				1.168.000.000đ
Include VAT 10%				1.284.800.000đ

11.2. COST ESTIMATING AT HO CHI MINH CITY

PROJECTED FUNDING AT TPHCM				
Categories	Unit	Cost	Quantity	Total Amount
Production				
Rent location	Night	65.000.000 đ	3	195.000.000 đ
Decor stage	Night	8.000.000 đ	1	8.000.000 đ

Set up cost	Times	25.000.000 đ	2	50.000.000 đ
Lighting and sound	Night	7.000.000 đ	3	21.000.000 đ
Stage	Combo	50.000.000 đ	1	50.000.000 đ
LED	Combo	40.000.000 đ	2	80.000.000 đ
Makeup	Person	200.000 đ	150	30.000.000 đ
Visual art	Combo	30.000.000 đ	1	30.000.000 đ
Total				464.000.000 đ
Actor				
Ticket plane cost	Person	1.500.000 đ	200	300.000.000 đ
Hotel rental cost	Person	2.000.000 đ	200	400.000.000 đ
Cost of transporting equipment and props	Times	30.000.000 đ	2	60.000.000 đ
Food cost	Person	500.000 đ	200	100.000.000 đ
Moving cost	Cars	7.000.000 đ	5	35.000.000 đ
Actor	Person	4.000.000 đ	70	280.000.000 đ
Orchestra	Person	6.000.000 đ	50	300.000.000 đ
Support Org cost	Person	1.500.000 đ	80	120.000.000 đ
Total				1.595.000.000 đ
Communication				
Digital marketing and social media	Combo	300.000.000 đ	1	300.000.000 đ
Tổ chức họp báo	Combo	115.000.000 đ	1	115.000.000 đ
KOLs: Trấn Thành, Hà Lê, Khánh Thi	Person	800.000.000 đ	3	2.400.000.000 đ
Total				2.815.000.000 đ
Total				4.874.000.000 đ
Total include Vat 10%				5.361.400.000 đ

12. RISK MANAGEMENT

Risk Management					
No	Possible risks	Level of risks	Problem solution	Person in charge	Possibility
1	Covid 19 epidemic	High	Make sure the guests have declared on the web, measure the temperature, clean disinfection, wear a mask When news of the epidemic resumes, postpone the performance schedule until the situation has stabilized.	Phan Mạnh Đức	20%
2	Poor performance quality	Low	A professional cast rehearsed the musical ahead of time. Always review before each day of performance.	Nguyễn Triều Dương	5%
3	Actors were unable to perform owing to scheduling conflicts.	Low	Each role always ensures that there are 2 actors and at the same time there are reserve actors to handle.	Lê Diệu My	30%
4	The health situation of the actor	Low		Lê Diệu My	30%
5	Weather	Average	Weather that might jeopardize people's lives will be rescheduled.	Phan Mạnh Đức	30%
6	A technical error occurred in the program	Average	The review phase will handle technical errors that may be encountered. Contact with reputable and modern technical parties and suppliers.	Nguyễn Thị Hồng Nhung	5%
7	Performance prop error	Average	Props are carefully checked and processed before rehearsal, after rehearsal and before performance time.	Lê Diệu My	30%
8	Overreact audiences	Low	Make sure guests before entering the view stay awake. Guests who make an impact during the show will be invited out of the auditorium.	Theatre	1%

13. CHECKLIST

Check List				
Stage	Content	Deadline	Person in Charge	Status
Before tour nights	Buy music copyright	13/3/2020	VNOB	Done
	Recruitment of personnel	13/3/2020	VNOB	Done
	Organizational plan	20/3/2020	VNOB + Rose Media	Done
	Financial preparation	20/3/2020	VNOB	Done
	Music scripts	23/7/2020	Đông Quang Vinh	Done
	Play Scripts	23/7/2020	Nguyễn Triều Dương	Done
	Practice schedule	27/7/2020	Phan Mạnh Đức	Done
	Risk Management	21/8/2020	Rose Media	Done
	Communication Plans HN	28/8/2020	Nguyễn Tuyết Hoa	Done
	Design Key Visual	11/9/2020	Tuấn Anh	Done
	Design post social media	17/9/2020	Tuấn Anh	Done
	Contact the press	21/9/2020	Nguyễn Tuyết Hoa	Done
	Trailer	24/9/2020	Rose Media	Done
	Performance props	27/10/2020	VNOB	Done
	Performance costumes	27/10/2020	VNOB + Ellie Vũ	Done
	Light Script	9/11/2020	Quyển Nguyễn	Done
	MC Script	12/11/2020	Rose Media	Done

	Completing the performance license documents	16/11/2020	VNOB	Done
	Stage Design	4/4/2021	Phùng Nam Thắng	Done
	Visual Scripts	6/4/2021	Vũ Đình Thắng	Done
	Visual Design	11/4/2021	Trần Chương	Done
	Proposal	28/4/2021	Rose Media	Done
	Communication Plans HCM	28/4/2021	Nguyễn Tuyết Hoa	Pending
	Hold a press conference	5/5/2021	Rose Media	Pending
	Sound, Light	1 day before	3S	Done
	LED Screen	1 day before	Nguyễn Lê	Done
	Stage Construction, Booth check-in	1 day before	PIC	Done
Tour	Welcoming guests, delegates, sponsors	19/11/2020	Rose Media	Done
	Auditorium Management	19/11/2020	Rose Media + Nhà Hát Lớn Hà Nội	Done
	Program Director	19/11/2020	Trần Ly Ly	Done
	Take pictures in the show	19/11/2020	Rose Media	Done
	Filming	19/11/2020	Rose Media	Done
	Sound, Light	19/11/2020	Quốc Trung	Done
	Backstage	19/11/2020	VNOB + Rose Media	Done
	Visual	19/11/2020	Vũ Đình Thắng	Done
	Performance costumes	19/11/2020	VNOB	Done

	Performance props	19/11/2020	VNOB	Done
Rehearsal	Test, Rehearsal	1 day before the show, 6 hours before show	Trần Ly Ly	Done
	Handling technical errors, performance errors	1 day before the show, 6 hours before show	Rose Media + VNOB	Done
	Overview	1 day before the show, 6 hours before show	Trần Ly Ly	Done
Post-event	Summary of result	23/4/2021	Nguyễn Tuyết Hoa	Done

REPORT NO.3

V. PROJECT EXECUTIVE

1. EVENT EXECUTION

Event Execution			
Team	Position	Mission	Task
Director	General Director	Event Coordinating	<ul style="list-style-type: none"> - Manage the whole event. - Coordinate other positions - Responsible for the entire event
	Project Manager	Auditorium Coordinating	<ul style="list-style-type: none"> - Front-stage management. - Coordinate audience support positions. - Main responsibility for audience support.
	Director	Stage Coordinating	<ul style="list-style-type: none"> - On-stage and Back-stage management. - Coordinate logistics, technical, take care positions. - Responsible for the script, technique, props, costumes, equipment, musical instruments.
	Musical Director	Orchestra Direct	<ul style="list-style-type: none"> - Manage Orchestra. - Directing music. - Take the main responsibility of the music
	Light Director	Lighting Direct	<ul style="list-style-type: none"> - Directing the lighting. - Responsible for event lighting
Organizer	Media Manager	Media Manager	<ul style="list-style-type: none"> - Manage team Media, PG, tickets. - Responsible for the communication and tickets of the program.
	Logistic	Props manage	<ul style="list-style-type: none"> - Manage performance props. - Transporting performance props. - Responsible for performance props

	Logistic	Costume manage	<ul style="list-style-type: none"> - Manage performance costumes. - Transportation of performance costumes. - Responsible for performance costumes
	Logistic	Musical Instrument manage	<ul style="list-style-type: none"> - Manage performing instruments. - Transporting musical instruments. - Responsible for performing musical instruments
	Technician	Stage Construction	<ul style="list-style-type: none"> - Stage setup. - Responsible for the stage.
	Technician	Technical Construction	<ul style="list-style-type: none"> - Technical support for actors and orchestras. - Step-up sound equipment, light, LED screen. - Responsible for the program's technical equipment.
	Soundman	Sound Adjust	<ul style="list-style-type: none"> - Adjust Sound.
	Light Executive	Light Adjust	<ul style="list-style-type: none"> - Adjust Light.
	Led Visual Executive	LED Visual Adjust	<ul style="list-style-type: none"> - Adjust LED Visual.
	Account	Supply Support	<ul style="list-style-type: none"> - Contact and support suppliers
	Take Care	Guest support	<ul style="list-style-type: none"> - Guest support
	Take Care	Performer support	<ul style="list-style-type: none"> - Performer support
	PG	Check-in	<ul style="list-style-type: none"> - Welcoming guests.
	Media	Ticket Control	<ul style="list-style-type: none"> - Control tickets.
	Media	Film and photograph	<ul style="list-style-type: none"> - Take photos and videos for the event.

2. COMMUNICATION EXECUTION AND PHOTOSHOOT AT HANOI

- ACTION COMMUNICATION PLAN

MEDIA ENFORCEMENT OF LES MISERABLES IN HA NOI - PRE-PROGRAM PERIOD (1/10 - 20/11)			
	Content	Execution	KPI
Fanpage FB	- Les Miserables Musical Show Launch -Bringing basic information, posters, trailers to help the audience grasp the content of the program. - Opening tickets for musical shows	<ul style="list-style-type: none"> - 29/09/2020 on the first article about the musical Les Miserables - 30/09/2020 article accompanying the rehearsal video, giving information about the musical, ticketing time information - 2/10/2020 on the official article on ticket sales through 3 forms - 5/10 - 20/11/2020 articles about the training process, photos - Behind the scenes with ticketing information - 11/21/2020 post to remind the audience about the upcoming first concert 	Attracted an average of 150 likes, 20 comments, 10 shares/ each post
Online Newspaper		<ul style="list-style-type: none"> - 28/9 - 21/11 Articles introducing the musical Les Misérable will be released in the near future 	3-5 Articles
TV		<ul style="list-style-type: none"> - 8/11/2020, Director Tran Ly Ly shared about the process of implementing Les Misérables on "New Life" on VTV1 https://www.facebook.com/watch/?v=649461039084072 - 18/11/2020 NSUT Tran Ly Ly, conductor Dong Quang Vinh, General Director of Phan Manh Duc Theater participated in “bữa trưa vui vẻ” program on VTV6 to promote Les Miserables https://vtv.vn/video/bua-trua-vui-ve-18-11-2020-471293.htm 	

Personal Channel		<ul style="list-style-type: none"> - The media introduced the music program Les Miserables through the profile of Director Tran Ly Ly and some close friends of the theater, creating - Create a booking channel through the organizer's FB page 	40% of tickets
Website		About the show, booking address	15% of tickets
Hotline		Book tickets and provide information about the program	25% of tickets
Offline communication		Hanging banners, pans, backgrounds at the venue	10 units

MEDIA PLAN FOR LES MISERABLES IN HANOI - IN THE PROGRAM (21/11/2020 - 17/4/2021)

	Content	Execution	KPI
Fanpage FB	<ul style="list-style-type: none"> - Media for ongoing performances - Make a media impression on the audience, promote ticket sales for the 2nd concerts 	<ul style="list-style-type: none"> - 25/11/2020, thanks to the audience for watching the 4 nights of phase I Les Miserables - 27/11/2020 announcement of the organization of the second Les Miserables musical performances - 30/11/2020 review of Les Miserables shows took place - 7/12/2020 announcement of the opening of the second round of tickets and ticketing channels - 20/12/2020 the post re-shared the feelings from the audience watching the show - 31/12/2020 article accompanied by video cut excerpt of Les Miserables musical - 19/01/2021 article revealing the rehearsal of the show before each show - 23/1/2021 the article thanked 	An average of 170 likes, 20 comments, 10 shares/per post 15% of tickets sold through fanpage

		<p>the audience, and looked back at the moments of the musical les miserables</p> <ul style="list-style-type: none"> - 12/3/2021 the article announced that the musical Les Misérables will be open for sale in the third round after 8 sold-out concerts - 27/3/2021 articles with outstanding excerpts of Les Misérables - 16,17/4/2021, articles with images of the performances taking place at the same time about the Vietnam National Opera and Ballet will bring the musical Les Misérables to Ho Chi Minh City. 	
Online Newspaper		Articles reviewing the musical " les miserables", commending the achievements of the musical	Quantity: 5 articles
TV		<p>News and reviews, interviews with audiences about the musical les miserables appeared on many TV shows</p> <p>23/11/2020 . News on VTV4 https://www.youtube.com/watch?v=NVMdWBmE9QA</p> <p>25/11/2020. Program “Thời sự Truyền hình nhân dân” https://www.youtube.com/watch?v=0MT1alCMlnA</p> <p>3/12/2020 Program “Cafe ngày mới” VTC9 https://www.youtube.com/watch?v=9WXzi8bwx5E</p> <p>28/12/2020 Conductor Dong Quang Vinh, foreign actors in the musical Les Miserables appeared in VIETNAM TALK on VTV4 https://www.youtube.com/watch?v=S9IowGCzkOw</p>	

		30/12/2020 Program “Thời sự toàn cảnh VTV1” https://www.facebook.com/watch/?v=815001846023238	
Personal FB channels		Media program Les Misérables and support ticket sales through the profile of Director Tran Ly Ly and some close friends of the theater, actors participating in the musical Les Misérables Use the ticketing channel via FB page of the ticketing staff	60% number of tickets sold
Website		About the show, booking address	10% number of tickets sold
Hotline		Book tickets and provide information about the program	15% number of tickets sold
Offline Communication			10 Units

MEDIA PLAN EXECUTION - AFTER THE PROGRAM (18/4 TO 21/4)

	Content	Execution	KPI
Fanpage FB	- Opening of Les Misérables media campaign in Ho Chi Minh City - Increase interaction with the audience, leave a good impression	<ul style="list-style-type: none"> - 18/4 Thanks to the audience of Les Miserables musical show - 23/4: Official announcement of Les Misérables tour in HO CHI MINH CITY and early booking forms - 26/4: Officially launched Les Miserables theater tickets in Ho Chi Minh City 	Attracted an average of 170 likes, 20 comments, 10 shares/ each post
Online newspaper		<ul style="list-style-type: none"> - Review articles about the musical "The Miserables", which reported on the tour in Ho Chi Minh City 	3 articles
TV		<ul style="list-style-type: none"> - 20/4/2021: Reporting on the musical Les Misérables in “Chào ngày mới” on kênh truyền hình nhân dân 	

Personal FB channel		- The actors, artists, and some close friends of the theater shared the emotions and memorable moments of the musical Les Misérables to increase the media after the event	
Website		- About the show, booking address	
Hotline		- Book tickets and provide information about the program	

3. PROGRAM BOOKING TICKET EXECUTION

- Website “Nhà hát nhạc vũ kịch Việt Nam”
 - <https://nhahatnhacvukichvietnam.com/>
- Personality booking:
 - Nguyễn Vũ Thương Huyền - 097 7377456 | 096 57659465.
 - Ms. Sương 091 3697390.
- Fanpage Vietnam National Opera & Ballet:
 - <https://www.facebook.com/Vietnam.National.Opera.Ballet>

4. BUDGET EXECUTION

BUDGET EXECUTION IN HANOI						
Area	No.	Categories	Unit	Quantity	Unit Price	Total
Manufacturing						
Stage	1	Stage	Night	10	15.305.000đ	153.050.000đ
	2	Floor coverings available - Option 1 - Size: 12mW x 9mL + 9mW x 6mL - Carpet the black carpet on the theater's existing stage floor	M2	162	60.000	9.720.000đ
	3	LED Screen Sliding Rail - Size: 2mW x 3mL - Reinforced layer truss frame to the floor for mounting LED display - Anti-flip counterterm	Set	1	10.000.000	10.000.000đ

	4	Stage decoration	Set	1	1.700.000	1.700.000đ
	5	LED screen foot cover - Size: 12mW x 0.4mH - Fomex cladding iron frame with matte black decal	Set	1	1.700.000	1.700.000đ
	6	Other: - Power outlet - Connector - Generator - Repair of damage	Packet	1	19.525.000	19.525.000đ
	7	Ship cost - Two-way shipping	Way	2	3.500.000	7.000.000đ
	8	Installation and dismantling costs - Installation and dismantling workers	Packet	1	10.000.000	10.000.000đ
SUB Total/ Total						212.695.000đ
Visual	8	P3 LED Display Installed by Design Use 29+30/4	M2	82,5	950.000	78.375.000đ
	9	P3 LED Display (Hanging On Pole Subtitled Running Lights) Includes transportation installation - Size : 3m x 0,5m Dùng tối 16+17/4	Packet	1	3.000.000	6.000.000đ
	10	Led sliding rails and led detachment personnel	Packet	1	0	0đ
SUB Total/ Total						84.375.000đ
Print	11	Print organizers card	Units	80	2.000	160.000đ
	12	Organizer's card pack	Units	80	5.000	400.000đ
	13	Backdrop check in	M	2	990.000	1.980.000đ
	14	Hanging Flyer	M	5	235.000	1.175.000đ
	15	Banner	M	2	560.000	1.120.000đ
	16	Standee	M	7	80.000	560.000đ
	17	Print Ticket	Unit	4688	2.000	9.376.000đ
SUB total/ Total						14.771.000đ
Human resources						
Human	18	Actor of musical	VNĐ	70	2.000.000	140.000.000đ
	19	Orchestra, Choir	VNĐ	50	4.000.000	200.000.000đ

an

resources	20	Make up	VND	120	150.000	18.000.000đ
SUB Total/ Total						358.000.000đ
Communication						
Media	21	Media + Press + Social Media	Packet	1	57.860.000đ	57.860.000đ
SUB Total/ Tổng cộng						57.860.000đ
Arises						
Meal	22	Dinner and drinking water surcharge	Meal	640	55.000đ	35.200.000đ
SUB Total/ Total						35.200.000đ
SUB Total/ Total						762.901.000đ
Include tax VAT 10%						839.191.100đ

REPORT NO.4

VI. FEEDBACK

1. AUDIENCE FEEDBACK

- Social Media

- Fanpage Hội Nhiều Chữ :

<https://www.facebook.com/hoinhieuchu/posts/2977205305932472/>

2. ONLINE PRESS REPORT

No	Name	Link
1	Thương Hiệu & Pháp Luật	https://thuonghieuvaphapluat.vn/khoi-dong-vo-nhac-kich-nhung-nguoi-khon-kho-d35974.html
2	Vietnamnet	https://vietnamnet.vn/vn/giai-tri/di-san-my-thuat-san-khau/sap-ra-mat-vo-nhac-kich-nhung-nguoi-khon-kho-677149.html
3	Tổ quốc	http://toquoc.vn/nhung-nguoi-khon-kho-lan-dau-tien-xuat-hien-tren-san-khau-nhac-kich-viet-nam-20200928220617623.htm
4	An ninh thủ đô	https://anninhthudo.vn/nhung-nguoi-khon-kho-lan-dau-tien-xuat-hien-tren-san-khau-nhac-kich-viet-nam-post445772.antd
5	VOV.vn	https://vov.vn/van-hoa-giai-tri/khoi-dong-vo-nhac-kich-nhung-nguoi-khon-kho-781973.vov
6	Dân trí	https://dantri.com.vn/van-hoa/viet-nam-lan-dau-tien-dung-tron-ven-nhac-kich-nhung-nguoi-khon-kho-20200930100720214.htm
7	Vietnamplus	https://www.vietnamplus.vn/nha-hat-nhac-vu-kich-viet-nam-mua-ban-quyen-vo-nhung-nguoi-khon-kho/666426.vnp
8	Báo Chính phủ	http://baochinhphu.vn/Van-hoa/Lan-dau-Nhung-nguoi-khon-kho-len-san-khau-nhac-kich-Viet/409079.vgp
9	Thể thao văn hóa	https://thethaovanhoa.vn/van-hoa/thang-11-2020-cong-dien-nhac-kich-nhung-nguoi-khon-kho-tai-ha-noi-n20200929104430603.htm
10	Báo điện tử Đảng cộng sản	http://dangcongsan.vn/tu-tuong-van-hoa/nha-hat-nhac-vu-kich-viet-nam-ra-mat-vo-dien-nhung-nguoi-khon-kho-564561.html

11	Nhân dân (tiếng Anh)	https://en.nhandan.com.vn/culture/lifestyle/item/9133202-les-miserables-on-the-vietnamese-stage.html?utm_source=zalo&utm_medium=zalo&utm_campaign=zalo&zarsrc=30
12	Le Courrier du Vietnam	https://lecourrier.vn/les-miserables%C2%A0entrent-en-scene-a-l-opera-de-hanoi/836955.html
13	Vietnamplus (tiếng Pháp)	https://fr.vietnamplus.vn/les-miserables-entrent-en-scene-a-lopera-de-hanoi/149432.vnp
14	Báo Văn hóa	http://baovanhoa.vn/giai-tri/san-khau/artmid/482/articleid/35607/nhung-nguoi-khon-kho-cua-san-khau-viet
15	Báo Thanh Niên	https://thanhvien.vn/van-hoa/cong-dien-nhac-kich-nhung-nguoi-khon-kho-1303392.html
16	Hà Nội Mới	http://www.hanoimoi.com.vn/tin-tuc/Van-hoa/984810/bieu-dien-cac-tac-pham-han-lam-lon-cho-cong-chung-viet-giac-mo-dan-g-thanh-hien-thuc
17	Nhân dân	https://nhandan.com.vn/dong-chay/nhung-nguoi-khon-kho-ra-mat-tren-san-khau-nhac-kich-624347/
18	Công an Nhân dân	http://cand.com.vn/Chuyen-dong-van-hoa/Nhung-nguoi-khon-kho-Hien-thuc-hoa-giac-mo-nhac-kich-Viet-619487/
19	Đại đoàn kết	http://daidoanket.vn/nhung-nguoi-khon-kho-tren-san-khau-nhac-kich-523604.html
20	Vietnamplus	https://www.vietnamplus.vn/vo-nhac-kich-noi-tieng-nhung-nguoi-khon-kho-sap-duoc-cong-dien/676413.vnp
21	Toquoc.vn	http://toquoc.vn/vo-nhac-kich-nhung-nguoi-khon-kho-chinh-phuc-khan-gia-thu-do-trong-dem-dau-tien-ra-mat-20201122052007876.htm
22	Toquoc.vn	http://toquoc.vn/nhung-nguoi-khon-kho-tung-buoc-dua-nghe-thuat-trinh-dien-musical-len-san-khau-viet-20201111155655713.htm
23	Baotintuc (Thông tấn xã Việt Nam)	https://baotintuc.vn/van-hoa/sap-ra-mat-vo-nhac-kich-nhung-nguoi-khon-kho-20201111183048600.htm
24	Quân đội nhân dân	https://www.qdnd.vn/van-hoa-giao-duc/doi-song-van-hoa/nhac-kich-nhung-nguoi-khon-kho-tren-san-khau-viet-643627
25	Khanhhoa online	https://www.baokhanhhoa.vn/van-hoa/202011/cong-dien-vo-nhac-kich-nhung-nguoi-khon-kho-phien-ban-viet-8193084/
26	Báo mới	https://baomoi.com/nhung-nguoi-khon-kho-xuat-hien-tren-san-dien-viet/c/37111070.epi
27	Arttimes	https://www.arttimes.vn/nhung-nguoi-khon-kho-chinh-phuc-khan-gia-viet-a5086.html

28	Cục nghệ thuật biểu diễn	http://cucnghethuatbieudien.gov.vn/articledetail.aspx?articleid=2748&sitepageid=541
29	Hội nhạc sĩ Việt Nam	http://www.hoinhacsi.vn/bieu-dien-cac-tac-pham-han-lam-lon-cho-cong-chung-viet-giac-mo-dang-thanh-hien-thuc
30	Tin mới 247	https://tinmoi247.net/giai-tri/nhung-nguoi-khon-kho-xuat-hien-tren-san-dien-viet-573285
31	Hội nhạc sĩ Việt Nam	https://www.hoinhacsi.vn/thang-112020-cong-dien-nhac-kich-nhung-nguoi-khon-kho-tai-ha-noi
32	Đại đoàn kết	http://daidoanket.vn/khoi-dong-vo-nhac-kich-nhung-nguoi-khon-kho-508795.html
33	An Ninh Thủ Đô	https://anninhthudo.vn/cong-dien-vo-nhac-kich-nhung-nguoi-khon-kho-trong-4-dem-dien-post449771.antd
34	Truyền hình Thanh Hóa	http://truyenhinhthanhhoa.vn/van-hoa/202009/khoi-dong-vo-nhac-kich-nhung-nguoi-khon-kho-8306940/
35	Sóng nhạc	https://songnhac.vn/nhung-nguoi-khon-kho-lan-dau-tien-xuat-hien-tren-san-khau-nhac-kich-viet-nam.html/
36	Vietnamnews	https://vnews.gov.vn/thang-11-2020-cong-dien-nhac-kich-nhung-nguoi-khon-kho-tai-ha-noi-20200929104543142.htm
37	Urbanist Hanoi	https://urbanisthanoi.com/hanoi-art/16763-vietnam-debut-of-les-mis%C3%A9rables-to-be-staged-next-month-in-hanoi
38	VCCI	https://en.vcci.com.vn/les-miserables%E2%80%99-to-make-vietnamese-stage-debut
39	Vietnamnet global	https://vietnamnet.vn/en/entertainment-sports/les-miserables-to-make-vietnamese-stage-debut-678854.html
40	Thanh Niên	https://thanhnien.vn/van-hoa/giac-mo-cua-nhung-nguoi-khon-kho-1307915.html
41	Vietnamnet	https://vietnamnet.vn/vn/giai-tri/di-san-my-thuat-san-khau/nhung-nguoi-khon-kho-phien-ban-viet-vo-nhac-kich-hay-va-dang-xem-706984.html
42	Thương Hiệu & Pháp Luật	https://thuonghieuvaphapluat.vn/nhac-kich-nhung-nguoi-khon-kho-tro-lai-san-khau-nha-hat-lon-ha-noi-d39296.html
43	Tiền phong	https://www.tienphong.vn/van-hoa/nhung-nguoi-sung-suong-1784825.tpo
44	Tuoi tre	https://tuoitre.vn/sau-vo-ballet-chay-ve-la-mau-va-nuoc-mat-20210122092010849.htm
45	Thể thao văn hóa	https://thethaovanhoa.vn/van-hoa/nhac-kich-nhung-nguoi-khon-kho-tai-ngo-khan-gia-ha-noi-n20210116173937596.htm
46	TINVIET24	https://tinviet24.com/tin-tuc/giai_tri/163160/con-chan-dong-cha

		y-ve-thoi-dich
47	Bộ VH TTDL	https://bvhttdl.gov.vn/nhung-nguoi-khon-kho-tro-lai-sau-4-dem-chay-ve-20210114141342187.htm
48	Sở VH TTDL	http://sovhtt.hanoi.gov.vn/vo-nhac-kich-nhung-nguoi-khon-kho/
49	VOV.vn	https://vov.vn/van-hoa/nhac-kich-nhung-nguoi-khon-kho-va-su-dot-pha-tao-bao-cua-san-khau-viet-820170.vov
50	Trạm đọc	http://tramdoc.vn/tin-tuc/%E2%80%9Cnhung-nguoi-khon-kho%E2%80%9D-cac-nhan-vat-dien-hinh-trong-trang-sach-victor-hugo-buoc-len-san-khau-nn9WAW.html
51	Dân Việt	https://danviet.vn/co-gi-dac-biet-ma-nhung-nguoi-khon-kho-cua-viet-nam-luon-chay-ve-20210408100459649.htm
52	SGGP	https://www.sggp.org.vn/nhac-kich-nhung-nguoi-khon-kho-se-dien-voi-khan-gia-tphcm-723759.html
53	Thể thao văn hóa	https://thethaovanhoa.vn/van-hoa/cuoc-ton-vinh-nhung-nguoi-khon-kho-n20210428064914726.htm
54	QĐND	https://www.qdnd.vn/van-hoa-giao-duc/doi-song-van-hoa/lan-gio-moi-cua-san-khau-nghe-thuat-han-lam-659402
55	Vnexpress	https://vnexpress.net/nhac-kich-nhung-nguoi-khon-kho-hut-khan-gia-4264939.html

3. TV SHOW REPORT

No	TV Show	Link
1	Kênh VTV1 - Câu chuyện văn hóa	https://www.facebook.com/watch/?v=320162268972493
2	Kênh VTC1	https://www.facebook.com/watch/?v=880060782490140
3	VTVcab	https://www.youtube.com/watch?v=yzCOg3_thpU&feature=youtu.be&fbclid=IwAR0csuYzaeBAXZTrIHbzFgmpMVJpzUyLmuE9DNCGmmIC8SIPWklzg4yWDFc
4	Truyền hình nhân dân	https://www.youtube.com/watch?v=0MT1aICMlnA
5	VTV4	https://www.youtube.com/watch?v=NVMdWBmE9QA
6	Bữa trưa vui vẻ - VTV6	https://vtvgo.vn/kho-video/bua-trua-vui-ve-18112020-doan-nhac-kich-nhung-nguoi-khon-kho-808361.html
7	Không gian văn hóa nghệ thuật - VTV1	https://vtvgo.vn/ts/2813949

8	Toquoc.vn	http://toquoc.vn/he-lo-nhung-bi-mat-xung-quanh-vo-nhac-kich-nhung-nguoi-khon-kho-20201117154258051.htm
9	Toquoc.vn	http://toquoc.vn/hanh-trinh-mang-nhac-kich-nhung-nguoi-khon-kho-tu-chan-troi-au-len-san-khau-viet-20201108193649162.htm
10	Chào buổi sáng VTV3	https://www.facebook.com/watch/?ref=saved&v=369089297714132
11	Việt Nam hôm nay - VTV1	https://vtv.vn/video/viet-nam-hom-nay-03-12-2020-473815.htm
12	VTC9	https://www.youtube.com/watch?v=9WXzi8bwx5E
13	Thông tấn xã Việt Nam	https://vnews.gov.vn/video/van-hoa-toan-canh-ngay-27-11-2020-197273.htm
14	Hanoi TV	http://hanoitv.vn/cau-chuyen-van-nghe--gap-go-cac-nghe-si-cua-nhac-kich-nhung-nguoi-khon-kho-v157873.html?fbclid=IwAR0o880gr9ZwFu3BMGtdSLVsdzCRmwQ0yHjmUyfYjzfofawsfLOPGtIHYZ8
15	12 con giáp - VTV3	https://www.youtube.com/watch?v=px2rSDE4TCk
16	Truyền hình nhân dân	https://bit.ly/3kcUbhl
17	Nhật ký người việt - VTV1	https://vtvgo.vn/trang-chu.html

4. ONLINE MEDIA REPORT

Online Media Report - Fanpage Vietnam National Opera & Ballet						
No.	Title	Type	Time	Like	Com ment	Share
1	VNOB will premiere the musical Les Miséable in November 2020	Content video	30/9/2020	379	99	108
2	Excerpts from rehearsal of the musical "Les Miséable"	Video	1/10/2020	52	3	5
3	Create a ticket opening event for the musical Les Miséable on the Fanpage	Event Facebook	2/10/2020	152	12	0
4	Musical "Les Miséable" officially opens for sale ticket	Content, photo	2/10/2020	437	165	195
5	Make the official photoshoot of the musical "Les Miséable"	photo	5/10/2020	170	5	26
6	Revealing the first images of a rehearsal of the musical "Les	video	11/10/2020	117	13	34

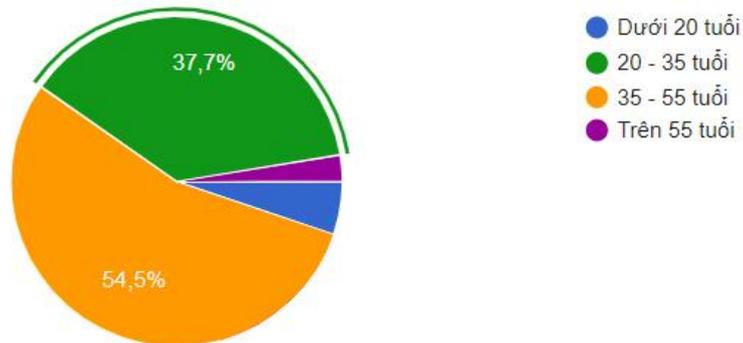
	Misérables"					
7	Share of ekips performing the musical "Les Misérables" in Báo giao thông	Photo	22/10/2020	202	8	38
8	The musical "Les Misérables" OPENS SECOND ROUND OF TICKET SALES	Content	26/10/2020	206	56	49
9	Talking with Ms. Tran Ly Ly (Director of VNOB) about the musical "Les Misérables" in Báo nhân dân	Photo, link	29/10/2020	154	13	16
10	Visit a rehearsal of the orchestra "Les Misérables"	Photo	1/11/2020	177	23	12
11	Sharing by General Director Tran Ly Ly about the process of building the musical "Les Misérables" in Cuộc sống mới on VTV1 Channel	Video	9/11/2020	220	45	33
12	Creative ekip of the musical "Les Misérables" in the show "Bữa trưa vui vẻ" on VTV6	Link	18/11/2020	176	4	35
13	behind-the-scenes report of the musical "Les Misérables" produced by Báo điện tử Tổ Quốc	Video	19/11/2020	268	9	62
14	First performance of the musical "Les Misérables"	photo	21/11/2020	381	35	8
15	Announced Sold out tickets for the first 4 nights of the musical "Les Misérables"	photo	23/11/2020	436	22	38
16	VNOB would like to thanks the audience	photo	25/11/2020	420	20	29
17	Tickets for the musical "Les Misérables" are on sale for the second time	photo	27/11/2020	567	247	173
18	A look back at the musical "Les Misérables" on VTV4	video	30/11/2020	174	14	6
19	Tickets to the musical "Les Misérables"	photo	7/12/2020	163	10	16
20	Share from the audience about the musical "Les Misérables"	photo, content	20/12/2020	133	5	19
21	Take a look back at the musical "Les Misérables" in "Việt Nam Hôm Nay" on VTV1.	video	30/12/2020	99	5	9
22	excerpt of "One day more", one of the musical's most famous songs in Les Misérables	video	31/12/2020	131	7	23

23	Sharing about Les Misérables in “Câu chuyện văn nghệ” of Đài truyền hình Hà Nội.	Link	14/1/2021	59	10	4
24	VNOB in the final rehearsal before the second performance	photo	19/1/2021	163	3	5
25	Thank you to the audience and look back at the 8 successful performances of the musical Les Misérables	photo, content	23/1/2021	315	14	19
26	Tickets for the musical Les Misérables are up for sale for the third time	photo	12/3/2021	520	166	207
27	[Vote for the musical Les Misérables]	photo, link	15/3/2021	169	8	12
28	VNOB and Ekips musical Les Misérables happy day "Sân khấu thế giới"	video	27/3/2021	121	11	21
29	A rehearsal for the musical Les Misérables with VNOB's artists through the report of Truyền hình nhân dân	video	11/4/2021	80	13	0
30	Final rehearsal of the musical Les Misérables	photo	16/4/2021	264	15	29
31	Meet the audience during a performance of the musical Les Misérables on April 17	video	17/4/2021	199	9	7
32	Take a look back at the memorable moments of Les Misérables in Hanoi	photo	18/4/2021	157	12	26
33	Les Misérables will show in HCM.city	photo	23/4/2021	564	220	160
34	Tickets for the musical "Les Misérables" opened in Ho Chi Minh City	photo	26/4/2021	241	54	14
35	Announcement of postponement of performance of the musical Les Misérables in Ho Chi Minh City	photo	10/5/2021	230	32	15

5. SURVEY REPORT

1. How old are you?

1. Độ tuổi của bạn? - How old are you?



The age rankings show that, in this survey, the majority of the audience belongs to the 4-year-old group: 35-55 years old (54,4%), 20-35 years old (37,7%) and under 20 years old (15,6%), under 18(5,2%), above 55 (2,5%). The graph illustrates that the proportion of middle-aged and adults accounts for the highest level of participation, with this chart we can observe that Genz's interest in musicals is not high in Hanoi.

2. Which day did you watch this musical?

2. Bạn đã tham gia đêm diễn nào? / Which day did you watch this musical?

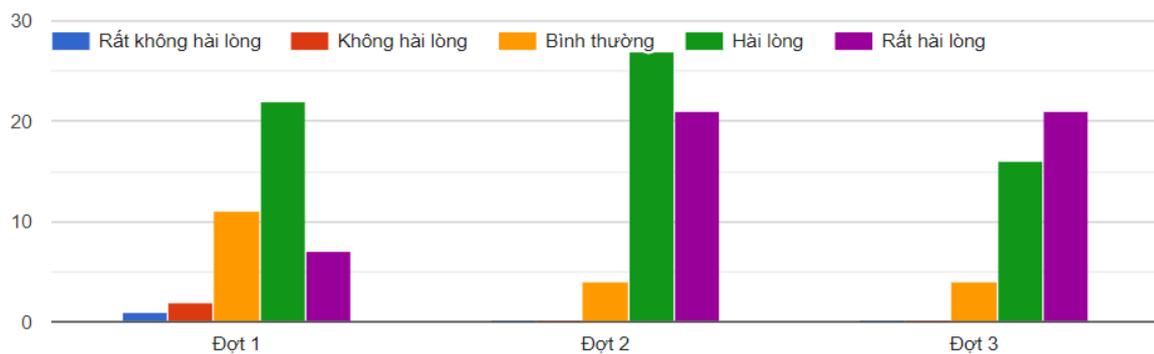
76 câu trả lời



The appearance stage ranking shows that, in this survey, the majority of the audience belongs to the group: Stage 2 (52,1%), Stage 3 (40,8%) and Stage 1 (32,4%). The audience at Stage 2 appeared the most because of the amount of performance that night and at that time the Covid-19 at VietNam had been controlled.

3. How satisfied are you with each show?

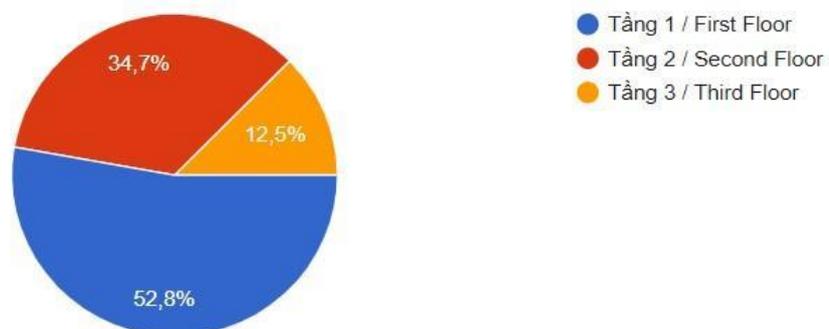
3. Mức độ hài lòng của bạn về từng đêm diễn: (How satisfied are you with each show?) 



This satisfaction level column chart shows that the audience is really satisfied with the event, there was some minor dissatisfaction at day 2 but the organizers had listened and dealt with the problem.

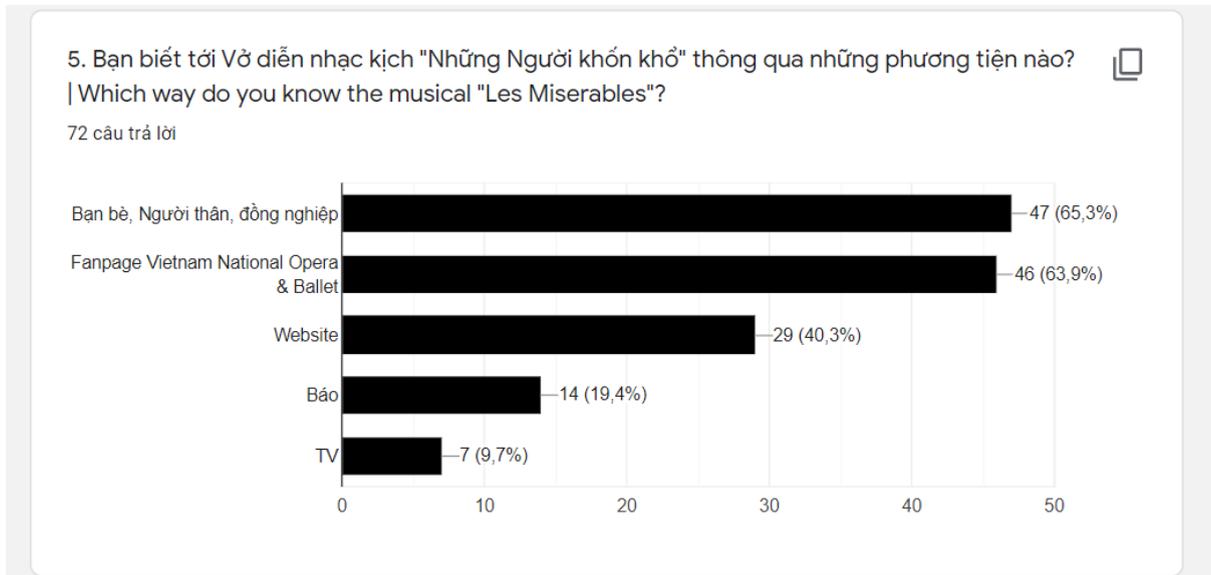
4. Which floor did you sit on?

4. Bạn ngồi tầng mấy? / Which floor did you sit?



At this pie chart, the majority of the audience sit on is First Floor (52,8%), Second Floor (34,7%), Third Floor (12,5%). The difference between each floor is because of the amount of seats per floor.

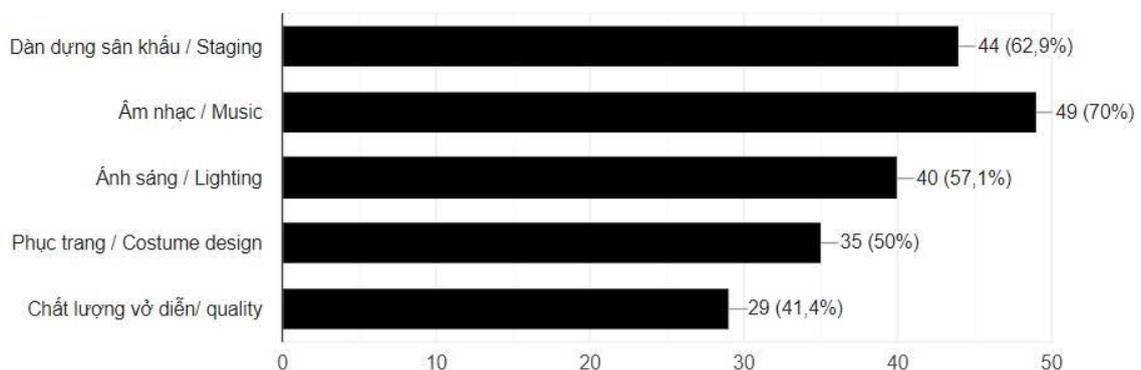
5. Which way do you know the musical "Les Miserables"?



The Approach ranking show that, in this survey, the most effective way to approach to the audience is : Word of Mouth (65,3%) and Social Media (63,9%), Website (40,3%), Online News (19,4%), Television (9,7%). Word of mouth was so high because of the ticketing policy.

6. What makes you feel most impressive about this musical theatre?

6. Điều gì khiến bạn ấn tượng nhất trong chương trình này? / What makes you feel most impressive about this musical? *



In this chart, the most impressive things about this musical theatre belong to Music (70%), Staging (62,9%), Lighting (57,1%), Costume (50%), Play quality (41,4%). It's reasonable when the music is impressive to the audience and seems like the production of this event has made the audience impressive.

7. What makes you feel unsatisfied about this musical?

7. Điều gì khiến bạn cảm thấy chưa hài lòng trong chương trình này? / What makes you feel unsatisfied about this musical?

👍 👎

cần làm nhiều hiệu ứng hơn trong chương trình

diễn viên

Khâu soát vé còn khá là chậm

Chất lượng tốt

sân khấu bài trí chưa được đẹp lắm

không có

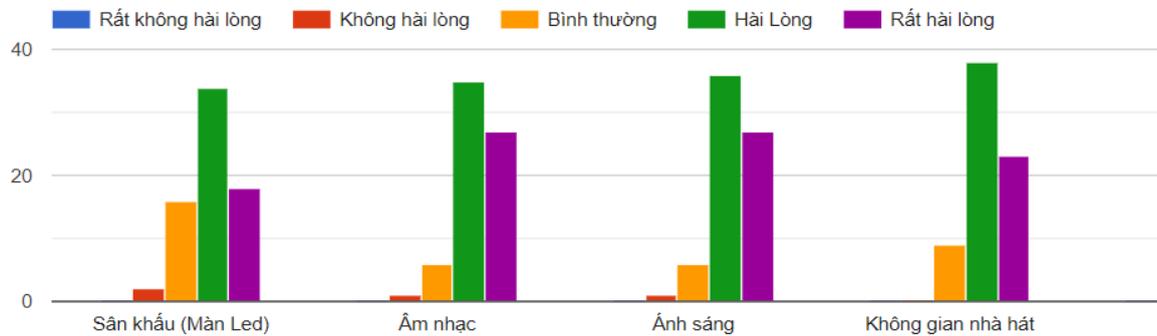
Mình thấy mọi người diễn khá tròn vai, mang đến trải nghiệm thú vị nên không có vấn đề gì cả

phục trang cảm giác chưa được tốt lắm, nhưng cũng đủ để người xem hiểu được câu chuyện là gì và diễn ra ở đâu

The audience's dissatisfaction shows that there is still some dissatisfaction from the audience about the ticket control, stage and costume.

8. What is your assessment of the following elements in the play?

8. Đánh giá của bạn về những yếu tố sau trong vở diễn/ What is your assessment of the following elements in the play?



In this chart, the satisfaction of the audience is very high with all of this assessment and there is some minor dissatisfaction about stage, music, lighting.

9. If you have a review of the musical, please share with us!

9. Hãy chia sẻ cảm xúc của bạn sau khi xem vở nhạc kịch/ If you have a review of the musical, please share with us!

Hồi hộp, thích

khá cảm xúc

hay

Rất vui, những bài hát đi vào lòng người

Mọi thứ quá tuyệt, từ nội dung cho đến cảm xúc, dàn nhạc, phục trang,... mọi thứ

Vở kịch mang đến cho mình khá nhiều cảm xúc hay, khá là khác so với việc đi xem phim rạp

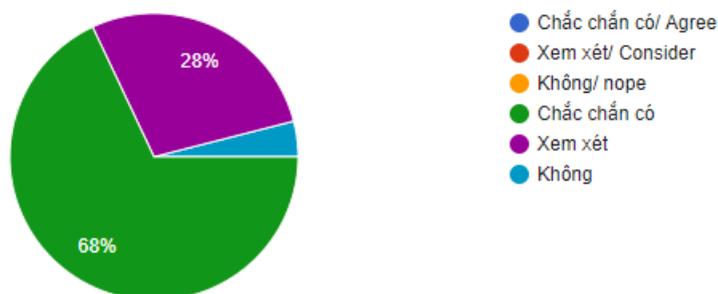
Trải nghiệm tốt

Vở diễn chứa khá nhiều cảm xúc, mình đã đọc qua cuốn truyện của Victor Hugo và trải nghiệm tới 2 lần ở 2 đợt diễn khác nhau, mỗi lần diễn đều đem lại cảm giác hào hùng cho mình, từ những phân cảnh cuộc đời éo le, bất hạnh của Jean Valjean lẫn cô bé Fantine, cho đến những trận chiến. Tuy không thể diễn tả tốt bằng phim điện ảnh, nhưng đối với mình văn hóa nhạc kịch phát triển và được tổ chức ở Việt Nam là một điều đáng mừng rồi.

The audience feedback is very positive and audience very enjoy with “Les Misérables”.

10. Are you willing to accompany the theater in the next show?

10. Bạn có sẵn sàng đồng hành cùng nhà hát trong những vở diễn tiếp theo không ? /Are you willing to accompany the theater in the next show?



The loyalty chart shows that 68,6% of the audience who appear at the musical theatre want to accompany the theater, 28,6% still consider and only 2,8% of the audience didn't.

6. SUGGESTION AND RECOMMENDED

According to the survey, the level of satisfaction with the play is high, but besides that, there are also many issues that need to be improved in the future. Realizing that the level of access to musical theater of the Vietnamese population is increasing, the demand to go to see musicals with middle-aged people is increasing, so in order to have a wider spread to young people is GenZ. Therefore, it is better to improve the virality of the event in the media, using more media that are loved by young people today: Tiktok, twitter...

In addition, the investment in stage and actors should be improved as follows:

- The main actors use KOLs or people with more handsome looks to easily attract and create trends.
- The sold-out tickets for the shows is a good number, however, the theater space needs to be expanded further. Especially the stage, bringing all the actors to fill the whole stage made the hall too tangled and the orchestra's space was too tight, making the first floor of the theater too loud. Therefore, it is better to improve the theater space or choose the musical genres that limit the maximum number of people.

