

YEAR END SUMMARY AND LAUNCHING NEW BRAND IDENTITY

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ABSTRACT

Everest Securities Joint Stock Company was established and put into operation on December 22, 2006. Everest Securities is proud to be one of the companies that provides a full range of professional securities services in the capital market, always supporting customers, constantly improving technology to promptly meet customers' needs.

In recent years, the securities industry is becoming a trend, developing strongly and attracting investment interest. Acknowledging the opportunity, Everest Securities Joint Stock Company decided to organize an event called "EVS: Up!" to launch a new brand identity - Everest Securities, the mission of the new brand identity is to professionalize the company's stock exchange. The goal of this event is also to mark the 15-year milestone of development and outline the future development strategy, organizing the summary gala. The event is also considered a perfect time to connect the employees in the company together, understand each other better, willing to sacrifice and help each other in the tasks ahead.

The event was held on January 21st 2022 with 240 participants including the Board of Directors and Staff, in addition to the participation of guests. The event marked a new turning point in the process of developing and bringing its brand to the next level.

01

INTRODUCTION



Viet Bay
HANOI, 21.01.2022

PROJECT INTRODUCTION

1.1. Name of the Capstone Project

English Name

Year end summary and Launching New Brand Identity event "EVS Up!"

Vietnamese Name

Sự kiện tổng kết năm và ra mắt Nhận diện thương hiệu mới "EVS Vút bay!"

1.2. Name of the Capstone Project

Throughout 15 years, outliving ups and downs, facing negative effects of the pandemic and fluctuations in the economy, Everest joint stock company securities has become more united, creative and strong. The Company has accomplished many things, especially in extraordinary business.

The team implementing the Gala Dinner "EVS: Up!" project are members of Rose Media-Agency that organized the above event for Everest Securities Joint Stock Company. The entire preparation and organization lasted for more than 1 month from December 17, 2021 to January 21, 2022 - the date of the event. Throughout the project, EVS Securities celebrated the company's 15th anniversary and looked back at important development milestones, paid tribute to the company president and former leaders, launched and introduced a new brand identity to all the employees and increased solidarity and maintaining corporate culture.

1.3 Project Overview

1.3.1 The Current project

Background

Vietnam is in the period of being affected as well as recovering from the epidemic. According to the Vietnam Community Newspaper, risks to financial stability in 2021 remain under control, despite the impact of the pandemic on the economy. Monetary policy and expansion contributed to the growth of the VN-Index to a record high in November 2021. The total value of government bonds issued in 2021 reached the equivalent of \$13.7 billion, increased by 32% compared to 2019. Threats to financial stability gradually appeared. The growth of the corporate bond market is mainly through private placements, most of which are unsecured and not rated, raising concerns about hidden risks. Bad Debt (NPL) may continue to increase as loans restructure and retain raw debt.

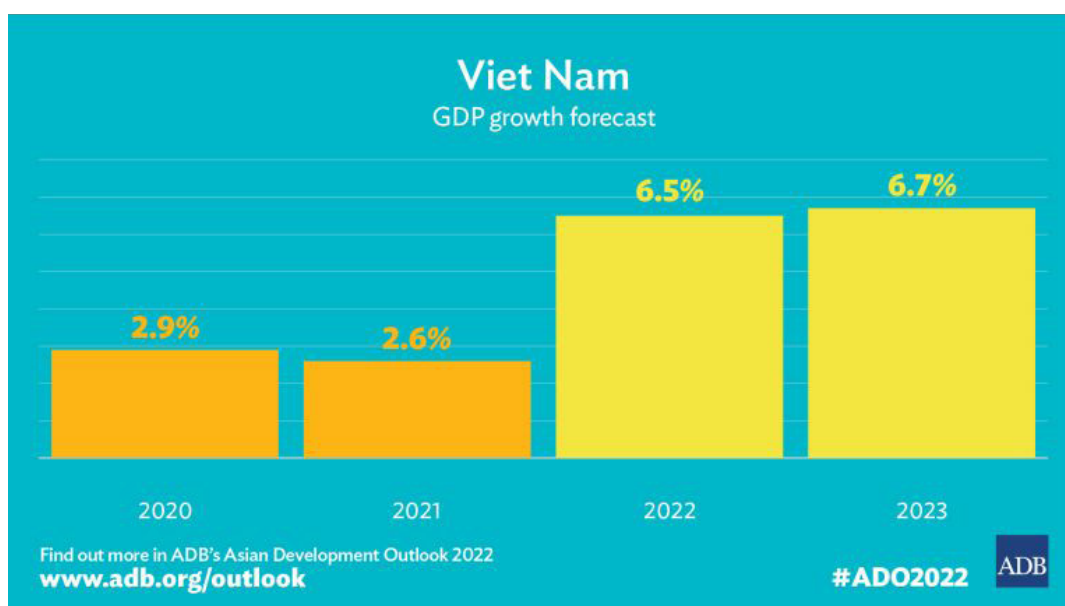


Figure 1 - Viet Nam's GDP growth forecast by ADB

In addition, in the recent period, stock trading has been bustling, employees are trying their best to achieve the goal of growing stronger and expanding their customer base. The market size has also changed markedly. According to statistics on market size of the State Securities Commission (SSC), as of December 31 2021, there were 204.26 total stocks, CCQ, bonds and warrants registered on the market. increased 14.18% over the same period last year. At the same time, the market capitalization totaled 9,309,889, an increase by 39.38% over the same period last year. The number of individual investors has also increased significantly. According to the statistics of the number of investors on the stock market of SSC, in the last 6 months of 2021, the total number of domestic individual investors increased from 3,344,998 to 4,257,724 investors, an increase of 55.52% compared to the end of 2020.

Group requirements

This year, Vietnam has basically controlled the epidemic, and people's lives have gradually returned to normal as before. As a result, EVS Securities intends to organize an event to celebrate the 15th birthday of the company as well as release a new Brand Identity of the company. This event will unite all the staff of the company and be held as an internal event, which is organized offline with around 250 participants.

1.3.2 The Proposed project

The project is an event which is organized in order to celebrate the company's 15th anniversary and launch the company's new brand identity. All the employees of the company are the target audience of this project.

1.3.3 Boundaries of the project

Due to the COVID-19 pandemic, all offline events are postponed, and workshops are unable to organize. "EVS Up!" was originally organized in November 2021, but because of complex events of the pandemic, it was removed until late January 2022.

With projects on announcing brand identity, communication campaigns will usually target internal and external audiences. And to spread the image of the new brand more widely, some large enterprises will also organize events to target customer partners and other external audiences. But due to the pandemic situation, Everest Securities in particular and other companies in general cannot organize so many activities. So the object of the project has been reduced to the employees in the company. The communication scope of the project is also not directed outward.

1.4. Team's role in the project

Our group participated in this project as a trainee team of rose media. The tasks undertaken by the group include:

- Support in ideation, event planning
- Make a proposal for a media plan for the event
- Take two surveys before and after the event
- Supervision of construction items for the event including stage, sound, light. Monitoring and handing over the above items after the event

1.5. Reasons to choose this project

Team's purpose

Organizing events is an indispensable part of media activities. Almost during the development process, any business will organize an anniversary or year-end event which is similar to EVS Securities's event. Therefore, participating in the organization of this event will bring many benefits to each individual of our team. Since similar events are very common, participating in this event will be very useful in future work. Besides, Rose media is a company specializing in communication, especially in the field of events related to corporate culture, which makes us learn even more.

Relevancy

With an event that consists of Branding and PR, we can promote all of the information and skills gained in the media business. SSG 201, DTG 102, EVN 201, MPL, CCO, BRA301 or PRE201 for example... This is the ideal chance for us to put what we've learned into practice while also gaining practical experience in a corporate setting.

Meaning

"EVS Up!" is the event that celebrates the 15th anniversary of Everest Securities. This event would help all the participants look backwards at their 15-year journey and memorable development milestones. Besides, Everest Securities also unveils the Company's new Brand Identity and new name: "EVS Security".

2. THEORETICAL BASIS APPLIED TO THE PROJECT

These theories below are carefully researched in "Successful Event Management" written by Anton Shone and Bryn Parry:

2.1 Definition & purpose of event

Special events are that phenomenon arising from those non-routine occasions which have leisure, cultural, personal or organisational 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)
- Organisational 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. 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 doing 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 standardisation 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 organisers 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 'fossilised' 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 emphasise 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 realise 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.

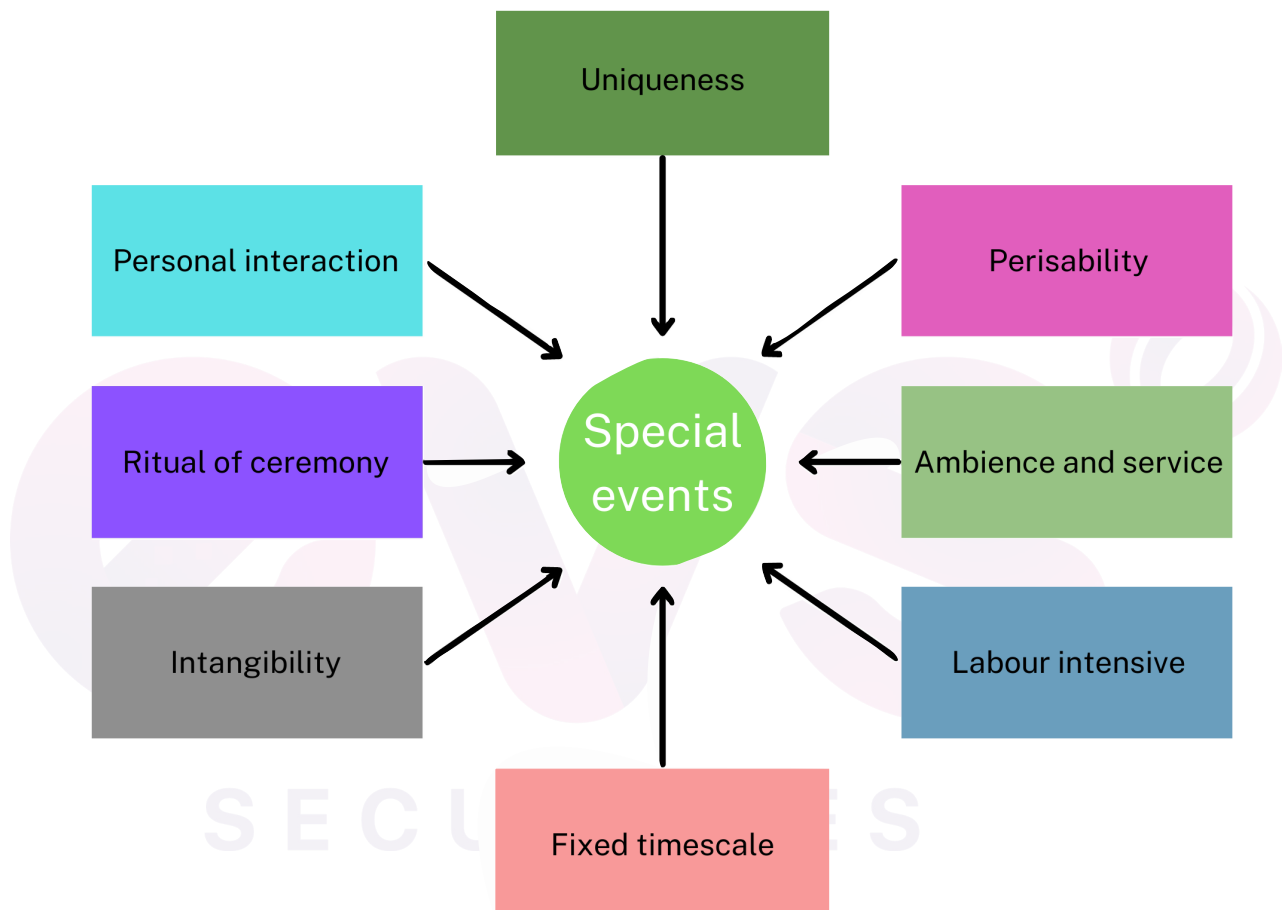


Figure 2 - Characteristics of special events as a service

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

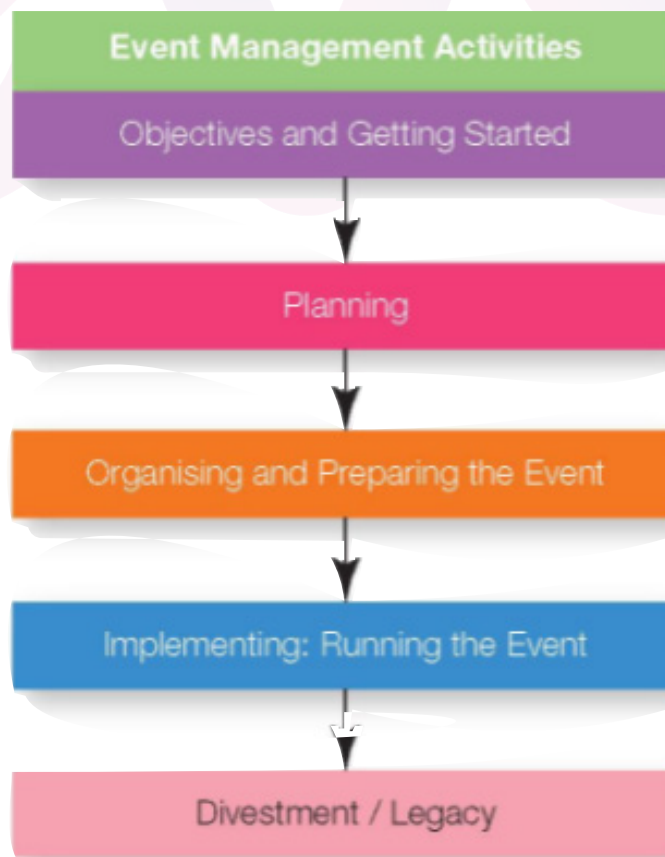


Figure 3 - The planning process for events management

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.

2.6 Brand Launching theories

These theories below are carefully researched in "Strategic brand management" written by Kevin Lane Keller and Vanitha Swaminathan (2019):

2.6.1 The benefits of building a brand

Brands pave the way to marketing success. They build name awareness. They build equity. They increase the odds of business survival. They make selling easier. They create customer loyalty. Oh, and they generate profit. Without a brand, you have to build a case for why you deserve the customer's business every time you want to make a sale.

2.6.2 Seven steps to branding success

a. Decide what to brand

Brands pave the way to marketing success. They build name awareness. They build equity. They increase the odds of business survival. They make selling easier. They create customer loyalty. Oh, and they generate profit. Without a brand, you have to build a case for why you deserve the customer's business every time you want to make a sale.

b. Research & shape brand image

Building a successful brand requires extensive research. When you truly understand your customers – who they are, where they are, and what they want – you can target them in a cost-effective and waste-free manner. When you understand their needs, wants, and desires, you'll have a solid foundation not only for building your brand, but also for growing your entire business. Of course, you could have already done your homework and be the proud owner of a teetering pile of paperwork. So now might be a good time to go over the data again, polish up the conclusions, and investigate any gaps you find.

The company needs to research the target market. To get useful market research data, your sample group needs to be relevant and representative of your target popularity.

c. Define your offering

Once you understand your customers - their wants, needs, wants and expectations - you should rethink your offering and start laying the groundwork for a brand that accurately reflects the nature of your business. your business, how you operate, what the business promises and the customers

Creating your vision

- Think of your vision as the picture of where you ultimately want to be.
- Define your long-term aspirations
- Explain why you're doing what you're doing
- And the ultimate good you want to achieve through your succes

Establishing your mission

- Think of your mission as the route you'll follow to achieve your vision.
- Define the purpose of the company
- State the impact of the business on the world around
- State what the company does for customers
- And how businesses follow to achieve their aspirations

Identifying your values

- You need a set of principles and values that guide how you operate.
- What you are and aren't willing to do to achieve success
- They're fundamental to what your business is and stands for
- They're essential to the brand image that's reflected to the public

Understanding your character

- Your brand character is the personality of your brand.

Defining your brand

- Your brand definition shrinks all your thoughts about your business mission, values, and promise into a concise statement.
- It defines what you do and how you differ from all other solutions
- It defines your promise to your customers
- It's the face of your brand- It serves as the steering wheel for your branding strategy
- It influences every turn you make in presenting your brand

d. Find market position

The process of finding a place to build your brand in your market and in the minds of customers is called Positioning. Positioning is the precise job of differentiating your offering, then slotting it into a free spot in the market to fulfill an unfilled need. Having completed your market research, you should know who your customers are, but more importantly you should know who is most likely to want what you're selling. You should know their needs and desires, where they are, how to target them, what kind of messages will motivate them to buy from you, and what kind of customer experience will make them loyal to your brand. You've also put your brand into words and defined what's unique about your offering. Now it's time to develop your marketing and communication strategy.

e. Create the right impression

Create the face and voice of your brand, which is a unique, simple, and powerful representation of your business. It should be consistent in image and tone across all of your marketing communications. It has to be targeted in the message and powerful enough to grab the customer's attention - and win their customization.

f. Launch with a bang

- Time your launch to coincide with public interest in your story
- Launch a PR programme to get your message into the market
- Promote it to your target market
- Secure a key speaker with kudos
- Plan your event down to the finest detail
- Invite 70% more people than you can accommodate
- Position your brand and your customer promise
- Unveil, present, and/or demonstrate your product or service
- Encourage feedback
- Network like crazy
- Follow up enquiries and sales leads

g. Keep your brand fresh and relevant

- Encourage feedback on your marketing material
- Review your materials regularly
- Ring the necessary changes
- Keep on top of changes in market trends
- Keep on top of changes in the law
- Spot opportunities
- Refresh your materials every quarter
- Keep your website up to date
- Communicate regularly with customers

2.7 Theory Rebranding Models

These theories below are carefully researched in "Strategic brand management" written by Kevin Lane Keller and Vanitha Swaminathan (2019):

2.7.1 Re-Defining Corporate Rebranding

Based on the American Marketing Association (AMA) definition of a brand, et al. (2006) suggest that rebranding can be defined as the creation of a new name, term, symbol, design, or design. design or a combination thereof for an established brand with the intention of developing a (new) differentiating position in the minds of stakeholders and competitors. The definition of corporate branding considers corporate rebranding as a systematically planned and executed process aimed at creating and maintaining a new favorable image and, therefore, a company's reputation as a whole by sending signals to all stakeholders and by managing behavior, communication and symbols to advocate action or response to change. Corporate rebranding is "a separation or change between an originally established corporate brand and a new formulation." This definition goes beyond including brand image and pricing. Asset value is the main goal of corporate branding. This is because brand image and values are not the end in itself. They only serve to make the brand survive and grow.

2.7.2 The New Corporate Rebranding Model Based on Evolution Theory

Based on the American Marketing Association (AMA) definition of a brand, et al. (2006) suggest that rebranding can be defined as the creation of a new name, term, symbol, design, or design. design or a combination thereof for an established brand with the intention of developing a (new) differentiating position in the minds of stakeholders and competitors. The definition of corporate branding considers corporate rebranding as a systematically planned and executed process aimed at creating and maintaining a new favorable image and, therefore, a company's reputation as a whole by sending signals to all stakeholders and by managing behavior, communication and symbols to advocate action or response to change. Corporate rebranding is "a separation or change between an originally established corporate brand and a new formulation." This definition goes beyond including brand image and pricing. Asset value is the main goal of corporate branding. This is because brand image and values are not the end in itself. They only serve to make the brand survive and grow.

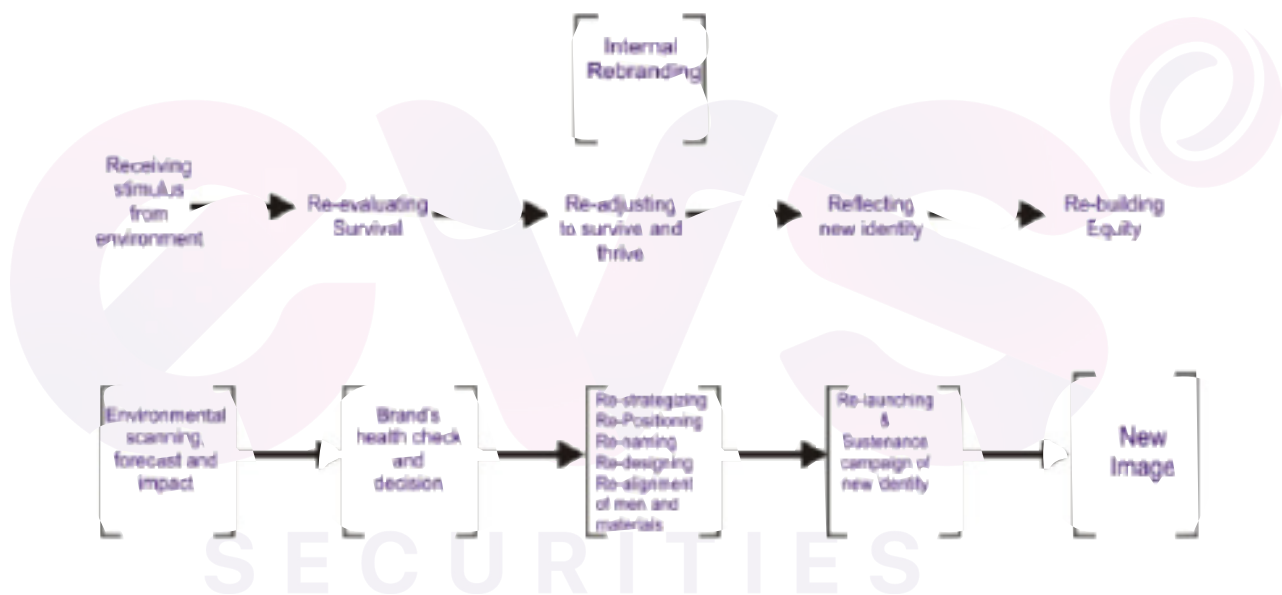


Figure 4 - The new model of rebranding

- To be chosen by customers, a corporate brand should look at its environment to know what it likes.
 - Conduct a test, to see if the trait it exhibits is currently favored by the environment. (Otherwise, it will have to recombine its values and/or expressions to achieve what the environment will prefer.)
 - Recombination is entirely internal to the organization.
- => It's the internal re-branding stage

Based on this inverse application of the evolutionary theory of natural selection, the new corporate rebranding model is divided into five stages. One key feature that this new model clearly establishes is that internal rebranding, including personnel reorganization, is literally everything that is done to and within the organization to create an identity new for it. The model also shows that internal rebranding is a prerequisite for all external stakeholders to expose a new identity. The model also highlights the sub-processes at each stage, using well-known terms from the marketing dictionary.

3. COMPANY OVERVIEW

3.1 About Everest Securities (EVS Securities)

3.1.1 Overview



Figure 5 - The Company Everest Securities

Everest joint stock company securities ("Everest Securities") was the forerunner of Dai Duong joint stock company securities, the company was officially established and put into operation on December 22th 2006. Currently the company's charter capital is 1.130.004.000.000 VND. Everest Securities is one of the pioneer companies that fully supply professional stock service in the capital markets, always be side by side with customers and support them. Last but not least, technology is innovated day by day to meet the requirements of customers.

Developing history of Everest Securities:

Developing history of Everest Securities:

Year	Historical Milestones
2007	Became the 40th member of The Hanoi Stock exchange owns and the 56th member of the Ho Chi Minh City Stock exchange owns under the name Dai Duong joint stock company securities
2009	The company's charter capital increased from 50 Billion VND to 150 Billion VND
	Entered a live trade in The Ho Chi Minh City Stock exchange owns
2010	Branch in Sai Gon was officially established and put into operation
	The company's charter capital increased from 150 Billion VND to 300 Billion VND
	Entered a live trade in The Hanoi Stock exchange owns
	Became specialized government bond trading member in The Hanoi Stock exchange owns
	Became the 13th Securities company to provide live trade services.
	Entered a live trade in UPCOM
2011	Was authorized to provide margin securities trading service
2014	Trung Kinh and Hoan Kiem Transaction offices were officially established and put into operation
	The company's charter capital increased from 300 Billion VND to 600 Billion VND
2016	Moved its headquarter to: 2th floor, VNT Tower - 19 Nguyen Trai, Khuong Trung, Thanh Xuan district, Hanoi
2018	Changed the name "Dai Duong joint stock company securities" to "Everest joint stock company securities". By the same time the company changed their Brand Identity.
	Since 01/08/2018, The company's shares are listed on UPCOM with code EVS

Table 1 - Historical Milestone of EVS Securities

Since the beginning until now, Everest Securities always committed to put the customers' benefit first and build their trust based on the quality of provided services. Beside basic services and directly serving entrepreneurs on capital markets such as: stock brokering, securities depository, Stock investment consultancy. Everest Securities has become a reliable address of businesses that have need for financial advising services such as: launching mobilized capital stocks, equitization, stock exchanges, restructuring, merging businesses,...

In order to professionalize products and services to bring the largest benefit for customers, Everest Securities confirms that humans are the most important element. Humans of Everest Securities have high qualities, good sense of discipline and always appreciate the work ethic. Everest Securities also sets the specific strategy and policy to attract talented individuals with worthy remuneration.

On 21/01/2022, Everest joint stock company securities (Everest Securities) launched a new brand identity. In addition, this can mark the milestones of 15 forming and developing years.

3.1.2 Vision, Mission, Core value

a. Vision

Everest Securities aims to build an ecosystem which consists of investment products for many groups of age. Besides, Everest Securities also wants to have the customers' diversity with the purpose of maximizing customers' interest.

b. Mission

- Increasing capital-efficient and stakeholders' returns
- Diversifying incomes in order to maximize profit
- Raising the level of human resources

c. Core value

"Pioneer - Transparency - Responsibility"

- Pioneer: Always become the pioneer company of securities field
- Transparency: Making everything transparent
- Responsibility: Be responsible for customer and for the country's economy

3.2 Brand Identity

3.2.1 Meaning of brand's symbol

On January 21, 2022, Everest Securities Joint Stock Company (EVS Securities) launched a new brand identity, marking the 15th anniversary of their establishment and development along with an important customer strategic transformation and business model of the company.

The reason for the change in brand identity comes from EVS Securities changing its business strategy from 2021: Transforming from a traditional securities company model to a technology-based company to develop the diversification products of financial investment.

3.2.2 The meaning of the logo

On January 21, 2022, Everest Securities Joint Stock Company (EVS Securities) launched a new brand identity, marking the 15th anniversary of their establishment and development along with an important customer strategic transformation and business model of the company.



Figure 6 - Logo of Everest Securities

Everest Securities' new logo is inspired by the yin and yang circle in Eastern Taoism, represented by two vortex bands representing the ever-changing circulation and flexibility, just as EVS will always change. change to adapt and develop, catch up with the market and the tastes of customers. Besides, the logo also has the meaning of balance and harmony between core values and new trends so that EVS creates quality products and services for customers.

The Logo is made up of 2 parts, icon in the conner and typeface EVS Securities:

Icon is composed of 2 main arrays, representing yin & yang together, just like the 2-way up and down stock market. The two create a 3D effect like an infinity circle, the negative in the middle forms a compass arrow, pointing up at a 45-degree angle to represent development, like a guidance for customers.

The typeface part is created by simple shapes, giving it a modern feel. The technological pixel range grows from small to large, expressing the desire to develop in technology, taking technology as the core foundation. This technology texture strip is only used on digital publications. The total number of squares is 8, in Eastern culture, the number 8 symbolizes prosperity. In Chinese, the number 8 is read as "bat", pronounced just as "phat" with the meaning of prosperity and wealth.

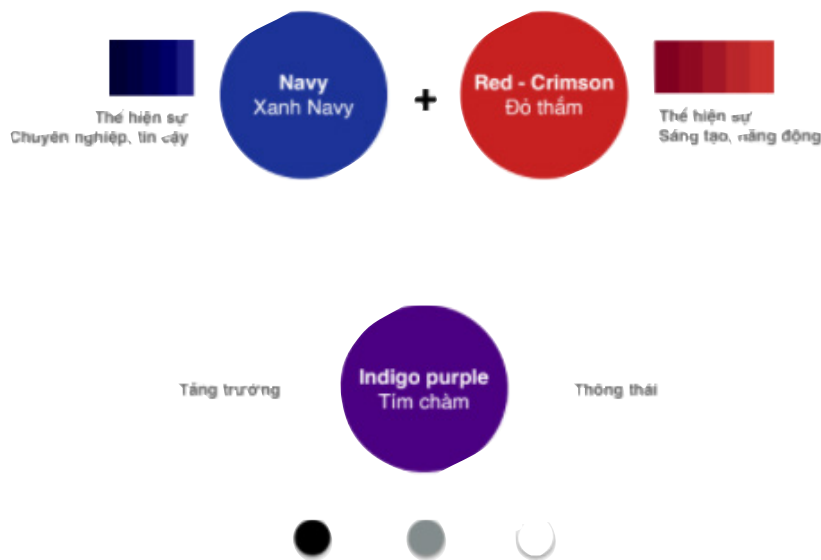


Figure 7 - Explanation of the brand's color

With the introduction of the new brand identity, purple will become the new main color of EVS. This is the color representing creativity, the future, imagination and dreams are the values that EVS aspires to. Purple is also a combination between the stability of blue and the energy of red - two colors in the original EVS logo design with the meaning of inheritance, embellishment and enhancement of the original values that make EVS brand well-known.



Figure 8 - Red and Blue in Everest Securities's old Logo

Specifically

From 02 main colors, Navy Blue and Crimson Red, which are creatively and dynamically extracted from the original color of the parent corporation's logo - Gami. 02 hot and cold colors, symbols of yin and yang, now blend together to form the main color Tone of the EVS brand: Indigo purple. (According to RGB dithering rules)

Indigo purple is easily found in nature, as this color is very close to the color of Tanin obtained from the leaves or bark of the Indigo tree. At the same time, purple in the stock market is also the color of tremendous growth. In addition, black and white, gray are the shades that will complement the proposed color to achieve the effect of conveying meaning.

3.3 About Rose Media



Figure 9 - Logo of Rose Media

Rose Media was founded in 2020. Name of "Rose Media" is inspired by the beauty and meaning of the Rose - "queen of flowers". As well red colors of roses symbolizes intense love and eternal beauty, Rose Media was formed and worked with ENTHUSIASM - LOVE with the profession and was headed toward PERFECTION for customers. Besides, the name of "Rose Media" is also inspired by the name of the company's founder, Mrs. Nguyen Thi Hong Nhung, who has 20-year experience in the fields of event organization, performing art and corporate culture. Rose Media provides services in the fields of Event organization, Multimedia production, Brand consulting, Marketing and Corporate culture.

Since that Rose Media will take the maximum amount of energy and their enthusiasm to build new ideas, breakthroughs, differences and not duplicate. This slogan also creates strengths for Rose Media, focusing not only on the quality of content, the ability to create ideas but also the speed of execution and professionalism. Rose Media believes that these are the most core values to bring to customers high quality products and from the quality that customers receive will prove the value of the Rose Media brand.

Although newly established for more than 2 years, with the guidance of capable, experienced and passionate experts in the field of media, events, and art, has created a growing and stronger Rose Media and received full trust and cooperation from many partners. Humans of Rose

Media always affirm personal prestige with the "earnestness" and "capability" in the profession, always "strict" with themselves and constantly searching for new things to create innovative products, art, delivering the right customer requirements and more.

From unremitting efforts in developing its reputation. RoseMedia is also proud of their accomplishments in organizing the following events: The opening ceremony of the INNOVATION CENTER - The project to celebrate the 5th anniversary of the establishment of MB SHINSEI financial company (Mcredit), Chao 28 - FPT INFORMATION SYSTEM, Closing Ceremony 2021 - Thap sang ngon hai dang cung hiep hoi nhan su (HRA), Cultural week - Ruc ro sac mau Lai Chau, Launching Ceremony: FPT Telecom - FPT Play Box S, 28th birthday of CMC Group, FCE Vietnam, 15th anniversary of Vinpearl, etc.

Covid-19 badly affected the Event organizing field individually and other field in general. However, 2021 was considered as a successful and developing year of securities. This is a great honor for Rose Media to collaborate with EVS Securities to organize Year end summary and Launching New Brand Identity event "EVS Up!". By offering extensive communication ideas and producing high-quality media products, Rose Media is expected to bring Everest Securities closer to the community.



Figure 10 - Production Team of Rose Media

02

DEVELOPMENT & PRE-PRODUCTION



1. DEVELOPMENT - CURRENT SITUATION ANALYSIS

1.1 Stock trends in the world

This research was conducted to see the overall picture of the Economy, what the world is doing and where VietNam is in the world economic map and what EVS should do to be the pioneer.

The world has just been heavily affected by the Covid-19 epidemic, leading to many difficulties in the economy. This is the time, people use savings funds to invest with the expectation of profit.

According to a statistic from Forbes magazine in June 2020, 75% of young people of Gen Z when interviewed plan to participate in investment.

The reason is said to be because the previous popular investment channel, which was bank savings, no longer maintains a good interest rate and tends to decrease over the years.

Along with the effects of Covid on the economy of organizations and individuals, the amount of investment assets is more than ever. As of April 2021, an average of 40% of US households' wealth is invested in stocks - a record high in US stock history according to the Organization for Economic Co-operation and Development (OECD) in Research paper: "Households' Wealth Composition Across OECD Countries and Financial Risks Borne by Households". (Michael Gruen, 2021)

1.2 Stock trends in Vietnam

The research was made to understand the stock market in VietNam and locate EVS Securities's position in this market. Throughout the research, EVS Securities will understand the market and know what to do to relocate their position.

Vietnam's stock market also boomed strongly, similar to the situation in the world's stock market

In 2021, Vietnam's stock market recorded strong growth, new records were continuously set. VN-Index officially conquered the threshold of 1,500 points in November 2021 - A record in the history of Vietnamese securities. Investments from individual investors up to 91,500 trillion VND

(*Vn-index is a stock index on HOSE, showing the aggregate volatility of all securities listed on

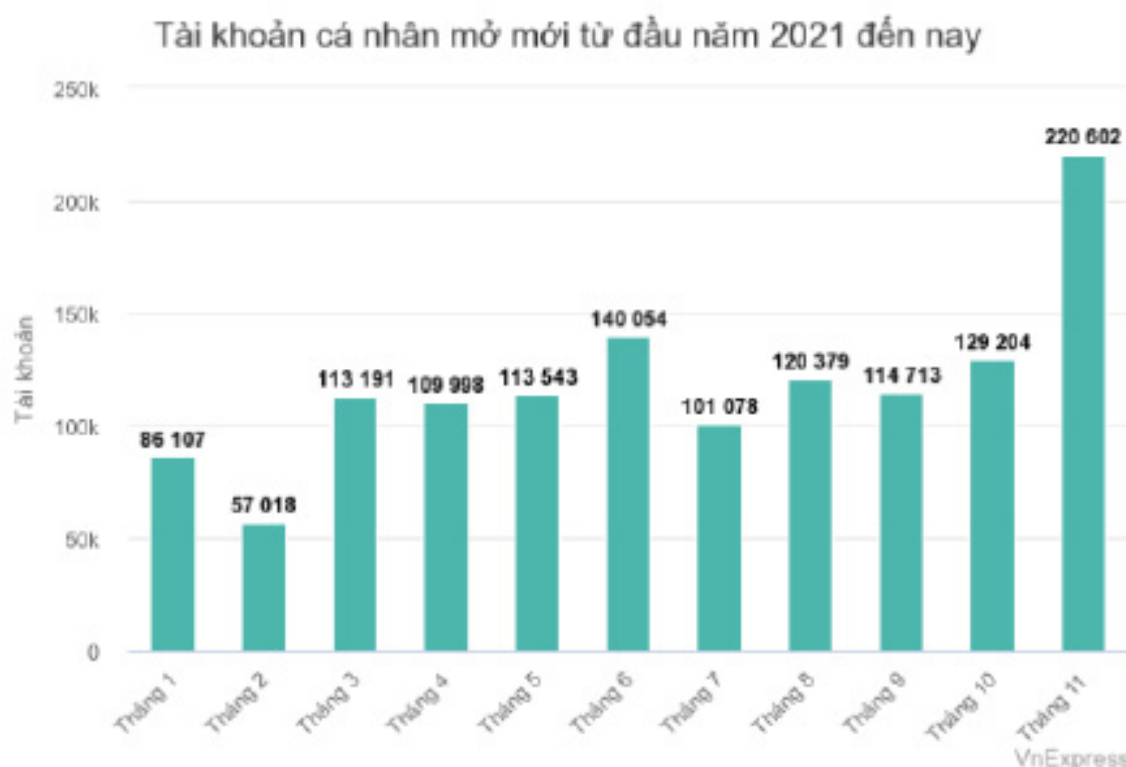


Figure 11 - Chart of opening personal accounts from the beginning of 2021 to present

According to statistics from VN-express, the number of new domestic individual investor accounts opened in November was 220,602, an increase of more than 70% compared to the previous month.

According to the latest data 7/4/2022, 5% of the population of Vietnam participates in securities investment, equivalent to 4.93 million people. This figure is achieved 3 years faster than the project on restructuring the securities and insurance market issued by the Prime Minister. (Minh Son, 2021)

1.3 Stock and technology trends in Vietnam

This research helps EVS figure out what technologies are trending, as well predict the trends of technology to plan for the future.

The Covid pandemic has brought offline activities to a halt, but this is an opportunity for connected technology for development.

Securities companies now tend to approach new standards, new technologies (Big data, eKYC, Blockchain...), new trends towards internationalization.

Assessment of technology platforms helps to improve the reputation of securities companies and win the trust of customers. (Hong Quyen, 2021)

1.4 The combination of artistic and technological elements in event organization

These research below are made to find out which type of event should be suitable for this event. Besides, throughout the research, the organizing committee can find some ways to convey the message of the event.

1.4.1 The artistic elements in event organization

Artistic elements, especially singing and dancing, play an important role in events. According to the study "Why integrating art improves long-term content retention capability" of the International Association of Education, International Intelligence in 2011 has shown that: "Integrating art — the use of Using art as a teaching method throughout the curriculum — can improve long-term content retention. A series of long-term mnemonic effects well known in cognitive psychology have been reconsidered, and it has been argued that artistic integration would naturally take advantage of these effects while promoting student's motivation. This reconsideration provides an example of how research from neuroscience and cognitive science can contribute to the work of practicing educators." That's why, today's events often bring more elements of art, and those elements also carry the content of the event to make the participants absorb the information more impressively and lastingly. Besides, art performances in internal company events are often performed mainly by the employees in that company to spread the artistic spirit and also a way to enrich the corporate culture of that company.

1.4.2 Technological elements in event organization

When entering each event, attendees must feel excited and gain new experiences from which to get impressions with brands and products. Observing and applying technologies in event organization is what professional event organizers always have to do. Because that works to help units keep up with the trends and get left behind by other rival companies. Technology applications in the event industry such as:

The kinetic lighting system

The kinetic lighting system is an idea that combines the art of lighting with the technology of mechanical movement (kinetic energy). Each light fixture is connected to an electric winch installed on a truss that is pulled up to the ceiling. This whole system is set up by software and controlled by its own specialized equipment, including moving the light bulbs (or any object) up and down to create a cube, and at the same time changing the state, color, etc. synchronize with the music. Thereby increasing the visual and emotional experience for viewers.

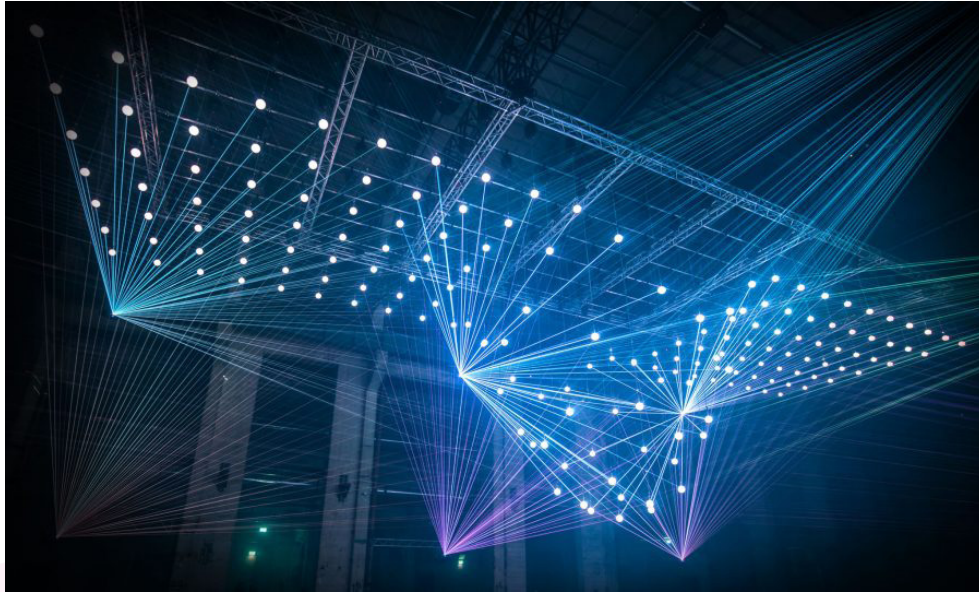


Figure 12 - The kinetic lighting system

Hologram

Hologram technology is a product of a 3D imaging technique called Holography. Hologram is described and understood as: It is the rearrangement of the details of a flat image so that they reflect light appropriately so that it emerges as an image with depth. We can observe the projected image of an object under any angle as if the object were there, even though we cannot touch it or hold it.

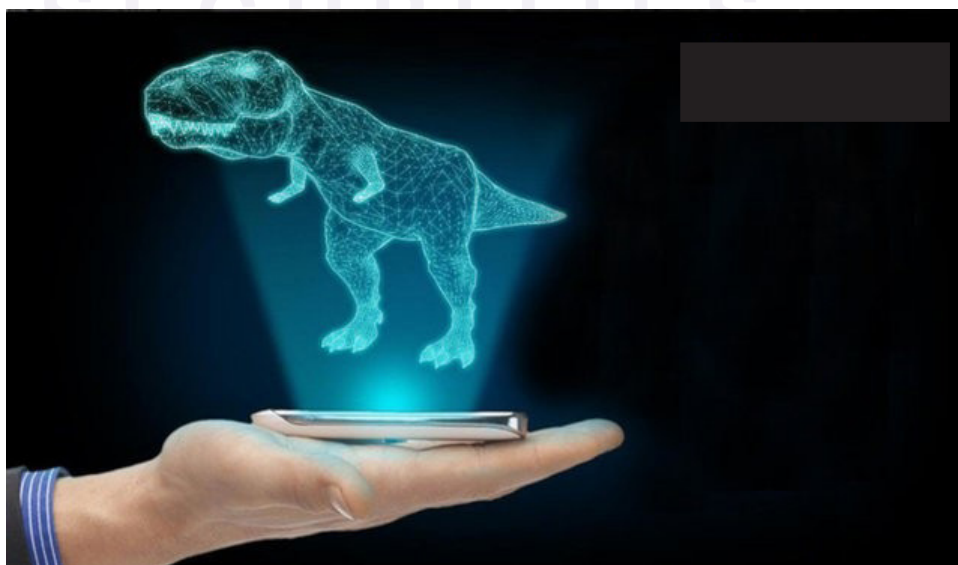


Figure 13 - Hologram technology

LED matrix

It is a programmable LED system that displays colors and movements at will, helping to create outstanding highlights for the stage and is widely used in countries with a developed music industry.

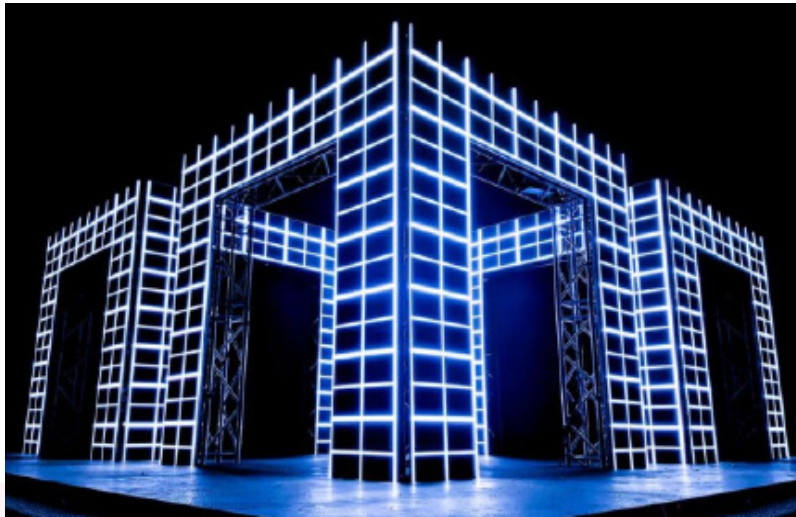


Figure 14 - Led matrix

1.4.3 3D Hologram Interactive Dance - A combination of art and technology

Interactive dance is one of the most used performances in the event, considered as the key moment- the most outstanding highlight in the whole event. The choreography of an interactive LED and 3D Hologram interactive dance performances depends a lot on many factors as well as the quality of the personnel such as the Director, choreographer, dancer, music and especially the visual effects. Each interactive dance performance is staged and carry a meaning and message to convey to event participants. (Thanh Cong, 2021)



Figure 15 - LED interactive dance- Combination of technology and art

1.5 Competitors Analysis

Corporate culture is one of the important criteria to build reputation and brand image of securities companies. The competition for high-quality human resources among securities companies is very fierce. Events and cultural activities are factors that help employees trust and stick with the company. Having a committed team is an important condition for building a sustainable brand. So, we have made two analyses of two Joint stock companies to figure out the way to maintain corporate culture for EVS Securities.

SSI Securities Joint Stock Company (SSI-HOSE)

SSI Securities Joint Stock Company (SSI – HOSE) was established in December 1999, one of the oldest operating companies in the Vietnam Stock Market. Over 22 years of operation, SSI is always proud of the corporate culture with its own identity in addition to the achievements recognized from reports, statistics and awards. Along with the process of formation and development, SSI Culture with its core values, rules, management style, business methods and behavior and attitude of all employees is “the soul” imbued with identity.

Along with the goal of business development, SSI appreciates and always ensures the best working environment for employees. An imaginary work environment is one that is open to creativity and employee effort, but also has to guarantee work-life balance. This is especially important for senior leaders. Employees at SSI are encouraged to work effectively, take reasonable breaks and participate in sports, social activities, and collective activities to balance work-life, create joy and love at work and enhance corporate cohesion in the team. Photography clubs, yoga, zumba, football and cultural clubs at SSI are always very active.

The annual outstanding internal events that are eagerly awaited and welcomed can be mentioned such as: SSI Gala, Family Day, Year-end Party, International Children’s Day, Mid-Autumn Festival... strengthen the family affection of employees, and also to strengthen the bond between family and the Company. From there, we can see that the organization of internal activities of SSI Securities Joint Stock Company is very diverse, creative and constantly innovates, but still retains the unity of the Group’s values.

In addition to internal events, SSI is also known as a company that has a lot of events for customers, stock market sharing seminars by experts for investors and social volunteering programs. Some outstanding events of SSI must be mentioned such as the Workshop “Certified warrants – Catching up with new opportunities” took place on June 6, 2019 in Ho Chi Minh City and March 10, 2019 at Hanoi, Vietnam Cards Day 2020 – “Song Festival”...



Figure 16 - Vietnam Cards Day 2020 - Song Festival



Figure 17 - Workshop "Certified warrants - Catching up with new opportunities"

Due to the complicated development of the COVID-19 epidemic, in the past 2 years, SSI's events have been affected. However, adapting to the pandemic is a necessity, the company's online programs and events took place and interested customers to follow, the stock news is constantly updated on the websites. Youtube channel, Facebook ... One of the standouts is the program "The Money's Secret".

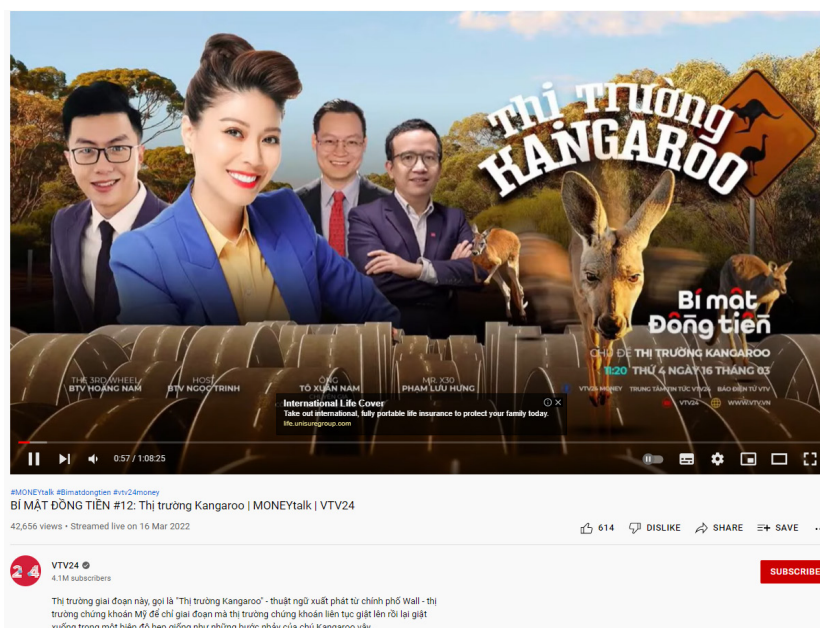


Figure 18 - "The Money's Secret" show

SSI Securities Joint Stock Company has always been a company that is not only strong in expertise but also strong in corporate culture and event communication. Events were held show the professionalism of the company.

Vndirect Securities Joint Stock Company

VNDIRECT Securities Corporation (VNDIRECT) was established on November 7, 2006 is a securities company in Vietnam, operating in the field of Finance- Securities with business operations including: brokerage activities, securities depository, corporate financial consulting, self-employed, underwriting and portfolio management.

The activities for employees of VNDIRECT are always interested by the Board of Directors and directly supervise the organization with the goal of connecting, building solidarity, and creating an attractive working environment for employees. Staff. Despite many limitations due to the Covid-19 pandemic, VNDIRECT's physical activities are still maintained such as summer travel programs, autumn festivals, children's holidays, marathon tournaments, badminton for the staff and their families. In addition, one of the important events organized by the company every year is a series of events to celebrate the establishment of the Company with many attractive contents and special performances of VNDIRECT members.

Chúng nhau tham gia "VNDIRECT in my mind" lan tỏa phẩm chất IPAM qua từng hình ảnh và câu chuyện được VNDIRECTORs chia sẻ trên nền tảng Facebook.



Figure 19 - Photos contest "VNDIRECT in my mind" - a series of events to celebrate VNDIRECT's 14th birthday

VNDIRECT not only focuses on organizing internal events for employees to connect them, but also has programs for the community and customers. Thereby bringing a close, caring and friendly VNDIRECT image to the community and customers.

Some community programs such as "Red Mid-Autumn Festival 2021" for children who are patients and children of doctors at CDC and medical centers in Hanoi. VNDIRECT MARATHON 2020 – OUR HEART TO THE CENTRAL LAND, "Timeline" Concert program honoring loyal customers on the occasion of the company's birthday... These activities will often be expected and strongly responded to by everyone.

VNDIRECT
WISDOM TO SUCCESS



HƯỚNG VỀ MIỀN TRUNG GIẢI CHAY **VNDIRECT** **MARATHON 04**

Cảm ơn những bước chạy của bạn giúp đồng bào miền Trung vượt qua thiên tai khắc nghiệt

Figure 20 - VNDIRECT MARATHON 2020 – Out heart to the central land



Figure 21 - The "Timeline" Concert

1.6 Event SWOT

The event SWOT analysis was made to analyze internal and external factors that affect the event:

Strengths	Weaknesses
<ul style="list-style-type: none"> - The company returned to the new normal after being affected by the Covid-19 pandemic - All activities organized with a large number of participants have been authorized by the Government. - Rosemedia is a partner who has experience in operating and organizing events, so the quality of the event is guaranteed. - New technology is used to make the event more attractive and interesting. - Getting support and interest from member companies in Gami Group. - EVS employees are all excited about the activities of this event. 	<ul style="list-style-type: none"> - EVS Securities has no experience in organizing events, so they may face some risks during the event. - The epidemic situation may affect the company's costs for the event, the time of the organization may have to change.
Opportunities	Threats
<ul style="list-style-type: none"> - Can be creative and perform new plans when the Government has lifted most of the bans due to Covid-19 - Opportunity to organize Gala night with many creative and attractive contents - The securities industry is attracting and interested by many people, thereby reaching more customers after the event is held. 	<ul style="list-style-type: none"> - Must ensure health and ability to prevent epidemics for all participants during the event. - There is still the possibility that the disease will break out during the event process.

Table 2- Swot of "EVS Up!" event

1.7 Employees' insight

EMPLOYEE'S INSIGHT	
Place	Living and working in Hanoi and Ho Chi Minh City
Demographic	<ul style="list-style-type: none"> - Age: From 21 to 55 years old - Occupation: IT, Finance, Realtor, Human resource,... - Income: 10 million VND to 40 million VND
Place	Living and working in Hanoi and Ho Chi Minh City
Interest	<ul style="list-style-type: none"> - Love singing and performing music - Like to connect and increase solidarity with departments and member companies - Entertaining events to reduce stress from work
Communication Habit	<ul style="list-style-type: none"> - Communication channel: Social media(Facebook, tiktok), online magazines and newspaper - Purpose: Update news, entertain and interact with friends and family - Time to use: In the morning before going to work, in the evening and lunch break

Table 3 - Employee's insight of the event

=> Employees will access information most effectively through social networking sites, especially facebook. So that, the communication channel should be:

- Facebook: In order to notice and promote events in internal groups.
- Internal magazine and website: Strongly promote the new brand identity

In addition, the company will organize internal activities to increase interaction between members and departments, thereby increasing the level of word of mouth among internal members.

1.8 Pre-event survey

The survey was conducted to better understand the expectations and opinions of EVS staff with this event. Besides, employees can express their opinions about the new brand identity.

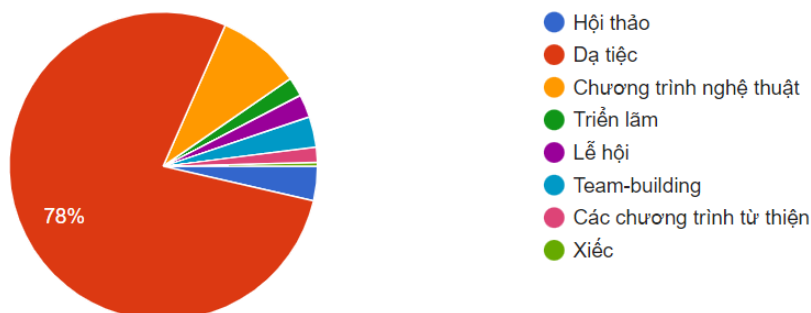
1.8.1 Survey's questions and answers

Part 1: Employees needs and suggestion for this event (5 questions)

Question 1: What type of event do you enjoy?

Bạn thích tham gia loại hình sự kiện nào?

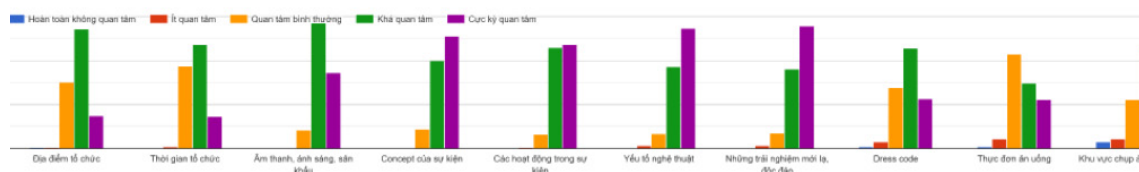
250 responses



- 195 people - 78% love to enjoy a Gala dinner
- 22 people - 8.8% love to enjoy an Art performance show
- 5 people - 2% love to enjoy a Exhibition
- 6 people - 2.4% love to enjoy a Festival
- 8 people - 3.2% love to enjoy Team-building
- 4 people - 1.6% love to enjoy a Volunteer program
- 1 people - 0.4% love to enjoy a Circus show
- 9 people - 3.6% love to enjoy a Conference

Question 2: What is your concern level for these aspects in an event?

: độ quan tâm của bạn tới các yếu tố sau đây trong sự kiện?



- Destination: 37 people are really concerned, 136 people are quite concerned, 75 people have an average concern level.
- Timeline: 36 people are really concerned, 118 people are quite concerned, 94 people

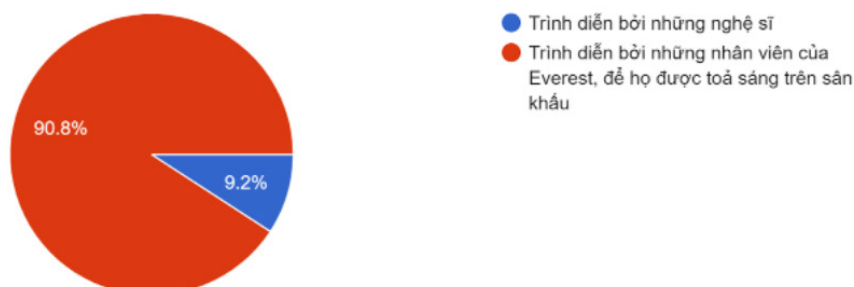
have an average concern level, 2 people said they paid less attention.

- Stage, light and sound system: 86 people are really concerned, 143 people are quite concerned, 21 people have an average concern level.
- Event concept: 128 people are really concerned, 100 people are quite concerned, 22 people have an average concern level.
- Activities in the event: 118 people are really concerned, 115 people are quite concerned, 16 people have an average concern level.
- Art performance: 137 people are really concerned, 93 people are quite concerned, 17 people have an average concern level, 3 people said they paid less attention.
- New experience: 139 people are really concerned, 90 people are quite concerned, 18 people have an average concern level, 3 people said they paid less attention.
- Dress code: 57 people are really concerned, 114 people are quite concerned, 69 people have an average concern level, 8 people said they paid less attention, 2 people don't pay any attention.
- MENU: 56 people are really concerned, 74 people are quite concerned, 107 people have an average concern level, 11 people said they paid less attention, 2 people don't pay any attention.
- Check-in zone: 56 people are really concerned, 119 people are quite concerned, 56 people have an average concern level, 11 people said they paid less attention, 8 people don't pay any attention.

Question 3: In your opinion, performances in the event should be:

Theo bạn, các phần trình diễn nghệ thuật trong sự kiện nên được:

250 responses

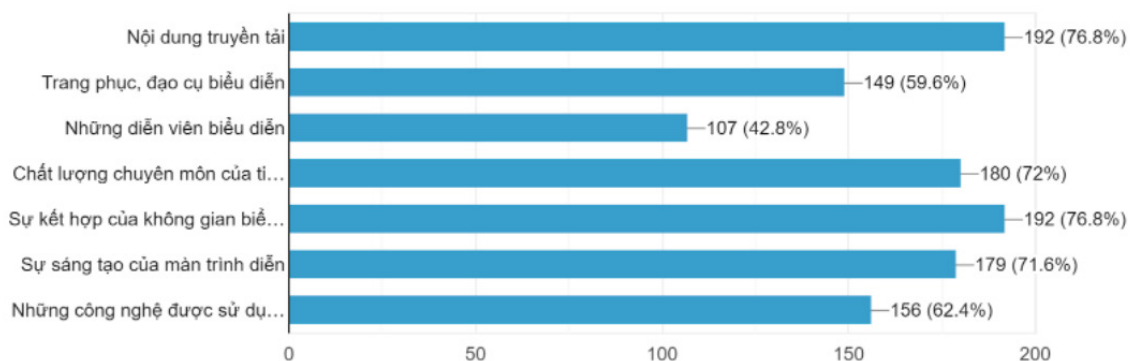


- There are 227 people - 90.8% think performances should be played by the employees of the company
- There are 23 people - 9.2% performances should be played by artists

Question 4: In your opinion, which aspects make a performance attractive?

Theo bạn, những yếu tố nào khiến cho một màn trình diễn trở nên lôi cuốn và đặc sắc ?

250 responses



- The meaning of the performance and the performance space (stage, sound, light,...) are the two most voted aspects, there are 192 people - 76.8% chose those.
- There are 149 people - 59.6% choose Choreography.
- 107 people - 42.8% do not really care who are the actors or actresses of the performance..
- Quality of the performance: 180 people - 72% chose this aspect
- The creation of the performance: 179 people - 71.6%
- Technologies used (LED, Hologram,...): 156 people - 62.4%

Question 5: What are your suggestions for this event?

Yếu tố công nghệ và sự kết hợp giữa âm thanh ánh sáng sẽ làm sự kiện bùng nổ hơn

Yếu tố công nghệ nên được kết hợp để cho sự kiện trở nên hấp dẫn hơn, bên cạnh yếu tố công nghệ thì nên kết hợp với ánh sáng để sự kiện hoành tráng, hấp dẫn phần nhìn

Yếu tố công nghệ kết hợp với ánh sáng sẽ làm sự kiện hấp dẫn người xem hơn

Yếu tố công nghệ nên được đưa vào các tiết mục, sự bất ngờ thú vị được tạo nên bằng nghệ thuật ánh sáng

Với sự kiện lần này, nhằm tăng lại sự trải nghiệm cho các cán bộ nhân viên, chúng ta nên có những phần game mang những giá trị văn hoá công ty hơn

Yếu tố công nghệ và ánh sáng nên được sử dụng như key moment của sự kiện

Yếu tố công nghệ, âm thanh, ánh sáng nên được kết hợp chặt chẽ ngay từ đầu tránh tình trạng lúc thì cao trào hấp dẫn lúc thì gây sự nhàm chán

Nên có những game kết nối cán bộ nhân viên với nhau

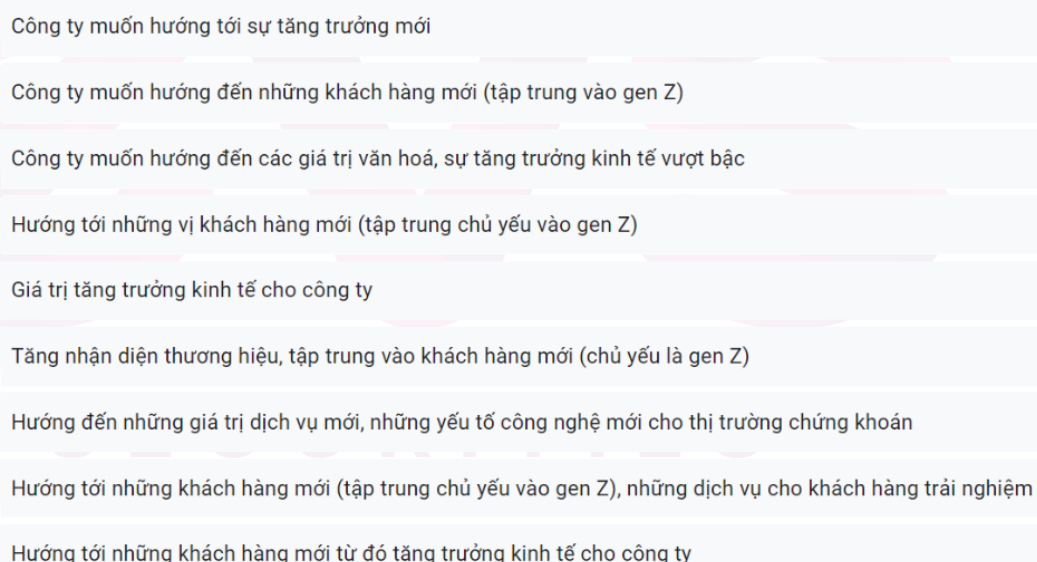
- 85% of the staff proposed technology elements that combine sound and light to make the program's performances more impressive.
- 10% of the staff suggest that there should be some games or activities to connect the participants
- 3% of the staff suggest for a luxury event space
- 2% of the staff suggest that there should be some appearances of celebrities.

Part 2: Survey about the company's new brand identity (4 questions)

Question 1: In your opinion, what is the reason for this change of brand identity?

Theo bạn, lý do của ần thay đổi nhận diện thương hiệu này là gì?

249 responses

- 
- Công ty muốn hướng tới sự tăng trưởng mới
 - Công ty muốn hướng đến những khách hàng mới (tập trung vào gen Z)
 - Công ty muốn hướng đến các giá trị văn hoá, sự tăng trưởng kinh tế vượt bậc
 - Hướng tới những vị khách hàng mới (tập trung chủ yếu vào gen Z)
 - Giá trị tăng trưởng kinh tế cho công ty
 - Tăng nhận diện thương hiệu, tập trung vào khách hàng mới (chủ yếu là gen Z)
 - Hướng đến những giá trị dịch vụ mới, những yếu tố công nghệ mới cho thị trường chứng khoán
 - Hướng tới những khách hàng mới (tập trung chủ yếu vào gen Z), những dịch vụ cho khách hàng trải nghiệm
 - Hướng tới những khách hàng mới từ đó tăng trưởng kinh tế cho công ty

- 95% of the employees think that there are 4 main reasons: The company wants to move towards new values. The company wants to target new customers (focus on Gen Z), The company wants to move towards new services and The company wants to target new technology applications in the securities industry.
- 5% of the employees think that the company aims for growth.

Question 2: In your opinion, what will the new design look like?

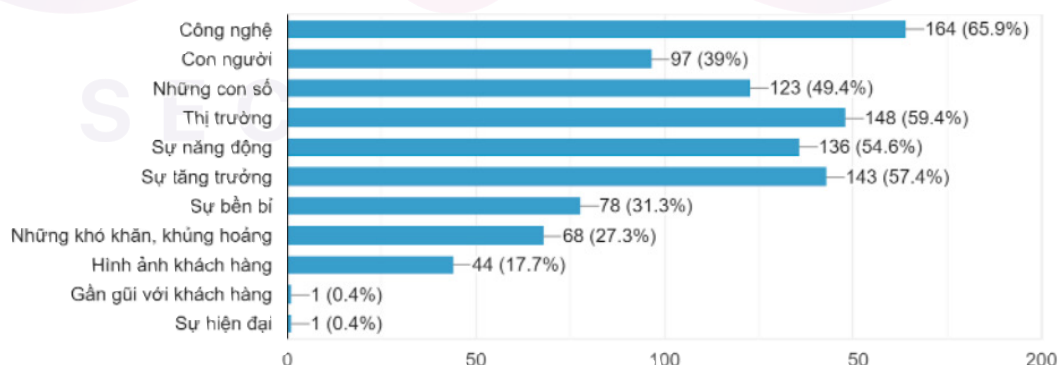
Theo bạn, thiết kế của logo mới sẽ thế nào?
249 responses



- 144 people - 57.8% think that the design of the new logo will change in both color and design.
- 58 people - 23.3% think that The design of the new logo will keep the same design and only change the color.
- 47 people -18.9% think that the color will remain the same, only changes in design.

Question 3: In your opinion, what aspect will be shown throughout the company's new brand identity?

Theo bạn, những yếu tố nào sẽ được thể hiện qua nhận diện thương hiệu mới này của công ty?
249 responses



- Technology, market, growth, dynamism are the four most voted aspects with the voting respectively 65.9%, 59.4%, 54.6% and 57.4%.
- Number, human and tenacity are also concerned.

Question 4: In your opinion, what values should the company aim for?

Theo bạn, trong thời gian sắp tới công ty nên hướng tới những giá trị gì?

92 responses

Hướng tới những yếu tố dịch vụ để phục vụ cho khách hàng

Hướng tới những giá trị cốt lõi để kết nối nhân viên hơn

Giá trị văn hoá sẽ là yếu tố để tạo nên sự đoàn kết cho các cán bộ nhân viên

Giá trị cốt lõi

Giá trị văn hoá doanh nghiệp để kết nối nhân viên với nhau

Những giá trị dành cho khách hàng, cung cấp các dịch vụ tốt cho khách hàng

Hướng tới những giá trị văn hoá doanh nghiệp

Giá trị văn hoá doanh nghiệp

Giá trị văn hoá công ty nên được phát huy hơn nữa

- 55% want to aim for core values and corporate culture, thereby connecting the staff with each other, becoming closer and more friendly.
- 20% want to aim for service values and benefits for customers.
- 25% want to aim for modern technological factors to make a breakthrough in the stock market.

1.8.2 Conclusions

Part 1: Employees needs and suggestion for this event

- 78% love to join a Gala dinner.
- The employees hope for an outstanding concept, which can combine technological factors to create attractive performances.
- This is an internal event of the company, so that employees hope that performances should be played by themselves. Besides, performances should have creative contents and interact well with visual, lighting and sound.

=> The organizers will build a program from the opinions of employees in the company, there will be a cultural contest for the office departments to show the spirit of EVS Securities people.

Part 2: Survey about the company's new brand identity

- Almost 60% hope that the design of the new logo will change in both color and design.
- The new brand identity must reflect the elements of growth, technology, and modernity.

=> The company will acknowledge the contributions of employees to build a suitable and outstanding brand identity.

2. Pre-production

2.1 Event Plan

2.1.1 Brief and Proposal(s)

The project is an event to celebrate the 15th anniversary of Everest Securities Joint Stock Company and launch a new brand identity. The number of invited guests to the event is expected to be 250 people, including employees of the company, former leaders and former employees. The event was held offline at the Pan Pacific hotel. The event takes place on January 21, 2022.

2.1.2 Objectives – Goals

Goals

- Take a look at the company's development milestones during the past 15 years
- Gratitude to individuals and groups that contributed to the company.
- Launching and introduce a new brand identity to all the employees
- Increase solidarity and maintain corporate culture.

Smart Objectives

- 250 people attended the event.
- 90% of participants feel satisfied with the event.
- 100% of the grateful people will be present to receive the award.
- 52 prizes awarded.
- 100% of staff, including those who can not attend the event are told all the information about it.
- 95% of staff understand the message of the program
- The image and the meaning of the new brand identity reaches 95% of employees throughout the communication channel.
- Interaction rate of communication posts will increase 50%.
- 52 prizes awarded.

2.1.3 Target audience

Board of Directors and staff who have been and are working at EVS Securities

2.1.4 Messages

The event marks the 15th anniversary of establishment and development along with an important shift in the Company's customer strategy and business model. Now, the name "EVS Up"! as an affirmation, the time has come for EVS to take off to fly further and develop further. EVS's "Up" journey will never end and will be continuously developed by people through each generation of EVS.

2.1.5 Event concept

- Concept: EVS Up!
- Content: The story of the formation and development of EVS Securities. Difficulties have been overcome, successes have also been achieved. Catching up with technology propensities, EVS is now confident enough to make a breakthrough and ready to take on new challenges, spread wings and soar!
- Main color: Purple
- Tone- Mood: Young, Modern, Dynamic
- Meaning: A look back on EVS Securities' journey and looking forward to future expectations

2.1.6 Activity Programme

No.	Time	Item
1	17/12/2021	Year-end Meeting
2	17/12/2021-24/01/2022	Communication for "EVS Up!"
3	18/12/2021-21/01/2022	Practicing performances
4	21/12/2021-10/01/2022	Producing short film "EVS On the way"
5	03/01/2022-18/01/2022	Voting employees
6	10/01/2022 -15/01/2022	Contact and drought stage supply partner
7	28/12/2021	Choose an organizing location and Gala dinner
4	15/01/2022	Contact and elect MC
5	03/01/2022 -05/01/2022	Contact and elect Dance Crew
6	07/01/2022 -19/01/2022	Scripting and rehearsal for Key moments

Table 4 - Timeline activity programme

No.	Item
1	<p>Stage 1: Formation period Tell the story of EVS's Formation by shadow dancing</p> <p>Stage 2: Current stage</p> <ul style="list-style-type: none"> • First half of stage 2: Document clip from 2018 to 2020. Interview some characters • Second half of stage 2: Visual interactive dancing performing company's business growth • Vision of EVS in the future
2	<p>Key moment "EVS Up!" Focusing on Actors and actresses using blue - red fabrics. The performance highlight shows the mixture of blue and red changes to Purple, which is the color of the new Logo. Actor interacts LED screen to boom out new logo of EVS, Lighting effect and LED MATRIX will cover the auditorium</p>
3	<p>Gratitude</p> <ul style="list-style-type: none"> • After the Key moment, the auditorium's light changed to light purple. MC invites Chairman Dz to make a speech. After the speech, a representative of the management board replies and conducts the Gratitude ceremony. All the audiences cheer up. • Awarding
4	<p>Season party</p> <p>Performance "Như hoa mùa xuân" Finance Department + Support Department + Office Department</p> <p>Performance "Đi đu đưa đi phiên bản Chứng khoán VN" Operation Department</p> <p>Performance "Khúc giao mùa" Chí Tuệ + Lan Anh - Brokerage Department</p> <p>Performance "Thưởng ít thôi" IT Department</p> <p>Performance "Bay" IB Department</p>

Table 5 - Program Gala Dinner "EVS Up!"

2.2 Event scenario

2.2.1 Specific Timeline for Gala Dinner “EVS Up!”

The survey was conducted to better understand the expectations and opinions of EVS staff with this event. Besides, employees can express their opinions about the new brand identity.

TIMELINE OF “EVS Up!”				
1	17:30	00:30	Welcome guests	Complete the organization area
2	18:00	00:10	Event introduction	Opening of "EVS Up!"
3	18:10	00:03	Introduction to the movie "OPENING"	
4	18:13	00:05	Movie :“OPENING”	Highlights of EVS activities in 2021
5	18:18	00:05	Leader speaks	Leader EVS:Mr. Nguyen Thanh Chung
6	18:23	00:03	Celebration of EVS Awards 2021	
7	18:26	00:07	1. Awards of former leaders of EVS	12 recipients of the award.
8	18:33	00:20	2. Awards for EVS employees working for more than 10 years	18 recipients of the award.
9	18:53	00:20	3. Department Honor	7 departments
10	19:13	00:05	4. Awards in “Fly high EVS”	10 recipients of the award.
11	19:18	00:02	MC leads to KEY MOMENT	
12	19:20	00:05	Performance KEY MOMENT	Performance Dancing with LED
13	19:25	00:02	Performance KEY MOMENT	Launch of a new logo
14	19:27	00:05	Chairman of the Board of Directors of EVS speaks	
	19:32	00:05	EVS Director speaks	
15	19:37	00:02	Party	
16	19:39	00:07	Souvenir photograph	
17	19:46	00:05	Performance: “Vút bay”	EVS + Dance troupe
18	19:51	00:02	“A year of stock” contest	
19	19:53	00:05	Performance “Như hoa mùa xuân”	Finance team + Support team + Office team

TIMELINE OF "EVS Up!"				
19	19:53	00:05	Performance "Nhu hoa mùa xuân"	Finance team + Support team + Office team
20	19:58	00:05	Performance "Đi đu đưa đi phiên bản Chứng khoán VN"	Operations team
21	20:03	00:05	Performance "Khúc giao mùa"	Chi Tue + Lan Anh
22	20:08	00:05	Performance "Thưởng ít thôi"	IT team
23	20:13	00:05	Performance "Bay"	IB team
24	20:18	00:05	Announcement of the results of the contest "Một năm chứng khoán"	Announcement of Prizes: 1 first prize, 2 second prizes, 2 third prizes
25	20:23	00:05	Party	
26	20:28	00:10	Lucky Draw 1	3 third prizes + 5 consolation prizes
27	20:38	00:05	Party	
28	20:43	00:05	Lucky Draw 2	2 second prizes
29	20:48	00:05	Party	
30	20:53	00:05	Lucky Draw 3	1 first prize

Table 6 - Timeline of program: "EVS Up!"

2.2.2 Gratitude to former leaders and former employees

To achieve today's goals, it is a mistake not to mention the contributions and sacrifices of former leaders and former employees who laid the foundation, took the first steps, and then take off and fly like what the event wanted to show.

This activity will inspire today's generation of EVS to express their gratitude to generations over time. It is an opportunity for former generations to share their thoughts and feelings for the company's nowadays generations are spreading their wings, exchanging and learning together, thereby promoting the spirit of solidarity, working and successfully completing the upcoming tasks.

2.2.3 Gratitude to over 10 year contributed employees

15 years have passed, during a long journey, each EVS member has not hesitated to pour their sweat and pay great effort to become precious elements, contributing to the career of the EVS brand.

In order to appreciate those great and valuable contributions to employees who have worked for more than 10 years at the company, considered as a bridge between generations through each period, EVS has organized a gratitude ceremony, hoping that the experience accumulated over a decade will help EVS to fly high.

List of honored individuals:

- Mr Nguyen Thanh Chung - General Manager
- Mrs Ngo Thi Thu Huong - Deputy General Manager
- Mr Doan Gia Tung - Ba Trieu branch Manager
- Mrs Vu Thi Thanh Hang - Finance Manager
- Mrs Ngo Kim Phuong
- Mr Le Minh Khue
- Mr Tran Anh Tu
- Mrs Nguyen Thi Thuy Dung
- Mr Truong Quoc Anh
- Mr Lai Nguyen Ngoc
- Mrs Nguyen Thi Thuy Dung
- Mrs Le Thi Minh Thu
- Mr Nguyen Van Cuong
- Mr Nguyen Tien Dung
- Mr Vu Tien Dat
- Mr Vo Minh Ngoc
- Mrs Vu Thi Thuy Trang
- Mr Pham Hong Minh

2.2.4 Departments Honor

EVS company is divided into 7 departments, each department takes on different roles and tasks in the process of operation and development. The positive activities of the departments over each period show that EVS sectors always blend into a unified group under the common roof of EVS company.

The honorary prizes corresponding to each departments:

- Professional Broker Award- Brokerage Department
- Navigator Award- Operation Department
- New Technology Award- IT Department
- Golden KPI Award- IB Department
- Excellent Financial Management Award- Finance Department
- Absolute Diligence Award - Office Department
- First Class Service Award- Support Department

2.2.5 Art contest "A year of stock"

Purpose

- Create a healthy playground, to help show the artistic talents of the company's employees.
- Take a look together at the company's recent journey through an internal perspective.

Participants

Components in the company include: IB department, Brokerage department, IT department, Operation department, Finance department, Office department Support department, components are divided into 5 teams.

Scoring Criteria

Contestants will be judged by the judges based on these following criterias:

- Contents of the performance
- Number of members participating
- The quality of the performance
- Costumes, props

Regulation

- Time: 7-10 minutes.
- Performances encourage creativity and office humor; However, it must still be consistent with the fine customs and culture of the company.
- Performances encourage diversity in genres: singing, modern dance, dance,...
- Performances are allowed to stage and use props to make the performance more attractive and attract viewers.

Judges

The jury includes: Chairman of the Board of Directors, General Director of the company and Head of the event organizing committee

Prize Structure

- 1 first prize: 20.000.000 VND.
- 2 runner-up prizes: 12.000.000 VND each.
- 2 third prizes: 9.000.000 VND each.

2.2.6 Excellent Employees Voting "Fly High EVS"

Purpose

- Voting excellent individuals of the year in order to find and honor typical and excellent individuals who have made active and effective contributions to the overall development of the company.
- Motivating and encouraging individuals to constantly improve and develop their capacity as well as have good achievements in production and business activities of the company.

Participants

- Individuals with official labor contracts at the Company (up to the time of voting).
- Individuals who are nominated and voted for the category must ensure that they do not violate labor discipline in the year of evaluation.

Prize structure

- 1 "Up" Award- Employee Of The Year
- 1 Promising Employee Award
- 1 Excellent Business Employee Award
- 1 Excellent Manager Award
- 3 Exemplary Employee Award
- 2 Creative Employee Award
- 1 Representative Award

Voting method and process

The poll consists of two rounds:

- Round 1 (December 17, 2021 - December 31, 2021): Each department voted for 5 excellent employees in the past 1 year according to the criteria given in the form of secret ballot. Each person will vote out the best 5 names, then the organizers will receive the results and find a short list.
- Round 2 (January 3, 2022 - January 18, 2022): After the shortlist is available, the organizers will open the voting form for everyone. For each award category, only ONE person can be voted, for categories with many winners, the organizers will choose according to the number of votes (first, second, third ...). There will be 10 award categories corresponding to 10 selected people. One person can be selected for multiple award categories.

Evaluation Criteria

Excellent work results in the year (reaching and exceeding the assigned plan in terms of quantity, quality, and progress).

- Responsibility, attitude and ability to coordinate in work.
- Creative ideas, improvements and breakthroughs in work.
- Sense of discipline (Good compliance with working processes, rules, regulations of the company/department...).
- Actively participate in social activities of the department/Company.

Award Structure

- "Up" Award- Employee Of The Year: 10.000.000 VND
- Promising Employee Award: 5.000.000 VND
- Excellent Business Employee Award: 5.000.000 VND
- Excellent Manager Award: 5.000.000 VND
- Exemplary Employee Award: 5.000.000 VND
- Creative Employee Award: 5.000.000 VND
- Representative Award : 5.000.000 VND

2.2.7 Key Moment

Production Director - Stage Director Vu Dinh Thang



Mr. Vu Dinh Thang is currently holding the role of Production Director - Stage Director at Rose Media. A person with a lot of experience in the field of art, with a high level of expertise. Mr. Thang has achieved many achievements in his career as a Director, choreographer, motion-body trainer and event organizer. Choreography of a series of contemporary dance works: Warm Middle Ages, Self Love, O-SHOW.

2014: Gold Medal for Young Talents of Art Schools under the Ministry of Culture- Sports and Tourism.

Figure 22 - Stage Director Vu Dinh Thang

2015: Silver Medal for Professional Dance Work of Vietnam's Ethnic Minorities, Third Prize for Choreographic Talent of Vietnam Dance Academy, Young Artist with active achievements of the Vietnam Dance Artists Association.

2019: Soloist "Sleep has not been healed" (Choreographer of Meritorious Artist Ta Xuan Chien) - Silver Medal for National Professional Choreographer Talent.

Many of his impressive works such as: Contemporary dance O-show, musical choreographer "Corner of Fame Street" & "The Last Summer Night",...

Primary Message: Resonate to Fly Higher!

In their business philosophy, EVS Up holds 3 values: Pioneering - Transparency - Responsibility. We nurture the aspiration for Pioneering (innovation, creativity), Transparency (professional ethics), Responsibility (professionalism) in every EVS member.

- Connecting individuals in a large group together is also the process by which we connect those core values and create a strong synergy for our business. With that synergy, we confidently carry out the mission of serving customers in the best way to the slogan: EVS - for your future.

- Thus, the circuit of the visual led will start from: 03 Core Values -> Boom Logo -> Boom Slogan.
- The symbol you want to aim for: a fire/missile/arrow/.... soars to the top.

Expression Idea:

Part 1: Economy - Finance develops vibrantly and prosperly

- Economic development: the continuous rise of cities/ buildings, the excitement of the economy with numbers/charts/stockboards and numbers all multiplying
- Technology: face recognition, QR code, ...
- Main color: blue

Part 2: Crisis

- The steps, numbers, graphs, shapes change constantly, drifting into the wormhole
- Dim light, struggle, ..
- Main colors: red, gray, black invade

Part 3: Resonance

- An element appeared with a fresh light
- Connecting, converging the powers from around
- Boom 3 Core values: Pioneering - Transparency - Responsibility.
- The numbers and images shown are hundreds of pieces -> gathered to create a fire/missile/.... Soar up.
- Main color: gradually turning purple, bright, brilliant light

Part 4: New logo launch

After the rocket/flame soars, create a silence of 5 seconds. Led screen splits in half, logo block comes out. Then the LED screen closes and Boom the logo image with slogan on the led

2.3 Media & Communication plan

2.3.1 Goals and objective

Goals

- Fully transmit all the information of the event to all the employees of the company. Increase the connection among departments and all the employees of the company.
- Radiate the company's new brand identity and its meaning to all the employees of the company.

Objectives

- 100% of staff, including those who can not attend the event are told all the information about it.

- Interaction rate of communication posts will increase 50%.
- The image of the new brand identity reaches 95% of employees throughout the communication channel.

2.3.2 Media & Communication Plan

MEDIA & COMMUNICATION PLAN			
No.	Items	Timeline Public	Channels
I. Before the Event (December 17, 2021 - January 20, 2022)			
1	EVS News: Sum up the Year, Reveal award for Employees and "EVS One year look back" Competition. Notice of new Brand Identity	17/12/2021	Company's Facebook Group + Internal communication channel
2	Do a survey to understand the employees' needs and want for this event	18/12/2021	Company's Facebook Group + Internal communication channel + Email
3	Announcement of rules and structure of art contest awards. Notice of rules, how the employee of the year award is voted.	20/12/2021	Company's Facebook Group + Internal communication channel + Email
4	Post pictures of the training of the departments preparing for the competition, and the wishes of the leaders and departments on the occasion of Christmas.	24/12/2021	Company's Facebook Group + Internal communication channel
5	Review one year of the company's operations and determine the growth target for the next year	31/12/2021	Company's Facebook Group + Internal communication channel
6	Happy New Year, towards the goals set in the new year	01/01/2022	Company's Facebook Group + Internal communication channel + Email

7	Open the voting portal, publish the list of nominees	03/01/2022	Company's Facebook Group + Internal communication channel
8	Explain the concept of the "One Year of Stock" contest	04/01/2022	Company's Facebook Group + Internal communication channel
9	Video about the meaning of the poll and to the winners	06/01/2022	Company's Facebook Group + Internal communication channel
10	Video interviews with leaders who feel and comment on the teams	07/01/2022	Company's Facebook Group + Internal communication channel
11	Video interviews of teams' test ideas and the provocations the teams have for each other	11/01/2022	Company's Facebook Group + Internal communication channel
12	Share of the members who have won the prize in previous years	13/01/2022	Company's Facebook Group + Internal communication channel
13	Invitation to the Gala Dinner	14/01/2022	Company's Facebook Group + Internal communication channel
14	Funny videos and images during the training of the art performances	18/01/2022	Company's Facebook Group + Internal communication channel

15	Video Trailer Remind for the event	20/01/2022	Company's Facebook Group + Internal communication channel
II. During the Event (January 21)			
16	Complete the preparations for the event, post photos of the hall, video of the set-up process, stage to prepare for the event	21/01/2022	Company's Facebook Group + Internal communication channel
III. After the Event (January 22 - January 24)			
17	Program summary video	22/01/2022	Company's Facebook Group + Internal communication channel
18	Sharing the feelings of individuals and collectives voted this year	23/01/2022	Company's Facebook Group + Internal communication channel
19	Do a survey to employees about their impression of the event and awareness of new brand identity	23/01/2022	Company's Facebook Group + Internal communication channel + Email
20	Explain the new brand identity to employees	24/01/2022	Company's Facebook Group + Internal communication channel
21	Press release of new brand identity	24/01/2022	Fanpage "EVS Securities". Website "evs.com.vn", Online and offline website, Email

Table 7 - Media & Communication plan

2.3.3 Media plan review

Because the target audiences of this communication plan are the employees of the company, so the content transmitted will be close and fun. In order to connect and increase solidarity among the employees, the company's Facebook group will be the main communication channel.

The company has conducted two phases in the new brand communication plan, the target audiences of the first phase are the company employees, customers and business partners are the target audience of the second phase. This communication plan is the first phase of this new brand communication plan.

2.4 Preparation

2.4.1 Choose a location and Gala Dinner

Review of places

Note: "Maximum capacity" - Maximum number of guests that can be accommodated in the hall

Name	Address	Max capacity	Budget (VND)	Service	Other
Pan Pacific Hanoi	Truc bach, Tay ho	450	50.000.000	<ul style="list-style-type: none"> • Food Service • Hotel rooms 	With LED screen and stage
Sheraton Hanoi	Quang An, Tay Ho	700	50.000.000	<ul style="list-style-type: none"> • Food Service • Hotel rooms 	With LED screen and stage
Hilton Hanoi Opera	Hoan Kiem, Hanoi	500	70.000.000	<ul style="list-style-type: none"> • Food Service • Hotel rooms 	With LED screen and stage
JW Marriott Hanoi	Nam Tu Liem, Hanoi	950	85.000.000	<ul style="list-style-type: none"> • Food Service • Hotel rooms 	With LED screen and stage
Melia Hanoi	Hoan Kiem, Hanoi	1200	70.000.000	<ul style="list-style-type: none"> • Food Service • Hotel rooms 	With LED screen and stage

Table 8 - Location evaluation board

Selection of venue

The organizers evaluate the venue through the following factors: Cost, Location, service quality,... Pacific Hanoi Hotel has the advantage of easy location for transporting stage props by truck in a frame. hours 15:00 - 17:00 and the most suitable cost in the list

Pan Pacific Hanoi Hotel is located on Thanh Nien Street in Ba Dinh District, the hotel is located in a beautiful location in the city center, convenient for traveling and overlooking West Lake, Truc Bach Lake, and Red River. The hotel was built in 1998. The predecessor was Sofitel Plaza Hanoi, upgraded and renovated facilities and transferred at the end of 2016. Currently under the management of Pan Pacific Group.

Pan Pacific has now been upgraded with facilities, a conference center designed in European architecture with a system of 12 high-class meeting and conference rooms equipped with wifi, projectors, sound and light in different styles, suitable for each type of event. Capacity up to 450 people. In addition, the hotel also has a private office service at the Business Center that provides meeting room equipment or tools for customers' work.

Awards Hotel achieved so far:

- "Luxury Contemporary Hotel in Hanoi" Award voted by The Guide Awards 2018.
- "Luxury Rooftop View Hotel" Award voted by World Luxury Hotel Awards 2018.



Figure 23 - Pan Pacific Hanoi Hotel

Gala Dinner

The banquet part of the Gala Dinner is in charge of the Pan Pacific hotel side, with the menu prepared, ensuring food hygiene and safety. Selected and prepared by the hotel's top chefs. The menu is a blend of sumptuous Western cuisine and authentic Asian cuisine, in order to bring a wonderful experience to diners.

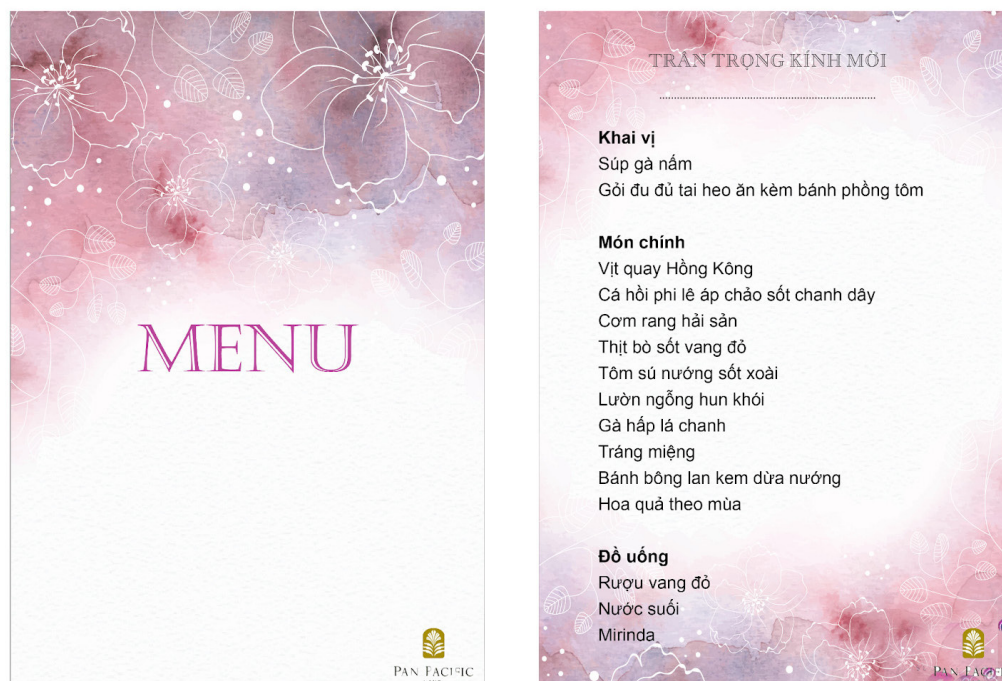


Figure 24 - Menu

2.4.2 Choosing a partner providing stage services

With this event, Rose Media consulted and brought a list of contractors and stage service providers for EVS Securities to evaluate and select. The factors for selecting contractors that EVS Securities want to target are price, industry experience, professional work, and absolute avoidance of risks.

List of partners



Figure 25 - A Chau event company

A Chau event company

- A Chau event company is one of the luxury event, travel and team building companies.
- The company specializes in providing human resources and main event equipment for the whole industry in Hanoi and Ho Chi Minh City from 2008 until now.
- Owning 100% of human resources in the event industry, working directly without intermediaries.
- The company has the most modern event equipment imported from Spain.
- Cost for this event: 137.800.000 VND (not including 10% VAT)



Figure 26 - Nguyen Le Union Co., Ltd

Nguyen Le Union Co., Ltd

- Nguyen Le Union Co., Ltd operated from June 1, 2000, the company has always held the position of a leading company in innovation and development in providing a full package of marketing support services, including marketing communications, marketing, event organization, conference facilities and other support services.
- The company has provided equipment and organized events for many important and memorable conferences of the Government, Ministries, Departments, Sectors of Vietnam as well as Companies, Organizations, and Offices. representatives...
- Cost for this event: 92.200.000 VND (Not including 10% VAT)



Figure 27 - Star Event Production

Star Event Production

- Star Event Production is one of the leading professional companies operating in the field of event organization and communication in Hanoi. Star Event has directly participated and implemented for many different large and small projects and helped bring high efficiency, satisfaction and success to hundreds of businesses in many different fields and industries.
- The company has the most modern technical equipment such as: Led screen, sound - light, stage equipment, stage screen, space canvas, steam gate, tables and chairs for various programs to Customers can choose...
- Cost for this event: 107.570.000 VND (Not including 10% VAT)



Figure 28 – Hoabinh Events

Hoabinh Events

- HoaBinh Events (a member of HoaBinh Group) is a leading event organization, sound, light, and LED screen rental company with branches in Hanoi, Da Nang and Ho Chi Minh City. The company is currently one of the most prestigious and professional event organization brands in Hanoi.
- Cost for this event: 103.900.000 VND (Not including 10% VAT)

Selection of the partner providing stage services

With the requirements that EVS Securities set from the beginning, along with the advice of Rose media, both Rose media and EVS Securities agreed that Nguyen Le Union Co., Ltd will be the providing stage services partner. Besides, Rose media has accompanied Nguyen Le Union Co., Ltd in many events, so that the working process will be easier.

Nguyen Le Union Co., Ltd. started their operation on June 1, 2000, for more than 20 years, always holding the position of a leading company in innovation and development in providing a full package of services, including marketing communications, event organization, provision of conference facilities and other support services. The company has been fortunate to participate in providing equipment and organizing events for many important and memorable conferences of the Government, Ministries, Departments, Sectors of Vietnam as well as companies, Organizations, representative offices... for many years now. Nguyen Le Company, with professional consulting skills and flexible customer service, wishes to create practical added values for customers through its services.

2.4.3 Choosing a Dance Crew

List of Crews



Figure 29 - Dance Company DK

Dance Company DK

DK Dance Company under DK Entertainment Company has been active in art since 2009 and has achieved certain successes in the Vietnamese music entertainment industry. The group gathers young talents - enthusiastic and full of passion for art. Dancers from DK Entertainment are gradually asserting their position and influence on the Vietnamese art entertainment industry in general. Being burned with all your heart to each tune to bring attractive performances and top quality is always the goal that DK dance troupe is aiming for.



Figure 30 - Oh Dance Dance Company

Oh Dance Dance Company

Dance Company OH is an illustration dance group for today's singers and groups such as: 365, Tang Nhat Tue, Dai Nhan, Thanh Duy, Thao Trang, Vy Oanh, Khoi My, Son Tung MTP, Si Thanh, Minh Sang, Y Thanh, Hang Bingboong, Only C, Karik, Nukan Tran Tung Anh, MiA, Ha Tram, La Thang, Minh Tuan, Khang Viet, Amanda Baby...

Dance Doan OH is also an event illustration dance group for brands and product brands such as: Pepsi co, Vinatexmart, Phong Phu Textile and Garment, Martell Wine, Smirnoff Wine, Swensen Ice Cream, Sony, Megastar, Vinaphone, Dai Nam Van Hien, Dam Sen, Honda BeUNik, Porsche 911, Yamaha, Yomost, Sophie Fashion, International Food Festival....

Best known for the 2013 Got To Dance contest and also the group that won the Southern Sizzling Class Award, National Sizzling Style of the 2009 Scam Dance program.

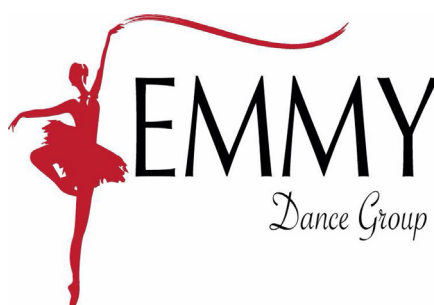


Figure 31 - Emmy group

Emmy group

Established in 2008, with strict selection of dancers with standard criteria such as: good performance technique, beautiful appearance, bright face on stage, diverse genres.... From the beginning, Emmy has oriented herself to be a beautiful and professional dance troupe both in terms of organization and expertise. Over the course of nearly 10 years, EMMY has increasingly affirmed its talent with many beautiful and large-scale shows both at home and abroad. Oh Dance's strengths are scripted 3D interactive dance performances, hard nose ballet, contemporary dance, modern dance, Belly dance, Hiphop, Hawaii..



Figure 32 - SDC Dance Crew

SDC Dance Crew

SDC Dance Company is known as one of the famous dance groups in Hanoi. With good professional quality, professional working attitude, SDC dance group is always the first choice for many partners. SDC Dance Company is a place that provides services in the field of art such as staging, choreography, performance for art programs, and event organization. Besides, SDC is also a training center for dance genres such as K-pop, Sexy dance, Hiphop, Jazz Funk, Belly & Kids dance... And especially, the Dance Company has a lot of LED interactive dance experience.

Comparison of options

The main theme of this project is "EVS Up!" The company is aiming for the future, when technology plays an important role in every part of life. Performances with technological elements will be the strong point that the Organizing Committee is interested in in the process of selecting the dance crew.

No.	Items	Assessment criterias	
		Kinds of performance	Strength and weakness
1	EVS News: Sum up the Year, Reveal award for Employees and "EVS One year look back" Competition. Notice of new Brand Identity	Drum Assembly, Mirror Dance, Modern Dance, LED Interactive Dance, Ballet Dance	Strength: Experienced in performing interactive LED and light interactive performances. Weakness: Trouble getting to the event
2	Oh Dance Dance Company	Modern dancing	Strength: Has collaborated with many businesses and artists. Weakness: No experience in performing contemporary dances related to LED
3	EMMY Group	Interactive 3D, Hard Nose Ballet, Contemporary Dance, Modern Dance, Belly Dance, Hiphop, Hawaii	Strength: Experienced in performing interactive LED and light interactive performances. Weakness: Lack of male dancers to perform
3	EMMY Group	Interactive 3D, Kpop, Sexy dance, Hiphop, Jazz Funk, Belly & Kids dance	Strength: Experienced in performing interactive LED and light interactive performances. Weakness: Trouble getting to the event

Table 9 - Dance crew evaluation board

Selection of dance crew to perform

SDC Dance Company is known as one of the famous dance groups in Hanoi. With good professional quality, professional working attitude, SDC dance group is always the first choice for many partners. SDC Dance Company is a place that provides services in the field of art such as staging, choreography, performance for art programs, and event organization. The SDC Dance Company has the ability to provide the right repertoire for the event "EVS Up!"

2.4.4 Choosing MC

List of MCs



Figure 33 - MC Pham Quang Tho

MC Pham Quang Tho

Pham Quang Tho, he is one of the amateur actors who is well-known in national shows such as Vietnamese Comedy King, Weekend Meetup, Rotating Q&A, Student Gala. Besides, he is also a talented and witty MC in internal programs of FPT Corporation. Given the nature of this event, the organizers chose him to be the official MC of the event, hoping that his charm and humor will make the atmosphere of the event more exciting.

MC Phan Anh

Attracting listeners with a witty and charming lead, Phan Anh once became an expensive MC show from South to North. MC Phan Anh possesses a handsome appearance and a skillful way of speaking. In 2010, MC Phan Anh won the 2010 Mai Vang award in the category of the most favorite presenter. MC Phan Anh has a lot of work experience when he continuously takes charge of hot programs such as: Vietnamese Voice - The Voice first season, Perfect Couple, Vietnam Idol, 12 personalities on the road across Vietnam, Vitamin,...,

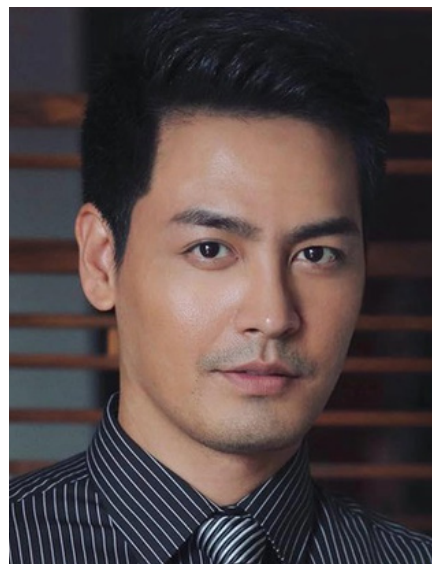


Figure 34 - MC Phan Anh



Figure 35 - MC Hanh Phuc

MC My Van

MC My Van was born in 1985, majoring in Vocal music at Hanoi College of Arts and Hanoi College of Arts and Commerce, after graduating from My Van, she joined the Thang Long Dance Troupe.

MC My Van is a name that is too familiar to TV audiences as an MC through the programs Sao Mai, Music rendezvous, Musical path, National Television Singing Festival, events. national politics... Most of the major art programs of CAND Newspaper, CAND Television, and My Van were present...



Figure 36 - MC My Van



Figure 37 - MC Cong To

MC Hanh Phuc

MC Tran Hanh Phuc is currently an editor working at Vietnam Television. He reached out to a large audience through the program 24h Motion. With a smart and witty way of leading, the male BTV quickly won the hearts of viewers. His cuts of the show also quickly became viral on social networks and were enthusiastically received by young people.

MC Cong To

MC Cong To is known to everyone when he won a double award at the "Rainbow 2012" contest, which is the most popular MC award and the best MC handling the situation. The Prosecutor then became the MC-BTV of the VTV6 Youth Department, the audience can meet the Prosecutor in the program Reclining Chair, Apartment 22+...

With a good-looking appearance and a youthful, dynamic and personality style, MC Cong To always receives enthusiastic support from the audience, especially young people. MC Cong To also received the award "Impressive MC" in Impressive VTV 2014. Therefore, when competing for the VTV Impressive Award 2015, Cong To was supported by many artists.



Figure 38 - MC Hoang Quan

MC Hoang Quan

Nguyen Hoang Quan (born in 1991) is a handsome male MC associated with Morning Cafe program on VTV3. Some achievements that MC Hoang Quan has achieved:

- "Golden Toad" 2 terms, study score above 9.0; training point above 8.0
- MC has been successful in many major school programs since high school
- Vice President of Student Union FU
- Second runner-up - Faculty of Business Administration, FPT University, majoring in Marketing.
- Runner-up of MC Rainbow - VTV6 2015

Comparison of options

MC ASSESSMENT TABLE								
No.	MC	Evaluation factors						Others
		Age	Appearance	Voice	Ability to handle situations	Knowledge	Ability to maintain energy	
1	MC Pham Quang Tho	39	Good looking	Fun, witty, friendly	Very good	Very good	Very good	MC Pham Quang Tho has an understanding of corporate culture.

3	MC Hanh Phuc	36	Polite, good looking	Attractive, graceful, formal	Very good	Very good	Very good	"Experienced in the TV MC field for many years. Busy schedule, not sure how to join."
4	MC My Van	37	Good looking	Soft, ingenious	Good	Very good	Good	Experience in participating in events.
5	MC Cong To	31	Polite, good looking, young, dynamic	Attractive, graceful, formal	Very good	Good	Good	Young, dynamic voice. Not much experience

Table 10 - MC evaluation board

Select MC for the program

"EVS Up!" is an internal program with the goal of celebrating the group's 15th anniversary & launching the company's new brand. The organizers highly appreciate the following factors: Understanding corporate culture, close-talking, good-looking appearance and cheerful tone suitable to the nature of the program.

The organizers selected MC Pham Quang Tho about the factors mentioned above

2.4.5 Design File

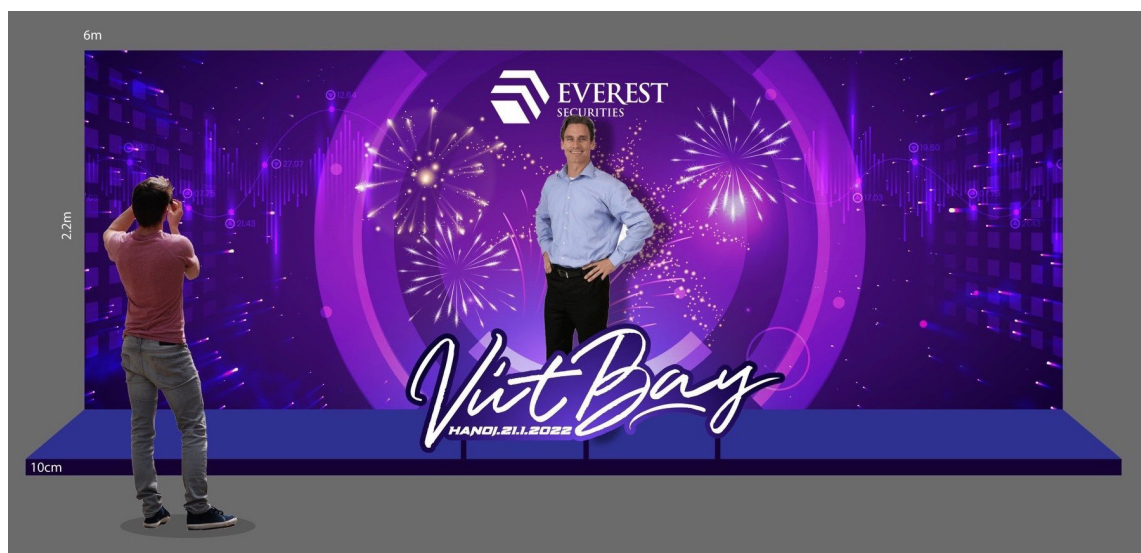


Figure 39 - Check-in Zone



Figure 40 - Background before Key moment



Figure 41 - Background after Key moment

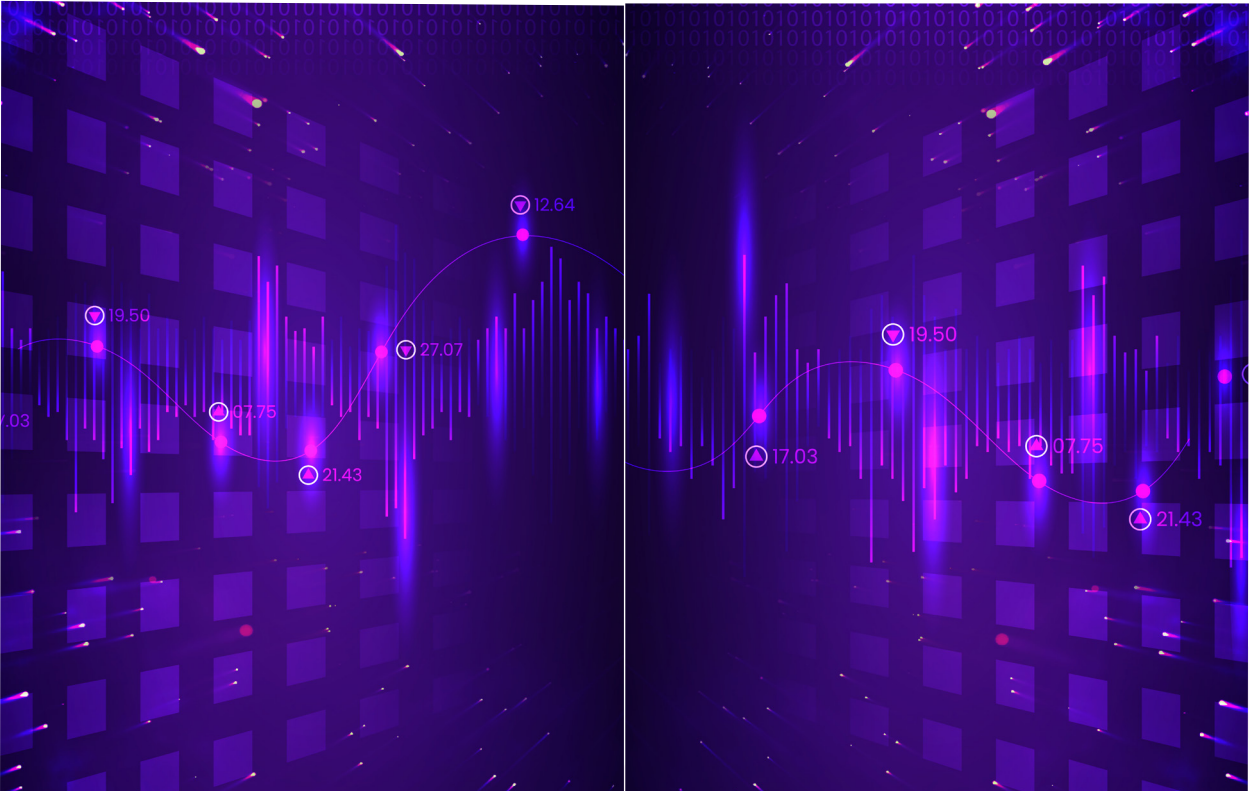


Figure 42 - Left and right LED



Figure 43 - Stage and new logo block



Figure 44 - Stage and new logo block



Figure 45 - Stage and new logo block

2.5 Risk Management

No.	Categories	Solutions
1	The raging outbreak of COVID is affecting the Event	Delay or organize online, depend on the situation of COVID
2	Teams disagree with the schedule and time of the performance	Be flexible, listen and modify according to common opinion
3	Due to the general situation of the company, teams cannot participate in the competition	Flexible handling, in case of force majeure, will still comply with regulations on settlement
4	Participants can not come due to bad weather (rain, storm,)	Pick up participants by Organizers' bus
5	Technical problems (Electrical, water, firefighting,...)	Program technical team - Coordinate pacific hotel technical team ready to respond.
6	Health problems, injuries	Take the patient to hospital:"Quan Y 354" by hotel ambulance
7	Location before & after event	Recommended room use in Pacific Hotel
8	Lack of members of the organizing committee	Get help from hotel staff
9	Actors cannot participate in performances.	Use alternate actors and alternate repertoire
10	Guests couldn't get to the event.	Drop the award section usually reserved for guests who don't come
11	Timeline changes during event	Take Care departments notify the director directly to the director to re-coordinate according to the new timeline

Table 11 - Risk management

2.6 Human resources

The series of activities to the brand face & organize the event "EVS Up!" will be directed, operated and organized by the Steering Committee and the Organizing Committee, in which the Department of Marketing & Communications (MARCOM) will be primarily responsible for organizing, coordinating and implementing. In addition, there is also active support from parts of the Group such as administration, human resources and support from members of the company in collaboration with Rose Media. The organizers are responsible for organizing and ensuring the safety of the brand launch event & organizing the event "EVS Up!", ensuring that it brings excitement and pride to the group's employees", looking forward to working with the team and colleagues to conquer new challenges in evs security brand launch strategy. The steering committee has a management role to direct the completion of the event.. The members of the Organizing Committee will also be responsible and responsible to the Head of the Subcommittee's Organizing Committee for the progress of the work and results of events and activities related to the event.

2.7 Estimated Cost

ESTIMATED COST						
	Item	Unit	Amount	Unit cost	Total	Note
I	Planning content and Idea					
1	Planning content and Idea	Package	1	10,000,000	10,000,000	
2	Shadow dancing visual	Package	1	6,000,000	6,000,000	
3	Interactive LED visual	Package	1	20,000,000	20,000,000	
4	Event's KV	Package	1	10,000,000	10,000,000	
5	Event's visual	Package	1	15,000,000	15,000,000	
6	Stage design	Package	1	10,000,000	10,000,000	
II	Production					
1	Stage floor	Package	1	15,000,000	15,000,000	
2	LED Screen	Package	1	24,000,000	24,000,000	
3	Stage Decoration	Package	1	12,000,000	12,000,000	
4	Star Decoration for the Hall	Package	1	8,000,000	8,000,000	
5	Check-in Zone	Package	1	15,000,000	15,000,000	
III	Light and Sound					
1	Light System	Package	1	28,000,000	28,000,000	
2	Sound System	Package	1	22,000,000	22,000,000	

ESTIMATED COST						
No.	Item	Unit	Amount	Unit cost	Total	Note
2	Choreography	Package	1	20,000,000	20,000,000	
3	Shadow dance System	Package	1	3,000,000	3,000,000	
4	Music copyrights	Package	1	5,000,000	5,000,000	Music for Event
5	Customs and Tools	Package	1	10,000,000	10,000,000	
6	MC	Package	1	30,000,000	30,000,000	
V	Event Recording Equipment					
1	Video mixer	Suite	1	8,000,000	8,000,000	
2	Key Test	Suite	1	3,500,000	3,500,000	
3	Monitor	Piece	2	2,000,000	4,000,000	
4	Wireless Tally + Intercom	Suite	1	4,000,000	4,000,000	
5	Atomos recorder	Suite	1	1,000,000	1,000,000	
6	Cables - Accessories	Suite	2	1,000,000	2,000,000	
7	Tele Lens	Suite	1	1,500,000	1,500,000	
8	Wide Lens	Suite	1	1,500,000	1,500,000	
9	GH5/ A7III/ S3 Cameras	Suite	4	2,000,000	8,000,000	
10	Micro	Suite	3	1,000,000	3,000,000	
11	Nanlite Forza 500, Chinaball 1200/ Softbox Nanlite, Big Candelabra	Suite	2	2,000,000	4,000,000	
12	Godox 60 + Filter + Candelabra	Suite	4	1,000,000	4,000,000	
13	Mixer Midas M32R + Stage's Speakers	Suite/ Day	1	6,000,000	6,000,000	
14	Mixer Midas M32R + Stage's Speakers	Suite/ Day	1	6,000,000	6,000,000	

ESTIMATED COST						
	Item	Unit	Amount	Unit cost	Total	Note
4	Site Tech	Person	3	500,000	1,500,000	
5	Key Test Preview	Person	2	1,500,000	3,000,000	
6	Logistics Crew	Package	1	2,000,000	2,000,000	
7	PG	Person	6	1,000,000	6,000,000	
8	PG Customs	Dress	12	300,000	3,600,000	
9	Cocktail tables	Suite	20	250,000	5,000,000	
10	Flowers	Set	20	150,000	3,000,000	
11	Cocktail Party	Pax	250	300,000	75,000,000	
12	Transporting Cost	Package	1	10,000,000	10,000,000	
13	Gratitude gift	Package	1	50,000,000	50,000,000	
14	Prizes	Package	1	96,000,000	96,000,000	
15	Short film production	Package	1	10,000,000	10,000,000	
16	Location Cost	Package	1	50,000,000	50,000,000	
TOTAL					690,600,000	
VAT 10%					69,060,000	
TOTAL VALUE					759,660,000	

Table 12 - Estimated budget Gala dinner "EVS Up!"

03

PROJECT EXECUTION



1. TIMELINE

EXECUTION TIMELINE					
No.	Date	Time	Duration	Detail	In charge
1	20/01/2022	08:00	12:00	Construction of stage items	Long, Hieu
2	21/01/2022	08:00	04:00	Installation of stage system, technical area	Đuc, Son
3	21/01/2022	12:00	01:00	Logistics work for stationery items	Long, Hieu
4	21/01/2022	13:00	01:00	Distributor completes the works	Son, Đuc
5	21/01/2022	14:00	03:00	Program pre-run	Long, Son, Hieu, Duc
6	21/01/2022	17:30	00:30	Guests instructor	Duc
7	21/01/2022	18:00	03:00	Start the program	Hieu, Duc, Long, Son
8	21/01/2022	21:00	02:00	Clean up and return items to distributors	Long, Son

Table 13 - Execution Timeline

2. SCENARIO OF THE EVENT

SCENARIO OF THE EVENT									
No.	TIME	DU- RA- TION	WORKS	DETAIL	TECHNIQUE				
					Sound & Light	Light	"LED Screen"	LED Ma- trix	Backstage
THE SHOW STARTS									
1	17:30	00:30	Recep- tion	CLEAR THE ENTIRE HALL STAGE	Reception music	Hall light, stage backdrop	KV 1 (square logo)	KV colors	"Check: - Logo depart- ment check the light - LED Dancer check technol- ogy - MC - Actors (dance crew) - Cold smoke technology - Take Backdrop picture BACKSTAGE clean and tidy behind the scenes, don't leave any ob- structions be- hind the stage"
2	18:00	00:10	MC welcome part	"MC begin the program Delegates introduce"	"MC Mic Jubilant music"	"MC Spot Delegates Spot"	KV 1 (square logo)	"KV color"	MC Quang Tho
3	18:10	00:03	MC in- troduce opening film			MC			
4	18:13	00:05	OPEN- ING FILM	Highlight of EVS activi- ties in 2021	Clip sound	Off	Film	Off	Prepare the Mic stand to speak

SCENARIO OF THE EVENT

No.	TIME	DURATION	WORKS	DETAIL	TECHNIQUE				
					Sound & Light	Light	"LED Screen"	LED Matrix	Backstage
5	18:18	00:05	"Leaders' Speech"	EVS Director: Mr Nguyen Thanh Chung speak	Mic stand	Speaking Spot	"KV 1 (square logo) Demonstration picture"	KV color	"- Lien EVS adjust demonstration slide Prepare for PB to hold cups, PG reorganize cups EVS control"
6	18:23	00:03	Gratitude, Honor Parts	MC introduces the categories of Gratitude + Honor	"MC Mic Honor music"				
7	18:26	00:07	1. Gratitude to former leaders and former employees	"- Quantity:: 12 - MC inviteto award cups"	"MC Mic Honor music"	Honor Spot	"Gratitude background"	KV color	
8	18:33	00:20	2. Gratitude to employees have worked for more than 10 years	- Quantity: 18	"MC Mic Honor music"	Honor Spot	"Gratitude background"	KV color	"PB hold PG reorganize cúp EVS control the list"
9	18:53	00:20	3. Individual / Collective Honors	- Quantity: 55	"MC Mic Honor music"	Honor Spot	Individual / Collective Honors background		"PB hold PG reorganize cúp EVS control the list"

SCENARIO OF THE EVENT

No.	TIME	DU- RA- TION	WORKS	DETAIL	TECHNIQUE				
					Sound & Light	Light	"LED Screen"	LED Ma- trix	Backstage
10	19:13	00:05	4. Awarding the voting categories of the year in the form of Online Voting	- Quantity: 10					
11	19:18	00:02	MC leads to changing brand identity part - Key moment		MC mic	MC Spot	KV 1 (square logo)	KV color	"Prepare for logo Cold smoke technology LED Dancers Interactive actors"
12	19:20	00:05	PERFORM	LED Dance + LED interactive	LED computer music				"Prepare for logo Cold smoke technology Interactive actors"
13	19:25	00:02	KEY MOMENT	NEW EVS LOGO	Interactive clip music	"Interactive Spot Dancers The moment when the logo of the lights dyed purple in the auditorium Flare"	Interactive Visual	Visual color	"Prepare for logo Cold smoke technology LED separate"
14	19:27	00:05	Chairman of the Board of Directors speaks	Chairman of the Board of Directors speaks	"Mic Epic music"	"Logo spot Follow Speech show"	"KV 2 (EVS logo) - Speech demonstration slide"	KV color	- Lien EVS adjustment demonstration slide
	19:32	00:05	Mr Dz speech						

SCENARIO OF THE EVENT

No.	TIME	DURATION	WORKS	DETAIL	TECHNIQUE				
					Sound & Light	Light	"LED	LED Matrix	Backstage
15	19:37	00:02	Congratulation champagne	The Chairman invite the Board of Directors to come on stage and open the congratulatory champagne	Champagne music	"Logo spot Congrat light"	KV 3 (slogan text)	KV color	"End of champagne move the logo off the stage - 2 PG beside champagne tray"
16	19:39	00:07	GROUP PICTURE	MC invites everyone to come on stage to take a group photo with the logo	"MC Mic Epic music"	"Logo spot Bright stage to take pictures"		KV color	
17	19:46	00:05	Arts	"EVS: Up!" song with dance crew	Art music	Art light	Art visual	Visual/Art color	"Dancer Cold smoke - Tuan EVS take care art performance"
18	19:51	00:02	MC introduces the Internal Arts Competition						
19	19:53	00:05	Art Performance 1	"Performance Like Spring Flowers -Performers::Finance Department+ Support Department+ Office Department"	"Art music 3 singing mics"	Art light	Art visual		
20	19:58	00:05	Art Performance 2	"-Swinging and singing Vietnam Securities version -Performers: Operation Department"	"Art music 2 singing mics"	Art light			

SCENARIO OF THE EVENT

No.	TIME	DU- RA- TION	WORKS	DETAIL	TECHNIQUE				
					Sound & Light	Light	"LED	LED Ma- trix	Backstage
21	20:03	00:05	Art Performance 3	"-Seasonal song performance -Performers:: Chi Tue + Lan Anh - Brokerage Department"		Art light			
22	20:08	00:05	Art Performance 4	"-No more reward(Singing + Guitar) performance -Performers: IT Department"	Mic + Mic stand + Chair	Art light			
23	20:13	00:05	Art Performance 5	"- Fly performance - Performers: IB Department"	"Art music 2 singing mics"	Art light			
24	20:18	00:05	Publish the result	"- The secretariat summarizes the results - MC exchange - Announcement of Prizes: 01 First, 02 Second, 02 Thirds"					
25	20:23	00:05	Partying	Adjust the screen light and sound according to the performance (Conditional)	Partying music	"Bright hall Bright stage"			
26	20:28	00:10	Lucky Draw 1	05 Consolation prizes + 03 Third prizes	Lucky draw music	"Bright hall Bright stage"	Back-ground Lucky Draw	"Back-ground color"	Random spin

SCENARIO OF THE EVENT

No.	TIME	DU- RA- TION	WORKS	DETAIL	TECHNIQUE				
					Sound & Light	Light	"LED	LED Ma- trix	Backstage
27	20:38	00:05	Partying	Adjust the screen light and sound according to the performance (Conditional)	"Partying music Lucky draw music"	"Bright hall Bright stage"			
28	20:43	00:05	Lucky Draw 2	02 Second prizes			Back-ground Lucky Draw	"Back-ground color"	Random spin
29	20:48	00:05	Partying	Adjust the screen light and sound according to the performance (Conditional)					
30	20:53	00:05	Lucky Draw 3	01 First prize			Back-ground Lucky Draw	"Back-ground color"	Random spin
31	20:58	00:05	Ending	MC invites everyone to take a group photo together on stage					

Table 14 - Scenario of the event

3. KEY MOMENT

KEY MOMENT SCENARIO		
Timecode	Frame	Content
ECONOMY - FINANCIAL DEVELOPMENT EXCITINGLY, PROSPEROUSLY		
0:00 - 2:25	Stars twinkling visual, hall lights off. Actors wearing LED costumes	The excitement of the stock market
	Visual effects of two red and blue patches blending together to create the Everest Security logo	The appearance of Everest Securities in the context of an exciting economic and financial development
2:25 - 2:55	Purple and blue stars soar, along with the unceasing rise of cities of light	Talk about the company's outstanding growth over the past 15 years
2:55 - 3:05	An image of a futuristic space gate that opens up to face recognition technology and QR code scanning	Talk about applying technology to the securities industry
3:05 - 3:10	The space portal shows the excitement of the stock electronic board again	The effects of those technologies have positively affected the market in general and companies in particular, the economy is increasingly vibrant.
CRISIS WHEN THE PANDEMIC ACCESSED		
3:10 - 3:15	The image of the stock electronic board is all red	Talk about the difficulties of the pandemic that have affected the stock market
3:15 - 3:25	Histogram image with a red arrow continuously going down with a sign of not stopping	The value of stocks fell more and more, the market crashed
3:25 - 3:55	Image of a red cube cage separating from the technological numbers	The difficulty of the pandemic makes it like a miniature prison, separating development and access to technology, it imprisons people, preventing efforts.

KEY MOMENT SCENARIO		
Timecode	Frame	Content
TOWARD THE FUTURE		
4:00 - 4:15	Two green and red portals appear with a space in the background	In the middle of the storm of crisis, EVS dared to cope and stand up to help revive the economy
4:15 - 4:30	On the purple light background, three phrases "Pioneer, transparency, responsibility" are boomed.	Show 3 core values of the company
4:30 - 4:45	Those words combine to form a purple sphere, emitting energy.	Show 3 core values of the company
4:45 - 5:05	Image of rocket flying into space	The company's core values will be an important foundation for a new future
5:05 - 5:20	Images of flames appear, sending rockets to different dimensions, and another galaxy	Show that human potential is limitless, can take us anywhere
LAUNCH NEW BRAND IDENTITY		
5:20 - 6:00	Visual is off, the hall is in darkness, an actor with LED costumes perform in combination with Holostick with the content of 3 core values of the company.	The new logo's appearance
6:00 - 6:20	LED screen split, logo block comes out	
6:20 - 6:30	The LED screen closed, the stage light boomed out a new logo image	
6:30 - 7:00	The stage light turns purple and blue, then gradually shines on the new logo. After the new logo glowed, the stage flares started to fire	

Table 15 - Visual key moment scenario

4. PRIZE RESULT

4.1 "A year of Stock" art contest

Prize's Result			
No.	Prize	Amount	Team
1	First prize	1	IB team - "Bay" Performance
2	Runner-up prize	2	"- Broker Team - Operation Team"
3	Third prize	2	"- IT Team - Finance + Support + Office Team "

Table 16 - Prize's Result "A year of Stock" art contest

4.2 "Fly high EVS"'s result

Prize's Result			
No.	Prize	Amount	Winner
1	"Up" Award- Employee Of The Year	1	Tran Nhat Quynh - IB Department
2	"Promising Employee Award"	1	Vu Tien Dat - IT Department
3	"Excellent Business Employee Award"	1	Nguyen Trung Kien - Finance Department
4	"Excellent Manager Award"	1	Le Thi Minh Thu - Operation Department
5	"Exemplary Employee Award"	3	"- Nguyen Vu Huong Lien - Support Department - Nguyen Dinh Thai - IT Department - Tran Anh Tu - Broker Department"
6	"Creative Employee Award"	2	"- Le Thuy Ai - IT Department - Hoang Thi Trang - Office Department"
7	Representative Award	1	Nguyen Thi Yen Thi - Support Department

Table 17 - Prize's Result "Fly high EVS!" Voting

4.3 Lucky Draw

Lucky Draw's Result			
No.	Prize	Amount	Winner
1	First prize	1	Hoang Anh Tuyen - Finance Department
2	Second prize	2	"- Vu Dinh Thuong - Support Department - Dao Hong Kien - Operation Department"
3	Third prize	3	"- Phan Tuan Anh - IT Department - Ngo Ngoc Thuy - Operation Department - Hoang Dinh Tuan - Office Department"
4	Consolation Prize	5	"- Le Mai Anh - Office Department - Cao Duc Tung - IB Department - Tran Duc Quan - Broker Department - Dao Minh Thang - Operation Department - Bui Nguyen Nam - Broker Department"

Table 18 - Lucky Draw's Result

5. PICTURES OF THE EVENT



Figure 46 - Check-in zone



Figure 47 - LED screen for the Key moment



Figure 48 - Key moment performance



Figure 49 - The appearance of the new brand identity



Figure 50 - The chairman of the company's speech about the new brand identity



Figure 51 - "Di du dua di" by Operation Team

6. COMMUNICATION PRODUCT



Người EVS

January 1 9:00am

...

CHÚC MỪNG NĂM MỚI 2022: VÚT BAY

Kính gửi CBNV EVS !

Năm vừa qua đã đánh dấu nhiều thành tựu và sự kiện quan trọng đối với EVS, đặc biệt là sự tăng trưởng về quy mô và thị phần khách hàng. Thành công đó có được tất cả là nhờ toàn thể CBNV tập thể EVS đã luôn cố gắng nỗ lực cống hiến từng ngày.

Năm 2021, đại dịch Covid-19 đã gây ra những tác động không nhỏ đến toàn bộ nền kinh tế và cuộc sống của mỗi cá nhân trong chúng ta. Bất chấp những khó khăn đó, thị trường chứng khoán Việt Nam vẫn tăng trưởng và thiết lập những đỉnh cao mới. Năm 2022, EVS lựa chọn chủ đề "Vút bay" với lời chúc và sự kỳ vọng phát triển mạnh mẽ của thị trường chứng khoán để EVS có cơ hội phát triển mạnh mẽ hơn nữa !

Bước sang năm 2022, EVS xin gửi lời cảm ơn chân thành đến tất cả CBNV đã luôn đã luôn ủng hộ từng bước phát triển của công ty trong năm vừa qua. Chúc tất cả mọi người một năm mới tràn đầy niềm vui, hạnh phúc và đồng hành cùng công ty trong chặng đường phía trước !



Figure 52 - Happy new year email content



Figure 53 - Invitation letter to the event "EVS UP!"

EVS ra mắt nhận diện thương hiệu mới

Ngày 21/01/2022 vừa qua, Công ty cổ phần chứng khoán Everest (EVS) đã ra mắt bộ nhận diện thương hiệu mới, đánh dấu mốc 15 năm hình thành và phát triển cùng với bước chuyển mình quan trọng về chiến lược khách hàng và mô hình kinh doanh của Công ty



Figure 54 - Launching new brand public

7. EXECUTION COST

EXECUTION COST						
No.	Item	Unit	Amount	Unit cost	Total	Note
I	Production					
1	Stage floor	Package	1	14,200,000	14,200,000	
2	LED Screen	Package	1	19,000,000	19,000,000	
3	Stage Decoration	Package	1	11,000,000	11,000,000	
4	Star Decoration for the Hall	Package	1	6,500,000	6,500,000	
5	Check-in Zone	Package	1	11,500,000	11,500,000	
II	Light and Sound					
1	Light System	Package	1	17,400,000	17,400,000	
2	Sound System	Package	1	12,000,000	12,000,000	
III	Artwork Performance					
1	Dance Team	Package	1	12,000,000	12,000,000	6 people
2	Choreography	Package	1	10,000,000	10,000,000	
3	Shadow dance System	Package	1	3,000,000	3,000,000	
4	Music copyrights	Package	1	5,000,000	5,000,000	Music for Event
5	Customs and Tools	Package	1	10,000,000	10,000,000	
6	MC	Package	1	15,000,000	15,000,000	
IV	Event Recording Equipment					
1	Video mixer	Suite	1	8,000,000	8,000,000	
2	Key Test	Suite	1	3,500,000	3,500,000	
3	Monitor	Piece	2	2,000,000	4,000,000	
4	Wireless Tally + Intercom	Suite	1	4,000,000	4,000,000	
5	Atomos recorder	Suite	1	1,000,000	1,000,000	
6	Cables - Accessories	Suite	2	1,000,000	2,000,000	
TOTAL					503,200,000	
VAT 10%					50,320,000	
TOTAL VALUE					553,520,000	

Table 19 - Execution Cost for Gala Dinner "EVS UP!"

04

POST – LAUNCH PROJECT & REFLECTION



1. Evaluation

The event took place with many unexpected successes. The number of participants reached 240 people including the Board of Directors and employees, the awards were handed out in the most fair and right way. Gratitude gifts have also reached the hands of former leaders, employees as well as leaders and employees who have contributed more than a decade. In general, the KPIs set before the event have been completed, some items still exceed the targets yet there are areas for improvement.

2. KPI

KPI						
No.	Items	Unit	Target	Reality	Result	Note
1	Number of participants	Person	250	240	96%	
2	"Art contest "A year of stock"	Prize	5	5	100%	
3	"Excellent Employees Voting "Fly High EVS"	Prize	10	10	100%	
4	"Satisfied with the event"	Percent	90%	93%	103%	
5	"Accessed to program information"	Percent	100%	100%	100%	
6	Total interaction	Reaction	1500	1623	108.20%	Total interaction for 20 posts
		Comment	1000	1179	117.90%	
7	Understanding the message of the program	Percent	95%	98%	103.20%	
8	Understanding the meaning of the new brand identity	Percent	95%	98%	103.20%	
	Staff participated in the art competition	Percent	70%	71%	101.40%	
9	Staff participated in voting for individual awards	Percent	90%	98%	108.90%	

Table 20 - KPI Table

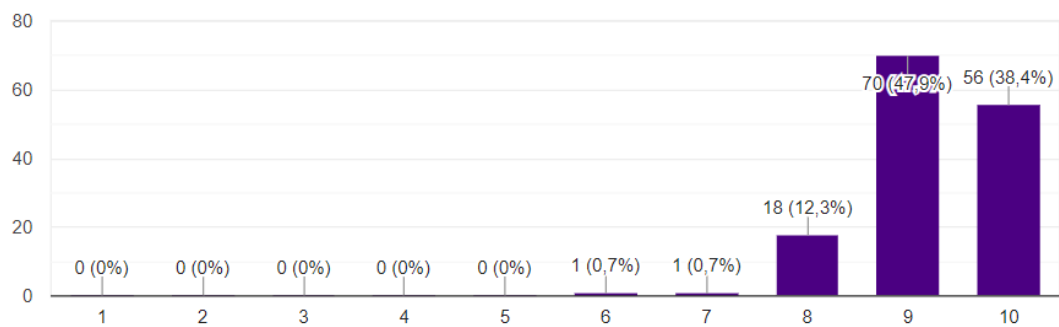
3. Survey's result

3.1 About the event

Question 1: Your general assessment of Gala Dinner "EVS Up!"

Đánh giá chung của bạn về Gala Dinner "EVS Vút bay!"

146 câu trả lời



There are 70 people - 47.9% score 9 for the event.

There are 56 people - 38.4% score 10 for the event.

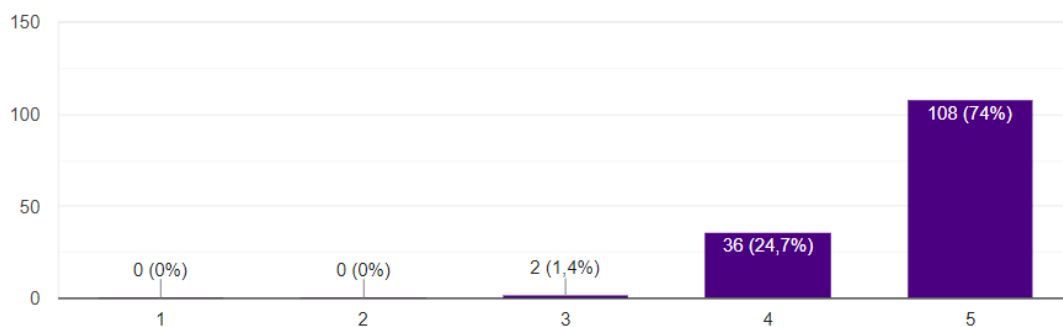
There are 18 people - 12.3% score 8 for the event.

The number of people who score 6 and 7 are equal (1 person - 0.7%).

Question 2: Did you get all the information about the Gala Dinner "EVS Up!"?

Bạn có được tiếp nhận đầy đủ thông tin về Gala Dinner "EVS Vút bay" này không?

146 câu trả lời

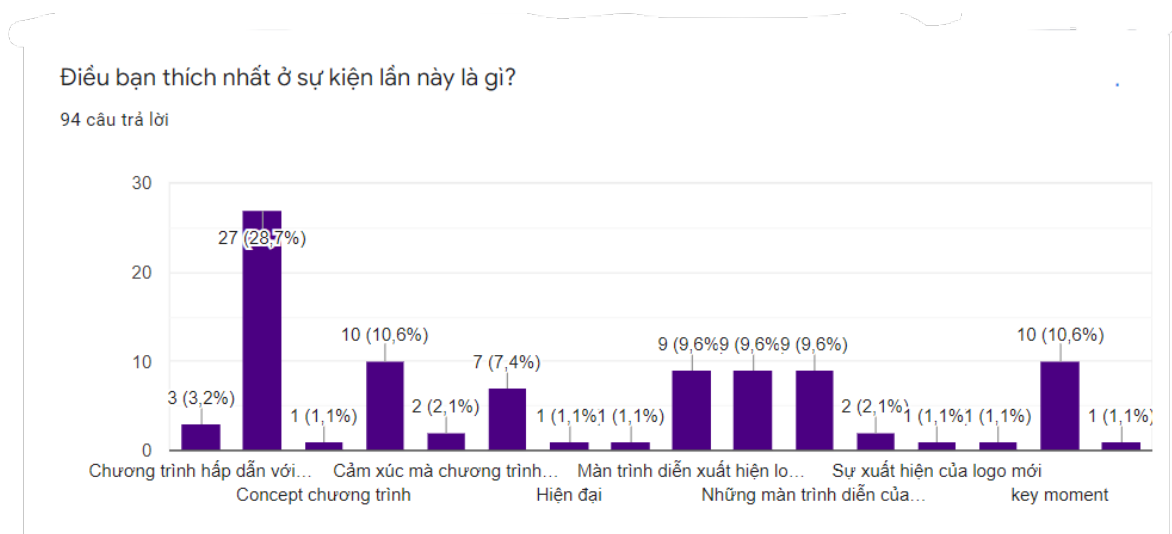


There are 108 people - 74% have full access to the information.

There are 36 people - 24.7% have quite enough information, although they miss little.

There are 2 people - 1.4% miss some information.

Question 3: What part of the event do you like the most?



There are 54 people - 57.4% like the performances and the key moment the most.

There are 10 people - 10.6% like the technology used in performances.

There are 9 people - 9.6% like the emotion that the event brought up. This is also the number of people who like the entertainment of art competitions and people who like the desert of Awards.

Number of people who like the unity of the event is equal to those who like the concept of the event, 1 person - 1.1%. This is also the number of people who like the modernity of the event.

Question 4: What are your emotions of the event?

Cảm xúc của bạn sau sự kiện là gì?

146 câu trả lời

Rất hài lòng và tự hào khi là nhân viên của EVS

Rất hài lòng

Cảm thấy hài lòng và hãnh diện khi là thành viên của công ty

tự hào, tràn đầy năng lượng

vui mừng, tự hào, hứng khởi

tự hào, hứng khởi

vui mừng, tự hào

The emotions of employees mostly are: Happy, excited, proud, energetic, impressive, emotional, overwhelmed, attracted.

Question 5: What part of the event are you unsatisfied with?

Điều bạn chưa hài lòng nhất trong sự kiện lần này?

55 câu trả lời



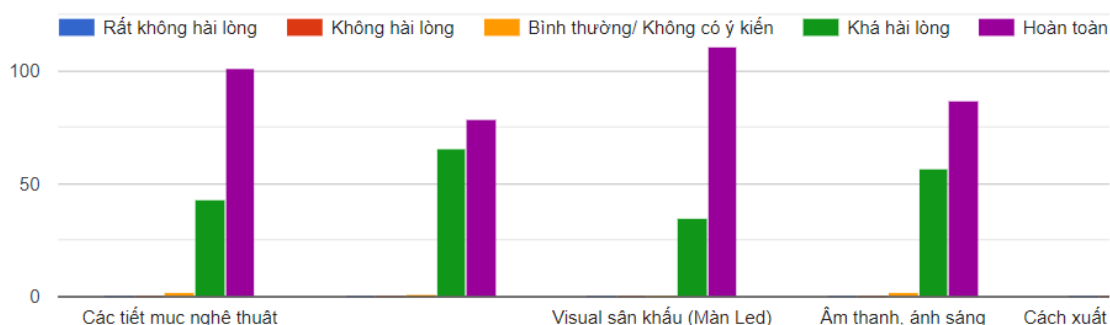
95.2% of people who attended the event were satisfied with it.

6 people - 4.1% said that the auditorium and the stage are not big enough.

1 person - 0.7% said that the duration of the cocktail party is quite long.

Question 6: Satisfying levels of these categories:

Mức độ hài lòng của bạn với các hạng mục sau?



Key moment of the event is the most favorite part of the event, there are 116 people who are totally satisfied with it.

Except for the Auditorium's space, employees are satisfied with each other. categories. 3 people are unsatisfied with the Auditorium's space.

Question 7: What category of the event you want to change most?

Điều gì bạn muốn thay đổi nhất sau sự kiện?

51 câu trả lời

thay đổi kích thước của sân khấu và hội trường
không có
Tôi không có
không có gì
ánh sáng ấn tượng nhưng có phần lạm dụng
ánh sáng ấn tượng, nhưng hơi lạm dụng, cần hạn chế
Không gian hội trường
Kích thước của sân khấu và không gian khán phòng

95.2% of people who participate in the event think that they don't want to change anything.

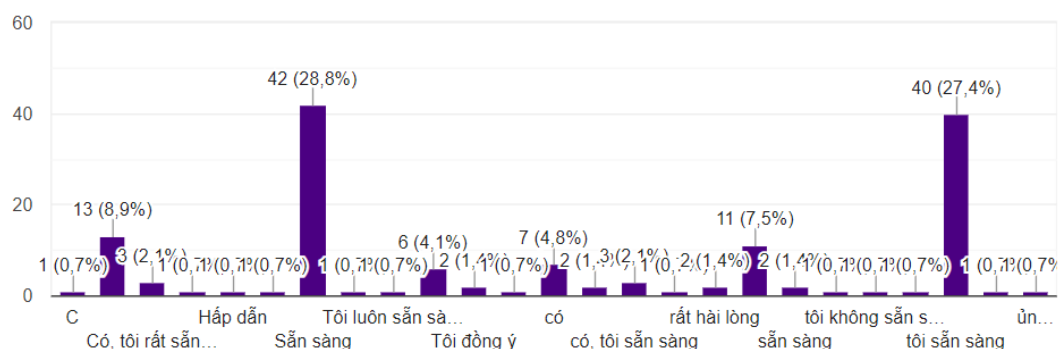
5 people - 3.4% think that the size of the auditorium and stage should be larger.

2 people - 1.4% think that the light system should not be overused.

Question 8: Are you willing to join the following events of our company?

Bạn có sẵn sàng tham gia những sự kiện tương tự tiếp theo của công ty không?

146 câu trả lời



There are 143 people - 97.9% are willing to join the following events.

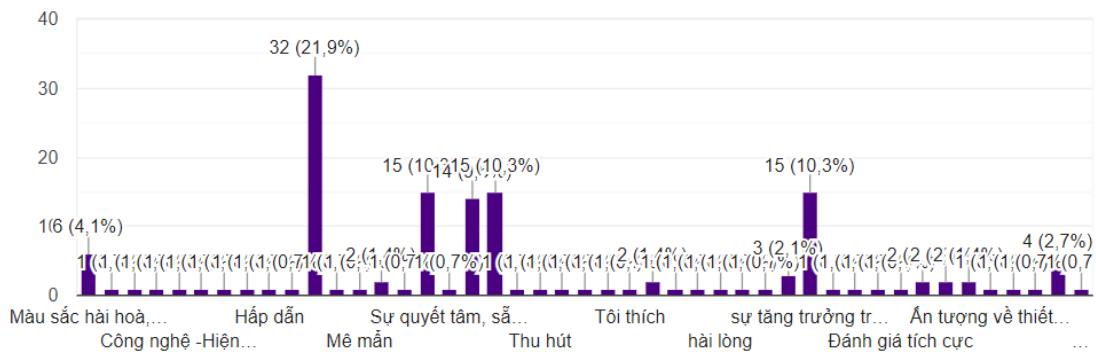
There are 3 people - 2.1% are not willing to join the following events.

3.2 About the company's new brand identity

Question 1: What is your first impression of the company's new logo?

Khi nghĩ về logo mới, bạn nghĩ về điều gì đầu tiên?

146 câu trả lời



There are 57 people - 39.1% think about the growth of the stock market.

There are 38 people - 26% are impressed by the color of the logo and think about feng shui.

There are 19 people - 13% think about technology and modernity.

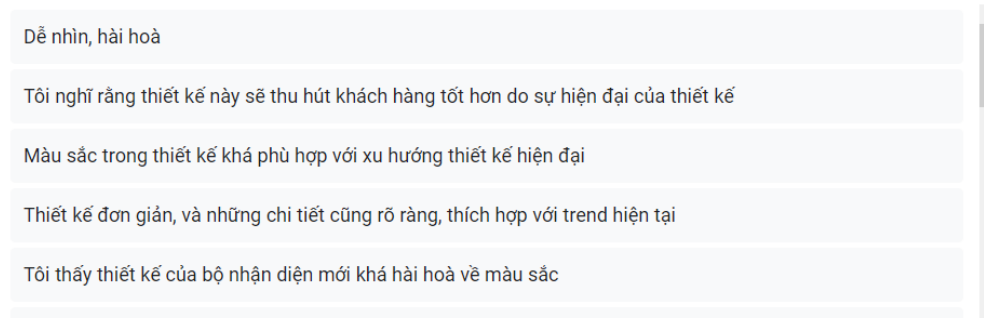
There are 17 people - 11.6% think about youth and dynamism.

There are 15 people - 10.3% think about the creation.

Question 2: What do you think about the new brand identity's design?

Về mặt hình thức, bạn nhận thấy bộ nhận diện thương hiệu mới của công ty như thế nào?

146 câu trả lời

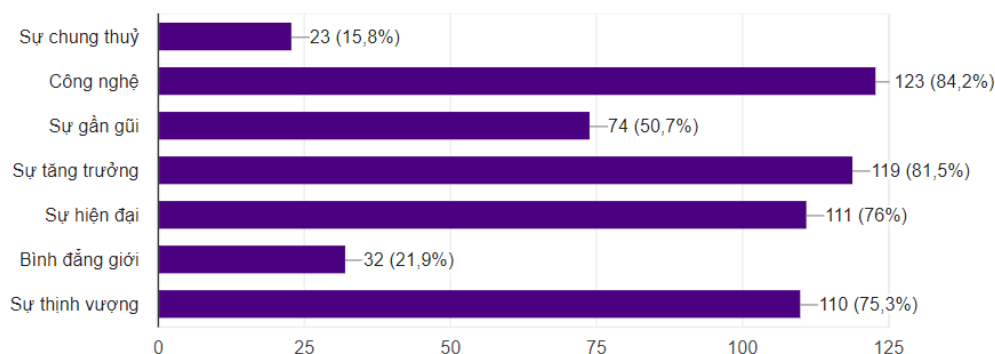


The design of the new brand identity is highly rated by the employees. In their opinion, there are three aspects of the design that they love: the color, the modern design and details of the design.

Question 3: In your opinion, what words describe the new brand identity?

Theo bạn, những từ nào mô tả đúng về hình ảnh thương hiệu mới?

146 câu trả lời



Technology, growth, modernity and prosperity are most used to describe the new brand identity, with the numbers of people are respectively 84.2%, 81.5%, 76% and 75.3%.

Intimacy is also used to describe the new brand identity, 74 people - 50.7% suppose that the new logo brings up the nearness for them.

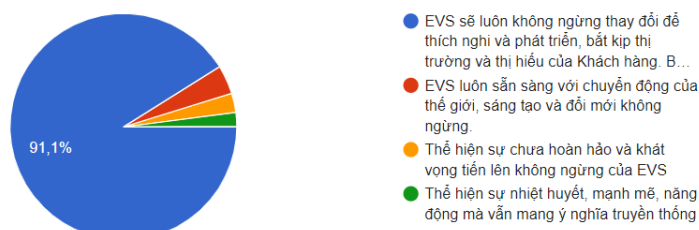
There are 32 people - 21.9% use gender equality to describe the new brand identity.

There are 23 people - 15.8% think about fidelity.

Question 4: In your opinion, what messages does our company want to convey throughout the new brand identity?

Theo bạn, ý nghĩa của bộ nhận diện thương hiệu mới mà công ty muốn truyền tải là gì?

146 câu trả lời



Almost all the employees understand the messages that the company wants to convey. 91.1% of them believe that EVS will always change to adapt and develop, catch up with the market and the tastes of customers. Besides, the logo also conveys the message of the balance and harmony between core values and new trends so that EVS can create qualitative products and services for customers.

There are 6 people - 4.1% believe that EVS is always ready to follow the movement of the world, continues the creative innovation.

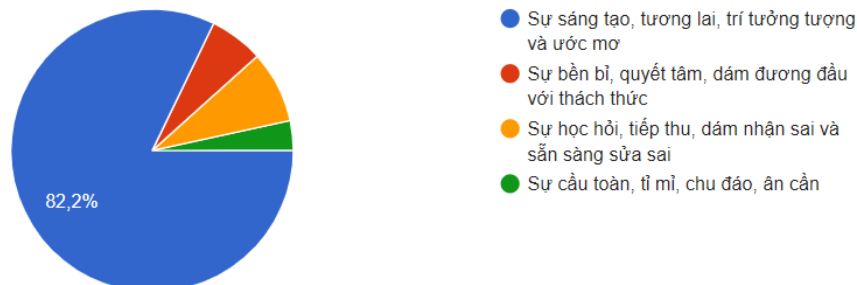
There are 4 people - 2.7% believe that the new logo shows the imperfection, so that EVS always desires to develop more.

There are 3 people - 2.1% believe that the new logo conveys enthusiasm, strength, dynamism of the new era, but still keeps traditional values of the company.

Question 5: In your opinion, what values does the company want to carry on?

Theo bạn, thông qua bộ nhận diện thương hiệu mới, công ty mong muốn hướng tới những giá trị nào?

146 câu trả lời



82.2% of people believe that the company is carrying on creation, future, imagination and dreams.

There are 12 people - 8.2% believe that the company is carrying on learning, ready to admit mistakes and fix these.

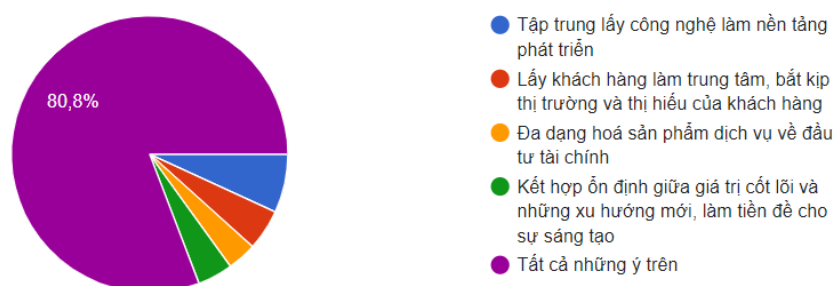
There are 9 people - 6.2% believe that the company is carrying on perseverance and determination against challenges.

There are 5 people - 3.4% believe that the company is carrying on perfection, meticulousness and thoughtfulness.

Question 6: What would be the company's orientation to develop?

Với những sự thay đổi như trên, định hướng phát triển mới của công ty sẽ là?

146 câu trả lời



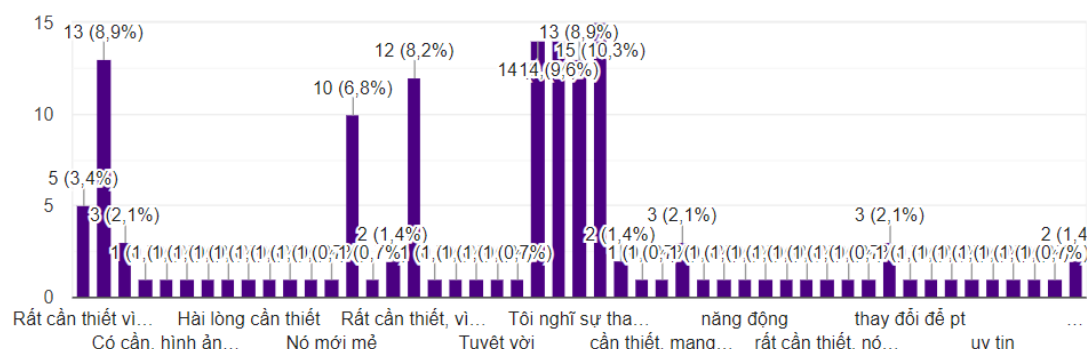
19.2% believe that the company's orientation is to develop each specific goal such as focusing on technology, customer centric, diverse products and service or combine core values and new trends to make creation.

80.8% believe that the company's orientation is to develop multiple goals, including all these goals above.

Question 7: In your opinion, why is this necessary? Why do you think so?

Theo bạn, việc thay đổi này có thực sự cần thiết? Tại sao bạn lại nghĩ như vậy?

146 câu trả lời



All the employees say that this is necessary.

There are four main reasons mentioned:

- This can attract more customers, especially youngsters
- The new brand identity shows that the company is ready for the innovation of the new era, and always changes, creates to catch up with it.
- This will be a golden opportunity for the company to develop strongly.
- Technology will play an important role for the company's development.

Question 8: What do you wish for our next journey?

Bạn hy vọng gì về hành trình tiếp theo của công ty sau lần thay đổi nhận diện thương hiệu này?

39 câu trả lời

Hy vọng những khó khăn, thách thức sẽ không thể ngăn cản được sự vươn mình của công ty

Hy vọng chúng ta sẽ luôn đoàn kết và cùng nhau hướng tới những mục tiêu đã đề ra

Hy vọng sẽ có thêm nhiều sự bứt phá trong năm tới

Hy vọng chúng ta sẽ đạt được những mục tiêu đã đề ra trong năm tới

Sự tăng trưởng

Sự tăng trưởng

Tuyệt vời

Employees show their determination to the company's next journey. They wish for upward growth and development, also the belief that all the members of the company along with each other will conquer challenges and achieve success.

3.3 Overall assessment of the survey

Overall, the participants were satisfied with the event. The content and activities in the event were mostly positively evaluated. The event brought a lot of emotions to employees and boosted their mentality to be ready for the next stage of the company. The key moment part succeeded in making an impression on the audience and highlighting the image of the new brand to all employees. All information about the event has also been fully communicated to employees through internal communication. In addition, the space factor as well as the stage will be improved factors to bring the best event experience for the next time.

Through the event, the employees were also able to convey the company's messages and spirit through the new brand identity. The staff have understood the values and meanings that the new brand identity brings and the company's next development directions.

4. QUALITATIVE ASSESSMENT



Figure 55 - CEO Nguyen Thanh Chung (left)

CEO Nguyen Thanh Chung shares: "This is a special occasion for me to personally look back at the company's past journey and more importantly see the dynamism, enthusiasm and talent of the staff in the company. the company. From there, I believe we are ready to put in more effort."



Figure 56 - Vu Thuy Trang - IB Department

Vu Thuy Trang - IB Department shares: "I feel very proud of what the company has achieved in the past 15 years. I also feel that the new brand identity will mark the next development of the company, so I and my colleagues will try harder in the near future."

5. POSITIVE AND NEGATIVE POINTS

5.1 Positive Points

POSITIVE POINTS		
No.	Items	Positive points
1	Calendar year end meeting	The meeting was attended by all staff. Event information "EVS: Up!" is disseminated to all employees
2	Media communication event "EVS: Up!"	<ul style="list-style-type: none"> - The event reached 100% of the company's employees. - Information about the launch of the new brand identity is accessed by 100% of the company's employees. - 95.2% of participants are completely satisfied with the program - 97.9% willing to participate in next events
3	Art contest "A year of Stock"	<ul style="list-style-type: none"> - With the participation of 100% of departments - Create a bond between all company employees - The performances are thoughtful, invested in quality and highly entertaining
4	Producing the short film "EVS Journey"	<ul style="list-style-type: none"> - With the presence of leaders - Production costs in line with the program
5	Event organizers	<ul style="list-style-type: none"> - Has thoughtful preparation, and the ability to quickly adapt to unexpected situations. - The members of the Organizing Committee have high responsibilities, each member is tasked with a certain task and are ready to support each other.
6	Employee voting contest "Up EVS"	<ul style="list-style-type: none"> - Have 100% employee participation - Awards were given to the most deserving
7	Stage	<ul style="list-style-type: none"> - Beautifully arranged stage suitable for technology elements - The setup process took place quickly and carefully
8	Designs and Visual	<ul style="list-style-type: none"> - The designs are suitable to the feature of the event and the company - Visuals are designed to suit each performance and content of the event

POSITIVE POINTS		
No.	Items	Positive points
10	Dance crew	Professional dance crew meets the performance requirements of the program
11	Key Moment	<ul style="list-style-type: none"> - 97.4% absolutely love the Key moment performance - 91.1% understand the messages conveyed - 82.2% rate how creative and attractive transmission is - 57.4% of participants feel most impressed with Key moment

Table 21 - Positive Points of the event

5.2 Negative Points

NEGATIVE POINTS		
No.	Items	Positive points
1	Media communication event "EVS: Up!"	<ul style="list-style-type: none"> - The live stream was not organized, so all staff members could not be reached. - The media campaign does not highlight the new brand image and the importance of the company's new brand development. - Communication is too dependent on online form. Lack of offline communication activities
2	The short film "EVS Journey"	Have not left emotions and impressions for employees yet
3	Participant composition	The event was not attended by all employees across the country, because many employees at the Southern branch could not attend because of the epidemic situation.
4	Art contest "A year of Stock"	Difficulty in pre-run the performance and getting used to the stage
5	Excellent employees voting	Lack of series of articles about individuals as well as collectives being honored and grateful
6	Key moment	The props and costumes are not the best, so they haven't brought the 100% correctness in the script yet

Table 22 - Negative Points of the event

6. SUGGESTIONS AND RECOMMENDATIONS

- There must be specific routes to explain the new brand identity to employees.
- Produce more products that use the new brand identity to give employees access to these products.
- Communication needs to promote the offline form at each unit more and more to reach all officers and employees of each department and branch.
- More livestream form to communicate the event to employees who cannot attend directly.
- After the event, there should be a series of articles about individuals as well as collectives being honored and grateful
- Invest more in the production of the short film "EVS Journey", combine with an agency with expertise like Rose Media to take charge of production instead of using resources within the company.
- Hire choreographers, vocal instructors to support and guide the teams competing in the "A year of Stock" competition.
- Invest more in costumes and props for the best transmission quality.
- Performances should be more interactive with visuals.
- Focus on Hologram technology and visuals to bring the best performance.
Example: <https://youtu.be/hcvypLIRmxg>
- Replace hand-designed logo block with virtual logo block created by 5D technology.
Example: <https://youtu.be/7moVYQeNLSA>
- Using 3D Mapping technology to introduce the new logo
Example: <https://youtu.be/a1v4W95wJnM>



Figure 57 - 5D Technology

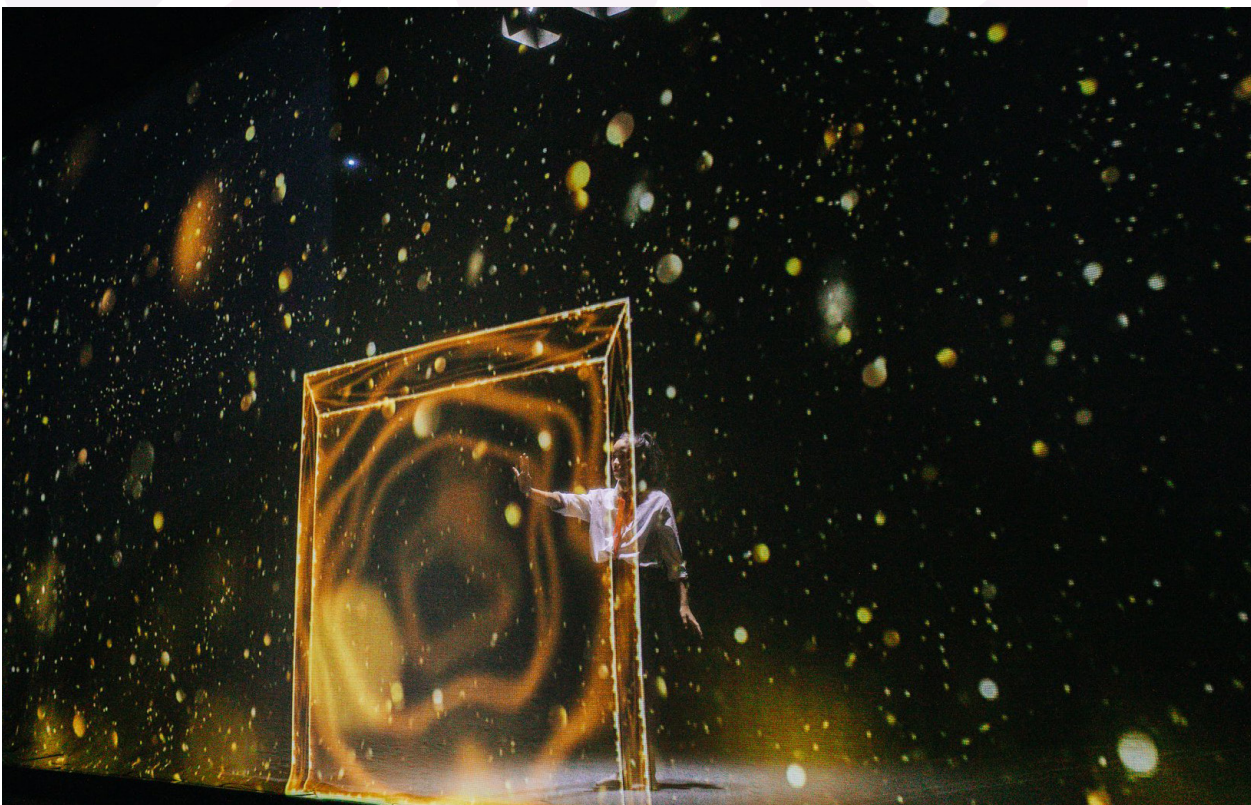


Figure 58 - 3D Mapping

05

SUMMARY



The year-end event and the launch of the new brand identity "EVS Up!" was held on January 21, 2022, is one of the big events with meaning and marking an important milestone of EVS Securities company. Despite facing difficulties, the Organizing Committee and the staff of EVS Securities still tried together to create a successful and memorable event.

The program is organized with two clear content blocks, one is a summary of the achievements in 2021, the other is the launch of a new brand identity.

About the content in the summary of achievements in 2021, almost 300 employees voted for the excellent individual award categories, 7 department with dozens of employees participated in the cultural contest "A year of Stock", besides there were awards to show gratitude to former leaders, employees who have worked for more than 10 years and the best collectives of the company. As for the launch of the new brand identity, the combination of sound, light and technology has helped the appearance of the new brand identity to make a strong impression on the program participants. After the event, 95% of the company's employees were very satisfied with this event, the positive feedback was sent by the staff through the survey form.

Finally, the Year End Event and New Brand Identity Launching "EVS Up!" was very successful, the organizers brought everyone a meaningful and unforgettable ceremony. Event activities bring people together, increase responsibility and passion for the company.

06

ACKNOWLEDGE



Through this project, our team has learned a lot and gained a lot of valuable experience in the event industry. We get an overview of how a professional event works and the skills required in the industry. Besides, this is also an opportunity for us to learn about maintaining and developing corporate culture, as well as applying the knowledge we have learned into practice.

We would not have been able to complete this event without the help and dedicated guidance of the Mentors of Rose Media Company, in addition to the guidance and closeness of our team's instructor - Ms. Nguyen Thi Hue. The knowledge and experience we receive is invaluable and will be the stepping stone for the next journey of the individuals in the group.

Thank you to the teachers and members of class MC1403 for creating great memories for us at FPT university. The four boys of the Boncoem group are now ready and confident enough in the upcoming "Up" journey.

07

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