



# CAPSTONE PROJECT DEFEND

## MULTIMEDIA COMMUNICATION

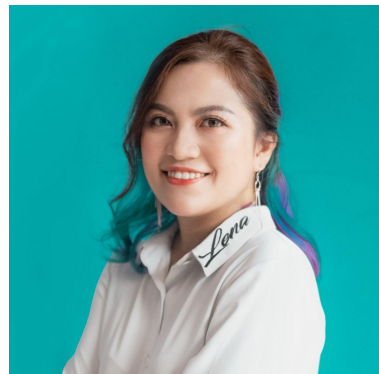
Chain of events for internal connection for GAM



# SUPERVISOR & MENTOR



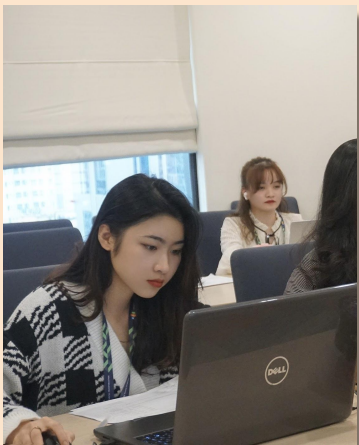
**Mrs. Thu Hue**  
Supervisor



**Mrs. Nhu Anh**  
Mentor



# OUR TEAM



**Nguyen Thi Tham**  
Leader



**Vu Dinh Quan**  
Member



**Nguyen Hoang Phuoc Giang**  
Member



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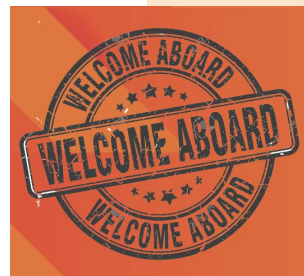


# INTRODUCTION

## Chain of events for internal connection for GAM

- Includes 3 main events
- Organized for all GAM staff

⇒ Creating motivation to maintain and promote the company's activities in an effective and healthy way



# About FPT Software



- **FPT Software** Ltd. is a global IT services provider headquartered in Hanoi, Vietnam. It is a subsidiary of FPT Corporation
- Founded in 1999, **FPT Software** is the biggest software services company in Vietnam, with revenue of \$513.6 million (FY2020) and workforce of 18,000 employees .
- It has more than 56 offices in 26 countries & territories. FPT Software serves 700 big clients, in which 83 are listed in the Fortune 500.

WELCOME TO  
**FPT SOFTWARE**



# Vision, Mission



## Vision

To be a company guided by technological innovations, committed to the highest level of customer satisfaction, contributing to national prosperity

## Mission

Assist customers of all sizes and from any industries in implementing and adapting digital technologies.



## Core Value



**Make  
customers  
happy**



**People are  
the core**



**Best Quality**



**Promote  
business ethics.**



# CURRENT BACKGROUND





# General background of technology companies

- In the context of the current outbreak of the Covid pandemic, it is a good context for information technology companies to promote the economy.
- Technology companies are constantly competing fiercely, thereby causing a shortage of human resources in technology and information technology.





# General background of technology companies

- The human resources must work with a very high intensity, requiring employees to have high expertise, use many different skills and have many difficulties, challenges and great pressures.
- the interaction between employees, management, ... is significantly reduced, leading to somewhat stagnant working efficiency.

# SWOT

## S

- The company is one of the best software export companies, trusted by many huge customers in the world
- Has been recognized by HR Asia Awards as one of the “Best Companies to Work for in Asia 2021
- Excellent staff with highly qualified





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- The salary is not high enough, compare 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,...

O

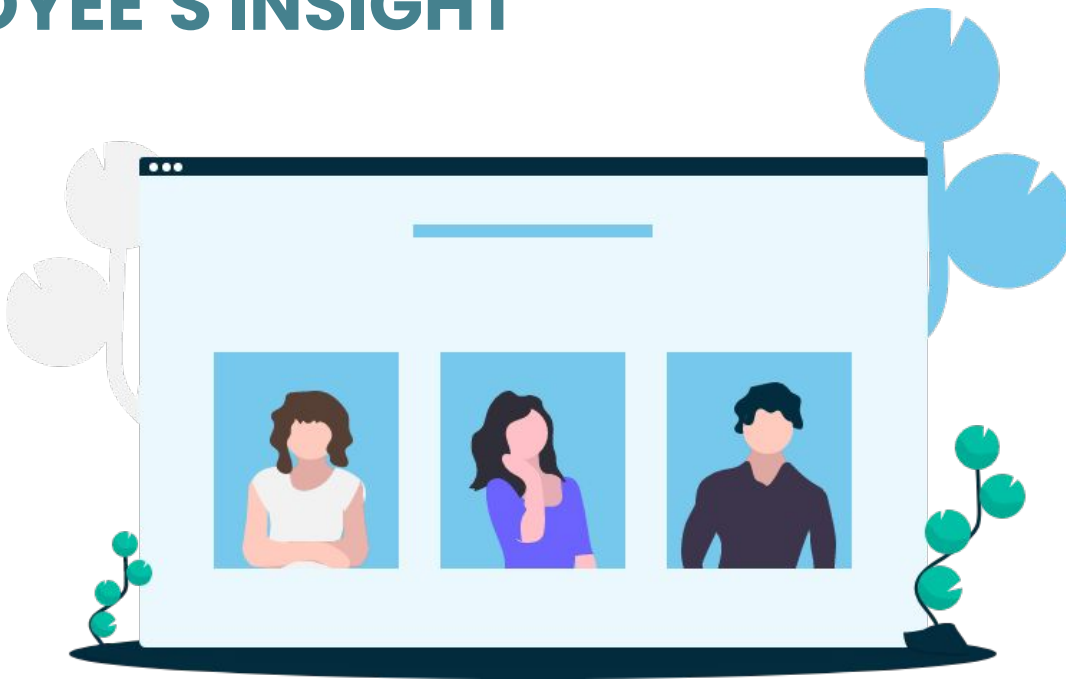
- Because of The Fourth Industrial Revolution, job opportunities in technology are rising significantly.
- The Government is targeting the technology industry as a key industry to bring Vietnam to par with the developed countries.
- Vietnam has programs and strategies for technology companies.
- Covid is a good impulse for technology companies to rise.

# T

- 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.



## EMPLOYEE'S INSIGHT

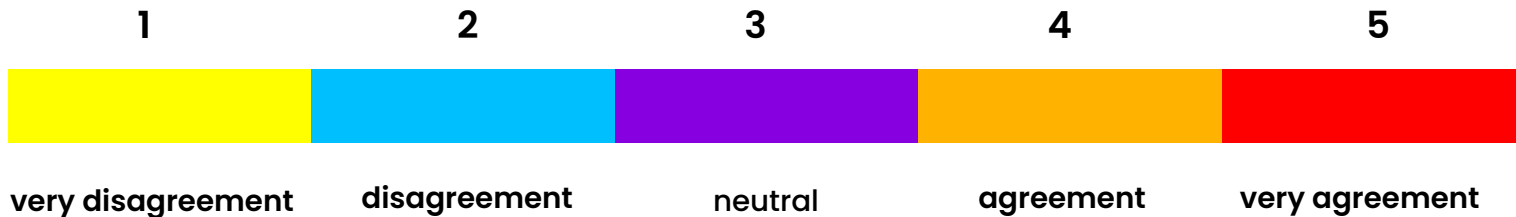


Conduct surveys to get employees' opinions and get opinions from management



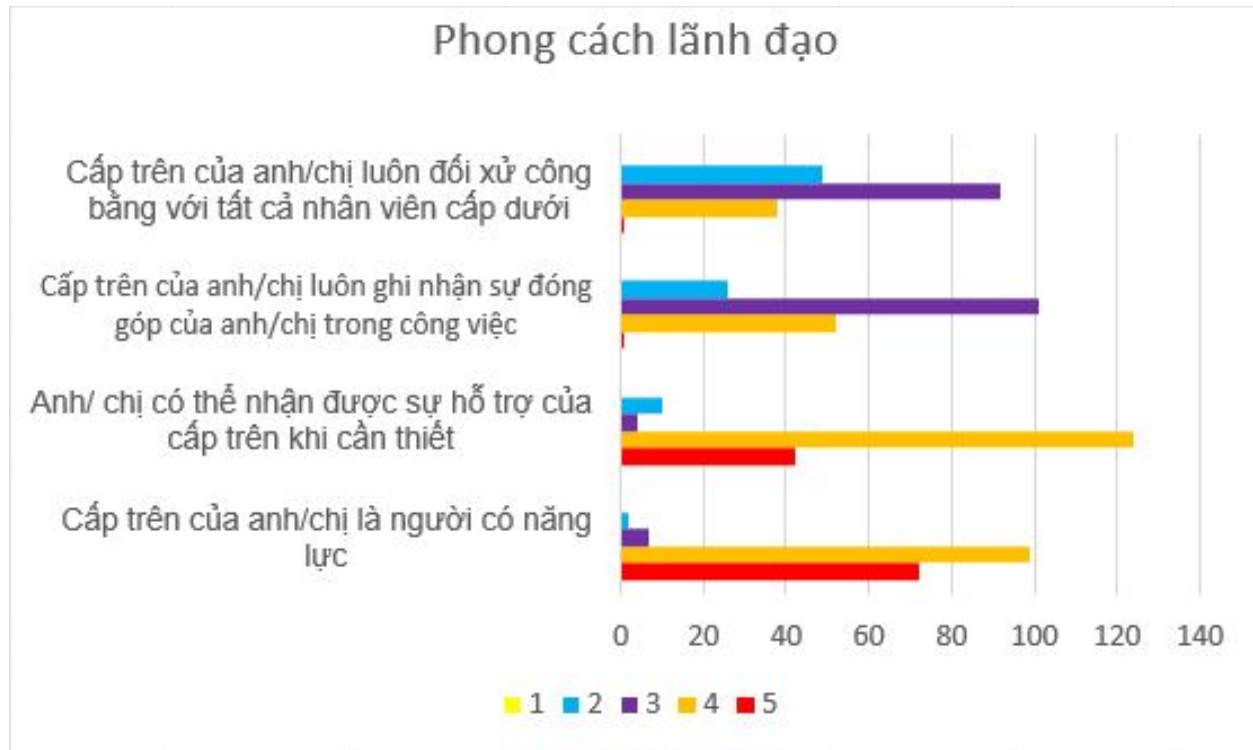
## EMPLOYEE'S INSIGHT

Conduct surveys to get employees' opinions and get opinions from management





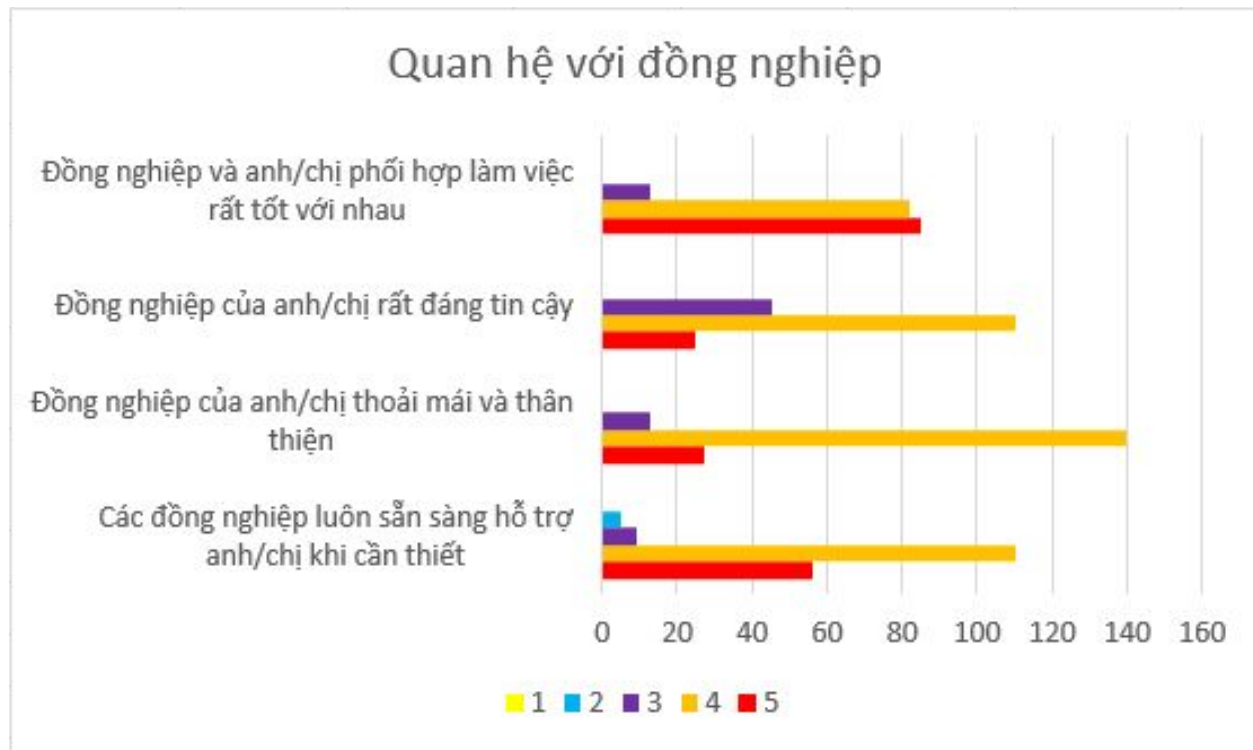
## EMPLOYEE'S INSIGHT



- 95% agree with the statement "Your superior is a competent person".
- 92.22% of people agree and strongly agree with the statement "You can get support from your superiors when needed"

Conduct surveys to get employees' opinions

## ////// EMPLOYEE'S INSIGHT

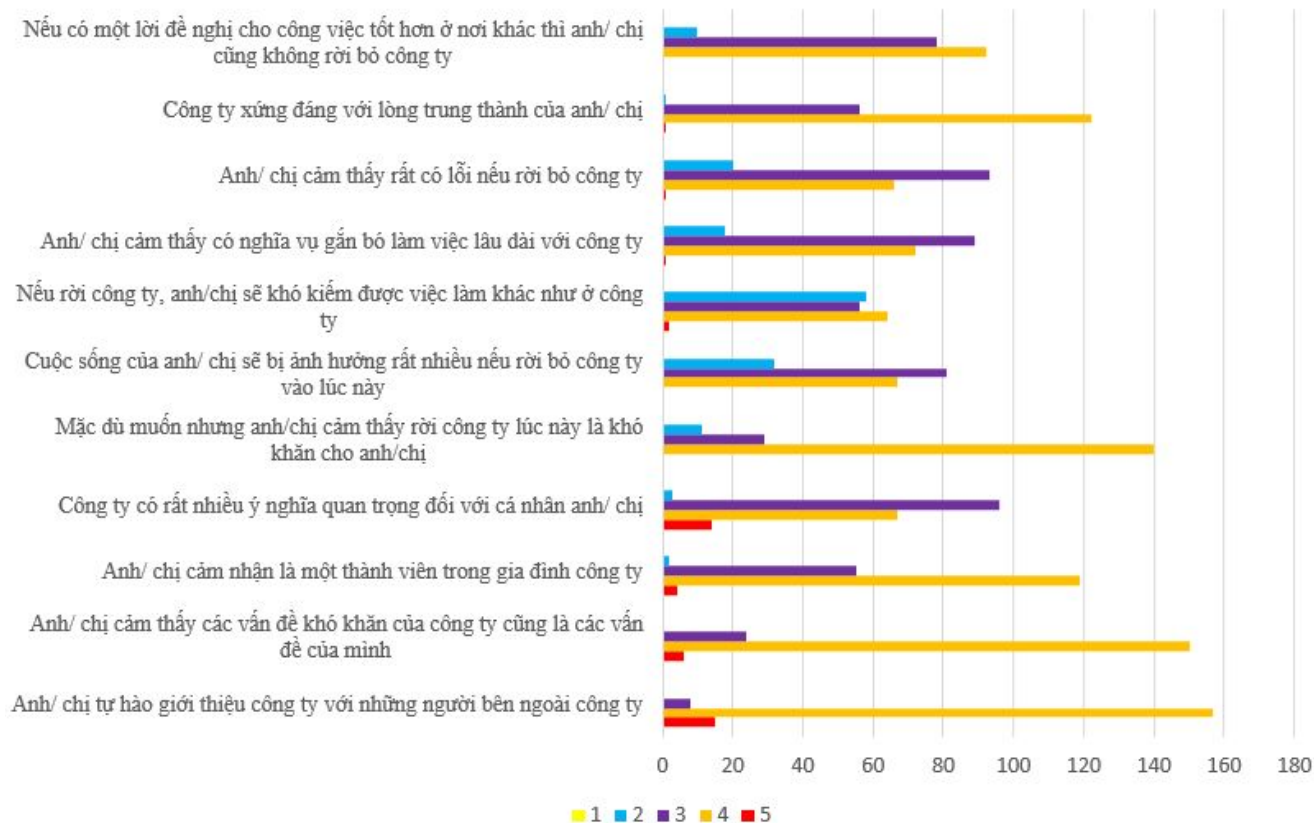


- Total of 92.22% agree with the statement "Co-workers are always ready to support you when needed".
- 92.78% agree with the statement "Your colleagues are comfortable and friendly".
- Accounting for 92.78% of the statement "You and your colleagues always work well together".

Conduct surveys to get employees' opinions

# ////// EMPLOYEE'S INSIGHT

## Sự gắn bó

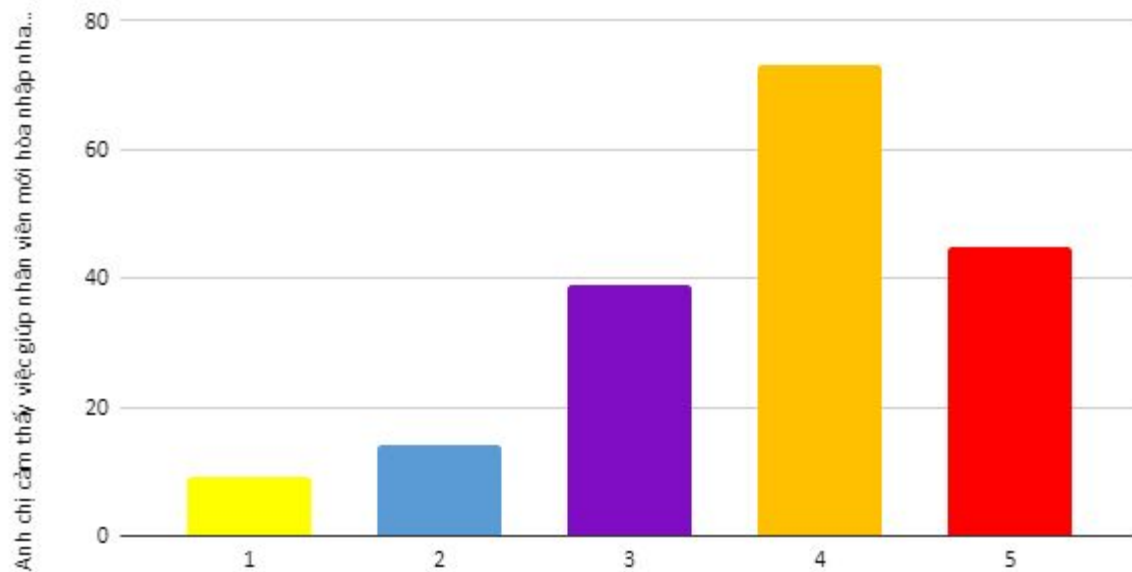


- Total rate 95.55% "I am proud to introduce the company to people outside the company"
- 77.78% agree with the statement "Although you want to, you feel that leaving the company right now is difficult for you"
- When surveying whether the company deserves employee loyalty, 68.33% agree.



# ////// EMPLOYEE'S INSIGHT

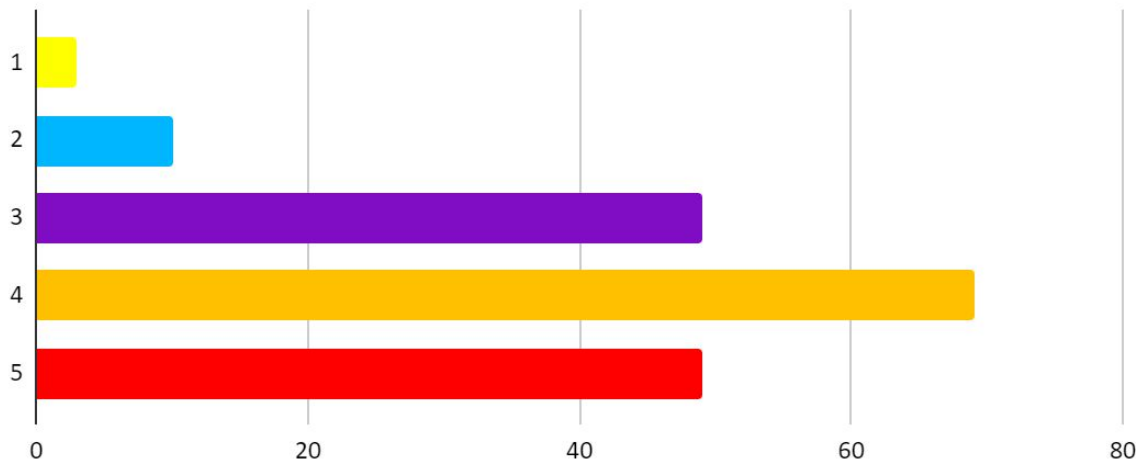
Anh chị cảm thấy việc giúp nhân viên mới hòa nhập nhanh chóng là điều cần thiết



68% agree, 25% neutral, 8% disagree

# ////// EMPLOYEE'S INSIGHT

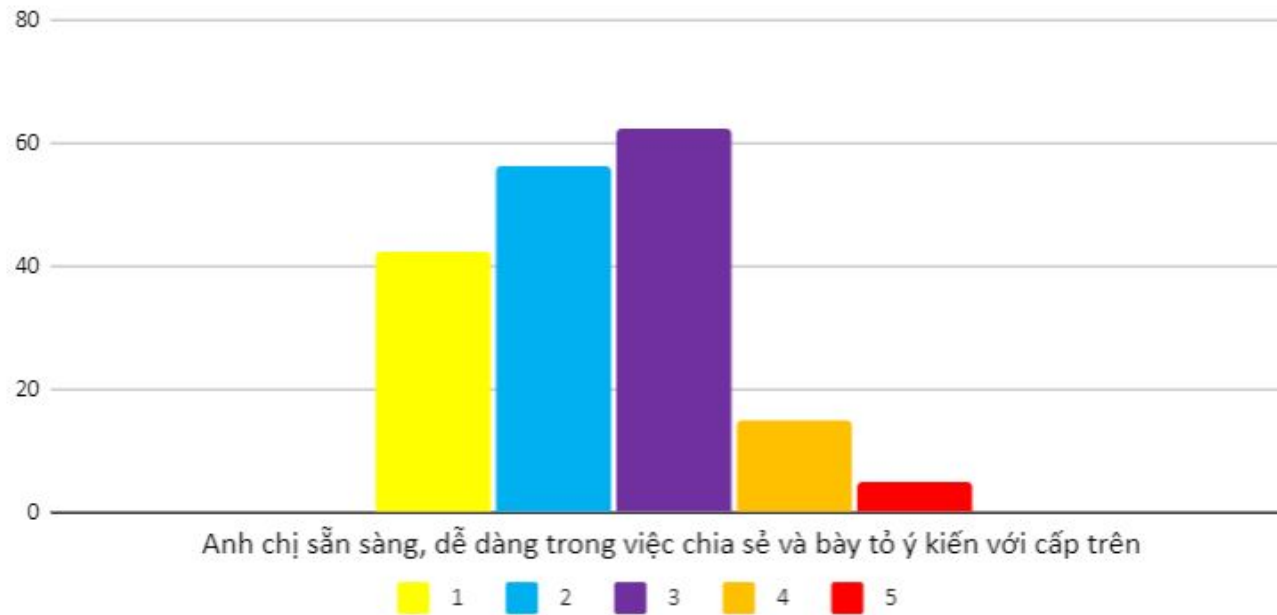
Anh chị cảm thấy việc gắn kết giữa công ty với các gia đình cán bộ nhân viên là cần thiết trong việc xây dựng sự thấu hiểu và chia sẻ của họ đối với mình là cần thiết



Anh chị cảm thấy việc gắn kết giữa công ty với các gia đình cán bộ nhân viên là cần thiết trong việc x...

65.55% agree, 27.22% neutral and 7.2% disagree

## ////// EMPLOYEE'S INSIGHT



Only 1.11% agree, 37.78% are neutral and 61.11% feel difficult and hesitant

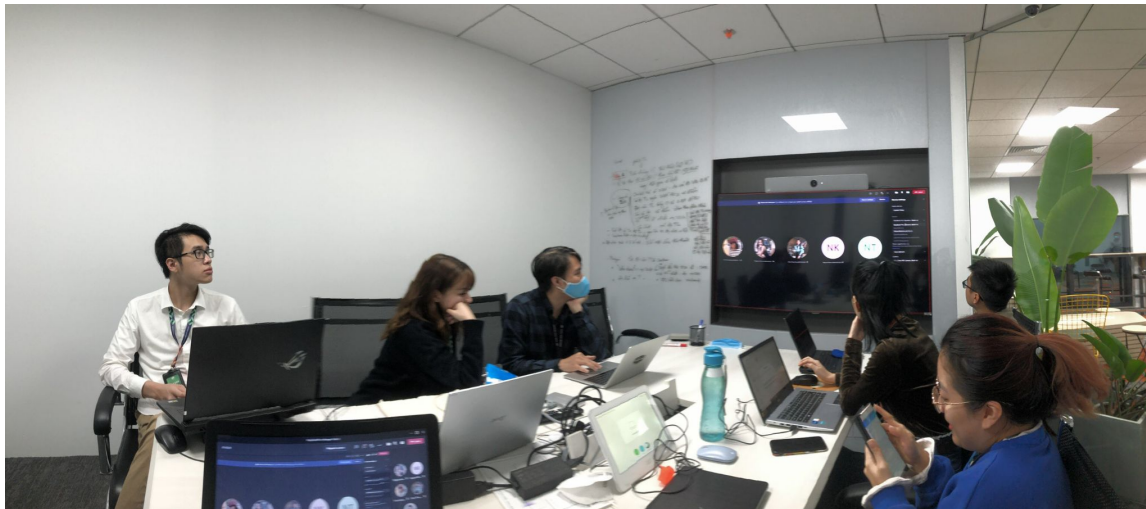
## ////// Opinions from management



*Mr. La Quang Vinh – Deputy Director of GAM*

Taking ideas from Mr. La Quang Vinh – Deputy Director of GAM, proposed as well as asked we must Develop solutions to improve employee engagement with the company:

- Must be creative but not duplicated with the implemented solutions.
- Based on the actual needs and characteristics of employees established from the survey results.
- The effect achieved must be commensurate with what has been invested



→ Planning for gameshow, events to increase employee's bonding and through all the time at GAM in personal and at Fsoft in general

# PROJECT PLANNING



# General plan

1. Brief and Proposal(s)
2. Goals & Objectives
3. Target audience
4. Messages
5. Estimated Cost

# Brief & Proposal

The chain of events lasts from 3 months with activities organized for all employees of the company. The events help GAMers to bond closer together, improving the solidarity in the company



**Entertainment**






**Interaction**



**Culture**



# Goals & Objectives



Increase the cohesion and trust of employees' families with the company	100 families registered to participate and over 80% satisfied with the program
Make new employees quickly integrate with the company	80% of new employees join and 75% of them are satisfied with the program
Increasing the attachment of managers and employees	Attracted 16 teams, including 12 employee teams and 4 managers' team

# TARGET AUDIENCE

- All 3000 employees are working at GAM and their family.
- Customers, important partners of GAM in particular and FPT Software in general.
- Candidates wishing to work at FPT Software (Employees' friends, family, ...)



# Message

YÊU FPT, CHẰNG MUỐN RỜI ĐI



Desire to bring a great experience and create love for the Company Culture during the employee's experience journey. Ministries and employees at FSOF 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.

## Estimated Cost

ĐẦU TRƯỞNG NHÍ

12,242,000

NEWBIE ICEBREAKING

8,910,000

ĐẠI CHIẾN VS MANAGER

115,280,000

**Total Estimated Cost** 139,952,000 VNĐ

# ĐẤU TRƯỜNG NHÍ

X

# Brief & Proposal(s)



**Mid-Autumn  
Festival,**



**Attentive GAMer's  
families**



# GOALS & OBJECTIVES

## GOALS

- Increase the bonding between employee's family and company
- Create chances for parents to understanding their children more

## OBJECTIVES

- 100 registered parents
- Follow Fanpage: Increase 10% (100 followers) compared to the current number of followers
- Reach on Fanpage increased at least 1000

# TARGET AUDIENCE

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





# Message



The GAM-ers are all talented people in many fields and it is certain that their children will inherit those talents too. Therefore, the children's arena gameshow is an opportunity for children to show their intelligence, vivacity as well as talent, it is also an opportunity for children to have a good impression of the company and become a favorite place. their parents work more.



# ACTIVITY PROGRAMME

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



# Rules

## Ideas & concept

The organizers give sets of questions corresponding to the Mid-Autumn Festival themed rounds for volunteer children to answer.

## Results

Depending on the exam, the results are calculated through the intelligence, quickness and luck of the children.

# ESTIMATED COST

currency unit: VND

Estimated Cost					
No.	Round	Categories	Unit price	Amount	Cost
1	Alike and Unalike	The fastest and most accurate prize	200.000	5	1.000.000
2	Giao luu van nghe	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	Bac hoc nhi	Highest average score reward	500.000	1	500.000
5	Than dong am nhac nhi	Prize for correct answer each question	500.000	5	2.500.000
6	Tham tu nhi	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					12.342.000

# /////// RISK MANAGEMENT

No.	Risks		Solutions
1	The complex outbreak of COVID	Work at company	<ul style="list-style-type: none"> <li>- Ensuring distance and safety for Organizing committee</li> <li>- Organize events online</li> </ul>
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	<ul style="list-style-type: none"> <li>- Prepare 4G-5G</li> <li>- Double check with the technician that they have a dedicated wifi transmitter</li> <li>- Other techniques back-up -&gt; At least 2 techniques are required</li> <li>- Alternative images/videos to show while waiting for the fix</li> </ul>
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

# EVENT EXECUTION





# KEY VISUAL

Designed in 3 main colors, Red, Yellow and Purple with the theme of the universe. Designed in 2D cartoon format, close to children.





# COMMUNICATION DESIGN







# COMMUNICATION DESIGN



# PARTICIPANTS

The event is divided into 2 small programs with questions and challenges suitable for 2 different ages:

- **“DAU TRUONG CO TICH”**: 230 people (from 4-6 years old).
- **“DAU TRUONG PHIEU LUU”**: 179 people (from 7-12 years old).



# Prizes structure

## ĐẤU TRƯỜNG CỔ TÍCH”

**01.** Alike and Unalike

**02.** Cultural exchange

**03.** Hunting

## ĐẤU TRƯỜNG PHIÊU LƯU”

**01.** Young Scientist

**02.** Young Music prodigy

**03.** Young Detective

# BUDGET

## DAU TRUONG CO TICH

currency unit: VND

DAU TRUONG CO TICH				
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	<b>Total reality</b>			<b>3.860.00</b>

## DAU TRUONG PHIEU LUU

currency unit: VND

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	<b>Total reality</b>			<b>6.750.000</b>

**BUDGET**

DAU TRUONG PHIEU LUU

# COMMUNICATION TIMELINE

DAU TRUONG NHI



# COMMUNICATION PRODUCT



# NEWBIE ICEBREAKING



# Brief & 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.

# Goals

- Provide information about structure, development orientation of GAM in the next 5 years
- Build and complete the experience journey
- Helping new employees quickly adapt to the working environment
- Quickly integrate newbie into FPT culture in general and GAM in particular

# SMART Objectives

- There will be 150 people participating in the program
- 100/150 program participants will evaluate the program through a survey
- 90/100 survey participants rated the program satisfied

# 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.



# Message



"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.



# 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 work environment and culture of the unit in the beginning.



# ACTIVITY PROGRAMME

No.	Time			Task
	September	October	November	NEWBIE ICEBREAKING
1	16/09	21/10	19/11	Ozganization compiled a list of all November Newbies
2				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 company/unit culture to new employees
7	27/09	1/11	29/11	Summary of the program

# 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
3 month					8.910.000

currency unit: VND





# RISK MANAGEMENT

- Technical
- Agenda
- MC
- Guest Speakers

# EVENT EXECUTION







# KEY VISUAL


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




# COMMUNICATIONS DESIGNS

FLIGHT <b>VN2021</b>	NAME
FROM <b>F50FT CAMPUS</b>	TO <b>FPT GLOBAL AUTOMOTIVE &amp; MANUFACTURING</b>
CLASS <b>TALENT</b>	BOARDING TIME <b>08:00 AM</b>
TERMINAL <b>FVILLE/ FPT TOWER/ FPT BUILDING/ FCOMPLEX/ FTOWN</b>	



Let your CAREER  
take off here







SUCCESS STORY  
**MR. NGUYỄN CHÍ KIÊN**  
GAM.VN.DAP

FLIGHT <b>VN2021</b>	DATE <b>26.11.2021</b>
FROM <b>YOUR HOME</b>	TO <b>FPT GLOBAL AUTOMOTIVE &amp; MANUFACTURING</b>
CLASS <b>TALENT</b>	BOARDING TIME <b>10:15 AM</b>
TERMINAL <b>FVILLE/FPT BUILDING/ FCOMPLEX/ FTOWN</b>	





Let your CAREER  
take off here

FLIGHT	<b>IVI2021</b>
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PASSENGERS' NAME

**NGUYEN NGOC TUNG  
NGUYEN TU NINH  
NGO VAN SON  
VU CAO SANG  
NGUYEN DUY KHANH  
NGUYEN NHU KIEN  
TRINH DUC TOAN  
HOANG MINH TUAN  
TRAN DINH CHINH  
DANG XUAN DUC**

FROM <b>HANOI</b>	TO <b>FPT GLOBAL AUTOMOTIVE &amp; MANUFACTURING</b>
CLASS <b>TALENT</b>	BOARDING TIME <b>08:30 AM   23 OCT, 2021</b>
TERMINAL <b>GATE 16, FPT TOWER</b>	



CHECKLIST		
No.	Time	Items
	November	NEWBIE ICEBREAKING
1	19/11	The Organizing Committee summarizes the list of Newbies of November
2		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	24/11	Complete checklist
7		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

# CHECKLIST

# AGENDA

Time	Detail of items
10h10 - 10h15	Welcome newbie, Play clip CÙNG GAM
10h15 - 10h20	Introduce the purpose, meaning & agenda of the program
10h20 - 10h25	Introduce GAM: Play clip FGA 5 years
10h25 - 10h30	Sharing of BOD (welcome onboard, share GAM's development orientation for 5 years, motivate new employees)
10h30 - 10h45	Introduction to GAM organisational structure; Play an infographic clip introducing BU
10h45 - 11h00	<b>Success story</b> (BuL/young staff with the most outstanding contributions, the most onsite, the best product...) - with Q&A
11h00 - 11h10	Introduction of Employee Experience Journey & Corresponding Activities + Corporate Culture Activities; Activities for buddy & newbie
11h10 - 11h15	Q&A
11h15 - 11h20	A representative of BOM HN shared
11h20	Closing



# PARTICIPANTS

The program took place with the participation of

- 102 new employees in all 4 units of GAM
- 3 guests: Mr. KienNC – an young employee who has an outstanding contribution; Mr. Ta Tran Minh – Director of GAM VN; Mr Hoa and Mr. La Quang Vinh, managers from GAM HN



# RESULTS

- And the awards in the activities of program are listed 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



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

# BUDGET

*currency unit: VND*

# COMMUNICATION TIMELINE

Timeline in November





# COMMUNICATION PRODUCT



GAM NEWS

November 24 at 10:07 AM · 🌐

## NEWBIE ICEBREAKING THÁNG 11: CÂU CHUYỆN 12 NĂM GẮN BÓ VÀ PHÁT TRIỂN CÙNG FSOFT CỦA GAMER NGUYỄN CHÍ KIẾN

Chào mừng 50 tân binh, Newbie Icebreaking- chương trình Day Two dành riêng cho newbie nhà GAM đã sẵn sàng vào cuối tuần này. Chương trình là cầu nối giữa các bạn nhân viên mới và đội ngũ Lãnh đạo GAM, các BU Lead/ Vice Bu Lead và PM/Buddy. Các bạn newbie hãy cùng đón xem chương trình và cùng chia sẻ, giao lưu với GAMer [Nguyễn Chí Kiên](#) ([GAM.VN.DAP](#)).

Anh Nguyễn Chí Kiên - Hiện... [See more](#)

**GAM** Global Automotive & Manufacturing

**FSOFT** software

**SUCCESS STORY**  
**MR. NGUYỄN CHÍ KIẾN**  
GAM.VN.DAP

FLIGHT	DATE
VN2021	26.11.2021
FROM YOUR HOME	TO FPT GLOBAL AUTOMOTIVE & MANUFACTURING
CLASS TALENT	BOARDING TIME 10:15 AM
TERMINAL	

WELCOME ABOARD






# ĐẠI CHIẾN VS MANAGER

# Brief & Proposal(s)

This is an outstanding dynamic Game Show in the series of internal connection events of GAM

As the final event in the series of events that are forever attached to GAM that the group and its members carry out, the battle is marked by enthusiasm and explosiveness

# Goals

- 
- 
- 
- Improve the cohesion between not only the members of the playing team, between Member and Manager teams but also between all GAMers
  - Helping to increase solidarity and teamwork
  - Show their agility, intelligence and creativity - assert themselves through competitions, poetry and music writing challenges
  - Inspiring STCo

# SMART Objectives



- Reach at least 100 people to sign up for the program
- Get an average of 200 viewers online for the weekly rounds
- Get at least 500 online viewers in the final round
- Each live stream of the weekly round gets 300 comments



# 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 include 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.





# Message



“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



# EVENT CONCEPT

**“DAI CHIEN LUA - BANG”** is the concept of “DAI CHIEN VS MANAGER”.

- 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.



# ACTIVITY PROGRAMME

TIMELINE "DAI CHIEN 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
2	08/10/2021	Guide to the rules of the game
3	12/10/2021	Close the registration form to participate
4	15/10/2021	Announcement of the list of registered teams
5	18/10/2021	Close the registration form to participate
6	19/11/2021	Qualifiers on MyFPT
7	22/11/2021	Announcement of qualifying results
8	23/11/2021	Introducing the teams present in the Show every week
9	26/11/2021	Show week 1
10	03/12/2021	Show week 2
11	10/12/2021	Show week 3
12	17/12/2021	Show week 4
13	24/12/2021	The Final Show
14	27/12/2021	Summary of the program, announcement of results

## ////// Minigame

- MINI-GAME: “GIEO Y TUONG – GAT NGAN GOLDS”
- MINI-GAME: “AI LA AI?”
- MINI-GAME: “WHO DARES?”
- MINI-GAME: “LUCKY DRAW”



# RISK MANAGEMENT

- Technical
- Team Member
- Manager
- MC
- Audience

# 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

currency unit: VND

# EVENT EXECUTION





# 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.

*“Đại chiến VS Manager”* Final Key Visual







# COMMUNICATION DESIGN



**“DAI CHIEN VS MANAGER”** Pictures of some sample frames

# TIMELINE

//////// Timeline every Week

Prepare the  
questions for  
Show of Week

Monday

Tuesday

Design the  
theme slide

Agenda & MC  
Script

Wednesday

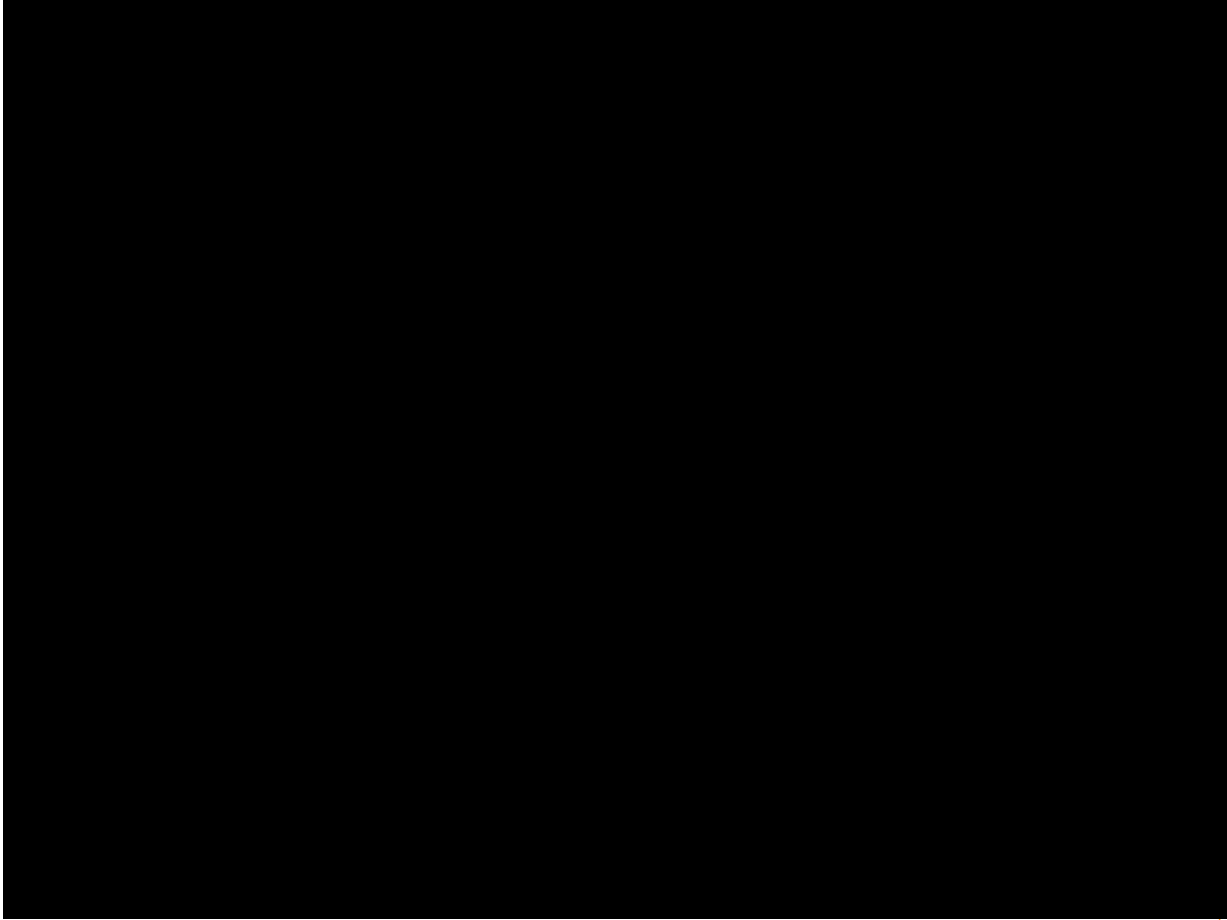
Thursday

Rehearsal  
with Week  
1/2/3/4  
participants

Launch Show  
1/2/3/4 & Review

Friday

# Rules



# CALCULATE POINTS

**VÒNG 1:**  
**THỬ THÁCH HACK NẢO**



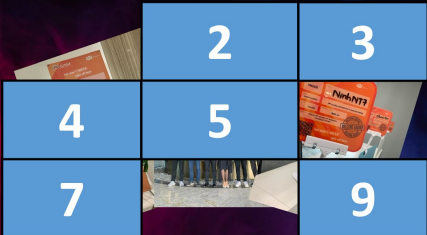
**CÂU HỎI**

**VÒNG 1:**  
**CHUNG SỨC**

**CÂU HỎI SỐ 1:**  
KỂ TÊN 1 ĐỒ VẬT  
BẠN CÓ THỂ SẼ TÌM  
THẤY TRONG TÚI  
XÁCH CỦA PHỤ NỮ?

SON	36
<b>GƯƠNG SOI</b>	<b>11</b>

**VÒNG 2:**  
**ĐUỔI HÌNH BẮT CHỮ**



**GAM**

1 2 3 4 5 6 7 8 9 10

**VÒNG 3:**  
**STICO BATTLE**

**CHỦ ĐỀ: LƯƠNG THÁNG 13**

**04:00**



# AGENDA

Agenda of Show Week

- 15h15 ● Ready time
- 15h30 ● MC Greetings
- 15h35 ● Introduction
- 15h40 ● Round 1
- 16h00 ● Round 2
- 16h30 ● Lucky Draw
- 16h55 ● Round 3
- 17h00 ● Summarize

# BUDGET

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
	<b>TOTAL</b>				<b>99,000,000</b>	

currency unit: VND

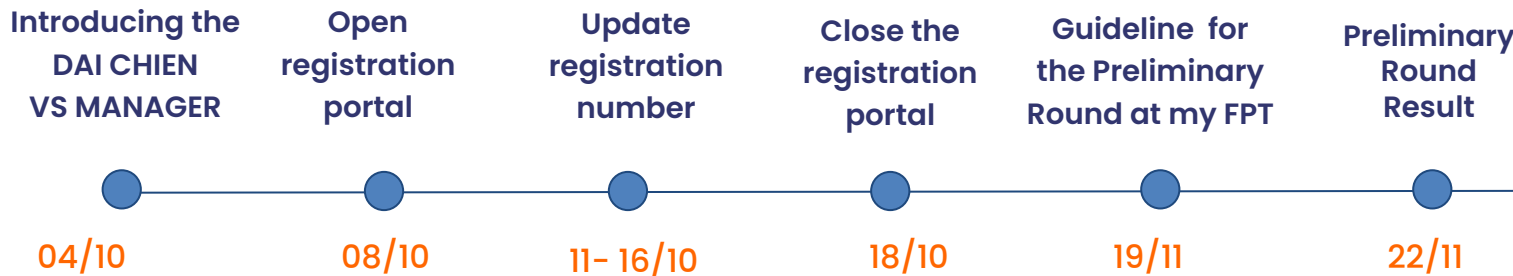
# BUDGET

ONLINE					
No.	ITEM	UNIT	QUANTITY	PRICE	TOTAL
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

*currency unit: VND*

# COMMUNICATION TIMELINE

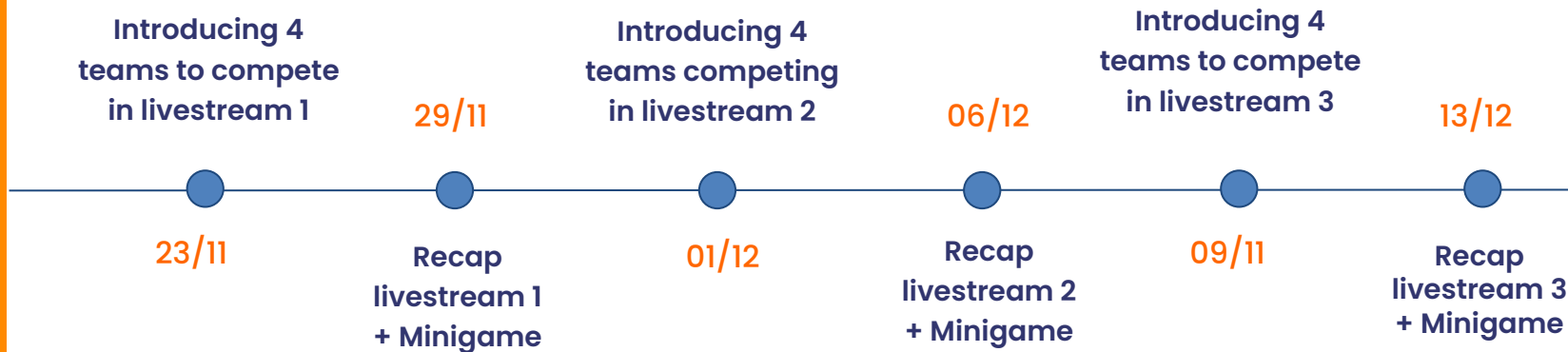
## BEFORE THE EVENTS





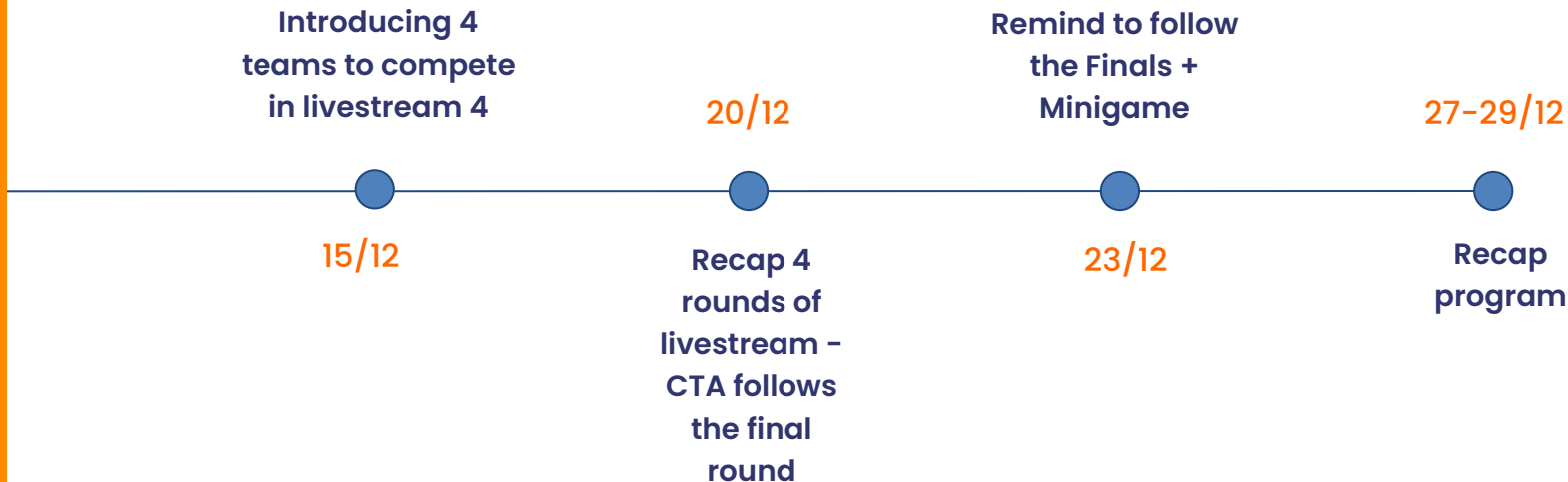
# COMMUNICATION TIMELINE

## DURING THE EVENTS

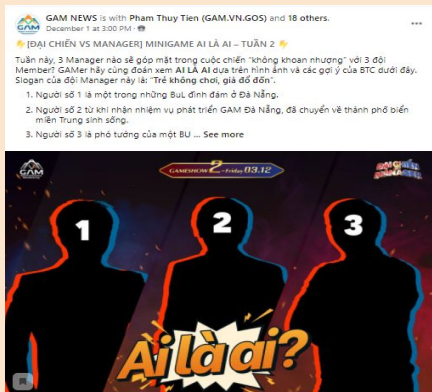
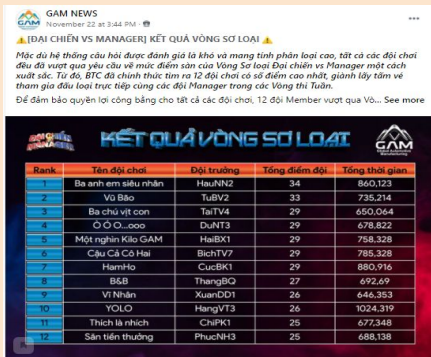
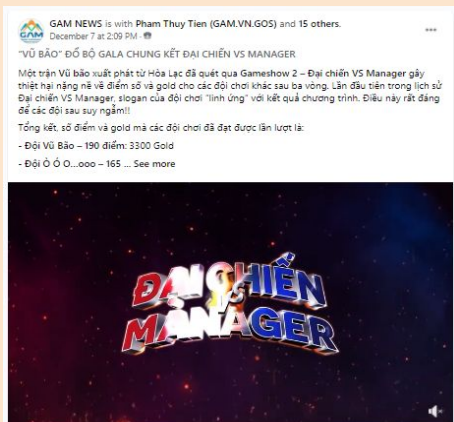


# COMMUNICATION TIMELINE

## DURING THE EVENTS



# COMMUNICATION PRODUCT



# Feedbacks

# SURVEY

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

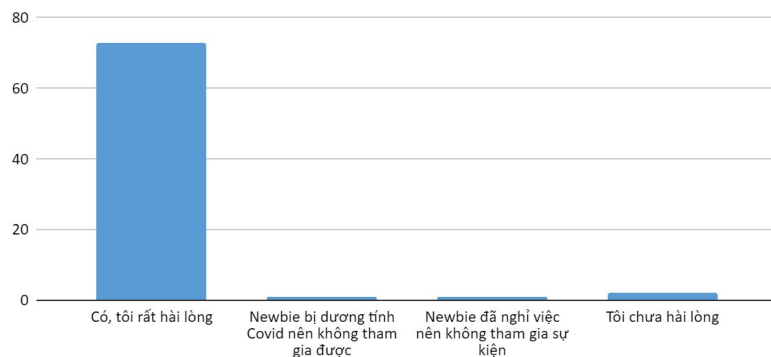
Phong cách mới, dzui nè :D

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

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

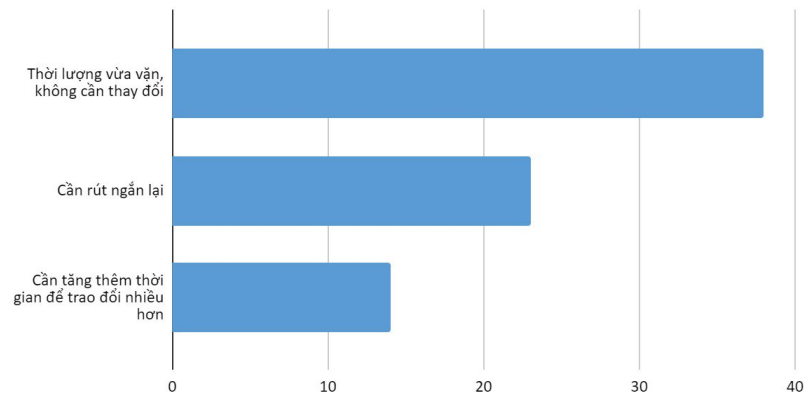
# SURVEY

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?

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

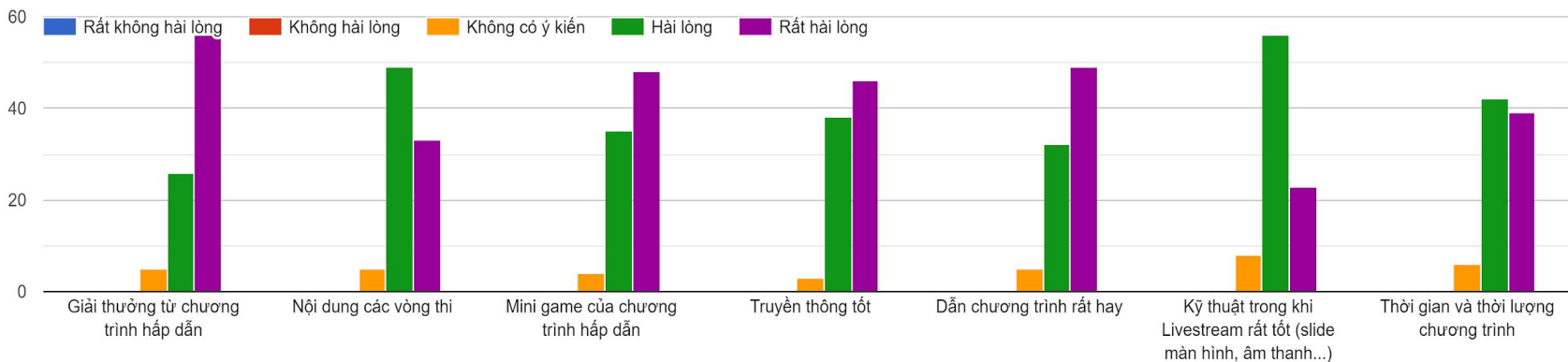


Tổng số của 3. Bạn đánh giá thế nào về thời lượng của chương trình

There are 71 people satisfied with the content of the event out of 102 people

# SURVEY

## Your satisfaction with the program

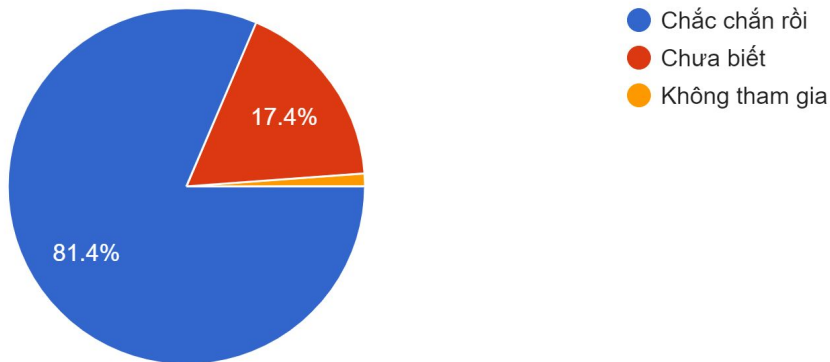


# SURVEY

Will you continue to participate in / follow the next Shows of “DAI CHIEN VS MANAGER”?

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

86 responses



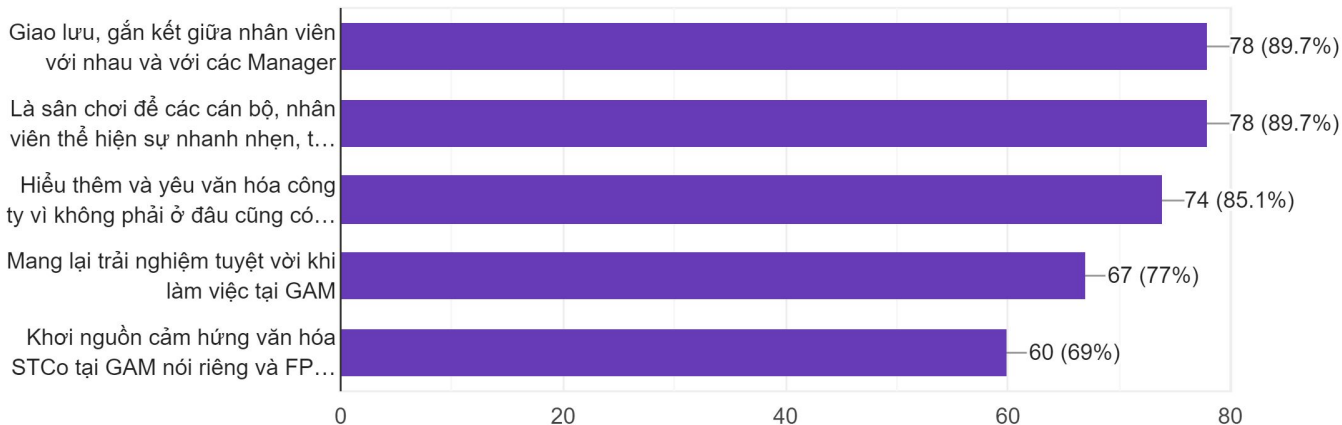


# SURVEY

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



# QUALITATIVE ASSESSMENT



*“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!”*



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

# QUALITATIVE ASSESSMENT



**Le Huynh Ngoc Thach (GAM.VN.TCA)**

*“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!”*



**Truong Dinh Huy (GAM.VN.TCA)**

*“Mình rất hài lòng về chương trình, tuy nhiên nếu tăng thêm thời gian để trao Team nhiều hơn nữa là quá tuyệt vời. Thêm nhiều quà nữa là niềm vui nhân xxx lần.”*

# QUALITATIVE ASSESSMENT



*“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.*

# QUALITATIVE ASSESSMENT



*“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.**

# QUALITATIVE ASSESSMENT

**D** Dang Van Tung (GAM.VN.IVI) · 1:08:57  
IVI vô địch , giọng MC dễ thương thật

Like · Reply · 1d

 Hoang Thi Thu Khang (GAM.VN.IVI) · 13:40  
Các giàn gái nhà IVI xinh quá

Like · Reply · 1d

**N** Nguyen Van Thuat (GAM.VN.IVI) · 23:51  
Thích là nhích xinh gái - GAM.IVI Vô địch

Like · Reply · 1d

 Bui Thi Nhung (GAM.VN.IVI) · 1:31:03  
Thích là nhích  
"Một vòng FSOFT, em ngồi đây.....  
Lương ngoài kia..... See more

Like · Reply · 23h · Edited

 Nguyen Van Hiep (GAM.VN.IVI) · 52:18  
chị Phương ơi cả dự án tin chị 😊

Like · Reply · 1d

 Pham Thi Nhung (GAM.VN.IVI) · 1:04:27  
MC dễ thương ghê

Like · Reply · 1d

 Tran Van Bich (GAM.VN.PDC)  
Tuyệt vời 🥰

Love · Reply · 2w

**P** Pham Van Tu (GAM.VN.DAP)  
Cảm ơn chương trình 😊

Love · Reply · 2w

 Le Nhu Anh (GAM.VN.GOS)  
cười đau cả bụng với show 1, hóng diễn biến show 2 quá =)))

Care · Reply · 2w

 Nguyen Hong Phuc (GAM.VN.GET)  
Gold bao giờ về Ví BTC ơi :d

Haha · Reply · 2w

👉  GAM NEWS replied · 1 Reply

**L** Le Thanh Huong (GAM.VN.PDC)  
Cảm ơn BTC, cho em hỏi khi nào nhận được micro để em luyện hát cho vòng tới ạ =)))

Like · Reply · 2w

👉  Tran Huong Giang (GAM.VN.GOS) replied · 1 Reply

 Trinh Thi Ngoc Linh (GAM.VN.MAD)  
GAM NEWS hihi em cảm ơn BTC

The audience is interested and interacts, gives feedback and thanks to BTC

# KPI

"DAU TRUONG NHI"					
No.	Items	Unit	Target	Reality	Percent
1	Number of people registered to participate	Parent	100	75	75%
2	Number of children participating	Kid	309	287	92,88%
3	Number of interactions	Interaction	1000	832	83,20%
4	Number of people watching the livestream	View	500	559	111,8%
5	Number of people participating in Minigame	Person	50	45	90%
6	Number of rewards	Number	37	37	100%

# KPI

NEWBIE ICEBREAKING					
No.	Items	Unit	Target	Reality	Percent
1	Number of Participants	Person	150	102	68%
2	Number of survey Participants	Person	100	72	72%
3	Number of guests	Person	3	3	100%
4	Number Check-in	Person	100	88	88%
5	Satisfied people	Person	120	71	69,6%
6	Recommendation	Person	20	27	74,07%
7	Total share of entries	Person	493	363	73,63%



# KPI

DAI CHIEN VS MANAGER						
No.	Items	Unit	Target	Reality	Note	Percent
1	Number of team	Team	16	16		100%
2	Number of players	Person	64	64		100%
3	Number of viewers	View/show	250	273	On average	109.2%
4	Number of people who participated in Mini games during Game show	Person/show	100	70	On average	70%
5	Total share of entries		430	423		98,37%

# KPI

SMART Objective	KPI	Reality
Employees satisfied with the programs	80%	78,4%
Conveying information about events	80	86%
The amount of interaction within the internal group increase	85%	88,56%



# Evaluate



# 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

## NEGATIVE POINTS

- 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



# Recommendation



## DAU TRUONG NHI

**Boost communication  
through Chat Bot**

Access through tools  
that are accessible  
every day

**Changing the form of  
media access**

Focus on exploiting  
employee psychology

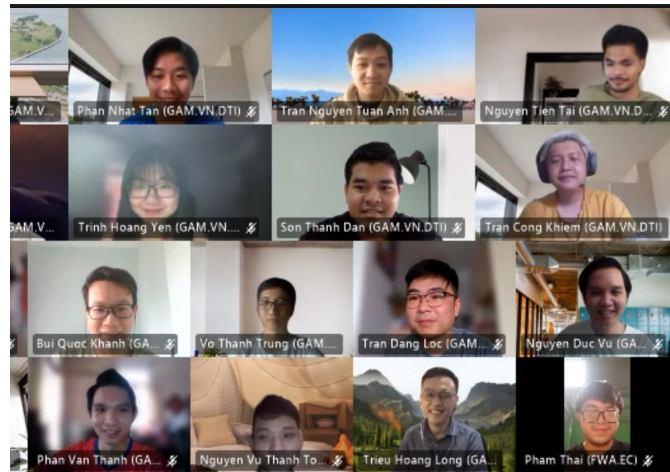
**Reduce the amount of  
words conveyed**

Easy to absorb and  
easy to communicate

## NEWBIE ICEBREAKING



Create more interactive activities with new employees like Team building.



Meetings include only Buddy and Newbie in which the Buddy will instruct on the content of the Newbie Icebreaking program.



## DAI CHIEN VS 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.



**THANKS FOR  
YOUR ATTENTION!**

