MINISTRY OF EDUCATION AND TRAINING

FPT UNIVERSITY

Capstone Project Document

FPT Software   GAM
Global Automotive & Manufacturing

Chain of events for internal connection for GAM

<GPA497_G7>			
Group Members	Nguyen Thi Tham	Leader	HS130267
	Nguyen Hoang Phuoc Giang	Member	HS140016
	Vu Dinh Quan	Member	HS140237
Supervisor	Mrs. Nguyen Thi Hue		
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I. ABSTRACT

FPT Software is known as one of the largest information technology service companies in Vietnam with the main business of providing information technology products and services. During the fourth wave of COVID-19 in Vietnam, FPT Software has leveraged its strengths in technology to mitigate the impact of the pandemic and protect the health and safety of employees, customers and partners. The company has maintained high awareness of potential risks, followed a business continuity plan to adapt to the "new normal" and supported the COVID-19 battle in any way possible. FPT Software aims to become a "Green Enterprise" with fully vaccinated employees, COVID-certified workplace, and smart digital technology application in protection measures.

However, going to work online and adapting to social distancing is becoming a new business way of life, which has indirectly brought down work efficiency at all businesses across the country, not except FSOFT. Distance greatly affects co-worker relationships, interactions and time at work. Currently, FSOFT is gradually transforming from "Work from home" to "Work from office", however, the influence of the recent

COVID-19 wave has greatly reduced the working morale of the employees. The pellets are somewhat saggy.

Ensuring that "no one is left behind" in the fight against COVID-19, the company has enacted a policy to care and support employees to minimize the impact of the pandemic. More specifically, there are internal events that increase cohesion and interaction among employees, remove barriers and distance between people after a long time working online. Since then, Global Automotive Manufacturing has created a "Chain of events for internal connection for GAM" to heal the mental cracks for GAM employees in particular and FPT Software in general, creating motivation to maintain and promote the company's activities in an effective and healthy way. Although the majority of employees still have to work online and the common model still presents barriers in the business. However, the "Chain of Internal Connection Events for GAM" has more or less created a positive change in the morale of the employees here, ensuring that "no one is left behind".

The goal of this series of events is to improve internal cohesion in FPT Software in general and GAM in particular. The project is implemented in the first steps from the SWOT analysis of the business, then planning the time, content, budget as well as risk management when implementing the project to the post-production steps. It is the synthesis of KPIs, budgets and evaluations to learn from experience. The project "Chain of internal engagement events for GAM" has three main events including "Đấu trường nhí", "DvsM" and "Newbie Icebreaking", in which "Đấu trường nhí" is held on a holiday. The Mid-Autumn Festival had the participation of 309 children from staff and management families and attracted nearly 200 followers online. "DvsM" with 30 registered teams, 100 online followers and 1000 video views per week. Since then, it has attracted a large number of attendees, interacted and responded, obtained a very positive result in the transformation process in GAM's corporate environment, and "Newbie Icebreaking", the event not The monthly component also has a renewal and high interest from new interns and staff. Thereby, the overarching goal of the series of events is not only for the official employees but also for the new generations of interns and employees.

Keywords: GAM, FSOFT, GAM's "Đấu trường nhí", Newbie Icebreaking, DvsM, FPT Software, Global Automotive Manufacturing, COVID-19, Work from home, Work from office.

1. Project Introduction

1.1. Name of the Capstone Project

- English name: Chain of events for internal connection for GAM

- Vietnamese name: Chuỗi sự kiện kết nối nội bộ cho GAM.

1.2 Project Introduction

"Chain of internal connection events for GAM" is a big project which includes three main events, Đấu trường nhí (18.09), Newbie Icebreaking (Monthly), DvsM (18.10 - 24.12) taking place online on the Webex platform, including the participation of GAM staff in all 13 units of all 4 divisions:

• Automotive & Embedded Services including BUs (business units) DAP, IVI, PDC, GET, AIS, LSI, MAD

• IT for Manufacturing includes BUs: DFN, TCA, DFS, DTI

• R&D & Operation Support: including GOS và CoE

• Japan Delivery including ESE, WJP, SBD, EJP, ETG, JTC..

- The series of events creates a playground for exchanges not only between employees but also between employees and their families, managing to re-stimulate the connection between colleagues, making internal work more productive FPT Software in general and GAM in particular develop effectively and sanely.

1.3. Why did we choose this project?

- The purpose of the team when participating in this project is to accumulate and experience event organization in a corporate environment.

- In addition to theoretical and practical experiences through club and school events, in order to apply what they have learned and work later, the group is

especially interested in adding more skills for all team members and accessing a new type of event that is both academic and highly specialized.

- We share the same orientation. After graduating from school, we will continue to apply the experiences and theories we have learned while studying at the university in future events. Most especially, the project has a great meaning that is to create a bridge between our and the dynamic working environment of FSoft in general and GAM in particular, thereby creating opportunities for students to participate and experience highly organized and academic internal activities.

1.4. Project Overview

1.4.1. The Current project

As we all know, currently, the Covid pandemic is affecting a lot of all fields, and technology companies are no exception to this context. But, while the whole world is dealing with Covid, this is a good opportunity for technology companies to come out strong to boost the Common Economy.

In light of the unpredictable developments of the epidemic situation in Vietnam over the past year, the implementation of social provisions including working from home has become familiar. From here, the interaction between employees, management, ... is significantly reduced, leading to somewhat stagnant working efficiency.

At FPT software, employees have to work with great intensity, requiring them to have high expertise and use many different skills. The first is the ability to program, the second is the ability to use foreign languages such as English, Japanese. And especially teamwork skills to help all project members can synchronously handle their respective jobs. This makes employees face many difficulties and great pressure at work.

This is also a problem that greatly affects human resources and profits that Fsoft is facing in the context of Covid, and the problem posed here for the

company is "How to retain and earn revenue?" attract potential employees for the company?

1.4.2. The Proposed project

"Chain of events for internal connection for GAM" that the participating team organizes includes 3 main event with the following content and goals:

+ The event "Đấu trường nhí" (18.09) with contents and games around the theme of Mid-Autumn Festival, the main goal of this event is to target children from internal families, showing the concern of the company. The company is not only about productivity, work and achievement, but also pays great attention to the comfort and pleasure of GAMers and their families.

+ The event "Newbie Icebreaking" (Last Friday of every month) aims to help new generations of employees easily get acquainted with the innovation in the dynamic and creative working atmosphere of FPT. In addition, it also opens up new knowledge about management, personal and internal information security to prepare basic luggage for you before starting work.

+ The event "DvsM" (October 18 - December 24), is a gameshow showing solidarity, quick wits and sometimes riskiness to let GAMers unleash their abilities, promote their brains and enthusiasm. creative in work, in addition to continuing the traditional cultural values of FPT such as STCO.

1.4.3. Boundaries of the project

The project "Chain of internal connection events for GAM" that the participating group organized includes 3 large-scale events that surround GAM's internal space, stretching from Hanoi, Da Nang, Ho Chi Minh City,. Targeting all employees, managers, interns,... currently working, operating and collaborating with GAM. In there:

+ The event "Đấu trường nhí" (18.09) directs participation to children belonging to the families of internal staff and managers.

+ The event "Newbie Icebreaking" (the last Friday of every month) is aimed at two main audiences: new employees and interns.

+ The event "DvsM" (October 18 - December 24) with the main participation of GAMers from all three regions of the country and the response of all other FSoft employees.

2. Theories

2.1 Definition & purpose of event

According to the book Successful Event Management, the definition of an event is: Special events are that phenomenon arising from those non-routine occasions which have 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 a group of people.

2.2. Types of events

- Leisure Events (Leisure, sport, recreation)

- Personal Events (weddings, birthdays, anniversaries)

- Cultural Events (Ceremonial, sacred, heritage, art, folklore)

- Organizational Events (Commercial, political, charitable, sales)

2.3. Characteristics of events

Events have many other characteristics in common with all types of services, and in particular with hospitality and leisure services of many kinds. According to the book Successful Event Management, These characteristics can be grouped together as being uniqueness; perishability; labour-intensiveness; fixed timescales; intangibility; personal interaction; ambience; and ritual or ceremony.

2.3.1 Uniqueness

The key element of all special events is their uniqueness: each one will be different. This is not to say that the same kind of event cannot be repeated many times, but that the participants, the surroundings, the audience, or any number of other variables will make the event unique. Even where we have looked at those special events that are very frequent, such as weddings, all are different because different people are involved, the choice of location, the invited guests, the timing, and so on. The same is true of events that may have followed the same format for years and years. The uniqueness of special events is therefore the key to them. We are not dong something that is routine, nor are we producing the same item of work repetitively. Nevertheless, it is important to recognize that certain types of event do recur; they may recur in the same kind of format (such as weddings – each wedding is different but the format or structure is similar), or they may recur on the basis of time interval (such as an annual conference – again the format or structure is the same, but the participants and the subject will be different). Uniqueness alone, however, does not make a special event. Events have a number of characteristics and their uniqueness is closely related to aspects of perishability and intangibility.

2.3.2 Perishability

If we regard events as 'unique', then the event is tremendously perishable. It cannot be repeated in exactly the same way.Two birthday parties at the same location, with the same number of people, will not be the same. Even where a reasonable level of standardization is possible, for example, with activities such as training seminars, each will be different and will be very time dependent. They exist briefly and cannot be repeated in precisely the same way. Perishability also relates to the use of facilities for events. Let us suppose we have a banqueting room. It may be used to its peak capacity only on Saturdays, for weddings, so the rest of the week its revenue-generating potential may not be exploited. If the room is empty for even one day of the week, the revenue generating potential of that day is lost forever – it is perishable. The room can be used on a different day, but the day it is empty cannot be replayed and used for an event. One of the key issues, therefore, in the events manager's role, is the extent to which facilities and services can be used effectively, given the uniqueness or irregularity (perhaps better to say infrequency) of use. In consequence, events can be expensive to provide. Many items will have to be produced on a one-off basis and

cannot be used again. The issue of perishability also means that event venue managers may have to use a variety of techniques, such as differential pricing, to try to encourage activities in quiet periods when a facility or service on offer might not sell.

2.3.3 Intangibility

With events, however, the activity is more or less intangible. If you go to a wedding, you will experience the activities, join in, enjoy and remember it, but there are only a few tangible things that you might have got from it – perhaps a piece of wedding cake and some photographs, or a video clip you took of the happy couple and the rest of the guests. This intangibility is entirely normal for service activities: when people stay in hotel bedrooms they often take home the complimentary soaps and shampoos from the bathroom or small gifts left for them. These are efforts to make the experience of the event more tangible; a memento that the experience happened and to show friends and family. It is important for event organizers to bear this in mind, and that even the smallest tangible item will help to sustain people's idea of how good an event has been. A programme, a guest list, postcards, small wrapped and named chocolates, even slightly more ambitious give-aways such as badged glasses or colour brochures help the process of making the intangible more tangible.

2.3.4 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. This 'specially created' event is true of all kinds of events; in fact, it is often the case that a town or city wishing to attract tourists might do so by creating a new special event, containing a wholly new ceremony, something for the visitors to watch. This can be done for all kinds of special events, and the creation of new ceremonies and 'new' traditions is very common,

although it can be argued that for a special event to have a 'traditional' element in it, that element should have some basis – however tenuous – in historical reality.

2.3.5 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.

2.3.6 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.It is perfectly possible to have the same event twice in a row, such as a pageant or procession, and one may be a complete success and the other a complete failure, due to audience reactions, interactions or backgrounds. It is vital that event planners have a thorough understanding of their attendees.
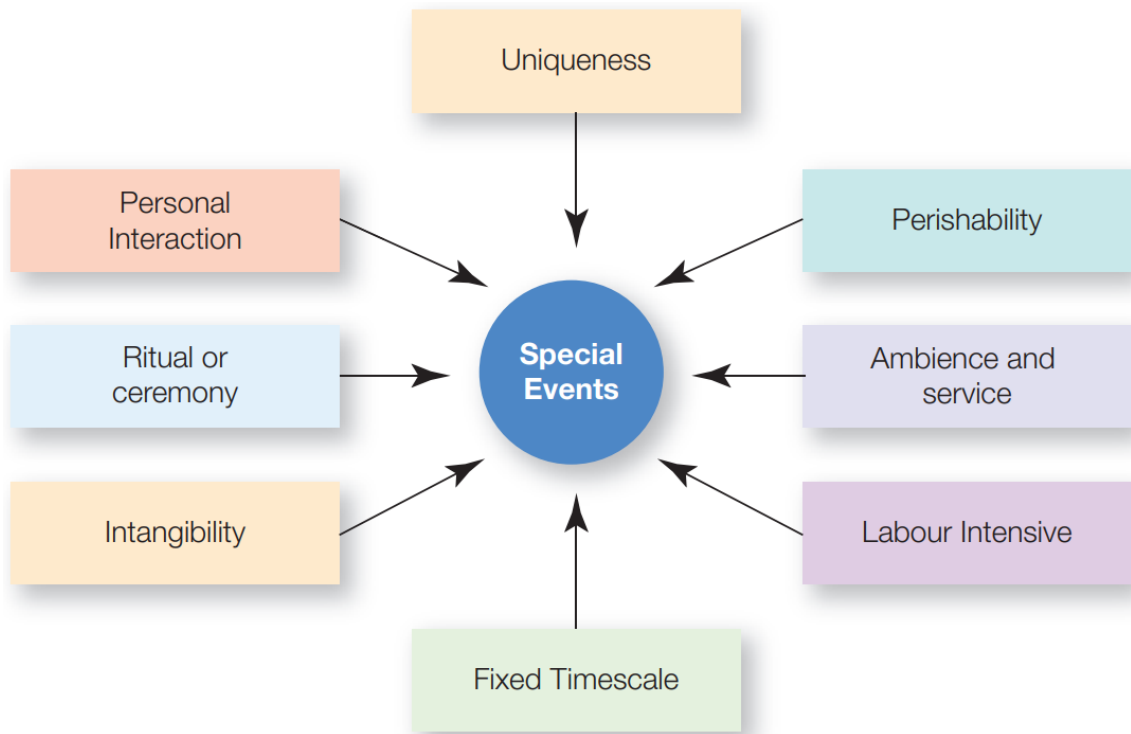
Figure 1. Characteristics of special events as a service

2.3.7 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. The labour-intensiveness of special events is rather less predictable, as it depends entirely on the type of event in addition to all the above conditions. An event such as an athletic competition will require a completely different staffing structure to support it (including competitors, judges, timekeepers, etc.) than a company annual outing to a theme park. An event manager will have to forecast staffing needs directly from the requirements of running the event, based on what the organizer specified as the event's objectives and needs, and on the experience and forecasts of departmental leaders.

2.3.8 Fixed timescale

Events run to a xed 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. This is not to say that the fixed time timescale cannot be varied. Some events, such as a birthday party, may carry on longer than intended because 'it just happened', other events may even be extended in a planned way, for some special reason, e.g. to recover the costs or to deal with extra demand, or, of course, they may be shortened because of lack of interest.

2.4 Determinants and motivations

Historically, the demand for events can be seen to have been determined largely by social factors (the need for social integration, interaction between individuals and communities, mutual support, bonding and the reinforcement of social norms and structures). Issues of status, the need for public celebration and the development of religious, civic, trade and community rituals and ceremonies. Events are also driven by economic, organizational, political, status, philanthropic and charitable needs.

2.5 Process of Event Organization

Basic operational activities, work in event organization, more specifically include:
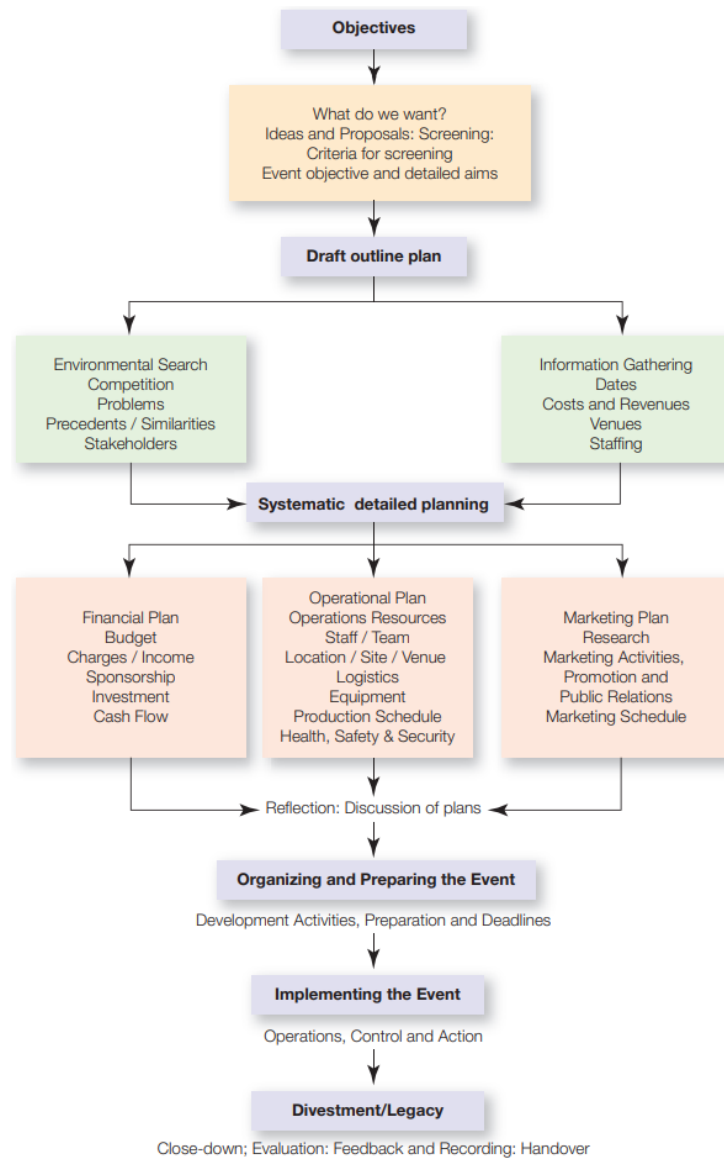
Figure 2. The planning process for events management

2.5.1. Objectives

A plan is essentially a predetermined course of action based on given objectives. The objectives have to be carefully, precise and clear enough to ensure that the purpose of the event is obvious to all those involved in it. The objectives should not be too complicated, perhaps consisting of only one or two primary objectives, and these can be broken down into no more than 6 detailed aims**.**

2.5.2. Draft outline plan

The draft plan cover six key issues:

• Why is the event being undertaken?

• Who will be involved in the process and the event?

• What will take place and what research is needed to make decisions?

• How will it be done?

• Where will it happen (main location and additional locational needs)?

• When will it take place (dates and expected outline times)?

2.5.3. Systematic detailed planning

Systematic detailed planning is a planning process that draws on what is gathered in draft planning and organizational capabilities to produce a detailed event plan. The first step of systematic planning is to understand the goals of the event and to list the processes needed to achieve this goal. These processes should cost the least amount of money and be realistic enough to execute, while also reaching the right target audience. Next, it is necessary to have a plan of the elements involved in the plan such as personnel, location, etc. Finally, we need to have an effective communication plan. Communication is an indispensable factor in every event, it not only helps attract the target customers of the event but also helps spread its image to everyone.

2.5.4. Organizing and Preparing the Event

Based on the pre-planned plans, the departments must strictly follow the previous plan to avoid unexpected things. An event when organizing will usually have to prepare the following activities: Setting up the stage, banner, backdrop, standee, uniforms, renting event support equipment, sound and light, liaising with stakeholders visit and sending invitations. In addition, the event should also be tested 1 to 2 times before the organization to avoid any shortcomings. During the event, department heads always have to follow the checklist and timeline of the program to facilitate monitoring of work. In practice, the most important resource for event managers is time. There has

to be enough time to plan the event properly, to meet deadlines and cut-off points, and to achieve the set-up, run the event and break down its various elements afterwards.Events organizers need to pay attention to the reservation time. Many venues require a year in advance and often require a deposit

2.5.5 Implementing the Event

The process of preparing and implementing the organization before the event takes place takes at least 2 weeks. It is necessary to work continuously, closely monitor the process and promptly have backup plans, timely handling to ensure the progress of the event. The department heads will coordinate staff according to the plan set out according to the plan. When unexpected problems arise, it is necessary to gather everyone in one place to solve them together, not to act separately and especially not to let conflicts between the organizers happen under the witness of attendees. . During the course of the event, it must always be done based on the checklist and timeline of the program to facilitate tracking of the work being done.

2.5.6. Divestment/ Legacy

After the event is completely over, we need to do the last step which is the Divestment/Legacy. In this step, we need to complete close-down, evaluation, feedback and recording and handover. These will help the organizers get objective assessments, from many sides with many attitudes. Through the comments and suggestions, we can draw valuable experiences to improve and organize better events

3. COMPANY OVERVIEW

3.1 About the Company

3.1.1 Information about Corporation

FPT Software is part of FPT Corporation, a technology and IT services provider headquartered in Vietnam with nearly US$2 billion in revenue and 28,000 employees. Being a pioneer in digital transformation, the company delivers world-class services in Smart factory, Digital platforms, RPA, AI, IoT, Mobility, Cloud,

Managed Services, Testing, more. It has served over 700 customers worldwide, 100 of which are Fortune 500 companies in the industries of Aerospace & Aviation, Automotive, Banking and Finance, Communications, Media and Services, Logistics & Transportation, Utilities, Consumer Packaged Goods, Healthcare, Manufacturing, Public sector, Technology and more.

3.1.2 The process of establishment and operation

1999:

- Launched software outsourcing business

2000:

- Established the first Offshore Development Center (ODC) for a UK client

- Cooperated with a first Japanese customer

2001:

- Selected by IBM to be an independent software services supplier

2004:

- Became FPT Software Joint-Stock Company

- Opened FPT Software Ho Chi Minh City

- Branch Opened Tokyo Office

2005:

- Opened FPT Software Danang

- Branch Established FPT Software Japan Ltd.

2006:

- Became a Gold Certified Partner of Microsoft

2007:

- Established FPT Software Asia Pacific Pte. Ltd. in Singapore

2008:

- Established FPT Australia Pty. Ltd. in New South Wales, Australia

- Established FPT USA Corp. in California, USA

- Established FPT Software Malaysia Sdn. Bhd. in Kuala Lumpur, Malaysia

- Established FPT Software Europe Ltd. in Paris, France

2010:

- Inaugurated the FPT Da Nang Building, one of the most modern buildings in Vietnam and also one of the largest high-tech buildings in Da Nang City to accommodate 1,200 staffs of FPT Corporation as a commitment and long term investment at Central of Vietnam

- Microsoft's first global Lotus Notes applications migration factory was established at FPT Software.

2011:

- Inaugurated R&D center F-Town building in Saigon Hi-Tech Park, District 9

  Ho Chi Minh City

- Started providing cloud computing service as a core service

2012:

- Established FPT Germany GmbH in Frankfurt Germany, led by Mr. Uwe Schlager

- Internationally recognized and featured in Global Services 100 and Software 500

- Kicked off the first application development project on Amazon Web Services with a leading Japanese electronics company.

2013:

- Achieved 100 Million USD revenue and reached over 5,000 members

- Ranked among "50 best Vietnamese listed companies" by Forbes Vietnam

2014:

- Ranked #57 in the 2014 top 100 Global Outsourcing companies by IAOP

- Reached 7000 employees Acquired RWE IT Slovakia and expanded the reach in Europe Opened 3 more offices in Vietnam including F-Ville in Hanoi, F-Town 2 in Ho Chi Minh city and FPT Can Tho in Can Tho city

- Established partnership with important technology companies and associations: AWS Advanced Consulting Partner, Microsoft Gold Certified Partner, SAP Partner for Mobile Application Development, Xamarin Authorized Consulting Partner, Smart TV Alliance, GENIVI Alliance, etc

2015:

- Retain position as Leader in the 2015 top 100 Global Outsourcing companies by IAOP Opened 2 more developments centers in Yangon and Cebu

- Recognized as key partner of major technology providers in the world for Cloud and IoT

2016

- Welcomed the 10,000th employee Gained 3 full stars in the 2016 top 100 GlobalOutsourcing companies by IAOP

- Expand reach with new offices at Chicago in the US, Fukuoka in Japan, Shanghai in China and Seoul in Korea

- Focused on developing Digitalization as a service following the strategy to be the pioneer in the digitization trend via development, application and transfer

2017:

- Welcomed the 13,000th Employee

- Attained CMMi Level 5 version 1.3

- Opened 5th office in the US Named AWS Technology Partner of the year

- Opened R&D center in Okinawa, Japan

2018:

- Became the 1st ASEAN-headquartered AWS Premier Partner

- Established the 6th office in Shizuoka, Japan

- Became the major shareholder of Intellinet

- As of September this year, FPT Software has expanded its network in 26 countries with 57 branches and offices worldwide, surpassed 20,000 employees and has a revenue of more than 600 million USD. The company aims to continue to implement core cultural values at all branches, contributing to making the unit the first choice in operating countries

3.2 Vision, Mission, Core value

3.2.1. Vision

To be a company guided by technological innovations, committed to the highest level of customer satisfaction, contributing to national prosperity and providing its employees with the most favorable working environment possible, thus enabling them to reach their full potential in their professional careers as well as their morale.

3.2.2 Mission

As a leading technology service provider, it's our mission for FPT to assist customers of all sizes and from any industries in implementing and adapting digital technologies.

3.2.3 Core value

Basic values are extremely valuable assets that every FSOFT person cherishes.

- Making customers happy: Dedicated to customers and always striving to best meet their needs, exceeding their expectations.

- People are the core: Respecting people, creating conditions for members to develop their talents to the maximum, contributing to the organization and being properly treated both in material and spiritual terms.

- Best Quality: Ensure the best quality in every product, every job.

- Promote business ethics: Each employee is a representative of the Company, has the obligation to adhere to the highest business ethics, always cooperate,

be open and friendly with colleagues, and contribute to the community and society festival.

3.3 Brand Identity

Figure 3. *FPT Software Logo*

Structure: The familiar 3-color block design is angled 13 degrees from the vertical. The number 13 is a sacred number that is always close to the history of FPT's establishment and success - creating a sense of steady progress. Along with that is the word software placed right on the right, which is easy to see and understand,

Color: The logo inherits and promotes the core values of the FPT Brand with 3 distinctive colors.

- The orange color emphasized in the logo as the warmth of the sun is an energetic, dynamic, youthful color and stimulates creative enthusiasm for a better world. Orange is also a friendly and open color, showing the willingness to share and connect in the community.

- The green color in the logo complements the meaning of strong vitality, in harmony with nature. It is the color bridge of change and development.

- Deep blue is the color of natural energy emanating from the universe. Blue creates feelings of power and is associated with wisdom, sustainability, and unity.

Meaning:

The FPT logo inherits and promotes the core values of the FPT Brand with 3 distinctive colors with its own meanings: orange - expressing vitality, creativity, sharing the community; green - a sign of change, development; dark blue - associated with wisdom

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and sustainability, unity. In addition, FPT's logo has curved lines based on a converging circle and radiates the power of technology applications to the community. The smooth curves in succession, tending to rise, like flames bursting with vitality and dynamism.

3.4 Overview of FPTSoftware's event organization

Organizations within the enterprise

FPT Software has a Corporate Culture department that periodically organizes activities for employees, promptly implements welfare regimes for officials and employees such as giving gifts, organizing activities to celebrate International Women's Day. March 8, Vietnam Women's Day October 20, Men's Day. giving gifts to all employees on International Labor Day 1/5, National Day September 2, giving gifts to employees' children on Children's Day, Mid-Autumn Festival, Christmas, especially Parents' Day and many more other activities that show their interest in employees in the working process. There are also big events such as year-end sum-ups to honor and reward employees, birthday parties for the company, team building for employees and activities for the leadership yearly.

Building corporate culture activities

Inheriting the culture from FPT Corporation, FPT Software has kept intact the 6 values of "Respect - Innovation - Teamwork - Justice - Exemplary - Insight" throughout its development process. Besides, the company also respects and tolerates the individuality of each employee so that they can freely express their capacity, promote their brains and creativity at work. Besides labor, FPT Software also organizes many festivals and collective activities to nurture team spirit and connect members. Refreshing spirit, happy laughter, memorable moments with family and loved ones, brand pride... All of these contribute to creating fiery and enthusiastic hearts. devote themselves to leisure and work. For FPT Software, major events are an opportunity for employees to balance their lives and regenerate their labor better.

At FPT Software every year, there are hundreds of large and small entertainment team building events and activities for employees and their families. Moreover, the company always invests in high-quality medical care and treatment programs through the health

insurance package FPT Care. For employees with serious illnesses, the company also has its own fund to support. Not inferior to famous corporations in the world, FPT Software also invests in building an office complex with integrated entertainment to provide a stimulating and creative workspace, suitable for technology companies that have young staff. This is also a model of an ideal and healthy workplace that is loved by many people.

One of the things that contributes to retaining and attracting talents at FPT Software is the remuneration policy for seniors, fair and satisfactory rewards for achievements, thereby creating motivation for each individual to make efforts. strive in your career. Reward forms are always focused on improving to create new and attractive with real values. In particular, in recent years, the company has also implemented a housing program for employees with the purpose of recognizing and grateful for the results that contribute to the development of the business. Understanding that, GAM is making efforts to apply in the process of building and perfecting the experience journey for GAM-er right from the first steps of employees at GAM and bringing cultural experiences, The best benefits to help all employees advance in their career path.

III. DEVELOPMENT & PRE-PRODUCTION

1. Development

1.1. PESTLE Analysis

A PESTLE analysis is a broad fact-finding activity around the external factors that could affect an organization's decisions, helping it to maximize opportunities and minimize threats.

- Political: The stable political background is favorable for the development of the corporation

- Economic: The economy is growing, and as the company expands, the lives of its employees become more important.

- Social: Employees of the firm must not only go to work to meet material needs, but they must also participate in recreational and spiritual activities.

- Technological: Because of the rampant Covid epidemic, gatherings are confined to being hosted offline. However, as technology advances, there are numerous possibilities for organizing online events while maintaining assuring quality.

1.2 Competitors Analysis

In the flourishing and quickly evolving digital era 4.0, an increasing number of local and foreign technology businesses are expanding and developing the size of their operations. As a result, human resources in the field of ICT in the field of information technology are expected to be a major human resource in the future development of the technological sector. Therefore, technology companies always pay attention to internal activities for their employees, so that they can accompany and develop with the business in a consistent and sustainable way. FPT Software is considered as the largest ICT corporation in Vietnam, known as a reliable and reputable partner in medium and large ICT projects in areas such as: Smart factory, Digital platforms, RPA, AI, IoT, Enterprise Mobility, Cloud, AR/VR, Business Applications, Application Services, BPO, and many more. Along with developing the field of ICT, some competitors that are considered to be direct competitors in the industry with FPT can be mentioned as CMC, or Viettel.

1.3 SWOT

Strengths:

- **Excellent staff with highly qualified:** FPT Software owns an excellent and highly qualified staff. They are all young, dynamic, enthusiastic and creative employees. Many of them has international certificates such as CCNA, CCNP, CCIE about CISCO's network, or MINI RS/6000, AS/400, SUN, HP

- **Famous brand worldwide:** FPT Software is a global leading technology and IT services provider, with nearly US$1.3 billion in revenue and 30,000 employees in 26 countries. As a pioneer in digital transformation, FPT delivers world-class services in Smart factory, Digital platforms, RPA, AI, IoT, Enterprise Mobility, Cloud, AR/VR, Business Applications, Application Services, BPO, and so on. The company has served over

700+ customers worldwide, a hundred of which are Fortune Global 500 companies in many different industries.

Weaknesses:

- The salary is not high enough, compared to the market.

- As a well-structured organization, FPT Software is not a good place for ambitious employees to develop their career quickly.

- The offices are far from central city: Hoa Lac, abroad,...

Opportunities:

- Vietnam's IT market is growing rapidly with a compound growth rate in the period of 2019-23 of 13%, more than double the growth rate of Vietnam's GDP.

- Because of The Fourth Industrial Revolution, job opportunities in technology are rising significantly. Besides, The Government is targeting the technology industry as a key industry to bring Vietnam to par with the developed countries.

Threads:

- The developing day by day of technologies requires the ability to update rapidly

- Vietnam has many technology training institutions that have not really met the needs of innovation and development of the industry.

- More and more technology companies with good resources want to separate themselves as their own company, rather than work for other huge technology companies.

- Well-qualified human resources can be lured by rival companies with salary and working environment.

2. Project planning

2.1 GENERAL PLAN

2.1.1 Brief and Proposal(s)

The chain of events lasts from 3 months with activities organized for all employees of the company. Game Shows help employees bond closer together, improving the spirit of internal solidarity in the Unit. New employee activities help new employees easily adapt to the working environment and at the same time gradually fall in love with the place where they work. And the special highlight at the end of the series of events is the finale of the Great War vs Manager. The series of events will be held starting on September 18 and ending on December 24 with the final round ending the chain of events.

2.1.2. Objectives – Goals

Purpose of GAM's internal engagement chain of events:

• Create a useful playground for all employees of the Unit, bringing a great experience for employees

• Help people relieve stress after working time as well as connect with each other

• Building affection and solidarity among all employees of the Company.

• The series of events will also be a great source of information to recruit and attract talents for FPT Software in general and GAM in particular in the future.

2.1.3 Target audience

• All 3000 employees are working at GAM

• Customers, important partners of GAM in particular and FPTSoftware in general.

• Candidates wishing to work at FPT Software in general.

2.1.4 Messages

The message of GAM's series of internal cohesion events **"LOVE FPT, DON'T WANT TO LEAVE" (YÊU FPT, CHẲNG MUỐN RỜI ĐI)** with the desire to bring a great experience and create love for the Company Culture during the employee's experience journey. Ministries and employees at FSOFT in general and GAM in particular through internal engagement activities and cultivating and applying FPT culture in activities, thereby building more about the Company's culture, contributing to reducing TOR of units.

2.1.5 Activity Program

The "Chain of events for internal connection for GAM" that the participating team organized includes 3 large-scale events that surround GAM's internals spread across GAM's units, from Hanoi, Da Nang, and Ho Chi Minh City. Ho Chi Minh City, .. Towards all employees, managers, interns,... currently working, operating and collaborating with GAM. In there:

- "Đấu trường nhí" (18.09)

- Newbie Icebreaking (last Friday of every month)

- "Đại chiến vs Manager" (18.10 -24.12)

2.1.6 Risk Management

Risk Management			
No.	**Risks**		**Solutions**
1	The complex outbreak of	Work at company	- Ensuring distance and safety for Organizing committee - Organize events online

		COVID	Working remotely	Organize events online
2	Technique	**Power-off**		- Prepare 4G-5G
		Disconnected		- Double check with the technician that they need a dedicated wifi router - Other techniques back-up -> At least 2 techniques are required - Alternative images/videos to show while waiting for the fix
		The problem of the image and sound of the playing teams		- Need a general rehearsal for the whole program

Figure 4. *Risk Management*

2.1.7 Human resources

The series of internal engagement events for GAM will be directed, operated and organized by the ORGANIZER of GAM's Global Operations Department (GAM.GOS). The Organizing Committee is responsible for the organization and safety of the series of events in order to engage employees and build culture, ensuring excitement and pride for employees in the company. cooperate with the collective, with colleagues to create a great working environment. The Steering Committee has the duty to closely, promptly supervise and support the Organizing Committee to complete its tasks. In addition, the members of the Organizing Committee will also be responsible and accountable to the Head of the Organizing Committee of the Subcommittee for the work progress as well as the results of the tasks and activities related to the event.

2.1.8 Estimated Cost

In terms of costs, the total estimated cost to organize an internal engagement series of events is **VND 140,000,000** for GAM's Global Operations Department to carry out and organize activities in the chain of events. Compared to the budget for organizing activities in the previous quarter, which was VND 72,430,000 this year, the unit has invested and shown more care for the series of events than last year. The unit wishes to fully, thoughtfully and creatively organize many new activities to attract employees, increase solidarity and bring people closer together after being affected by the COVID epidemic.

2.2 Đấu trường nhí

2.2.1 Brief and Proposal(s)

ĐẤU TRƯỜNG NHÍ with contents and games around the theme of Mid-Autumn Festival, the main goal of this event is to target children from GAMer's families, showing the company's interest in not only productivity, work and achievement, but also very attentive to the comfort and pleasure of GAMers and their families.

2.2.2 Objectives – Goals

ĐẤU TRƯỜNG NHÍ wants to provide a playground for officials, employees and their children to have the opportunity to interact and bond during WFH due to the impact of the Covid pandemic. This is also an opportunity to contribute to raising the image of employees' children who are all very smart, agile and vivacious - proving that they not only take the time to do a good job for the company but also take care of their children in a very skillful way. Both provide an opportunity to connect parents and children between families and also an opportunity for their children to show and promote the talents that children inherit and practice from their families. To align GAM's cultural values with all employees and their families by creating a playground for the children of GAM staff and their families.

2.2.3 Target audience

The Game Show is held for children from 4-12 years old belonging to the families of officials and employees working in all 4 blocks of GAM.

2.2.4 Messages

Officials and employees of GAM in particular and FPT Software in general are all talented young people in many fields and it is certain that their children will also inherit those talents. The past activities of the unit have received the response and participation of the whole Group. Therefore, the DAU TRUONG NHI gameshow is an opportunity for children to show their intelligence and vivacity in general as well as their talents in particular. Finally, the child's talent is revealed through the age-appropriate competition rounds.

2.2.5 Event Concept

The main idea of the Đấu trường nhí as well as its name: "Children's Arena - Child stars compete". This is not only the slogan of the contest but also the main content of the program. The organizers want the children to show their talents through competitive activities. In addition, this is an opportunity for officials and employees to witness their children's talents and be proud of them

2.2.6 Activity Programme

TIMELINE "Đấu trường nhí"		
No.	Time	Items
1	13/09/2021	Launching the game show to all companies for GAMer's to register to join Game show
2	15/09/2021	Send Account Webex & Guideline

3	16/09/2021	Technical Check before for the Game show takes place
4		Remind before the event takes place
5	18/09/2021	Start the Game show
6	19/09/2021	Summarizing after the Game show (Announce the winner and thank the players and spectators)

Figure 5. Timeline "Đấu trường nhí"

2.2.7 Event Information

2.2.7.1. Rules

Đấu trường nhí is divided into 2 different shows for children of different ages:

RULES		
Name	**Round**	**Rule**
	Alike and Unalike	The children have 1 minute to observe the image and at the end of 1 minute, the children volunteer to answer first by writing the number 1 in the chat box, whoever comments first will get the answer first. The content revolves around 5 pairs of pictures about the simple, vivid and colorful Mid-Autumn Festival for the children to find the difference.
"ĐẤU TRƯỜNG	**Giao lưu văn**	Invite any 2 friends to volunteer to sing or dance,

CỔ TÍCH" for Kids from 7 to 12 year olds	nghệ	or dance.
	Hunting	This round will include 3 commands, each command the children have 1 minute 30 seconds to perform and when hunting for enough objects will write the number 2 in the chat box, whoever comments first will be checked by the MC to count the objects. First, enough quantity and requirements will win the prize For each statement, the prize will be given to the 5 fastest and most correct friends.
"ĐẤU TRƯỜNG PHIÊU LƯU" for Kids from 4 to 6 year olds	BÁC HỌC NHÍ	The "BÁC HỌC NHÍ" round will have 5 questions about Vietnam's Mid-Autumn Festival and 10 questions about topics: life, biology, math, English... The children volunteered to answer first by writing the number 1 in the chat box, whoever comments first will get the answer first.
	THẦN ĐỒNG ÂM NHẠC NHÍ	Children will listen to 5 songs in turn. To receive the prize, you need to have the fastest and most correct answer, then sing a part or the whole song again. The children volunteered to answer first by writing the number 1 in the chat box, whoever comments first will get the answer first Genre: Children's music, children's music.
	THÁM TỬ NHÍ	Children are shown 5 pictures in turn. Your task is to find the number of hidden objects or English words

2.2.7.2. Participants

The event has a large scale, with the participation of all children of staff (children from 4 to 12 years old) from all 4 blocks of GAM.

2.2.8 Media & Communications plan

TIMELINE COMMUNICATION				
No.	**Time**	**Task**	**Detail**	**Channel**
1	13/09	**Coming soon by Minigame guess the program name**	Post Gif	Fanpage's GAM + Group GAM(workplace)
2		**Kickoff Game Show**	Game show kickoff poster	
3		**Send the email**	Message content with kickoff poster & registration link	Direct mail
4	15/09	**Activities included in the game show**	Poster	Group GAM(workplace)
5		**Gift for Kid**	Poster	Group GAM(workplace)

6	**16/09**	**Interactive minigames**	Poster	Fanpage's GAM + Group GAM(workplace)
7	**17/09**	**Remind event**	Remind parents to register	Direct mail + Group GAM(workplace)
8	**18/09**	**Teaser of the upcoming program**	Livestream screen counting down the time, with Webex link attached	Group GAM(workplace)
9		**Livestream**	The event took place online with a descriptive caption	Fanpage's GAM + Group GAM(workplace)
10	**19/09**	**Tổng kết Sự kiện**	Post a clip highlighting the event and a photo of the list of winners	Fanpage's GAM + Group GAM(workplace)
11			Send a thanks letter with a certificate	Direct mail

Figure 7. "Đấu trường nhí" 's Communication Timeline

2.2.9 Risk Management

No.	Risks		Solutions
Risk Management			
1	The complex outbreak of COVID	Work at company	- Ensuring distance and safety for Organizing committee - Organize events online
2		Working remotely	Organize events online
3	Time	Construction progress of event items	Always follow up the construction progress
4		Out of timeline	Test the program a few times before the event
5	Technical	**Out of Wifi** — **Power-off**	- Prepare 4G-5G - Double check with the technician that they need a dedicated wifi transmitter - Other techniques back-up -> At least 2 techniques are required - Alternative images/videos to show while waiting for the fix
6		**Out of Wifi** — **Disconnect**	
7		**Unprofessional messy livestream frames**	Pre-design layouts for livestream
8		**The game slide was revealed by scrolling through the games**	Separate each game into different slides
9		**The problem of the image and sound of the playing teams**	There should be a technical test session with each team & and a general rehearsal session for the whole program

Figure 8. "Đấu trường nhí" Risk Management

2.2.10 Estimated Cost

No.	Round	Categories	Unit price	Amount	Cost
		Estimated Cost			
1	**Alike and Unalike**	The fastest and most accurate prize	200.000	5	1.000.000
2	**Giao lưu văn nghệ**	Award for fastest volunteering and best performance	200.000	2	400.000
3	**Hunting**	The fastest and most accurate prize	200.000	15	3.000.000
4	**Bác học nhí**	Highest average score reward	500.000	1	500.000
5	**Thần đồng âm nhạc nhí**	Prize for correct answer each question	500.000	5	2.500.000
6	**Thám tử nhí**	Award for correct and fastest answer in each question	500.000	5	2.500.000
7	**Shipping cost**	Average shipping fee nationwide	40.000	33	1.320.000
Total					11.220.000
Costs incurred(10%)					1.122.000
Final					12.242.000

Figure 9. "Đấu trường nhí" Estimated Cost

2.3 NEWBIE ICEBREAKING

2.3.1 Brief and Proposal(s)

NEWBIES ICEBREAKING is part of GAM's new employee welcome activities. The program is held periodically on the last Friday of each month. Starting from July 2021, this is considered a Day 2 activity, bringing GAM's own identity for the new onboard GAMer.

2.3.2 Objectives – Goals

The NEWBIE ICEBREAKING program is organized with the aim to provide information on the organizational structure, development orientation of GAM in the next 5 years and the employee experience journey at GAM to build and complete the experience journey. The program for GAMer from your first steps at GAM, helping new employees quickly adapt to the working environment of the unit for the first time, and at the same time helping them quickly integrate into FPT culture in general and GAM in particular..

2.3.3 Target audience

The program is aimed at the main audiences, which are new employees and new trainees at GAM across all 13 units of all 4 blocks:

• Automotive & Embedded Services include BU (business unit) DAP, IVI, PDC, GET, AIS, LSI, MAD

• IT for Manufacturing include 4 BU: DFN, TCA, DFS, DTI

• R&D & Operation Support: include GOS và CoE

• Japan Delivery includes ESE, WJP, SBD, EJP, ETG, JTC.

2.3.4 Messages

"Phá băng tân binh" is the message that NEWBIE ICEBREAKING wants to send to all new employees, don't hesitate, let's step through the initial barrier to take the next steps with GAM, whether fast, slow, even short, no matter how long… As long as we're together, we can go far in the journey ahead. Let your career take off at GAM

2.3.5 Event Concept

The program was organized with the theme "Breaking the ice". This theme runs through the activities included in the program. In order to establish an effective working environment for new members, it is really necessary to "Break" the barriers of rookie psychology and new environments to help new employees quickly adapt and integrate into the environment. work and culture of the unit in the beginning.

2.3.6 Activity Program

No.	TIMELINE			
	Time			Task
	September	October	November	NEWBIE ICEBREAKING
1				Ozganization compiled a list of all November Newbies
2	16/09	21/10	19/11	prepare the checklist
3				Contact new employees on the first day onboard after getting an introductory email from GAM HR
4	17/09	22/10	20/11	Invite BOM Hanoi to participate as a guest
5	22/09	27/10	24/11	Time Reminder for Newbie and BOM
6	24/09	29/10	26/11	The program took place, introduced the

TIMELINE			
No.	**Time**		**Task**
	September	**October**	**November**	**NEWBIE ICEBREAKING**
				company/unit culture to new employees
7	27/09	1/11	29/11	Summary of the program

Figure 10. *"Newbie Icebreaking" Timeline*

2.3.7 Programme Information

2.3.7.1 Participations

The program has the participation of Newbie in all 13 units of GAM, representatives of BOD.GAM, EX Elite and buddy.

2.3.7.2 Method

Newbies receive information and the Meeting Room of the program every month via email. Then, join the online program via Teams with a duration of 1 - 1.5 hours.

2.3.7.3 Contact point: EX Elite, GAM HR

2.3.7.4 Timeline's NEWBIE ICEBREAKING

No.	Time	Tasks
1	10h10 - 10h15	Welcome Newbies, Play clip in the waiting time: CÙNG GAM
2	10h15 - 10h20	Introduce the purpose, meaning & agenda of the program
3	10h20 - 10h25	Introduce GAM: Play clip FGA 5 years
4	10h25 - 10h30	Sharing of BOD

5	10h30 -10h45	Introduction to GAM organizational structure Play an infographic clip introducing BU
6	10h45 - 11h00	**Success story** ; Q&A
7	11h00 - 11h10	Introduction of Employee Experience Journey & Corresponding Activities + Corporate Culture Activities Activities for buddy & newbie
8	11h10 - 11h15	Q&A
9	11h15 - 11h20	Share of BOM Hanoi representative
10	11h20	Closing

Figure 11. *"Newbie Icebreaking" Agenda*

2.3.8 Media & Communications plan

Media & Communications plan					
No.	Time			Task	Channel
	Tháng 9	Tháng 10	Tháng 11	NEWBIE ICEBREAKING	
1	16/09	16/11	19/11	Contact new employees on the first day of onboarding right after an introductory email from GAM HR	**Email**
2	17/09	22/10	20/11	Invite BOM Hanoi to participate as a guest	**Direct call**
3	22/09	27/10	24/11	Time Reminder for Newbie and BOM	**Email**

4	23/09	28/10	25/11	Post an introduction to the program of November	**Workplace**
5				Closing the event, welcome newbie	**Workplace**
6	27/09	1/11	29/11	Send Message congratulating new employees	**Chatbot**
7				Update pictures of new employees and friends at Office	**Workplace**

Figure 12. "Newbie Icebreaking" Media & Communication Plan

2.3.9 Risk Management

Risk Management		
No.	**RISK**	**SOLUTIONS**
1	**Technical** / **Power-off**	- Prepare 4G-5G
2	**Disconnect**	- Alternative images/videos to show while waiting for the fix
3	The guest has an unusually busy job	Mr. Vinh represents and shares
4	New employee not interested in joining	Create a Minigame activity
5	New staff and guests don't remember the event time	Contact directly by phone number in 5-10' of waiting time
6	Speaker forgets words / says it wrong	Need to clearly write the script and

	review it a few times

Figure 13. *"Newbie Icebreaking" Risk Management*

2.3.10 Estimated Cost

Estimated Cost					
No.	Items		Unit price	Amount	Cost
1	Mini game Lucky draw		300.000	5	1.500.000
2	Q & A	For each correct answer	100.000	10	1.000.000
3		For the best question	200.000	1	200.000
4	Costs incurred			10%	270.000
Total/month					2.970.000
3month					8.910.000

Figure 14. *"Newbie Icebreaking" Estimated Cost*

2.4 "ĐẠI CHIẾN VS MANAGER"

2.4.1 Brief and Proposal(s)

"ĐẠI CHIẾN VS MANAGER'' is an outstanding dynamic Game Show in the series of internal connection events of GAM. As the last event in the series of eternal bonding events for GAM that the group and members of the department carried out, the battle was marked by enthusiasm and explosiveness. This is a contest with a format that has never appeared at GAM, GAMers will be "openly confronted" with Managers,

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increasing the excitement for all employees. And sure enough, only at FPT can this happen!

2.4.2 Objectives – Goals

"ĐẠI CHIẾN VS MANAGER" is a playground aimed at the exchange and cohesion between not only the members of the playing team, between Member and Manager teams but also between all GAMers. This event also brings the image of BOM closer to employees, helping to increase solidarity and teamwork. Not only that, through here BTC wishes to bring a playground for officials and employees to show their agility, intelligence and creativity - assert themselves through competitions, poetry and music writing challenges in a short time, inspiring STCo at GAM in particular and FPT in general.

2.4.3 Target audience

Game Show for all Managers from vice BUL and Members of GAM on all 13 units of all 4 blocks:

• Automotive & Embedded Services gồm các BU (business unit) DAP, IVI, PDC, GET, AIS, LSI, MAD

• IT for Manufacturing include 4 BU: DFN, TCA, DFS, DTI

• R&D & Operation Support: includes GOS và CoE

• Japan Delivery includes ESE, WJP, SBD, EJP, ETG, JTC.

2.4.4 Messages

The officers and employees of FPT Software and GAM in particular are all talented and dynamic young people. "ĐẠI CHIẾN VS MANAGER" carries the message "Ai thông minh hơn Manager" is the opportunity for GAMers to have the opportunity to "publicly confront" the Managers. This is an opportunity for them to show their knowledge, intelligence and creativity. At the same time, this confrontation will also

create resonance, promote enthusiasm, and spread positive energy to those around. From there, it helps to build affection and solidarity among all employees.

2.4.5 Event Concept:

"ĐẠI CHIẾN LỬA - BĂNG" is the concept of "ĐẠI CHIẾN VS MANAGER". Taken from the idea between FIRE and ICE, the game show will be implemented according to the confrontation concept. Members with enthusiastic orange shirts, carrying hot hearts. Represents the power of fire. Managers are often "rumored" to be cold heads. Represents the power of ice. Fire and Ice are two different energies, their confrontation creates resonance, promotes enthusiasm, and spreads positive energy to those around.

2.4.6 Activity Programme

TIMELINE ĐẠI CHIẾN VS MANAGER		
No.	Time	Items
1	04/10/2021	Introduce and launch the contest to the union, open the registration form to participate in the program
	08/10/2021	Guide to the rules of the game
2	12/10/2021	Close the registration form to participate
3	15/10/2021	Announcement of the list of registered teams
4	18/10/2021	Close the registration form to participate
5	19/11/2021	Qualifiers on MyFPT
6	22/11/2021	Announcement of qualifying results
7	23/11/2021	Introducing the teams present in the Show every week
8	26/11/2021	Show week 1

TIMELINE ĐẠI CHIẾN VS MANAGER		
No.	Time	Items
1	04/10/2021	Introduce and launch the contest to the union, open the registration form to participate in the program
	08/10/2021	Guide to the rules of the game
2	12/10/2021	Close the registration form to participate
3	15/10/2021	Announcement of the list of registered teams
4	18/10/2021	Close the registration form to participate
9	03/12/2021	Show week 2
10	10/12/2021	Show week 3
11	17/12/2021	Show week 4
12	24/12/2021	The Final Show
13	27/12/2021	Summary of the program, announcement of results

Figure 15. "Đại chiến VS Manager" Activity Program

2.4.7 Event Information

2.4.7.1 Rules

Each week will be a 3-round race, 3 team members +1 team manager. Teams will bet the amount for the round, at the end of the round, the teams with the highest score than the Manager will take the winnings, whereas the lower team members will lose their bets. In the end, the first place team will get a gold badge / promotion of BTC. Teams with gold medals will advance to the Final Round. In summary, the Manager team will receive 1/2 Gold achieved.

2.4.7.3 Minigame

MINI-GAME				
No.	**Name**	**Detail**	**TIME**	**PURPOSE/MEANS**
1	**MINI-GAME: "GIEO Ý TƯỞNG - GẶT NGÀN GOLDS"**	Special advantage for GAM members: Propose game ideas, challenges that you want to challenge with Manager. Excellent ideas will be awarded by BTC and have the opportunity to appear in the Final Round of the program. The total prize value is up to 1000 golds. CTA: Join the mini-game to win golds and sign up for the program for a chance to get more gold	Before livestream Show week 1	- Collect ideas and wishes of players and spectators so that they can be considered for use in rounds - Create awareness about the program and attract GAMer's interaction and rely on it to call for registration to attend the program
2	**MINI-GAME: "AI LÀ AI?"**	- Form: BTC gives any body part of the Managers (Cut from pictures of Managers who confirm participating in the program). - How to participate: Comment to predict which Manager the image is and tag 3 friends. There is no limit to the number of predictions, BTC only accepts the results in the first comment.	Once a week, before the day of the weekly livestream.	- Revealing the Manager team members participating in the program every week - Create interaction and attract GAMer to the program From there, call to action to follow the program

3	MINI-GAME: "WHO DARES?"	-The challenge is given in the live show, the GAMers do it and then comment on the clip/picture in the post BTC gave within 1 week. - BTC scores and results will be announced in the next live show	Happening every week within 4 weeks of the livestream	- Maintain GAMer's interaction with the program
4	MINI-GAME: "LUCKY DRAW"	Livestream viewers need to comment on the livestream post within the first 15 minutes. BTC uses the tool to get the list of people who commented during the above time, at the end of each round BTC chooses the winner by Wheel Of Names. The person with the name must immediately comment YES to receive the prize.	In every livestream	Create and maintain interaction and engage GAMer to watch livestream

Figure 16. "Đại chiến VS Manager" Minigame List

2.4.8 Media & Communications plan

MASTER Media & Communications plan		
No.	**Tasks**	**Details**
1	**DESIGN REQUIREMENT**	- Design requirements are divided into categories, quantity, size, description of ideas, channels, response time, notes, image documents
2	**VIDEO**	- Event teaser - Clip animation to guide the rules of the game - Highlight 4 rounds of weekly competition

		- Intro of the final round
		- Clip summarizing the entire program
3	**Series of media articles to update information about Gameshow** - *Content related to the timelines (Closing the application form, Preliminary round, 4 weekly rounds, Final round), Game rules, Answering questions, Notes when participating in the program, ...*	-- Program introduction - Open registration portal - Close the registration portal - Open the preliminary round - Announcing the results of the preliminary round - Recap after each round - Announce the rules of the game - Do & Don't - Countdown: How many days, how many hours are left? - Fact: Number of teams playing? Number of questions the teams answered?...
4	**Series of media articles about MEMBER, MANAGER**	- Introducing Member teams every week - Manager was also a Member (create sympathy)
5	**MINI-GAMES INTERACT WITH AUDIENCE** *Includes a post introducing the mini-game content and announcing the results*	- Mini-game to contribute ideas - Mini-game to guess which Manager attended - Mini-game to predict the final show result - Mini-games take place in the program
6	**WEEKLY EMAIL RECAP RECAP ACTIVITIES OF THE PROGRAM**	Every Monday after every Weekly Show
7	**CHATBOT CUCUMBER**	- 1 day before closing the application

	(Tổng cộng: 7 message)	- 1 day before each weekly Show (x4 weeks)
		- 1 day of the final show
		- 30 minutes before the final show

Figure 17. *"Đại chiến VS Manager" Media and Communication Plan*

2.4.9 Risk Management

Risk Management				
No.	RISK		SOLUTIONS	Note
1	Technical	Out off Wifi	Power-off	- Prepare 4G-5G - Other techniques back-up -> At least 2 techniques are required - Alternative images/videos to show while waiting for the fix	Technical requirements are present at the company to fix the situation
2			Disconnected	- Double check with the technician that they need a dedicated wifi transmitter - Other techniques back-up -> At least 2 techniques are required - Alternative images/videos to show while waiting for the fix	Requires private network line
3		The livestream frame is messy and unprofessional		1. Pre-design layout for livestream - Background waiting together - Layout: Leave room for video projection - Layout: Slide/video screen + MC - Layout: Slide/video screen + MC + 4 captains - Layout: Slide/video screen + MC + 3	

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			team members - Layout: Slide/video screen + MC + 12 players 2. Background design for MC, Team - Background MC - The background of each team has the name of the team	
4		**The game slide was revealed by scrolling through the games**	Separate each game into different slides	
5		**The problem of the image and sound of the playing teams**	There should be a technical test session with each team & and a general rehearsal session for the whole program	
6		**The team does not know the rules of the game**	- Create a communication channel to answer information: Create a group chat with the captain + Create a group F@W add all players (To not be dependent on the captain) - Let the rehearsal team play a draft, consisting of 12 teams	
7	**Team Member**	**Team member changes**	-Make a rule that if you change a member, you must notify the BTC at least 12 hours in advance and have a backup member plan or play with 2 members. - If 2/3 of the members can't attend and there are no substitutes => Team gives up	Added reserve team rule to media information: 5 players per team, 3 main players, 2 back-up players
8		**Teams cancel right before the**	1-2 Team Member cancel	Set up a match between 1 Team Manager + 1 Team member. - If there is only 1 Team Member: Manager team has 1,5M	Consider the team that pays the responsibility and eligibility fee

		show		- If there are 2 Team Member: Manager team has 3M	=> If 2/3 of the team quits -> give up numbers
9			3 teams Member cancel	give up numbers	
10			Team Manager cancels	Backup another team manager (Need the support and arrangement of Mr. VinhLQ)	Pay a high membership fee because the Manager team gives up easily
11		**Late to attend (After 10 minutes, disqualify)**		Deduct 20% of the score of the team playing round 1	
12		**Lack of participating teams**		Attract more teams with media If the program does not have enough qualified teams => continue to open the registration portal => Pass the qualifying test to enter the weekly round	A floor score is required to eliminate teams that play low scores and play counter Floor point: 100 (Total of 3 members)
13	**Manager**	**Manager's schedule risk**		Confirm the schedule in advance vs BUL, remind BUL 1 day before so that BTC can arrange when there is a bug.	Applying a team of 5 people, in case the Manager is limited, 1 Manager can appear many times. Manager divides teams by: each team has 1 "art tree"

14	MC	The MC has an unexpected problem and can't join or lose connection while leading	The program must have at least 3 MCs who understand the rules of the game, the script, and follow them throughout to back up when needed.	
		When there's a problem, the MC doesn't decide for himself	Create group BTC and MC need a group of BTC programs to wait for a decision. Establish an advisory board (Mr. VinhLQ) to directly participate in Webex with the teams so that MC can directly consult when there is a problem to be decided. (or call in case the advisory board cannot attend the livestream) In case, MC can't follow up or in case MC decides by himself => The program will follow the MC's decision to the end, then the MC will be punished, and the MC will be fined 1000 times.	Mr. VinhLQ, Mr. Minh, Mr. Mạnh
15	Audience	Few viewers	Organize a minigame of the LUCKY RUBBER to maintain the interaction of the audience watching the show. *For detailed content, see the Mini-game sheet*	
			Survey of BU brothers, Khiem HCM, Tien DN. HN asked the general group.	Surveys send forms to specific objects and numbers

Figure 18. "Đại chiến VS Manager" Risk Management

2.4.10 Estimated Cost

Estimated Cost				
No.	Items	Unit price	Amount	Cost
1	Cost of weekly prizes (maximum)	9,000,000	4	36,000,000
2	Prizes for the Final show	15,000,000	1	15,000,000
5	Interactive/predictive minigames	6.000.000	4	24,000,000
6	Hire a team to shoot the trailer	5,000,000	1	5,000,000
7	Final show's livestream fee	20,000,000	1	20,000,000
8	Tool game offline	2,000,000	1	2,000,000
	Hall rental cost	6,000,000	1	6,000,000
Temporary				108,000,000
Additional costs (10%)				10,800,000
Total				118,800,000

Figure 19. "Đại chiến VS Manager" Estimated Cost

IV. PROJECT EXCUTION

1. Project Strategies and Tactics

1.1 Project Timeline

TIMELINE EVENTS		
No.	Events	Timeline
1	Đấu trường nhí	13/09/2021 - 19/09/2021

2	NEWBIE ICEBREAKING	Last Friday of every month
3	ĐẠI CHIẾN VS MANAGER	04/10/2021 - 27/12/2021

Figure 20. Events Timeline

1.2 Assignment Sheet

Assignment Sheet			
No.	Events	Assignment		
		Thắm	Giang	Quân
1	Đấu trường nhí	Planning communication and implementing coordination, reporting the situation to Leader	Deploy some media content, compose a set of topics with Leader	Design publications and videos according to the media plan
2	NEWBIE ICEBREAKING	Follow and support Team EX Elite to deploy communication content and checklists	Support EX Elite team to synthesize, contact newbies and guests	Design Poster, Popup, video clip
3	ĐẠI CHIẾN VS MANAGER	-Deploy the content of the communication articles according to the plan from Leader	-Prepare the topics for the rounds of the program	-Follow timeline to design media publications, summary

| | | - Prepare topics for the rounds of the program

- Follow timeline and agenda to deploy minigames and synthesize data from minigames before and after Livestream.

- Secretary in the Livestream of the Show

Collect data and perform rotation

Score and report on both chatbox and livestream | - Follow timeline to design slides for the week

-Follow agenda to coordinate technicians to show slides in Livestream | videos, livestream frames as planned from the leader

- Ready to change/edit as requested from leader |

Figure 21. *Assignment Sheet*

2. Communication Production

2.1 Đấu trường nhí

2.1.1 Key Visual

Figure 22. *"Đấu trường nhí"* Key Visual

- Key Visual of the program is designed in 3 main colors, Red, Yellow and Purple with the theme of the universe. Designed in 2D cartoon format, close to children.

- Using *Font Iciel Koni Black*, combining some 2D images such as boys, girls, moon, cartoon stars brings a friendly and flexible feeling.

2.1.2 Communications Designs:

Figure 23. "Đấu trường nhí" Poster

- Posters and Reminders of the program, which include key information such as the slogan, time and place where the event will take place, are Bold and enlarged to make it easier for viewers to find and notice.

2.1.3 Video: Trailer, Stage Video…

Figure 24. "Đấu trường nhí" Minigame GIF

- GIF Mini Game Teaser reveals GAM's Kids Mid-Autumn Arena event. This is a GIF created to find people quickly, quickly catch the moment with information about the upcoming Mid-Autumn festival.

- The GIF was posted on the Workplace platform and GAM's official facebook page and attracted a significant number of participants.

2.1.4 Other Communication product

Figure 25. "Đấu trường nhí" In-game pictures

- Use pictures of the parents' faces in the game to increase the interest and stimulate the fun of the children.

2.2 NEWBIE ICEBREAKING

2.2.1 Key Visual

Key Visual changes every month to match the constantly evolving and self-refreshing content of the event.

2.2.2 Communications Designs
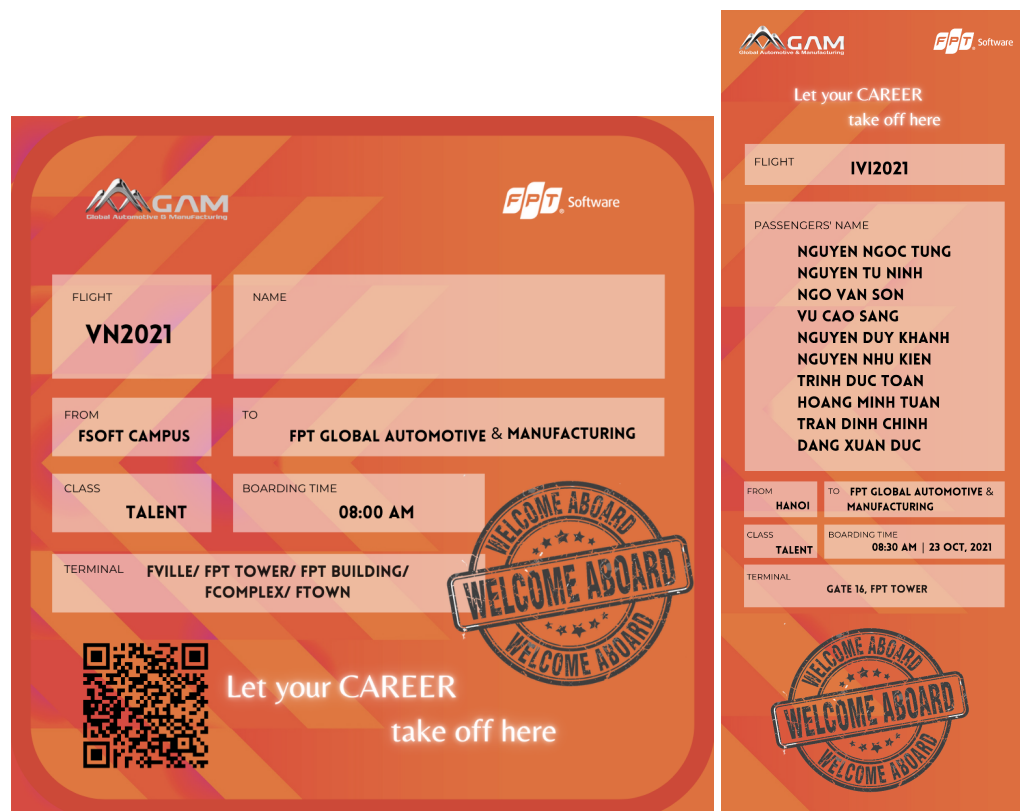
Figure 26. *Welcome Aboard Standee & Popup*

2.2.3   Video: Trailer, Stage Video

- Video: Introducing the Bul at GAM, including the presence of Bul's leader, information including the time of establishment, characteristics, expertise, services and partners of that Bul.

2.3 ĐẠI CHIẾN VS MANAGER

2.3.1 Key Visual

The first product:

- Horizontal letters show agility and flexibility.

- The first version is based on a comic theme with 2 opposing colors representing the 2 teams playing against each other, in addition, the 3 people behind

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represent the number of players in each team. The second version uses FPT's green background color (*R:0 - G:102 - B:178*) and the word Manager orange (*R:243 - G:111 - B:33*), combined with Font set *UTM NguyenHa 02 (Viet Hoa)*. The third version uses technological innovation to show the youthfulness of the staff, along with textures representing technology, suitable for FPT Software.

Figure 27. "Đại chiến VS Manager" First Samples

However, all three of the above Key Visual designs did not meet the requirements of the organizers, so the 4th design was created through research and specific consideration of the details and ideas. the meaning that the program brings and wants to convey.

- Final product:

Figure 28. "Đại chiến VS Manager" Final Key Visual

- The product is designed in 2 main colors, red and green, 2 opposite colors like fire and ice based on the requirements of the organizers.

- Text using Gradient bac brings elegance and professionalism. In the middle is the word "VS" wrapped in fire, creating the hot and dramatic details that the program is aiming for.

2.3.2 Communications Designs:

Posters and Banners are designed to take the image of Bul leaders, creating curiosity but also familiarity for the staff. Behind is GAM's Boomerang Logo, which occupies a large area showing the organization and development of GAM's events.

Figure 29. *"Đại chiến VS Manager" poster*

- Background ingame and name tag for participants

Figure 30. "Đại chiến VS Manager" Livestream Background

The background combines the red and blue background image from Key Visual, under a layer of splashed firelight, thereby showing the fiery battle between the staff and management. The nameplate is designed with a yellow color in the lettering similar to the color of fire, the frame includes the above 2 main colors, lying on the side to show agility and flexibility.

- Qualifying results: Table of results of the first round to select 12 teams to advance to the next round.

Rank	Tên đội chơi	Đội trưởng	Tổng điểm đội	Tổng thời gian
1	Ba anh em siêu nhân	HauNN2	34	860,123
2	Vũ Bão	TuBV2	33	735,214
3	Ba chú vịt con	TaiTV4	29	650,064
4	Ò Ó O...ooo	DuNT3	29	678,822
5	Một nghìn Kilo GAM	HaiBX1	29	758,328
6	Cậu Cả Cô Hai	BichTV7	29	785,328
7	HamHo	CucBK1	29	880,916
8	B&B	ThangBQ	27	692,69
9	Vĩ Nhân	XuanDD1	26	646,353
10	YOLO	HangVT3	26	1024,319
11	Thích là nhích	ChiPK1	25	677,348
12	Săn tiền thưởng	PhucNH3	25	688,138

Figure 31. "Đại chiến VS Manager" Qualifying Results

2.3.3 Video: Trailer, Stage Video….

● Intro: Including FPT Software's Logo in the upper left corner shows that this is an event that not only targets the employees working at GAM, but also aims to connect internally and bring joy and culture. to all the staff currently working at FSOFT.

● Week summary: Bringing a cheerful atmosphere combined with current memes, easily reaching the target audience of the show through its witty, humorous design. In addition, the week-end video is also used for the purpose of revealing some details of the new round, attracting and making viewers curious, waiting for the next week of the program.

2.3.4 Other Communication product

● Frames: Frames are designed according to inspiration from the DPS unit, including all *8 different types of frames* in PDF format with the size of *1920x1080* for online events. This includes the following frames:

   +   1 cam

   +   1 cam 1 slide

   +   1 cam 2 slides

   +   1 cam 3 slides

   +   1 cam 4 slides

   +   2 cams

   +   4 cams

   +   8 cams

Reference in version Drive.
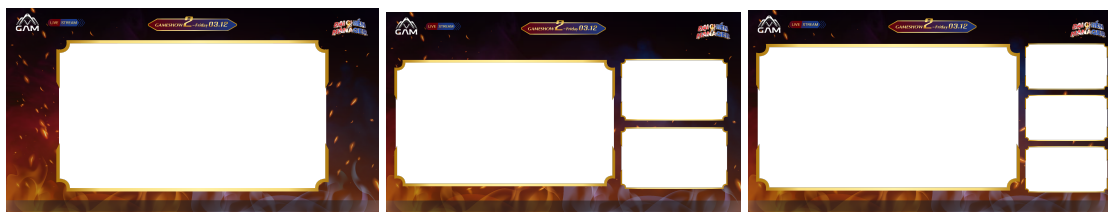
Figure 32. "Đại chiến VS Manager" Pictures of some sample frames

- Minigame: The main text is taken back from the first Key Visual version and improved the pattern details.

Figure 33. "Đại chiến VS Manager" Minigame Poster

- Winner poster design:

Figure 34. "Đại chiến VS Manager" Winner Poster

3. Event Execution

3.1 Đấu trường nhí

3.1.1 Timeline

TIMELINE		
No.	**Time**	**Items**
1	13/09	Open registration portal
2	17/09	Communication about information of the event
3	17/09	Close the registration portal
4	18/09	Remind GAMers of the event time.
		Livestream events on Webex platform.
5	19/09	Summary of events.

Figure 35. *"Đấu trường nhí" Timeline*

3.1.2 Checklist

CHECKLIST				
No.		**Task**	**Pic**	**Status**
BEFORE THE EVENT				
1	1.1.1	On Fanpage,	Teaser	Thắm, Phước Giang	Done

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	1.1.2	Communication plan	Workplace	Kick-off event	Thắm	Done
	1.1.3			Lucky dial minigame	Thắm, Phước Giang	Done
	1.1.4			Award Announcement	Thắm	Done
	1.1.5			Event Reminder	Mr.Khiêm	Done
	1.2.1		Design	Unfolded Publication, Poster	Quân	Done
	1.2.2			Minigame Publications, Prize Posters, Event Reminders	Quân	Done
	1.2.3			Event livestream background	Quân	Done
	1.2.4			Certificate, Mid-Autumn Festival greeting card	Quân	Done
	1.2.5			Event highlight clip	Quân	Done
	1.3		Music	Music in the event	Phước Giang	Done
2	2.1	Content		Content of 3 rounds	Mrs.Yến, Mrs.Tiên	Done
	2.2			Prize Rules	Mrs.Yến, Mrs.Tiên	Done
	2.3			Quote from MC	Mrs.Tiên	Done

3	Send invitations to attend	Mr.Khiêm	Done
4	Technique	Mrs.Tiên	Done
5	Review of Master Plan	Mrs.Như Anh	Done
6	Rehearsal	All	Done
7	Submit Account Webex	Mr.Vinh	Done
DURING THE EVENT			
1	Technique, setup livestream	Mrs.Tiên	Done
2	Setup event livestream background	Quân	Done
3	Children's music	Quân	Done
4	MC	Mrs.Yến, Mrs.Tiên, Mr. Khiêm	Done
5	Summary of the winners	Thắm, Phước Giang	Done
6	Collect images	Quân	Done
7	Survey	Thắm, Phước Giang	Done
AFTER THE EVENT			
1	The media posted a thank you post, announced the list of winners	Thắm, Phước Giang	Done
2	Send thank-you emails to parents and participating	Mrs.Tiên	Done

	children. For the winners, enclose the Certificate, ask for information about the delivery address and the blockade area		
3	Send gifts	Mrs.Như Anh	Done

Figure 36. *"Đấu trường nhí" Checklist*

3.1.3 Participants

- GAM's "Đấu trường nhí" includes the participation of children from the families of staff members who are active and working at GAM (FPT Software) and the participation of MC Nguyen Khiem and MC Pham Thuy Tien. The event is divided into 2 small programs with questions and challenges suitable for 2 different ages:

- "ĐẤU TRƯỜNG CỔ TÍCH": with the participation of 230 children (*from 4-6 years old*).

- "ĐẤU TRƯỜNG PHIÊU LƯU": with the participation of 179 children (*from 7-12 years old*).

3.1.4 Prize Structure

ĐẤU TRƯỜNG CỔ TÍCH		
Round	Topic	Items
01	Alike and Unalike	Projection book combo
02	Cultural exchange	Wooden jigsaw puzzle 200 pieces

03	Hunting	8 subject learning kits

ĐẤU TRƯỜNG PHIÊU LƯU		
Round	**Topic**	**Items**
01	Young Scientist	Monopoly Set
02	Young Music prodigy	Combo Box of eagerness
03	Young Detective	Combo Board-game Exploding Cat + Werewolf + Uno

Figure 37. *"Đấu trường nhí" Prize Structure*

3.1.5 Calculate Points

ĐẤU TRƯỜNG CỔ TÍCH		
Round	**Topic**	**Calculation**
01	Alike and Unalike	- They have 1 minute to look at the picture and after 1 minute, they volunteer to answer first by writing the number 1 in the chat box, whoever comments first gets the answer first). - 5 pairs of simple, vivid and colorful pictures about the Mid-Autumn Festival for the children to find the difference.

| 02 | Cultural exchange | Invite any 2 friends to volunteer to sing or dance, or dance. |
| 03 | Hunting | - 3 commands: (each command you have 1 minute 30 seconds to perform and when you hunt for enough items, you will write the number 2 in the chat box, whoever comments first will be checked and counted by Miss Tien, enough quantity and requirements will win the prize)

Color: Looking for 3 red, yellow and white objects in your house?

- Shape: Search for 1 round object, 1 rectangular object, 1 square object in your house?

- Specific objects: Looking for 1 clock, 1 basket, 2 spoons / spoons in your house? |

ĐẤU TRƯỜNG PHIÊU LƯU		
Round	Topic	Calculation
01	Young scientist	- 5 questions about Vietnamese Mid-Autumn Festival - 10 questions on topics: life, biology, math, English...
02	Young Music prodigy	- You will hear 5 songs in turn. To receive the prize, you need to have the fastest and most correct answer, then sing a part or the whole song again - Genre: Children's music, children's music.

03	Young detective	- Children can see 5 pictures in turn. Your task is to find the number of hidden objects or English words.

Figure 38. *"Đấu trường nhí"* Points Calculation Method

3.1.6 Budget

ĐẤU TRƯỜNG CỔ TÍCH				
No.	Items	Unit price	Amount	Cost
1	Projection book combo	180.000	5	900.000
2	Wooden jigsaw puzzle 200 pieces	105.000	2	210.000
3	8 subject learning kits	110.000	15	1.650.000
4	Minigame	200.000	3	600.000
5	Total estimate			3.360.000
6	Costs incurred			500.000
7	**Total reality**			**3.860.00**

ĐẤU TRƯỜNG PHIÊU LƯU				
No.	Items	Unit price	Amount	Cost
1	Monopoly Set	455.000	5	2.525.000
2	Combo Box of eagerness	460.000	5	2.450.000
3	Combo Board-game Exploding Cat + Werewolf + Uno	440.000	5	2.450.000

4	Shipping cost	50.000	15	750.000
5	Minigame	200.000	3	600.000
6	Total estimate			6.250.000
7	Costs incurred			500.000
8	**Total reality**			**6.750.000**

Figure 39. *"Đấu trường nhí" Budget*

3.1.7 Timeline Communication

TIMELINE COMMUNICATION						
No.	**Time**	**Task**	**Channel**	**Pic**	**Status**	
		Tháng 9				
BEFORE THE EVENT						
1	13/09	Minigame Teaser	Fanpage Workplace	Quân, Thắm	Done	
2	14/09	Kickoff GAM's Kids Mid-autumn Arena event	Fanpage Workplace	Quân, Thắm	Done	
3		Send email to GAMers		Mr.Khiêm	Done	
4	15/09	Posted "What will GAM's Kids Mid-autumn Arena have???"	Fanpage Workplace	Quân, Thắm	Done	
5		About "AWARDS"		Quân,	Done	

				Giang	
6	17/09	Post on social network "PLAY ON LIVESTREAM GET HEART GIFTS"	Fanpage Workplace	Quân, Thắm	Done
7		Event Reminder			
8	18/09	Teaser of the upcoming program	Fanpage Workplace	Quân, Giang	Done
DURING THE EVENT					
9	18/09	Livestream of the event	Fanpage Workplace	Mrs.Khi êm, Mrs.Tiên	Done
AFTER THE EVENT					
10	19/09	Event Summary	Email	All	Done

Figure 40. *"Đấu trường nhí" Timeline Communication*

3.1.8 Communication Product
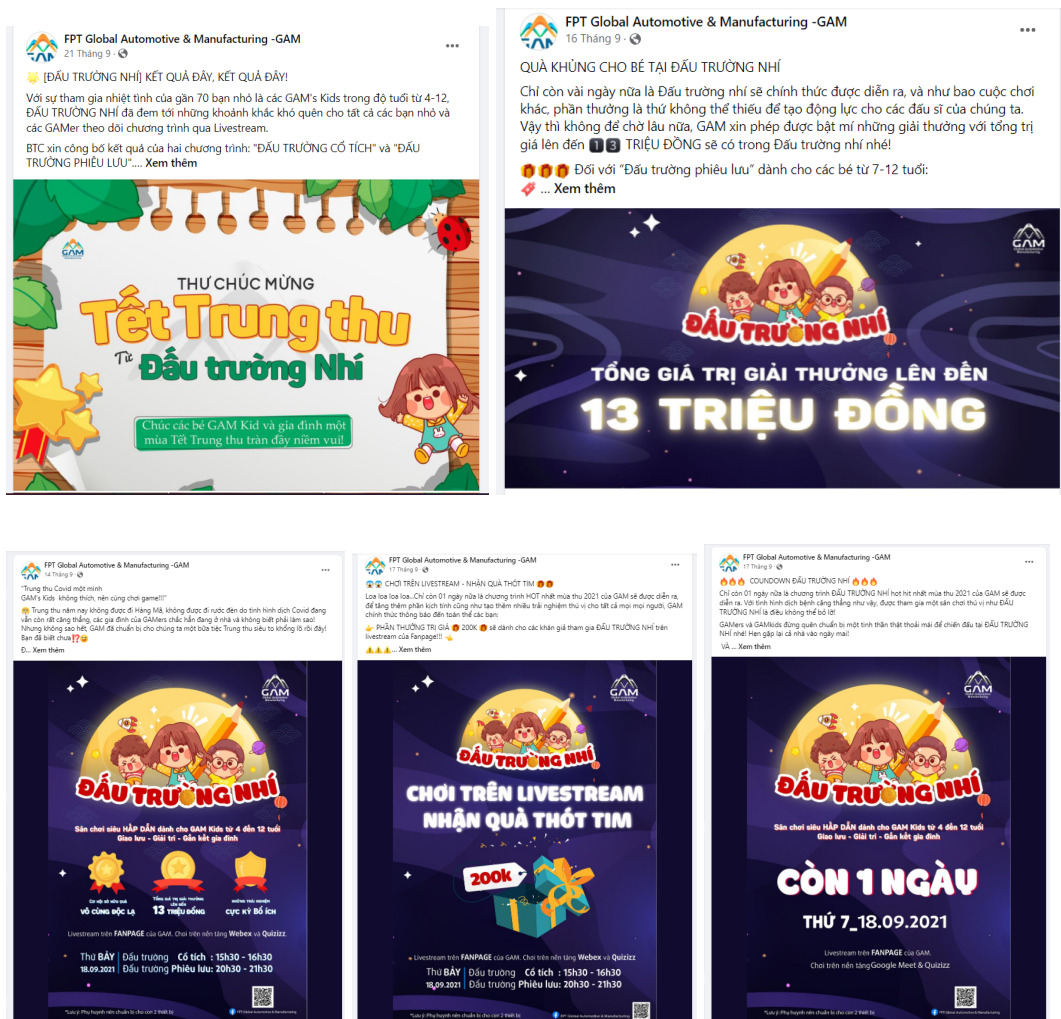
Figure 41. *"Đấu trường nhí" Communication Product*

3.2 NEWBIE ICEBREAKING - NEW JOINERS

3.2.1. Timeline

TIMELINE		
No.	**Time**	**Items**
	November	**NEWBIE ICEBREAKING**

1		The Organizing Committee summarizes the list of Newbies of November
2	19/11	Prepare checklist
3		Contact new employees on the first day of onboarding after an introductory email from GAM HR
4	22/11	Invite BOM Hanoi to participate as a guest
5	23/11	Prepare survey and QR code
6		Complete checklist
7	24/11	Introducing Newbie Icebreaking in November
8		Time Reminder for Newbie and BOM
9	26/11	The program took place, introduced the company / unit culture, exchanged with new employees
10	29/11	Summary of the program
11		Office tour for newbie

Figure 42. *"Newbie Icebreaking" Timeline*

3.2.2 Checklist

NEWBIES ICE BREAKING					
No.	Time	Task	PIC	Note	Status
BEFORE THE EVENT					
1	17/11	Prepare the checklist	Lam - Thắm		Done
2	19/11	The Organizing Committee summarizes the list of new	Giang		Done

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		employees of November			
3	22/11	Unity Speaker	Mr.VinhLQ, Ms.Mai Anh	Mr. KienNC agrees and send full information	Done
4	24/11	Prepare QR code	Mr.VinhLQ	Use the available QRcode	Done
5	24/11	Prepare survey	Thắm		Done
6	19/11	Clip BU	Quân	Mr.Vinh	Done
7	24/11	Prepare clip FGA 5years	Quân		Done
8	23/11	Invite BOM HN	Ms.Yen	Mr.Hòa IVI	Done
9	24/11	Send email toNewbie & BOM	Giang		Done
10	24/11	Improve MC script	Thắm -Lam		Done
11	24/11	Content communication	Giang		Done
DURING THE EVENT (26-11-2021)					
12	10h00 - 10h10	Check in	Thắm	Instructions for check in with MyFPT (thời gian từ 10h15 - 10h45), Remind to take the survey at the end of the sesion	Done
			YếnNT	Send link check in to boxchat: https://forms.office.com /Pages/ResponsePage.as px?id=CpMe8C61sUK3D 6iIK10EO_t2b98RLWZEm iBS0A3UxaVUN08xUTI3S UQ4U1JDWVNLNlNMUU 9EODRJVS4u	

13	10h10 - 10h15	Welcome Newbie, Show clip during waiting time: **Cùng GAM**	Giang	At 9:50 am, the clip can be played when there are nearly enough members.
14	10h15 - 10h20	Introduce purpose, Meaning & agenda of event	Giang	Show Slide
			Thắm	Introduction
15	10h20 - 10h25	Introduce GAM: Show clip FGA 5 years	Quân	Showt clip FGA 5years
16	10h25 - 10h30	Sharing of BOD (welcome onboard, share GAM's development orientation for 5 years, motivate new employees)	Mr.Minh	
17	10h30 - 10h45	Introduction to GAM organizational structure Play an infographic clip introducing BU	Mr.Vinh	Mr.Vinh share
18	10h45 - 11h00	Success story (BuL/young staff with the most outstanding contributions, the most onsite, the best product...) - with Q&A	Mr.KienNC Ms.Yen	summarizes the questions
19	11h00 - 11h10	Introduction of Employee Experience Journey & Corresponding Activities + Corporate Culture Activities Activities for buddy & newbie	Giang	Share slide

20	11h10 - 11h15	Q&A	BOM	Ms.Yen summarizes the questions	
21	11h15 -11h30	Share of BOM Hanoi representativa Representative of BOM HCM shares	Mr. Hòa		
AFTER THE EVENT					
22	26/11	Closing	Ms.Yen	- Lucky draw: Aggregate the list and spin -Sen link survey to boxchat: https://forms.office.com/Pages/ResponsePage.aspx?id=CpMe8C61sUK3D6iIK10EO_t2b98RLWZEmiBS0A3UxaVUNjE2NjNWTE5OREI5TVNHVlk2RzM3TjU1RC4u&qrcode=true	Done
22	29/11	Summary of the program	Lam	Post media articles to summarizes the program	Done

Figure 43. *"Newbie Icebreaking" Checklist*

3.2.3 Participants

The program took place with the participation of 102 new employees in all 4 units of GAM and 3 guests, Mr. KienNC - the young employee with the most outstanding contribution; Mr. Ta Tran Minh – Director of GAM VN; Anh Hoa, IVI Vice BUL, representative of BOM HN. Along with that was the presence of Mr. La Quang Vinh - Director of GAM.GOS and Elite EX, friends.

3.2.4 MC Script

MC Script			
Time	**Content**	**Details**	**Speaker**
10h10 - 10h15	Welcome newbie, Play clip CÙNG GAM	Hướng dẫn check-in: Còn 5' nữa là chương trình bắt đầu, các anh chị nhân viên mới lưu ý thực hiện việc check-in trong khung thời gian quy định là từ 10h00-10h30, bởi ngay sau đó QR code sẽ hết hiệu lực. Một lưu ý là khi thực hiện check-in mọi người vào MyFPT -> All App -> Event -> Newbie Icebreaking -> QR Code. Mọi người có thể nhìn hướng dẫn chi tiết tại ô chat bên phải, hãy nhanh tay check in để có cơ hội được tham gia Lucky Draw với giải thưởng lên tới 300 gold. Ngoài ra, đến cuối buổi các anh chị nhân viên mới sẽ nhận được đường link để làm survey, các anh chị cũng lưu ý hoàn thành khảo sát này trước khi kết thúc chương trình. Phát clip: Trước khi bắt đầu chương trình, mọi người hãy cùng nhau hướng lên màn hình để xem 1 clip vui chào đón các anh chị nhân viên mới, clip có tên là "Cùng GAM".	Lam

10h15 - 10h20	Introduce the purpose, meaning & agenda of the program	Đầu tiên em xin được gửi lời chào trân trọng nhất tới các anh chị đang có mặt trong chương trình ngày hôm nay. Chương trình Newbie Icebreaking được tổ chức định kỳ vào Thứ 6 cuối cùng của mỗi tháng, để chào đón các nhân viên mới – hay còn gọi là Newbie đã chính thức gia nhập đại gia đình GAM. Chương trình vinh dự có sự tham gia của Ban lãnh đạo GAM, CBNV được phân công nhiệm vụ quản lý là Buddy, Manager và toàn bộ các CBNV on board tại GAM vào tháng 9. Nội dung chương trình: 1. Giới thiệu tổ chức GAM 2. Chia sẻ của Ban lãnh đạo GAM về những định hướng phát triển của GAM trong 5 năm tới. 3. Giới thiệu cơ cấu tổ chức GAM và thông tin cụ thể về các BU – business units, các đơn vị trực thuộc GAM. 4. Success story những câu chuyện truyền cảm hứng, và Guest Speaker của chúng ta ngày hôm nay là anh Nguyễn Diệp Lê Nguyên (Đơn vị DAP) 5. Giới thiệu về Hành trình trải nghiệm nhân viên của 1 GAMers. Các hoạt động văn hóa đoàn thể, các hoạt động dành cho Buddy và Newbie. 6. Q&A. Có lẽ đây là phần mà mọi người sẽ rất mong Team. Với mỗi câu trả lời đúng mọi người sẽ nhận được 100 Golds từ BTC, câu hỏi hay nhất sẽ nhận đc 200 Golds. Tại FPT nói chung và GAM nói riêng thì đơn vị tiền tệ sẽ được tính bằng Golds, 200 Golds tương ứng với 200.000 VNĐ. Mọi người có thể tải App UTOP để sử dụng Golds mà mình nhận được. 7. Phần chia sẻ của Đại diện Ban lãnh đạo của GAM Đà Nẵng.	Lam

		8. Kết thúc, mọi người sẽ được làm survey, QR code sẽ đc chiếu lên màn hình hoặc mọi người có thể truy cập mục Sự kiện trên app MyFPT, cách thức giống như Check-in.	
10h20 - 10h25	Introduce GAM: Play clip FGA 5 years	Thành lập vào tháng 1/2016 với khoảng 500 người, FGA (FPT Global Automotive - tiền thân của GAM) là khởi đầu cho hành trình tập trung năng lực/ công nghệ trong lĩnh vực Automotive/ Embedded. Trải qua 5 năm hoạt động, FGA đã trở thành một cái tên ấn tượng trong số các đơn vị phần mềm chiến lược của FPT Software (Fsoft) với thành tích mang về chứng chỉ A-Spice level 3 đầu tiên, liên tục mở rộng các trung tâm phát triển phần mềm tới Nhật Bản, Hàn Quốc, Philippines, giành được các hợp đồng triệu đô với các khách hàng hàng đầu trong lĩnh vực Automotive. Hãy nhìn lại 5 năm thăng trầm của FGA tại đây bạn nhé! [clip FGA 5 năm] Kiên định việc phát triển theo chiều sâu để tạo ra năng lực cạnh tranh và tăng trưởng bền vững cho FSOFT, tiến tới đẳng cấp World-Class, năm 2021, công ty tiếp tục xây dựng các VI/HI, FCU. Với việc "thử nghiệm" các mô hình VI, FSOFT sáp nhập FGA và MFG thành đơn vị mới có tên là GAM (full P&L). GAM với tên gọi đầy đủ là Global Automotive & Manufacturing, từ đây mở rộng thêm lĩnh vực mới là sản xuất. GAM đặt mục tiêu trở thành Team tác chiến lược của 20 công ty sản xuất thuộc top 100 thế giới với tổng doanh số đến từ 20 công ty này đạt 200 triệu USD vào cuối năm 2024.	Chi
10h25 - 10h30	Sharing of BOD (welcome onboard, share GAM's development orientation for	Tiếp đến, em xin trân trọng kính mời anh Tạ Trần Minh – Giám đốc GAM VN có Team lời gửi tới các Newbies trong tháng này.	MinhTT

	5 years, motivate new employees)		
10h30 -10h45	Introduction to GAM organizational structure Play an infographic clip introducing BU	Sau đây, em xin mời anh Lã Quang Vinh chia sẻ thêm về cơ cấu tổ chức của GAM và thông tin cụ thể về các BU.	Anh VinhLQ
10h45 - 11h00	**Success story** (BuL/young staff with the most outstanding contributions, the most onsite, the best product...) - with Q&A	Chào mừng 50 bạn newbie đến với GAM, câu chuyện GAM DAP - Gia đình thứ 2 & Chặng đường 12 năm gắn bó, cống hiến và phát triển của anh Kiên sẽ truyền thật nhiều cảm hứng cho các bạn trên con đường đồng hành cùng GAM. Và các bạn ơi, ngay sau phần chia sẻ của anh Kiên sẽ là Q&A, trong quá trình anh Kiên chia sẻ, nếu bạn nào có câu hỏi hãy comment ngay vào ô chat. Bật mí là bạn nào có câu hỏi hay nhất do diễn giả bình chọn sẽ nhận đc 500gold từ BTC	ANh KienNC (đến từ DAP)
11h00 - 11h10	Introduction of Employee Experience Journey & Corresponding Activities + Corporate Culture Activities Activities for buddy & newbie	Trong những ngày đầu tiên về GAM, các bạn newbie chắc hẳn đều đã được các bạn EX Elite chăm sóc trải nghiệm về môi trường và văn hóa. Và để hiểu kĩ hơn về Hành trình trải nghiệm và hoạt động văn hóa, em xin mời chị Như Anh, GAM EX Manager, sẽ chia sẻ thông tin với newbie.	AnhLN5

11h10 - 11h15	Q&A	Ngay bây giờ là lúc các bạn newbie lên tiếng và thể hiện những thắc mắc, tâm tư của mình tới các anh chị diễn giả về các vấn đề khác nhau. Các bạn hãy comment vào ô chat để BTC giải đáp.	BOM
11h15 - 11h20	A representative of BOM HN shared	Em mời anh Hòa, IVI Vice BUL, đại diện BOM HN, sẽ chia sẻ và nhắn gửi newbie	Anh HoaNQ1
11h20	Closing	Trước khi kết thúc, các bạn hãy cùng làm 1 khảo sát ngắn để gửi những góp ý tới btc nhé. Trên màn hình của chúng ta đang là QR code khảo sát, mọi người vào MyFPT -> Tab All App -> Event -> Newbie Icebreaking -> QR Code. Hoặc ấn vào đường link mà btc gửi vào ô chat. Chương trình hôm nay đã kết thúc, xin chào và hẹn gặp lại các bạn trong các chương trình lần sau!	MC

Figure 44. *"Newbie Icebreaking" MC Script*

3.2.5 Result

The program took place with the participation of 102 new employees in all 4 units of GAM and 3 guests, Mr. KienNC - the young employee with the most outstanding contribution; Mr. Ta Tran Minh – Director of GAM VN; Anh Hoa, IVI Vice BUL, representative of BOM HN. Along with that was the presence of Mr. La Quang Vinh - Director of GAM.GOS and Elite EX, Buddies.

After the program, the results are shown as follows:

- The number of people participating in Check-in is 88 people out of 102 people.

- The number of survey respondents after the program was 72 out of 102 people.

- And the awards in the program are listed as follows:

  - Lucky Draw prize belongs to 2 newbies: HieuDM18 and ViND2
  - The best question given to the Guest belongs to TungNN5

- The award for answering the question of the program belongs to 2 friends: VinhPN5 and friend BinhNQ12
- Lucky Draw Prize for the fastest survey person: NganNT31

3.2.6 Budget

Total additional budget				
No.	**Items**	**Unit price**	**Amount**	**Cost**
1	Lucky Draw	500.000	2	1.000.000
2	Best question	300.000	1	300.000
3	Answer the question	100.000	2	200.000
4	Bonus Lucky Draw - Survey	200.000	1	200.000
Total/November				**1.700.000**
3 month				**5.100.000**

Figure 45. *"Newbie Icebreaking" Budget*

3.2.7 Timeline Communication

Media & Communications plan				
No.	**Time**	**Task**	**Channel**	**Pic**
		Tháng 11		

Before the event				
1	19/11	Contact new employees on the first day of onboarding after an introductory email from GAM HR	Email	Giang
2	20/11	Invite BOM Hanoi to participate as a guest	Direct call	Lam
3	24/11	Time Reminder for Newbie and BOM	Email	Giang
4	25/11	Post a media article introducing the program of the month	Workplace	Thắm
During the event				
5	26/11	Elite team interactive buffs in the room	Teams Chatbox	Team Elite
		Show Video, slide		
After the event				
6	29/11	Post media articles to summarize the event, welcome new employees	Workplace	Thắm
7		Send a congratulatory message to the new employee	Chatbot	Thắm
7		Update pictures of new employees and friends at Office	Workplace	Quân

Figure 46. *"Newbie Icebreaking" Timeline Communication*

3.2.9 Communication Product

Figure 47. "Newbie Icebreaking" Communication Product

Figure 48."Newbie Icebreaking" Welcome Aboard Photo

3.3 ĐẠI CHIẾN VS MANAGER

3.3.1 Timeline

The show was supposed to start at the end of October, but due to Covid, we have to pause it until the end of November.

TIMELINE ĐẠI CHIẾN VS MANAGER			
No.	**Time**	**Items**	**Status**
1	04/10/2021	Introduce the gameshow to all GAMers, open registration portal	Done
2	08/10/2021	Introduce guidelines and rules	Done
3	12/10/2021	Close registration portal	Done
4	15/10/2021	Announce team list	Done
5	19/11/2021	Preliminary round on MyFPT	Done
6	22/11/2021	Announce the results of Preliminary round	Done
7	26/11/2021	Show Week 1	Done

TIMELINE ĐẠI CHIẾN VS MANAGER			
No.	Time	Items	Status
1	04/10/2021	Introduce the gameshow to all GAMers, open registration portal	Done
2	08/10/2021	Introduce guidelines and rules	Done
3	12/10/2021	Close registration portal	Done
4	15/10/2021	Announce team list	Done
8	03/12/2021	Show Week 2	Done
9	10/12/2021	Show Week 3	Done
9	17/12/2021	Show Week 4	Processing
10	24/12/2021	Final Show	Processing

Figure 49. "Đại chiến VS Manager" Timeline

3.3.2 Checklist

ĐẠI CHIẾN VS MANAGER				
No.	Time	Task	PIC	Status
BEFORE EVENT				
1	04/10	Looking for managers as participants	Khiêm, Như Anh, Tiên	Done
2	08/10	Contact "My FPT" for preliminary round	Khiêm	Done
3	24/11	Send gameshow's information to Managers	Như Anh	Done
4	24/11	Minigame	Phước Giang	Done
5	23/11	Open registration portal	Thắm	Done

6	24/11	Update number of candidates	Phước Giang	Done
7	12/10	Close registration portal	Thắm	Done
8	24/11	Start preliminationary round	Hương Giang	Done
DURING EVENTS				
9	24/11	Prepare the questions for Gameshow 1	Thắm, Phước Giang	Done
10	25/11	Rehearsal with Week 1 participants	Hương Giang	Done
11	26/11	Launch Gameshow 1	Hương Giang	Done
12	1/12	Prepare the questions for Gameshow 2	Thắm, Phước Giang	Done
13	2/12	Rehearsal with Week 2 participants	Hương Giang	Done
14	3/12	Launch Gameshow 2	Hương Giang	Done
15	8/12	Prepare the questions for Gameshow 3	Phước Giang, Tiên	Done
16	9/12	Rehearsal with Week 3 participants	Hương Giang	Done
17	10/12	Launch Gameshow 3	Hương Giang	Done
18	15/12	Prepare the questions for Gameshow 4	Phước Giang, Tiên	
19	16/12	Rehearsal with Week 4 participants	Hương Giang	
20	17/12	Launch Gameshow 4	Hương Giang	
21	22/12	Prepare the question for Final Show	Phước Giang, Thắm, Tiên, Khiêm	
22	23/12	Rehearsal with participants	Hương Giang, Như Anh	
23	24/12	Launch Final Show	Hương Giang, Như Anh	

Figure 50. *"Đại chiến VS Manager" Checklist*

3.3.3 Participants

The whole gameshow took place with the participation of 4 teams each week in 5 weeks, which means 60 employees and managers will participate in the gameshow.

3.3.4 Prize Structure

Each week, each employee's team has 1.500.000 VND, and the manager's team has 4.500.000 VND. The rules are similar to blackjack. Each round, the employee's team has the right to bet from 500.000 to 1.000.000 VND, and the manager's team will play the role of the dealer. At the end of each round, the employee's team who has more points than the manager's team will receive the money that they have bet from the manager's team. On the other hand, if the employee's team has less points than the manager's team, they will lose their money. At the end of the show, each team will receive their reward, but the manager's team's reward has to be divided by 3.

3.3.5 Calculate Points

The contest has 3 rounds:

❖ **Round 1: Nhanh tay lẹ mắt**

The hosts will show a video (or a picture), then give questions about that video (or that picture). Teams must ring a bell to get the right to answer in turn. With each answer correctly, teams get 10 points.

Since week 3, the first round has changed to "Family Feud"

➔ **Round 1: Family Feud (Chung sức):**

Teams must ring a bell to get the right to answer in turn. The host asks a survey question that was previously posed to a group of 100 people, such as "Name the hour that you get up on Sunday mornings." A certain number of answers are concealed on the board, ranked by popularity of the survey's responses. Teams answer in turn. If

they give the correct answer, they can get the point that equals the number of people giving the same answer in the survey.

❖ **Round 2: Guess the word from the pictures (Đuổi hình bắt chữ):**

Teams must ring a bell to get the right to answer in turn. If the first team gives the correct answer, they will get 20 points. if they don't, the other teams get the right to answer in turn, but they will receive less points (15/10/5).

❖ **Round 3: STCO Battle (Sáng tác Company)**

Teams must spread lyrics by the topic that the hosts give them. Points will be given by the Judge.

3.3.6 Agenda

AGENDA ĐẠI CHIẾN VS MANAGER WEEK 2					
TIME	**PART**	**DETAILS**	**SCREEN**	**TASK**	**NOTE**
15h15	Ready time	- Music Video "Cùng GAM" - Guidelines Video - Countdown 10 secs. - Play Ident - Go Live	- Music Video "Cùng GAM" - Guidelines Video - Countdown 10 secs. - Play the ident - Go Live	- Chi keep in touch with teams - Chi asks the Judge to join in the beginning - Phước Giang shows slide	- IT Support have to be ready since 14:30 - Teams must be present 20 mins before the show. - The Judge have to join before 15:15

15h30	MC Greetings	- Greet the audience - Introduce Mini-game Check-in	2 MC + 1 slide	- Thắm pin Minigame guidelines on the comment section (Workplace) + follow the comments - Phước Giang shows slide	- Check Pin comment with IT
15h35	Introduction	- Introduce teams - Order: Team Ba Anh Em Siêu Nhân Team Ò Ó O… ooo Team Vũ Bão Team Già đổ đốn	3 team members + 1 MC	- Phước Giang shows slide	- Present 3 members of each team, interact with the team - Follow each member to make sure their camera is on all the time.
15h40	Round 1: THỬ THÁCH HACK NÃO	- Introduce Round 1 - Let the teams bet - Show slide round 1 question - Tiên sends the	4 captains + 1 slide (Slide vòng 1)	- MC check the order to answer - Phước Giang shows slide - Chi + Thắm takes note the bet and the score	- Let the teams check the bell before start

		website of the bell into the room..			
15h55		- Summary Round 1 results	1 slide	- Chi shows slide	
Play the indent					
16h00	Round 2: Đuổi hình bắt chữ	- Introduce Round 2 - Let the teams bet	4 captains + 1 slide (Slide vòng 2)	- Phước Giang shows slide - Chi + Thắm takes note the bet and the score - Thắm collects data mini-game check-in from ESS	
16h05		Team Vũ Bão	1 MC + 3 member of Team 1 + Slide (Slide vòng 2)	- Phước Giang shows slide - Chi + Thắm takes note the bet and the score	- MC waits for the signal from Technical team for scores
16h10		Team Già đổ đốn	1 MC + 3 Member of Team 1 + Slide (Slide vòng 2)	- Phước Giang shows slide - Chi + Thắm takes note the	- MC waits for the signal from Technical team for scores

				bet and the score	
16h15		Team 3 anh em siêu nhân	1 MC + 3 members Team 1 + Slide (Slide vòng 2)	- Phước Giang shows slide - Chi + Thắm takes note the bet and the score - Chi makes sure that the Judge is present.	- MC waits for the signal from Technical team for scores
16h20		Team Ò Ó O…ooo	1 MC + 3 members Team 1 + Slide (Slide vòng 2)	- Phước Giang shows slide - Chi + Thắm takes note the bet and the score	- MC waits for the signal from Technical team for scores
16h25		- Summary Round 2	1 slide (Yến: Slide điểm)	- Chi shows slide final score	
Play the indent					
16h26	Lucky Draw	Lucky Draw (no. 1)	- 2 MC + 1 Slide (Wheel of names) - Countdown 30s	- Thắm shows website: wheelofnames. com - MC has to confirm the audience who wins the price	- The audience has to confirm in 30s

				before switch to another - Chi + Quân follow the comment section	
		Play the indent			
16h30	Round 3: STCO Battle	Introduce the Judge	2 MC + 1 Judge + 1 Slide (Slide Vòng 3)	- Phước Giang shows slide	Interact with the Judge
		- Introduce the rules - Let the teams bet - Show the topic - Introduce minigame "Who Dares" week 2 and the winner of "Who Dares" week 1	4 Captains + 1 Slide	- Phước Giang shows slide - Chi + Thắm takes note the bet and the score	
16h33		Team Già đổ đốn	3 members of the team + Judge	- Phước Giang shows slide - Chi + Thắm write down the lyrics on the comment section	Team must write down their lyrics in the chat section in the room

16h36		Team Ba anh em siêu nhân	3 members of the team + Judge	- Phước Giang shows slide - Chi + Thắm write down the lyrics on the comment section	Team must write down their lyrics in the chat section in the room
16h40		Team Vũ bão	3 members of the team + Judge	- Phước Giang shows slide - Chi + Thắm write down the lyrics on the comment section	Team must write down their lyrics in the chat section in the room
16h43		Team Ò Ó O…ooo	3 members of the team + Judge	- Phước Giang shows slide - Chi + Thắm write down the lyrics on the comment section	Team must write down their lyrics in the chat section in the room
16h46		Judge gives the judgement and score	2 MC + 1 Judge	- Chi takes note of the score and adds it to the final score.	
Play the indent (1.1.Intro)					
16h55	Lucky Draw	Lucky Draw (no. 2)	- 2 MC + 1 Slide - Countdown for	- Thắm shows the website:	

			30s	wheelofnames.com - MC has to confirm the audience who wins the price before switch to another - Chi + Quân follow the comment section	
			Play the Indent		
17h00	Summarize	Summary, announce the winner	1 MC + 3 members of the winning team + 1 Slide	Chi shows slide final score	
		End	8 cam: 2 MC + Judge + …		
17h05			- Clip "Cùng GAM"	Phước Giang shows Cùng GAM	

Figure 51. "Đại chiến VS Manager" Week 1 Agenda

AGENDA ĐẠI CHIẾN VS MANAGER WEEK 3					
TIME	**PART**	**DETAILS**	**SCREEN**	**TASK**	**NOTE**
15h15	Ready time	- Music Video "Cùng GAM" - Guidelines Video - Countdown 10 secs. - Play Ident - Go Live	- Music Video "Cùng GAM" - Guidelines Video - Countdown 10 secs. - Play the ident - Go Live	- Chi keep in touch with teams - Chi asks the Judge to join in the beginning	- IT Support have to be ready since 14:30 - Teams must be present 20 mins before the show. - The Judge have to join before 15:15
15h30	MC chào mở đầu	MC Greetings	- Greet the audience - Introduce Mini-games	2 MC + 1 slide	- Thắm pins Minigame guidelines on the comment section (Workplace) + follow the comments - Phước Giang shows slide
15h35	Introduce the show	- Introduce the teams	3 team's members + 1 MC	- Phước Giang shows slide	Interact with team members
		- Introduce the rules	1 MC + 1 slide	- Phước Giang shows slide	
15h40	Vòng 1: CHUNG SỨC	- Introduce the rules - let teams bet and check the	4 Captains + 1 slide	- MC check the order to answer - Phước Giang shows slide	

		bell			
		- Summarize Round 1	1 slide	- Yến takes note of the score and adds it to the final score.	
16h00	Round 2: Đuổi hình bắt chữ	- Introduce the rules of Round 2 - Let the teams bet	4 Captains + 1 slide	- Phước Giang shows slide - Yến takes note of the score and adds it to the final score. - Thắm collect data mini-game check-in from ESS	
		Play the indent			
16h05		CẬU CẢ CÔ HAI	1 MC + 3 members Team 1 + Slide	- Phước Giang shows slide - Yến takes note of the score and adds it to the final score.	
16h10		SĂN TIỀN THƯỞNG	1 MC + 3 members Team 1 + Slide	- Phước Giang shows slide - Yến takes note	

				of the score and adds it to the final score.	
16h15		GIÀ KHÔNG YẾU	1 MC + 3 members Team 1 + Slide	- Phước Giang shows slide - Yến takes note of the score and adds it to the final score. - Lam make sure giám khảo vòng 3 có mặt	
16h20		THUẬN THEO Ý TRỜI	1 MC + 3 members Team 1 + Slide	- Phước Giang shows slide - Yến takes note of the score and adds it to the final score.	
16h25		- Summarize	1 slide	- Yến takes note of the score and adds it to the final score.	
		Play the indent			
16h27	Lucky Draw	Lucky Draw (no. 1)	- 2 MC + 1 Slide - Countdown 30s	- Thắm shows the website wheelofnames.com - MC has to	- Khán giả comment xác nhận trong vòng 30s

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				confirm the audience who wins the price before switch to another - Chi + Quân follow the comment section	
		Introduce the Judge	2 MC + 1 Judge + 1 Slide	- Phước Giang shows slide	
16h30	Vòng 3: SING MY SONG	- Introduce the rules - Let the teams bet - Show the topic	4 Captains + 1 Slide	- Yến takes note of the score and adds it to the final score.	
16h35		SĂN TIỀN THƯỞNG	3 members + 1 Judge		
16h37		CẬU CẢ CÔ HAI	3 members + 1 Judge		
16h40		THUẬN THEO Ý TRỜI	3 members + 1 Judge		
16h42		GIÀ KHÔNG	3 members + 1		

		YẾU	Judge		
17h00		The Judge makes the judgement and score	2 MC + 1 Judge	- Yến takes note of the score and adds it to the final score.	
		Play the indent			
17h05	Lucky Draw	Lucky Draw no. 2	- 2 MC + 1 Slide - Countdown 30s	- Thắm shows wheelofnames.com - MC has to confirm the audience who wins the price before switch to another - Chi + Quân follow the comment section	
		Play the indent			
17h10	Summarize	Summarize, announce the winner	1 MC + Winner Team + 1 Slide	Phước Giang shows slide	

Figure 52. Đại chiến VS Manager Agenda Week 3

3.3.7 Budget

BUDGET ESTIMATED					
No.	ITEM	UNIT	QUANTITY	PRICE	TOTAL	Note
1	Weekly reward	per item	4	9,000,000	36,000,000	
2	Final show reward	per item	1	9,000,000	9,000,000	
4	Livestream fee	per item	4	500,000	2,000,000	
5	Minigame reward	per item	4	5,000,000	20,000,000	
6	Cost incurred	per item	1	4,000,000	4,000,000	
7	Final show's livestream fee	Offline	1	20,000,000	20,000,000	
8	Tool game offline	Offline	1	2,000,000	2,000,000	
9	Hall rental cost	Offline	1	6,000,000	6,000,000	For final show
	TOTAL				99,000,000	
ONLINE						
No.	ITEM	UNIT	QUANTITY	PRICE	TOTAL	Note
1	Weekly reward	per item	4	9,000,000	36,000,000	

2	Final reward	per item	1	9,000,000	9,000,000	
4	Livestream's fee	per item	5	500,000	2,500,000	
5	Minigame reward	per item	4	5,000,000	20,000,000	
6	Cost incurred	per item	1	4,000,000	4,000,000	
TOTAL					**64,500,000**	

Figure 53. "Đại chiến VS Manager" Budget Estimated

3.3.8 Timeline Communication

Media & Communications plan						
No.	**Time**	**Tasks**	**Details**	**Channel**	**Personnel**	**Status**
1	04/10	Introduction of Gameshow	Gameshow kickoff poster & Open Registration Portal	GAM's FanPage	Hương Giang, Thắm, Quân	Done
2	08/10	Minigame "GIEO Ý TƯỞNG - GẶT NGÀN GOLDS"	Introduce Minigame "Gieo ý tưởng - gặt ngàn golds"	Workplace	Hương Giang, Phước Giang, Quân	Done
3			Introduce Minigame "Gieo ý tưởng - gặt ngàn golds"	Email	Hương Giang, Khiêm	Done

			Media & Communications plan			
4	10/10	Content: Manager was Member once	"BĂNG CŨNG ĐÃ TỪNG LÀ LỬA"	Workplace	Hương Giang	Done
5	11/11	Reminder for the registration no. 1	Emphasize the time span for registration	Email	Khiêm	Done
6		Message 1	Send out the content and information on the Gameshow (including the link for registration)	Chatbot Cucumber	c. Mai Anh, Thắm	Done
7	12/11	Uploading video	Upload Trailer	Workplace	Hương Giang, Quân	Done
8	16/11	Reminder for the registration no. 2	Update the team list and remind the second time	Workplace	Hương Giang, Thắm, Quân	Done
9	17/11	Reminder for preliminary round no. 1	Remind the time for preliminary round and deadline for registration	Workplace	Hương Giang, Phước Giang, Quân	Done
10		Message 2		Chatbot Cucumber	c. Mai Anh, Thắm	Done

		Media & Communications plan				
10	18/11	Closure of Registration portal	Close Registration portal & Remind about preliminary round	Workplace	Hương Giang, Quân	Done
11	19/11	Guidelines for the Gameshow		Workplace	Hương Giang, Quân	Done
		Preliminary round on MyFPT		MyFPT	Khiêm	Done
12	22/11	Result of Preliminary sound	Announce the results of winning teams in the preliminary round.	Workplace	Hương Giang, Quân	Done
13	23/11			Email	Khiêm	Done
14		Minigame "Ai là ai"	Introduce minigame	Workplace	Hương Giang, Thắm, Quân	Done
15	25/11	Announcing the results of Minigame	Announce the results of winning individuals of the Minigame & Introduce the participants of Week 1 show	Workplace	Hương Giang, Thắm, Quân	Done
16		Reminder of Gameshow Week 1	Send emails to GAMers to remind the date of Gameshow	Email	Khiêm, Hương Giang	Done
17		Message 3	Remind all GAMers about Livestream's time	Chatbot Cucumber	Hương Giang,	Done

					Thắm, Quân	
18	26/11	Livestream Week 1 show		Workplace	All	Done
19		Minigame Check In LUCKY DRAW on Livestream Introduce Minigame WHO DARES after the Livestream				Done
20	29/11	Recap of Week 1 show	Upload videos recapping the highlights in Week 1 show	Workplace + GAM's FanPage + Email	Hương Giang, Thắm, Quân	Done
			Announce the winner for Minigame WHO DARES in week 1			
21	30/11	Minigame "Ai là ai"	Introduce minigame	Workplace	Hương Giang, Thắm, Quân	Done
22	02/12	Announcing the results of Minigame	Announce the results of winning individuals of the Minigame & Introduce the participants of Week 2 show	Workplace	Hương Giang, Phước Giang, Quân	Done
23		Reminder of	Send emails to GAMers to	Email	Khiêm, Hương	Done

|			**Media & Communications plan**			
		Week 2 Show	remind the date of Gameshow		Giang	
24		Message 4	Remind participants and audience before livestream time	Chatbot Botty	C.Mai Anh, Thắm	Done
25	03/11	Livestream Week 2 show		Workplace	All	Done
26		Minigame Check In LUCKY DRAW on Livestream Introduce Minigame WHO DARES after the Livestream				Done
27	06/12	Recap Show Week	Upload videos recapping the highlights in Week 2 show	Workplace + Fanpage + Email	Hương Giang, Thắm, Quân, Khiêm	Done
28			Announce the winner for Minigame WHO DARES in week 2			Done
29	07/12	Minigame "Ai là ai"	Introduce minigame	Workplace	Hương Giang, Quân	Done
30	09/12	Announcement of Minigame	Announce the results of winning individuals of the Minigame & Introduce the participants of Week 3 show	Workplace	Hương Giang, Quân	Done
31		Reminder of	Send emails to GAMers to	Email	Khiêm, Hương	Done

			Media & Communications plan			
		Week 3 Show	remind the date of Gameshow		Giang	
32		Message 5	Remind participants and audience before livestream time	Chatbot Botty	C.Mai Anh, Thắm	Done
33	10/12	Livestream Show week 3		Workplace	All	Done
34		Minigame Check In LUCKY DRAW on Livestream Introduce Minigame WHO DARES after the Livestream				Done
35			Upload videos recapping the highlights in Week 3 show	Workplace + Fanpage + Email	Hương Giang, Quân, Khiêm	Done
36	13/12	Recap Show Week 3	Announce the winner for Minigame WHO DARES in week 3			Done
37	15/12	Minigame "Ai là ai"	Introduce minigame	Workplace	Hương Giang, Quân	Done
38	16/12	Announcing the results of Minigame	Announce the results of winning individuals of the Minigame & Introduce the participants of Week 4 show	Workplace	Hương Giang, Thắm, Quân	Done
39		Reminder of	Send emails to GAMers to	Email	Khiêm, Hương	Done

			Media & Communications plan			
		Week 4 Show	remind the date of Gameshow		Giang	
40	17/12	Message 6	Remind participants and audience before the Livestream	Chatbot Botty	C.Mai Anh, Thắm	Processing
41		Livestream Week 4 show		Workplace	All	
42		Minigame Check In LUCKY DRAW on Livestream Introduce Minigame WHO DARES after the Livestream				Processing
43	20/12	Recap of Week 4 show	Upload videos recapping the highlights in Week 4 show	Workplace + GAM's FanPage + Email	Hương Giang, Thắm, Quân, Khiêm	Processing
44			Announce the winner for Minigame WHO DARES in week 4			Processing
45	22/12	Announce the participants	Introduce the guests, teams of Members, teams of managers invited by the organizing committee	Workplace	Hương Giang, Thắm, Quân	Processing
46			Challenges, Minigame			Processing
47		Reminder for	Post the information and poster on the Final Round	Workplace	Hương Giang, Thắm,	Processing

			Media & Communications plan			
	23/12	information of the Final Round			Quân	
48			Send emails to GAMers to remind the date of the event	Email	Khiêm, Hương Giang, Phước Giang	Processing
49	24/12	Message 7	Send messages to GAMers to remind before the Livestream	Chatbot Botty	C. Mai Anh, Thắm	Processing
		Livestream the Final Round		Workplace	All	Processing
	27/12	Minigame Check In LUCKY DRAW on Livestream Introduce Minigame WHO DARES after the Livestream				Processing

Figure 54. *"Đại chiến VS Manager" Media Communication Plan*
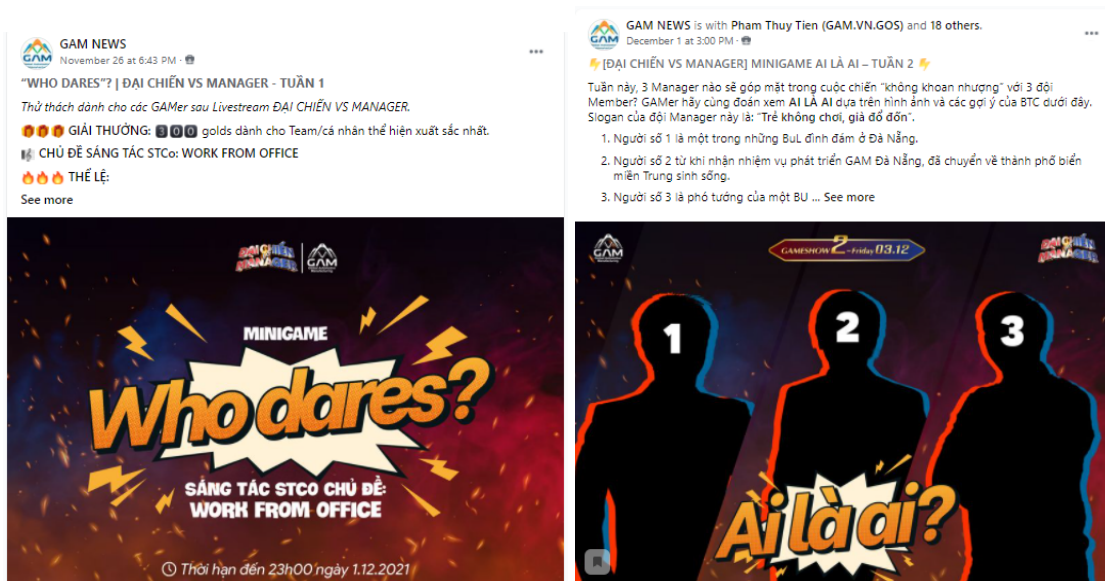
116

3.3.9 Communication Product
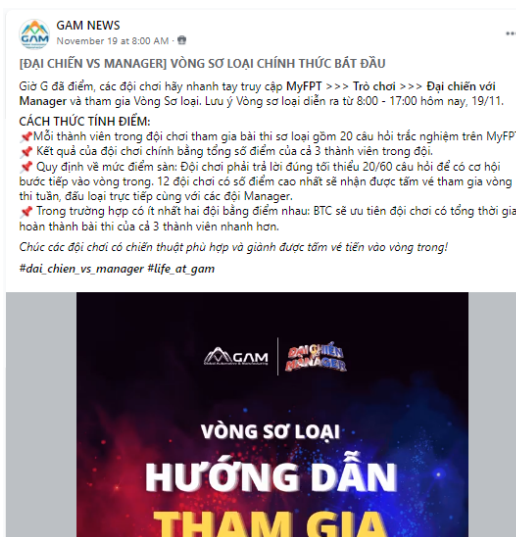
Figure 55. *"Đại chiến VS Manager"* Communication Product

V. POST - LAUNCH PROJECT & REFLECTION

1. Audiences' feedbacks

1.1 Đấu trường nhí

1.1.1 Survey

- After the survey is sent to parents at the end of the program. Group them, I have compiled the data and presented the analysis.

- With the number of 309 girls from all over from Hanoi, Da Nang to Ho Chi Minh City. Group only got feedback from the survey of 78 parents. Among them, 22 parents are very satisfied when they let their children participate in the Mid-Autumn Festival.

- Some accounts are happy and supportive, hoping that the Organizing Committee will continue to organize the event next year:

Cảm ơn BTC về một Trung Thu đầy ý nghĩa nhé, nhà mình có 1 bé 2 tuổi, một bé 16 tuổi nữa, giá như có thêm chương trình cho các bé =)))

Cảm ơn BTC đã có những cuộc thi rất bổ uchs cho các con

Cảm ơn BTC

Mong kiếm được nhiều quà cho các cháu

Chúc chương trình GAM thành công tốt đẹp

Phong cách mới, dzui nè :D

Cám ơn ban tổ chức 1 chương trình ý nghĩa cho các cháu nhân dịp trung thu. Chúc chương trình thành công rực rỡ.

Figure 56. *"Đấu trường nhí" Audiences' Feedback*

1.1.2 Qualitative assessment

Like · Reply · 10w

Phan Thi Mai Huong (GAM.VN.DAP)
Mẹ con cháu cảm ơn BTC nhiều nhé ❤ Cháu rất vui ạ!

Figure 57. "Đấu trường nhí" Feedback

Bạn Minh - Con của chị Lê Như Anh chia sẻ *"Ước gì công ty mẹ đang làm sẽ tổ chức thật nhiều chương trình vui và hay như này để con với em My được chơi và nhận nhiều quà!"*

1.2 Newbie Icebreaking

1.2.1 Survey

From the quick survey of participants at the end of the program, we come up with some analysis as follows:

• NinhNA1: Tung's content is still quite rambling, it is necessary to shorten the duration of the program, to increase the interaction time of the BU lead with the members.

• SangDT7: Need to shorten the duration

There are 71 people satisfied with the content of the event out of 102 people. In which 2 people are not satisfied .
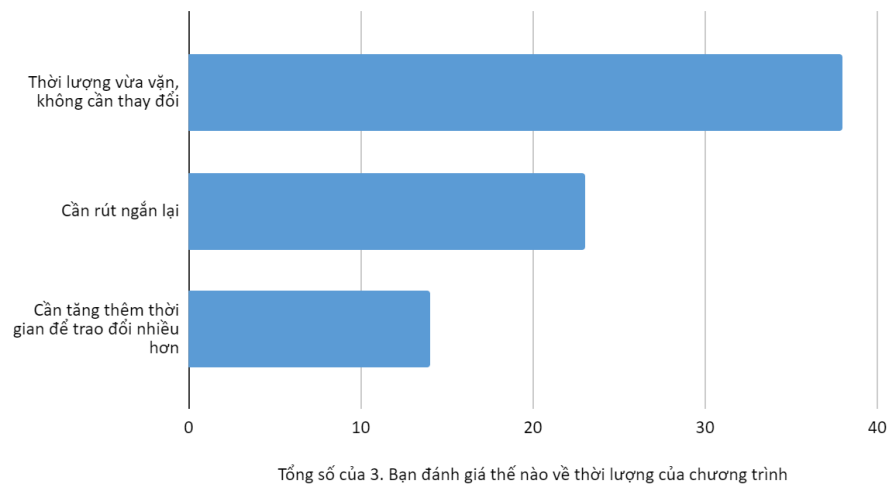
Out of 72 people surveyed, 37 people found the program duration to be just right without needing to change, 20 people said it was shortened and 14 people wanted to increase the sharing time more.

Regarding the comments for the BTC to improve the program, 37 people feel very good, no need to change anything; 6 comments that the technique is not good, noisy

and laggy; 15 people think that it is necessary to adjust the time, increase the interaction time, answer questions and not ramble.

A newbie has a question to help: How to get a Udemy account?

3. Bạn đánh giá thế nào về thời lượng của chương trình

Tổng số của 3. Bạn đánh giá thế nào về thời lượng của chương trình

Tổng số của 1. Bạn có hài lòng với những nội dung chia sẻ trong sự kiện không?

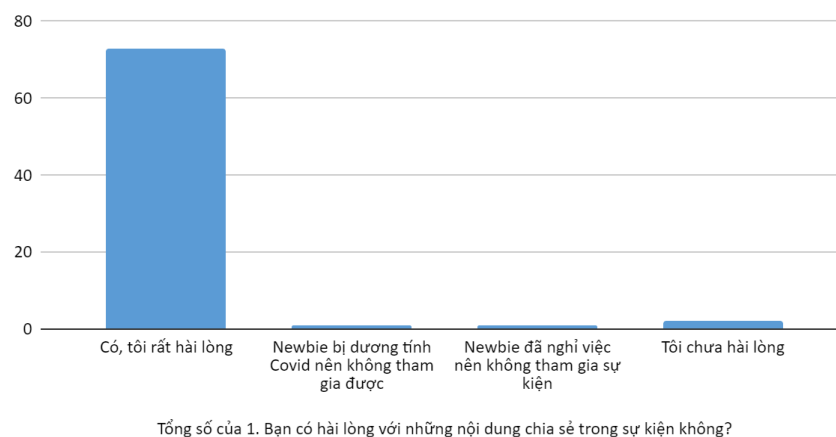Tổng số của 1. Bạn có hài lòng với những nội dung chia sẻ trong sự kiện không?

Figure 58. "Newbie Icebreaking" survey

1.2.2 Qualitative assessment

- Bạn **Le Huynh Ngoc Thach (GAM.VN.TCA)** chia sẻ *"Em rất hài lòng về chương trình, nếu được BTC chia sẻ sâu hơn về định hướng lộ trình để newbie có 1 cái map để phấn đấu nha. Em cảm ơn ạ!"*

- Bạn **Truong Dinh Huy (GAM.VN.TCA)** chia sẻ *"Mình rất hài lòng về chương trình, tuy nhiên cần tăng thêm thời gian để trao Team nhiều hơn nữa là quá tuyệt vời. Thêm nhiều quà nữa là niềm vui nhân xxx lần."*

1.3 Đại chiến vs Manager

1.3.1 Survey

• The survey response panel on the Gameshow "ĐẠI CHIẾN VS MANAGER" is divided into 5 rating levels: Very Unsatisfied - Unsatisfied - Medium - Satisfied - Very Satisfied.

• There were a total of 86 responses from participating staff members and Gameshow viewers within 3 days of opening survey responses.

Your overall rating about Gameshow "ĐẠI CHIẾN VS MANAGER"

Đánh giá chung của bạn về Gameshow ĐẠI CHIẾN VS MANAGER
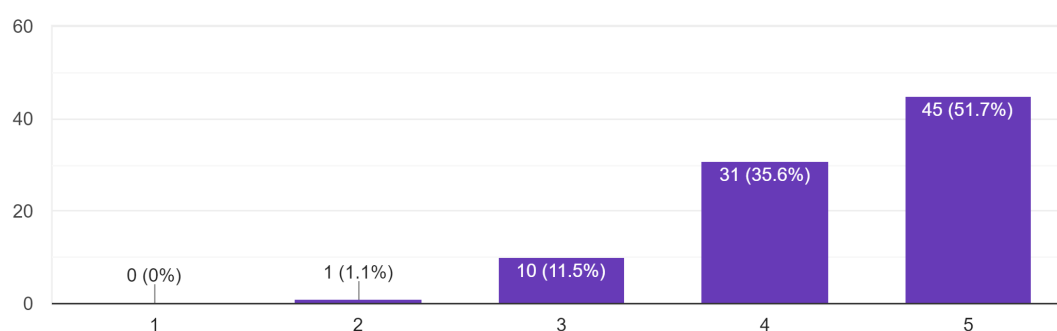87 responses

Figure 59. *Survey - Overall Assessment*

• 53 votes -61% rating Very satisfied with the series of events

• 30 votes - 34/9% rating Satisfied with the sequence of events

• No vote rating Unsatisfied and no single feedback rating Very Dissatisfied.

→ The total number of satisfied and very satisfied accounts for more than 90%. The results achieved a high proportion, exceeding the initial goal set. To get this result because the company organized this chain of events during the Covid epidemic. After the second outbreak, many employees thought that the entire series of events would be postponed, but the Organizing Committee still tried to change to better suit the epidemic situation, creating a great response from all CMC's staff.

Do you have full access to information about the "ĐẠI CHIẾN VS MANAGER" series of game shows?

Bạn có tiếp nhận được đầy đủ thông tin từ BTC của chương trình không?
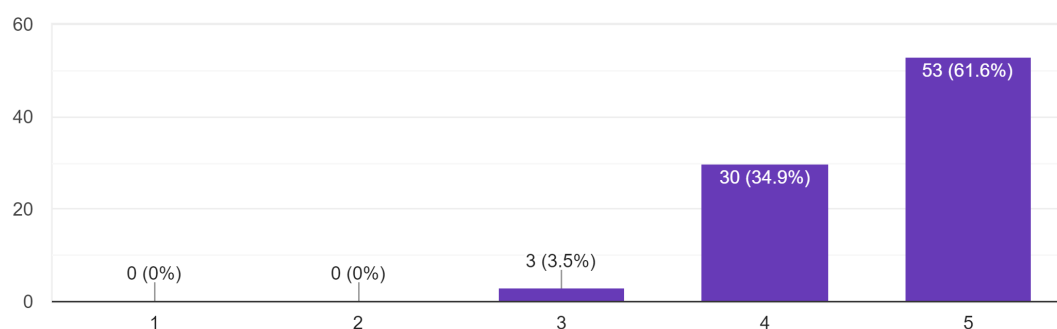86 responses

Figure 60. *Survey - Full access to information*

• There are 83 votes - 96.5% assess that they have full access to information of the Series of Gameshows

• 3 votes - 3.5% access to information is Normal

• 0% limited access to Series of Events information

→ More than 90% of votes have Full and Complete access to event information. Each Show in the "ĐẠI CHIẾN VS MANAGER" has communication

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method and communication timeline so that everyone can access to the information of each event.

How did you find out about the gameshow "ĐẠI CHIẾN VS MANAGER?"

Bạn tiếp cận thông tin về Gameshow ĐẠI CHIẾN VS MANAGER qua đâu?
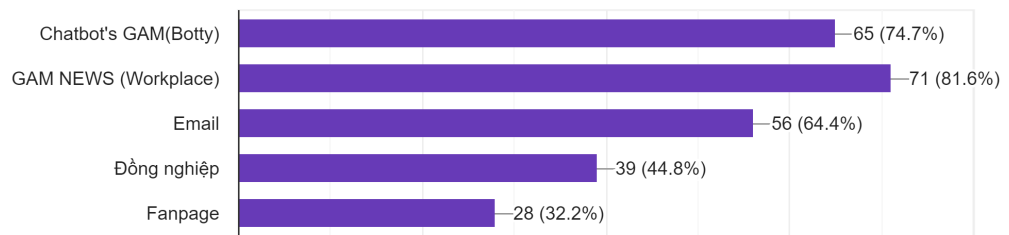87 responses

Figure 61. Survey - Way the audience approached the show

• There were 71 votes - 81.6% had access to the Gameshow through GAM NEWS (Workplace) GAM's internal social media platform.

• 65 votes - 74.7% were approached via GAM's Chatbot

• 56% reached via email

• 39 votes - 44.8% approached through colleagues

• And at least the number of people approached through GAM's Facebook Fanpage

→ Participants and the audience mostly have access to the program's information through Workplace and GAM's Chatbot, which are always the two main means used to deliver internal information and are always the most effective.

In your opinion, what benefits does this Gameshow bring?

Theo cảm nhận của anh/chị, Gameshow này mang lại giá trị, lợi ích gì cho GAM-ers nói riêng và Fsoft-ers nói chung?

87 responses

Giao lưu, gắn kết giữa nhân viên với nhau và với các Manager — 78 (89.7%)
Là sân chơi để các cán bộ, nhân viên thể hiện sự nhanh nhẹn, t… — 78 (89.7%)
Hiểu thêm và yêu văn hóa công ty vì không phải ở đâu cũng có… — 74 (85.1%)
Mang lại trải nghiệm tuyệt vời khi làm việc tại GAM — 67 (77%)
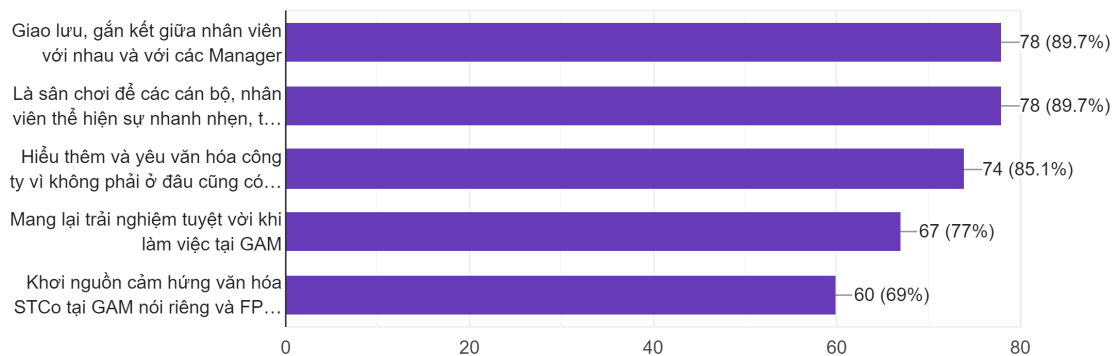Khơi nguồn cảm hứng văn hóa STCo tại GAM nói riêng và FP… — 60 (69%)

Figure 62. Survey - Feedback on the benefits

Obviously, most of the responses of the survey participants said that the game show "DAI CHIEN VS MANAGER" had brought a lot of benefits from mental to material. And this has said one thing is that BTC has achieved its intended purpose.

Will you continue to participate in / follow the next Shows of "ĐẠI CHIẾN VS MANAGER"?

Bạn sẽ tham gia/ tiếp tục theo dõi các Show tiếp theo của chương trình chứ?
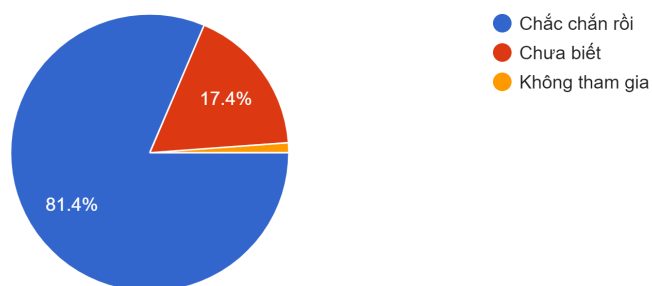
86 responses

- Chắc chắn rồi
- Chưa biết
- Không tham gia

81.4%
17.4%

Figure 63. Survey - Expectations of the participants and the audience

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• There are 81.4% of the participants and the audience are very excited and looking forward to the next Show of DAI KAI VS MANAGER

• 17.4% of survey respondents are uncertain

• Only 1% of survey respondents did not participate, compared with the above results, it may be because they cannot participate.

--> More than 80% of the participants are looking forward to the next shows of "ĐẠI CHIẾN VS MANAGER", it can be said that this is a number that exceeds the expectations of the organizers. However, the organizers still need to propose some activities and make adjustments based on bad feedback from survey participants.

1.3.2 Qualitative assessment

Figure 64. *"Đại chiến VS Manager" Comment in-show*

"Thực ra rất là vui bởi vì rõ ràng mọi người đang có văn hóa FPT chảy trong người rất nhiều. Từ đó, Ban tổ chức đã tạo ra những hoạt động ý nghĩa như thế này. Một cái vui nữa là Ban tổ chức cho phép những người đang phụ trách các hoạt động văn hóa ở tập đoàn như ban Văn hóa đoàn thể được tham gia cùng mình để thấy được cái hoạt động của mình và được hỗ trợ cho công tác tổ chức để cùng tham gia với mọi người để thấy được mọi người đang làm một hoạt động rất vui và văn hóa" - Mrs.Vũ Thị Vân Hải - Deputy Head of Corporate Culture Department FPT.

"Tổng thể, chương trình này cũng rất là thú vị. Và mình cũng cảm thấy rất vinh dự khi được mời và tham gia sự kiện "Cùng GAM" như thế này. Chiều nay tôi cũng có bận một cuộc họp, thế nhưng sau khi nghe đến đề bài là Văn hóa STCO, thì mình đành phải xin phép rời lại lịch cuộc họp sang hôm khác và tham gia ngay chương trình, vì cơ bản phong trào SCTO hiện nay đang đi xuống rất là nhiều thì thật bất ngờ trong vòng 4 phút các đội chơi đã làm ra được những bài thơ thật ý nghĩa và rất vui. Nhìn chung, Ban tổ chức đã tạo ra một sự kiện rất hay và ý nghĩa và mong rằng trong tương lai sẽ tiếp tục phát huy phong trào này" - Mr.Đặng Hùng Tuấn.

Figure 66. "STCO Battle" Judge Đặng Hùng Tuấn

2. Project Evaluation

2.1 Positive points

- The series of events has thoughtful preparation, the ability to quickly improvise with unexpected situations.

- The members of the Organizing Committee have high responsibilities, each member has a certain duty and is ready to support each other.

- There are many innovations and creations to bring new and interesting experiences to employees.

- The series of events provides employees with the opportunity to discover and learn more about the company's culture, thereby increasing solidarity.

- Communication is elaborated, invested according to each feature of small events

2.2 Negative

- The communication and implementation process was delayed because of the Covid epidemic as well as the company's schedule as well as human resource problems, the research and production process of Key Visual was inefficient.
- Some other activities and projects run in parallel with different resources

2.3 KPI

KPI					
No.	Items	Unit	Target	Reality	Note
"ĐẤU TRƯỜNG NHÍ"					
1	Number of people registered to participate	Parent	100	75	
2	Number of children participating	Kid	309	287	

3	Number of interactions	Interaction	100	80	
4	Number of people watching the livestream	View	500	559	
5	Number of people participating in Minigame	Person	50	45	
6	Number of rewards	Number	37	37	
NEWBIE ICEBREAKING					
1	Number of Participants	Person	150	102	
2	Số người làm khảo sát của chương trình	Người	100	72	
3	Số lượng khách mời	Người	3	3	
4	Số người tham gia Check-in chương trình	Người	100	88	
5	Số người hài lòng với nội dung chương trình	Người	90	71	

6	Số người góp ý để cải thiện chương trình	Người	20	27	
7	Total share of entries		463	363	
ĐẠI CHIẾN VS MANAGER					
1	Number of team	Team	16	16	
2	Number of players	Person	64	64	
3	Number of viewers	View/show	250	273	On average
4	Number of people who participated in Mini Games during Gameshow	Person/show	100	70	On average
5	Total share of entries		430	423	

Figure 67. KPI

3. Suggestions and Recommendations

- DAU TRUONG NHI
- Boost communication through Chat Bot: Since most of the people who work for the current company do not spend a lot of time on social networking platforms, they will miss information even if the organizers post it at the right time, they are often more interested. To job announcements conveyed via Chat Bot

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channel, the use of Chat Bot will directly impact the information to the target customer group.

- Change the approach of the communication to employees from introducing the program to inviting them to the program.
- Straight into the psychology of the target group, now it is not only about introducing events, but the company is directly interested in the employees themselves.
- Reduce the volume of words conveyed through media products
- Because the majority of employees do not have time to read the entire content of a long communication, in addition, some people are too lazy to read.

- NEWBIE ICEBREAKING
- Create more interactive activities with new employees like Teambuilding.
- Meetings only include Buddy and Newbie in which Buddy will guide about the content of the Newbie Icebreaking program, answer questions from new employees and connect new friends, in addition to share experiences, tips when living and working in the FPT Software environment within 1 month.
- Inspired by 2 New Student Welcome events of FPT University: FCAMP and BUDDY HOUSE.

- DAI CHIEN ELEPHANT MANAGER
- Stimulate more player interaction by contacting a number of players in advance to create an improvised underground scenario that makes the atmosphere in the livestream more lively, attractive and retains people. see, more interactive people.
- Every famous show has scenarios between the organizers and the players, although viewers think everything happens naturally, but everything has been arranged according to the arrangement of the organizers. Typical such TV shows as Vietnamese Rap, King of Rap, Running man, etc.

VI. SUMMARY

"Chain of events for internal connection for GAM", starting from September 18, 2021 and ending on January 7, 2022. This is a series of major events that mean a lot to FSOFT in general. and GAM in particular. The events inside the content of the series of events are invested methodically and thoroughly in all aspects from image, content, quality to scale. After the event period lasted for 4 months, experiencing many difficulties in developing and implementing the event plan in many aspects, but the Organizing Committee team including the staff FPT Software Group's staff, specifically GAM.GOS, and the interns still try their best to create and complete the "Chain of internal connection events for GAM'' with extremely successful results. positive, promising upcoming events. After the first event, the "Đấu trường nhí '' - Game Show for children belonging to the family of GAM staff members with the participation of 309 children and staff was held online via the platform. Webex and play on the Quizizz platform, livestream on GAM's fanpage with the goal of creating a connection with the employees' families, building an image that GAM cares about the spiritual lives of employees and their families. The Mid-Autumn Festival event has received a huge amount of interaction, bringing back the interaction for the Facebook profile of the Organizing Committee, in addition to giving the staff a new look and look forward to the events. coming from the Organizing Committee. "Newbie Icebreaking '' is a regular event held on the last Friday of every month with the participation of Buddy, Newbie and GAM's leadership team, with an average of 100 people per period. Through the support and guidance of Buddy and from the sharing from Bul's leadership, this is an extremely important event, the first step to forming a team of qualified GAM officers in the future. . However, due to the unpredictable development of the epidemic, the Organizing Committee team changed the event organization structure from face-to-face training to online, but the appropriate change, research and development. contents in the program, since then there have been positive achievements. Finally, there is the event "DvsM'', with a wide scale including the participation of 16 staff teams and 5 manager teams gathered from all Bul of all 3 regions of the country. attracted a total of 63 players and was divided into 5 rounds lasting 5 weeks. The event was held online and livestream on GAM's personal page, due to the Covid-19 situation and the events taking place of a high quality, the "DvsM'' had to be delayed by 2 week, but the event still approached 273 views after 1 week of broadcasting, 1000 views of summary and highlight videos and 200 attendances inside minigame series. Thereby achieving the goal of internal cohesion among the employees of the company from all

3 regions of the country even though the epidemic situation and working from home are still having unpredictable changes. Although up to now, the event is still going smoothly and has not come to an end, so the overall conclusive results can not be given the most accurate way, but the model General has brought a new and exciting atmosphere to the office working environment at FSOFT.

To sum up, "Chain of events for internal connection for GAM" took place somewhat incorrectly compared to the calculations from the Organizing Committee, but it brought everyone a meaningful and worthwhile event. remember, improve cohesion within the company and promote responsibility at work. Here, the general model is a very important, meaningful event and needs to be focused and developed to get better results every year.

VII. ACKNOWLEDGE

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