

BONGOEM TEAM

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CODE: GRA497_G4

Virt Bay
HANOI.21.1.2022

CAPSTONE PROJECT DEFENSE

YEAR END SUMMARY AND LAUNCHING NEW BRAND IDENTITY EVENT “EVS UP!”

evs[®]
SECURITIES

Rosemedia

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HANOI.21.1.2022



01

INTRODUCTION

PROJECT INTRODUCTION

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!”



HANOI.21.1.2022

Project introduction



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.

Gala Dinner "EVS Up!" was organized by the company in collaboration with Rose media.

The entire preparation and organization lasted for more than 1 month from December 17, 2021 to January 21, 2022

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REASONS TO CHOOSE THIS PROJECT

Team's purpose

Highly experience organizational activities
Experiences will be very useful in future work
Learn more about corporate culture



Relevancy

This is the ideal chance for us to put
what we've learned into practice

Meaning

The meaning of the event to the company

COMPANY OVERVIEW

ABOUT EVEREST SECURITIES

Everest joint stock company securities (“Everest Securities”) was the forerunner of Dai Duong joint stock company securities, established on December 22th 2006.

Experience

16 years on stock market



Address

VNT Tower Building - No. 19 Nguyen Trai -
Khuong Trung Ward - Thanh Xuan District -
Hanoi City.

Viet Bay
HANOI, 21.1.2022

VISION, MISSION, CORE VALUE

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01

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.

02

Mission

Increasing capital-efficient and stakeholders' returns

Diversifying incomes in order to maximize profit

Raising the level of human resources

03

Core value

"Pioneer - Transparency - Responsibility"



BRAND IDENTITY

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.

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“ROSE MEDIA” AGENCY INTRODUCTION

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ABOUT

Rose Media provides services in the fields of Event organization, Multimedia production, Brand consulting, Marketing and Corporate culture.

Rose Media was founded in 2020 by Mrs. Nguyen Thi Hong Nhung

Slogan “We are not a partner, we are insiders”

STRENGTH

Rose media’s outstanding strengths

Quality in content

Creativity in ideas

Speed in action

Professional in implementation



Rose Media has extensive experience in organizing events



Chao 28
- FPT INFORMATION SYSTEM



28th birthday of CMC Group



Launching Ceremony:
FPT Telecom - FPT Play Box S



02

DEVELOPMENT & PRE-PRODUCTION

PESTEL ANALYSIS

P

Political

Political stability is a condition for the government to enact policies

E

Economic

The Covid-19 pandemic began to appear in Vietnam at the beginning of 2020 and until now, it is still very complicated. Vietnam's stock market has also become volatile during the Covid-19 pandemic.

S

Social

The stock service is user-friendly and easily accessible. Currently, investing in the stock market is becoming popular.

T

Technology

Technology is playing an important role in the development of the stock market

E

Environment

The most important environmental factor in recent times is Covid 19

L

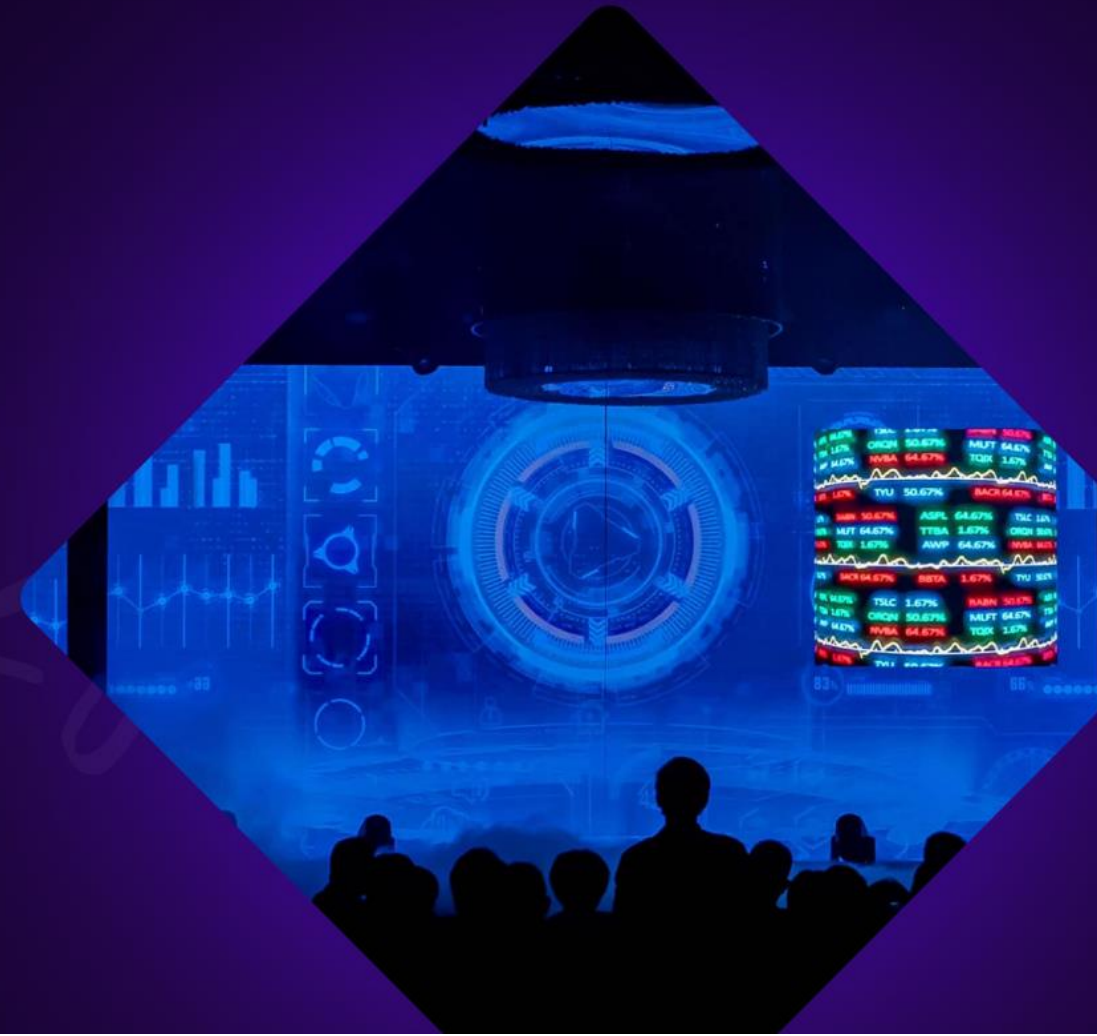
Legal

The national legal policy system has a great influence on the stock market in general and businesses in particular. Changes in national policy can cause market share prices to rise or fall.

STOCK TRENDS IN THE WORLD AND IN VIET NAM

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.

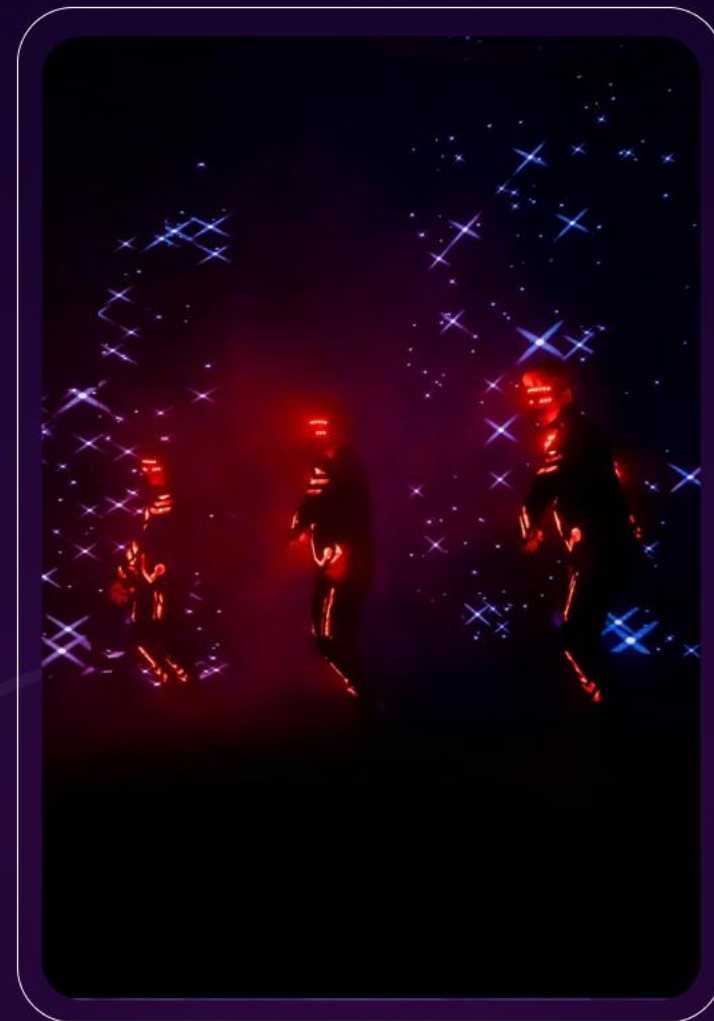
- According to a statistic from Forbes magazine in June 2020, 75% of young people of Gen Z when interviewed plan to participate in investment.
- In 2021, Vietnam's stock market recorded strong growth, new records were continuously set. VN-Index officially conquered the threshold of 1,500 points in November 2021



STOCK AND TECHNOLOGY TRENDS IN VIETNAM

- 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.

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TRENDS OF EVENT ORGANIZATION

The artistic elements in event organization

“Integrating the Arts”—the use of Using the Arts as an instructional method throughout the curriculum—can improve long-term content retention.



That's why today's events often have more artistic elements, and those elements also carry the content of the event to make participants absorb information in a more impressive and lasting way.

Technological elements in event organization



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)



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.



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.



3D HOLOGRAPHIC INTERACTIVE DANCE

- A Combination of Art and Technology -

Interactive dance is one of the most used performances in the event, considered the key moment - the most outstanding highlight in the entire event. The choreography of the LED interactive dance and 3D Hologram is carefully choreographed to match the movements of assistive technology devices.

COMPETITORS ANALYSIS

SSI Securities Joint Stock Company (SSI-HOSE)

- Ensures the best working environment for employees.
- Encourage effective work, reasonable rest and participation in sports, social activities
- Outstanding events to engage employees Gala SSI, Family Day, Year-End Party, International Children's Day, Mid-Autumn Festival
- Knowledge raising events: Money Secrets



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COMPETITORS ANALYSIS

Vndirect Securities Joint Stock Company

- Monitor the organization with the goal of connecting, building solidarity, creating an attractive working environment for employees.
- Outstanding events to engage employees: summer travel, autumn festival, children's day, marathons, badminton
- Community Programs: Huong toi mien Trung khuc ruot, Trung thu hong mua dich 2021, Dong thoi gian.





EVENT SWOT

STRENGTH

- 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.

WEAKNESS

- The organizers have 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.

OPPOTUNITIES

- 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.

THREATS

- 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.

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EMPLOYEES' INSIGHT

Employee's insight	
Place	Living and working in Ha Noi 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
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
Habit	<ul style="list-style-type: none">• Working with digital devices such as Computers, Telephone and Smartphones everyday• Read news and analyse stock charts• Give advice for customer about stocks, guide them to buy stocks• Singing everywhere to reduce stress• Get up early in the morning and go to bed very late• Only be relaxed and spend time on their hobbies when the market closes on the weekend
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

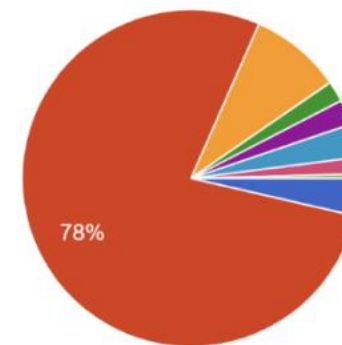
SURVEY'S QUESTIONS AND ANSWERS

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

- 195 people - 78% love to enjoy a Gala dinner
- 22 people - 8.8% love to enjoy an Art performance show

Bạn thích tham gia loại hình sự kiện nào?

250 responses

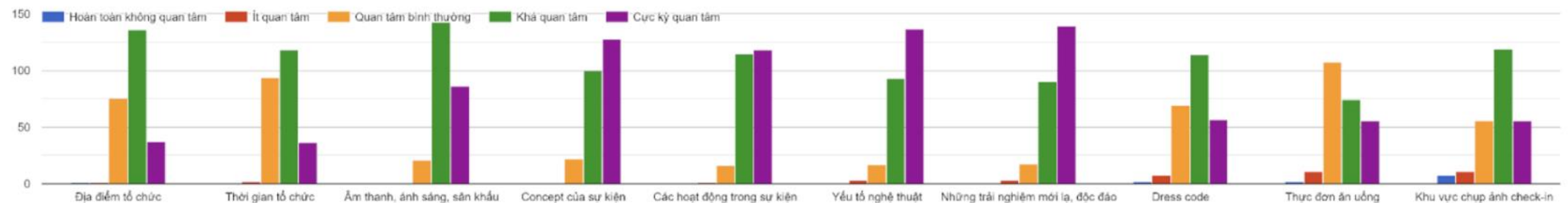


- Hội thảo
- Dạ tiệc
- Chương trình nghệ thuật
- Triển lãm
- Lễ hội
- Team-building
- Các chương trình từ thiện
- Xiếc

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

- Art performance: 54.8% is really concerned, 37.2% is quite concerned, 6.8% has an average concern level, 3 people said they paid less attention.
- New experience: 55.6% is really concerned, 7.2% is quite concerned, 7.2% people have an average concern level, 3 people said they paid less attention.

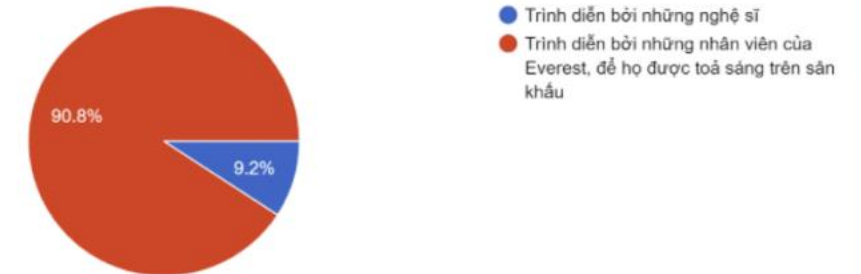
Mức độ quan tâm của bạn tới các yếu tố sau đây trong sự kiện?



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

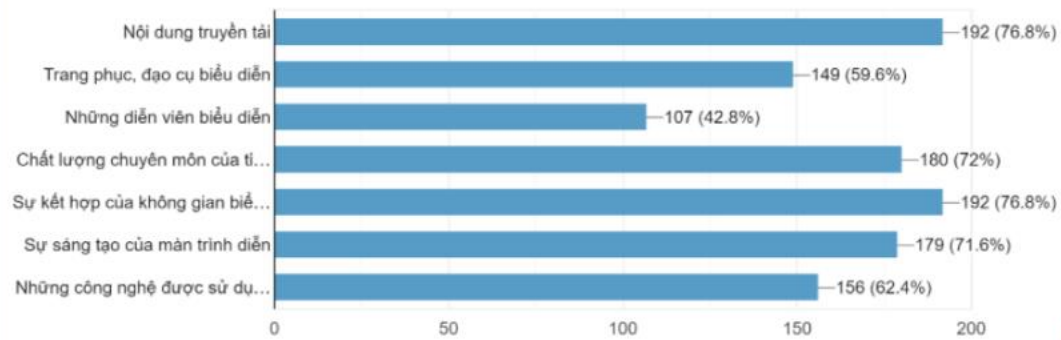
Theo bạn, các phần trình diễn nghệ thuật trong sự kiện nên được:

250 responses



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

250 responses



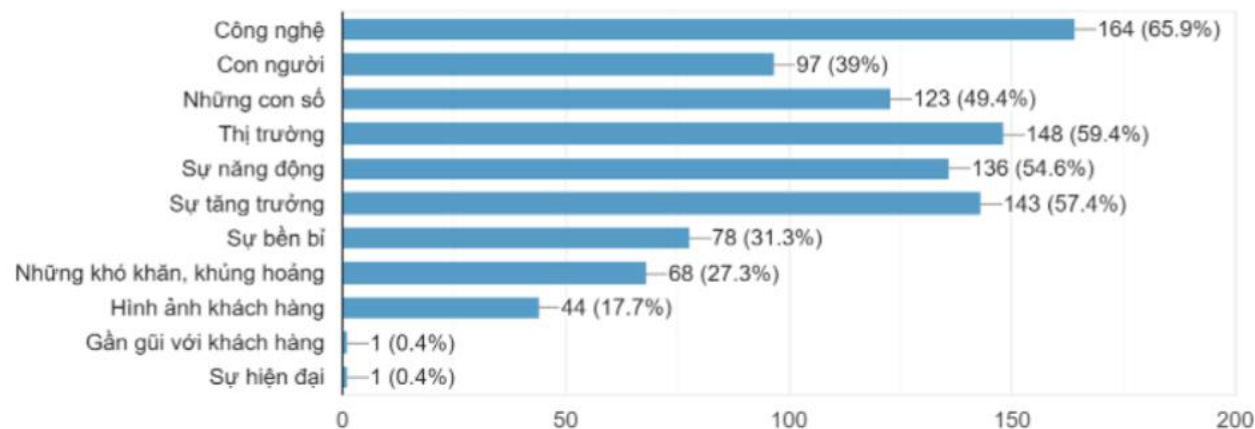
- Quality of the performance: 180 people - 72% chose this aspect
- The creation of the performance: 179 people - 71.6%

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

Technology, market, growth, dynamism are the four most voted aspects with the voting respectively 65.9%, 59.4%, 54.6% and 57.4%.

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

249 responses



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- 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.

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

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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. Beside, 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.

CONCLUSIONS

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.

BRIEF AND PROPOSAL(S)

- Celebrate the 15th anniversary of Everest Securities Joint Stock Company and launch a new brand identity
- 250 guests, 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.



GOALS

- Celebrate the company's 15th anniversary
- 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



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SECURITIES

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SMART OBJECTIVES

- 250 people attended the event.
- 90% of participants feel satisfied with the event.
- 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.



TARGET AUDIENCE

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



MESSAGE: "UP!"

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.



EVENT CONCEPT

Concept

EVS Up!

Tone- Mood

Young, Modern, Dynamic

Meaning

A look back on EVS Securities' journey and looking forward to future expectations



Main color

Indigo purple

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!

ACTIVITY PROGRAMME

17/12/2021-24/01/2022
Communication for "EVS Up!"

21/12/2021-10/01/2022
Producing short film "EVS On
the way"

10/01/2022 -15/01/2022
Contact and drought stage
supply partner

15/01/2022
Contact and elect MC

07/01/2022 -19/01/2022
Scripting and rehearsal for
Key moments

17/12/2021
Year-end Meeting

18/12/2021-21/01/2022
Practicing performances

03/01/2022-18/01/2022
Voting employees

28/12/2021
Choose an organizing location
and Gala dinner

03/01/2022 -05/01/2022
Contact and elect Dance Crew

ACTIVITY PROGRAMME



Solutions

Stage 1: Formation period

- Tell the story of EVS's Formation by shadow dancing

Stage 2: Current stage

- 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

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

Gratitude

- 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

Season party

- Performance "Như hoa mùa xuân"
 - Finance Department + Support Department + Office Department
- Performance "Đi đu đưa đi phiên bản Chứng khoán VN"
 - Operation Department
- Performance "Khúc giao mùa"
 - Chí Tuệ + Lan Anh - Brokerage Department
- Performance "Thường ít thôi"
 - IT Department
- Performance "Bay"
 - IB Department

SPECIFIC TIMELINE

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Timeline of "EVS Up!"

Time	Duration	Detail	
17:30	00:30	Welcome guests	Complete the organization area
18:00	00:10	Event introduction	Opening of "EVS Up!"
18:10	00:03	Introduction to the movie "OPENING"	
18:13	00:05	Movie : "OPENING"	Highlights of EVS activities in 2021
18:18	00:05	Leader speaks	Leader EVS Mr. Nguyen Thanh Chung
18:23	00:03	Celebration of EVS Awards 2021	
18:26	00:07	1. Awards of former leaders of EVS	12 recipients of the award
18:33	00:20	2. Awards for EVS employees working for more than 10 years	18 recipients of the award
18:53	00:20	3. Department Honor	7 departments
19:13	00:05	4. Awards in "Fly high EVS"	10 recipients of the award
19:18	00:02	MC leads to KEY MOMENT	
19:20	00:02	Performance KEY MOMENT	Performance Dancing with LED
19:25	00:05	Performance KEY MOMENT	Launch of a new logo
19:27	00:02	Chairman of the Board of Directors of EVS speaks	
19:32	00:05	EVS Director speaks	
19:37	00:02	Party	

Time	Duration	Detail	
19:39	00:07	Souvenir photograph	
19:45	00:05	Performance: "Vút bay"	EVS + Dance troupe
19:51	00:02	"Một năm chứng khoán" contest	
19:53	00:05	Performance "Như hoa mùa xuân"	Finance team + Support team + Office team
19:58	00:05	Performance "Đi du đưa đi phiên bản Chứng khoán VN"	Operations team
20:03	00:05	Performance "Khúc giao mùa"	Chi Tue + Lan Anh
20:08	00:05	Performance "Thưởng ít thôi"	IT team
20:13	00:05	Performance "Bay"	IB team
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
20:23	00:05	Party	
20:28	00:05	Lucky Draw 1	3 third prizes + 5 consolation prizes
20:38	00:10	Party	
20:43	00:05	Lucky Draw 2	2 second prizes
20:48	00:05	Party	
20:53	00:05	Lucky Draw 3	1 first prize
20:58	00:05	The end!	



GRATITUDE AND HONOR

- Gratitude to former leaders and former employees
- Gratitude to over 10 year contributed employees
- Departments Honor

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.



White Bay

HANOI, 21/1/2022

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

A YEAR OF STOCK"

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.



ART CONTEST "A YEAR OF STOCK"



Scoring Criteria

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

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Prize structure

1 first prize



20.000.000 VND

2 runner-up prize



12.000.000 VND each

3 third prizes



9.000.000 VND each

ART CONTEST "A YEAR OF STOCK"

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.



Excellent Employees Voting

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.



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Evaluation Criteria

- Excellent work results in the year
- Responsibility, attitude and ability to coordinate in work.



- Creative ideas, improvements and breakthroughs in work.
- Sense of discipline
- Actively participate in social activities of the department/ Company.

Prize structure



1 Promising Employee Award

5.000.000 VND

1 Excellent Manager Award

5.000.000 VND

2 Creative Employee Award

5.000.000 VND

1 "Up" Award- Employee Of The Year

10.000.000 VND

1 Excellent Business Employee Award

5.000.000 VND

3 Exemplary Employee Award

5.000.000 VND

1 Representative Award

5.000.000 VND



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

HANOI 2022

Primary message

Resonate to Fly Higher

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

KEY MOMENT



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

KEY MOMENT



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



COMMUNICATION PLAN

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.

Items	Timeline Public	Channels
I. Before the Event (December 17, 2021 - January 20, 2022)		
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
Do a survey to understand the employees' needs and want for this event	18/12/2021	Company's Facebook Group + Internal communication channel + Email
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
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
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
Happy New Year, towards the goals set in the new year	01/01/2022	Company's Facebook Group + Internal communication channel + Email
Open the voting portal, publish the list of nominees	03/01/2022	Company's Facebook Group + Internal communication channel + Email
Explain the concept of the "One Year of Stock" contest	04/01/2022	Company's Facebook Group + Internal communication channel
Video about the meaning of the poll and to the winners	06/01/2022	Company's Facebook Group + Internal communication channel
Video interviews with leaders who feel and comment on the teams	07/01/2022	Company's Facebook Group + Internal communication channel
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
Share of the members who have won the prize in previous years	13/01/2022	Company's Facebook Group + Internal communication channel
Invitation to the Gala Dinner	14/01/2022	Company's Facebook Group + Internal communication channel
Funny videos and images during the training of the art performances	18/01/2022	Company's Facebook Group + Internal communication channel
Video Trailer Remind for the event	20/01/2022	Company's Facebook Group + Internal communication channel

COMMUNICATION PLAN

Items	Timeline Public	Channels
II. During the Event (January 21)		
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
II. During the Event (January 21)		
Program summary video	22/01/2022	Company's Facebook Group + Internal communication channel + Email
Sharing the feelings of individuals and collectives voted this year	23/01/2022	Company's Facebook Group + Internal communication channel
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
Explain the new brand identity to employees	24/01/2022	Company's Facebook Group + Internal communication channel
Press release of new brand identity	24/01/2022	Fanpage "EVS Securities". Website "evs.com.vn", Online and offline website, Email

LOCATION

Pan Pacific Hanoi Hotel

(01, Thanh nien street, Ba Dinh district)

- Built in 1998.
- The predecessor was Sofitel Plaza Hanoi, currently under the management of Pan Pacific Group.
- Designed in European architecture with a system of 12 high-class meeting and conference rooms.
- "Luxury Contemporary Hotel in Hanoi" Award
- "Luxury Rooftop View Hotel" Award



STAGE SERVICE PARTNER

Nguyen Le Union Co., Ltd

- Operated from June 1, 2000
- The company has provided equipment and organized events for many important and memorable conferences of the Government, Ministries, Departments.



HANOI.21.1.2022

DANCE CREW

SDC Dance Crew

- One of the famous dance groups in Hanoi
- Good professional quality, professional working attitude
- Provides services in the field of art
- A training center for dance genres such as K-pop, Sexy dance, Hiphop
- Has a lot of LED interactive dance experience





Viet Bay
HAI 1.1.2022

MC

MC Pham Quang Tho

- One of the amateur actors who is well-known in national shows such as Vietnamese Comedy King, Weekend Meetup, Rotating Q&A, Student Gala.
- A talented and witty MC in internal programs, charming and humorous

DESIGN FILE

HANOI.21.1.2022



RISK MANAGEMENT

Viet Bay
HANDI.21.1.2022

Categories	Solutions
The raging outbreak of COVID is affecting the Event	Delay or organize online, depend on the situation of COVID
Teams disagree with the schedule and time of the performance	Be flexible, listen and modify according to common opinion
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
Participants can not come due to bad weather (rain, storm,)	Pick up participants by Organizers' bus
Technical problems (Electrical, water, firefighting,...)	Program technical team - Coordinate pacific hotel technical team ready to respond
Health problems, injuries	Take the patient to hospital:"Quan Y 354" by hotel ambulance
Location before & after event	Recommended room use in Pacific Hotel
Lack of members of the organizing committee	Get help from hotel staff
Actors cannot participate in performances.	Use alternate actors and alternate repertoire
Guests couldn't get to the event.	Drop the award section usually reserved for guests who don't come
Timeline changes during event	Take Care departments notify the director directly to the director to re-coordinate according to the new timeline

ESTIMATED COST

Viet Bay
HANOI.21.1.2022

No	Items	Unit	Amount	Unit cost	Total	Note
I Planning content and ideas						
1	Planning content and ideas	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	

IV Artwork Performance							
1	Dance Team	Package	1	23,000,000	23,000,000	6 people	
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	Suite	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	1,000,000	1,000,000		
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		

VI Others						
1	Human Resources	Package	1	20,000,000	20,000,000	
2	DOP	Person	1	5,000,000	5,000,000	
3	CAM DOP	Person	4	2,000,000	8,000,000	
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	
14	Short film production	Package	1	10,000,000	10,000,000	
14	Location Cost	Package	1	50,000,000	50,000,000	

TOTAL	690,600,000
VAT	69,060,000
TOTAL VALUE	759,660,000



03

PROJECT EXECUTION

TIMELINE EXECUTION

Date	Time	Duration	Detail	In charge
20/01/2022	08:00	12:00	Construction of stage items	Long, Hieu
21/01/2022	08:00	08:00	Installation of stage system, technical area	Duc, Son
21/01/2022	12:00	01:00	Logistics work for stationery items	Long, Hieu
21/01/2022	13:00	01:00	Distributor completes the works	Son, Duc
21/01/2022	14:00	03:00	Program pre-run	Long, Son, Hieu, Duc
21/01/2022	17:30	00:30	Guests instructor	Duc
21/01/2022	18:00	03:00	Start the program	Long, Son, Hieu, Duc
21/01/2022	21:00	02:00	Clean up and return items to distributors	Long, Son

SCENARIO OF THE EVENT

- 01 Opening
- 02 Gratitude
- 03 Key moment
- 04 Season Party



KEY MOMENT

Visual key moment scenario is divided into 4 parts

Vit Bay
HANOI, 21.1.2022

Part 1

ECONOMY - FINANCIAL
DEVELOPMENT EXCITINGLY,
PROSPEROUSLY

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.

KEY MOMENT

Visual key moment scenario is divided into 4 parts

Vit Bay
HANOI, 21.1.2022

Timecode	Frame	Content
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.
3:55 - 4:00	The cage is broken, the background changes to blue with images of technology buildings	EVS people's efforts, not giving in to difficulties, to continue looking to the future

Part 2

CRISIS WHEN THE PANDEMIC ACCESSED

KEY MOMENT

Visual key moment scenario is divided into 4 parts

Vit Bay
HANOI, 21.1.2022

Part 3

TOWARD THE FUTURE

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

KEY MOMENT

Visual key moment scenario is divided into 4 parts

Vit Bay
HANOI, 21.1.2022

Part 4

LAUNCH NEW BRAND IDENTITY

Timecode	Frame	Content
LAUNCH NEW BRAND IDENTITY		
4:00 - 4:15	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
4:15 - 4:30	LED screen split, logo block comes out	
4:30 - 4:45	The LED screen closed, the stage light boomed out a new logo image	
4:45 - 5:05	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	



VIDEO VISUAL KEY MOMENT

PRIZE RESULT

"A year of Stock" art contest.

Prize's Result		
Prize	Amount	Team
First prize	1	IB team - "Bay" Performance
Runner-up prize	2	- Broker Team - Operation Team
Third prize	3	Show 3 core values- IT Team - Finance + Support + Office Teams of the company

Viet Bay
HAND: 21.1.2022

"Fly high EVS"'s Result

Prize's Result		
Prize	Amount	Team
"Up" Award- Employee Of The Year	1	Tran Nhat Quynh - IB Department
Promising Employee Award	1	Vu Tien Dat - IT Department
Excellent Business Employee Award	1	Nguyen Trung Kien - Finance Department
Excellent Manager Award	1	Le Thi Minh Thu - Operation Department
Exemplary Employee Award	3	- Nguyen Vu Huong Lien - Support Department - Nguyen Dinh Thai - IT Department - Tran Anh Tu - Broker Department
Creative Employee Award	2	- Le Thuy Ai - IT Department - Hoang Thi Trang - Office Department
Representative Award	1	Nguyen Thi Yen Thi - Support Department

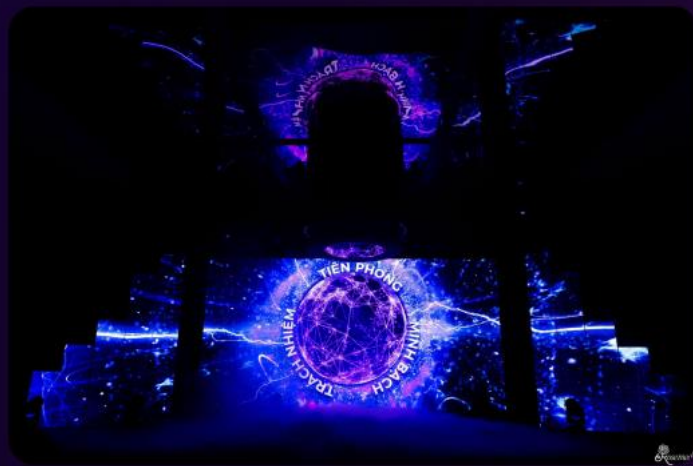
PRIZE RESULT

Lucky draw's result

Prize's Result		
Prize	Amount	Team
First prize	1	Hoang Anh Tuyen - Finance Department
Second prize	2	- Vu Dinh Thuong - Support Department - Dao Hong Kien - Operation Department
Third prize	3	- Phan Tuan Anh - IT Department - Ngo Ngoc Thuy - Operation Department - Hoang Dinh Tuan - Office Department
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

Viet Bay
HANOI, 21.1.2022

PICTURES OF THE EVENT





PICTURES OF THE EVENT



COMMUNICATION PRODUCT

Happy new year email content

Vút Bay
HANOI.21.1.2022



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 !



COMMUNICATION PRODUCT

Invitation letter to the event “EVS UP!”

THƯ MỜI THAM DỰ SỰ KIỆN “EVS VÚT BAY !”

3



Dear Anh/chị/em !

Lời đầu tiên, **Công ty cổ phần chứng khoán EVEREST** muốn được gửi lời cảm ơn chân thành nhất đến tất cả các anh/chị/em vì đã đồng hành cùng công ty trong suốt một năm vừa qua. Vượt qua một năm dịch bệnh Covid đầy khó khăn, anh/chị/em đã cùng nhau đoàn kết đưa công ty có những bước phát triển vượt bậc. Anh/chị/em là động lực phát triển của **Công ty cổ phần chứng khoán EVEREST** trong trang sử kế tiếp.

Sắp tới, sự kiện thay đổi nhân diện thương hiệu công ty đánh dấu một bước phát triển mới của công ty. Kính mời anh/chị/em cùng nhau hợp mặt trong thời khắc quan trọng:

Sự kiện: “EVS Vút bay”

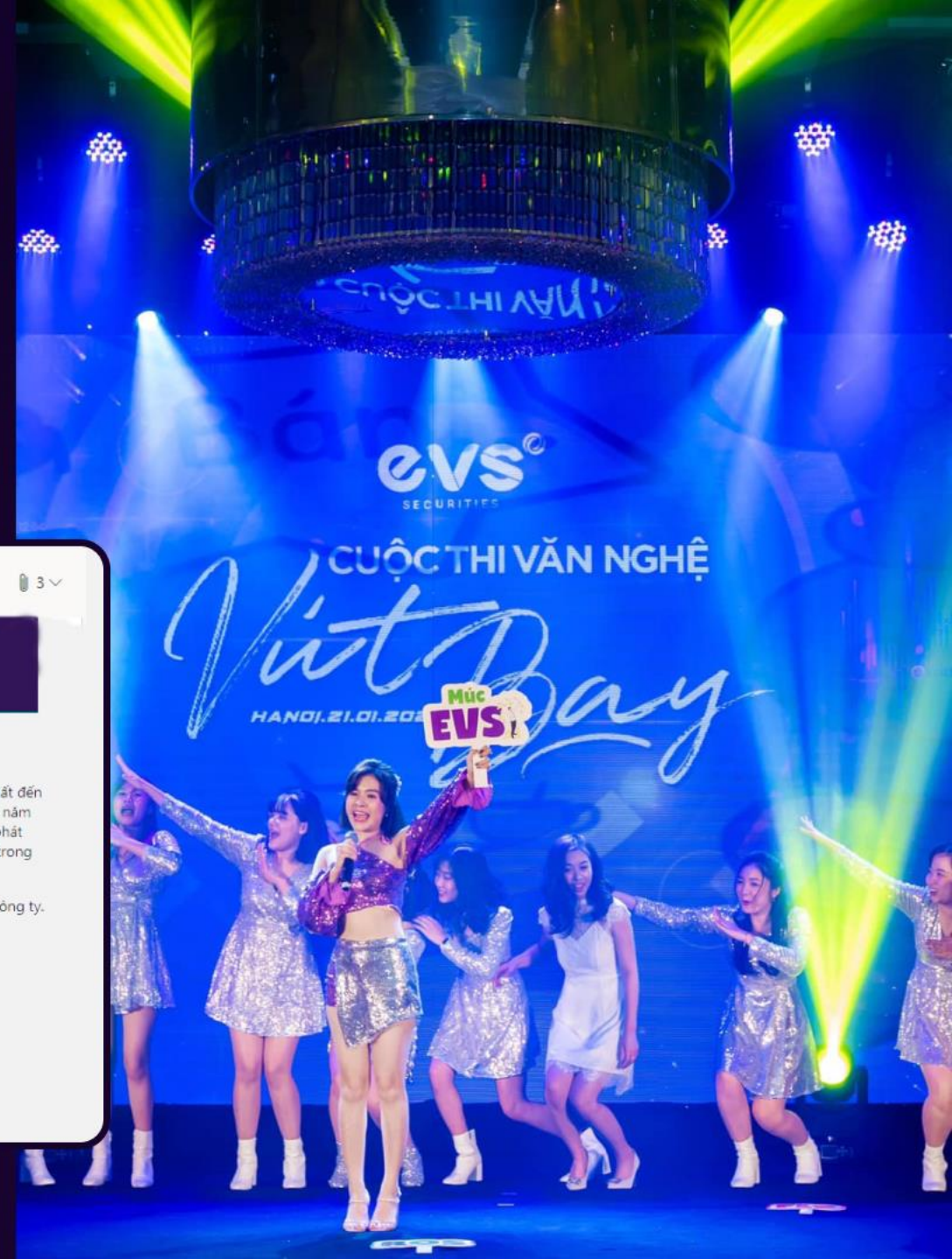
Địa điểm: Pan Pacific Hà Nội - 1 Đ. Thanh Niên, Ba Đình, Hà Nội

Thời gian: 19:00, ngày 21 tháng 1 năm 2022

Dress code: Dạ tiệc

Mọi thông tin thắc mắc xin liên hệ:

Vút Bay
HANOI.21.1.2022



PRESS RELEASE ON THE COMPANY'S WEBSITE

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



TIỀN PHONG - MINH BẠCH - TRÁCH NHIỆM

EXECUTION COST

No	Items	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	

Viet Bay
HANDI.21.1.2022

EXECUTION COST

No	Items	Unit	Amount	Unit cost	Total	Note
1	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	

EXECUTION COST

No	Items	Unit	Amount	Unit cost	Total	Note
VI	Others					
1	Site Tech	Person	3	500.000	1.500.000	
2	Key Test Preview	Person	2	1.500.000	3.000.000	
3	Logistics Crew	Package	1	2.000.000	2.000.000	
4	PG	Person	6	1.000.000	6.000.000	
5	Flowers	Set	20	150.000	3.000.000	
6	PG Custom	Dress	12	500.000	1.500.000	
7	Cocktail Party	Pax	250	300.000	75.000.000	
8	Transporting Cost	Package	1	10.000.000	10.000.000	
9	Gratitude gift	Package	1	50.000.000	50.000.000	
10	Prizes	Package	1	96.000.000	96.000.000	
11	Location Cost	Package	1	50.000.000	50.000.000	

TOTAL: 553,520,000 VND

04

POST – LAUNCH PROJECT & REFLECTION

EVALUATION

01

240 people

Participants reached
(Including the Board of Directors and employees)

02

KPIs

Set before event have been completed



KPI

The number of participants reached 230 people including the Board of Directors and employees, the awards were handed out in the most fair and right way the KPIs set before the event have been completed

Items	Unit	Target	Reality	Result
Number of participants	Person	250	240	96%
Art contest "A year of stock"	Prize	5	5	100%
Excellent Employees Voting "Fly High EVS"	Prize	10	10	100%
Satisfied with the event	Percent	90%	93%	103%
Accessed to program information	Percent	100%	100%	100%
Total Interaction (For 20 posts)	Reaction	1500	1623	108.2%
	Comment	1000	1179	117.9%
Understanding the message of the program	Percent	95%	98%	103.2%
Understanding the meaning of the new brand identity	Percent	95%	98%	103.2%
Staff participated in the art competition	Percent	70%	71%	101.4%
Staff participated in voting for individual awards	Survey	90%	98%	108.9%

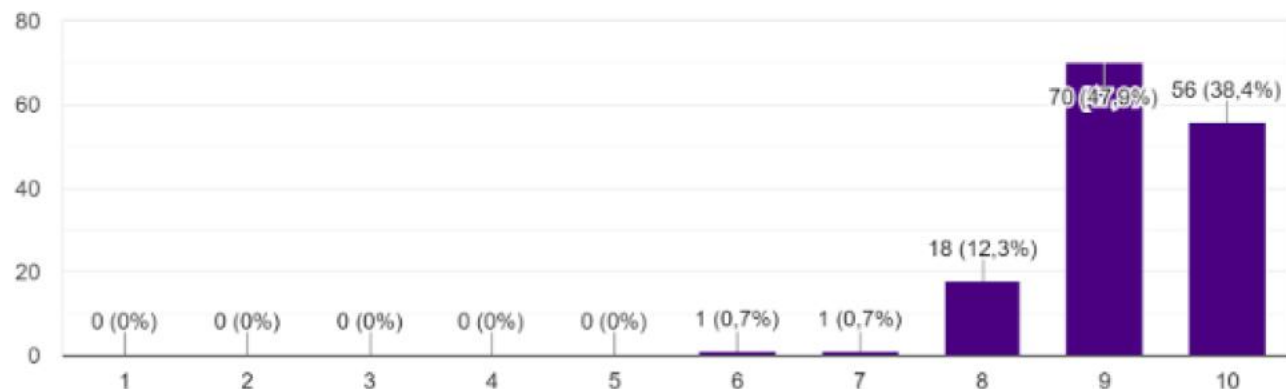
SURVEY'S RESULT

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



56 people

38.4% score 10 for the event.

70 people

47.9% score 9 for the event.

18 people

12.3% score 8 for the event.

2 people

Score 6 and 7 are equal (1 person - 0.7%).

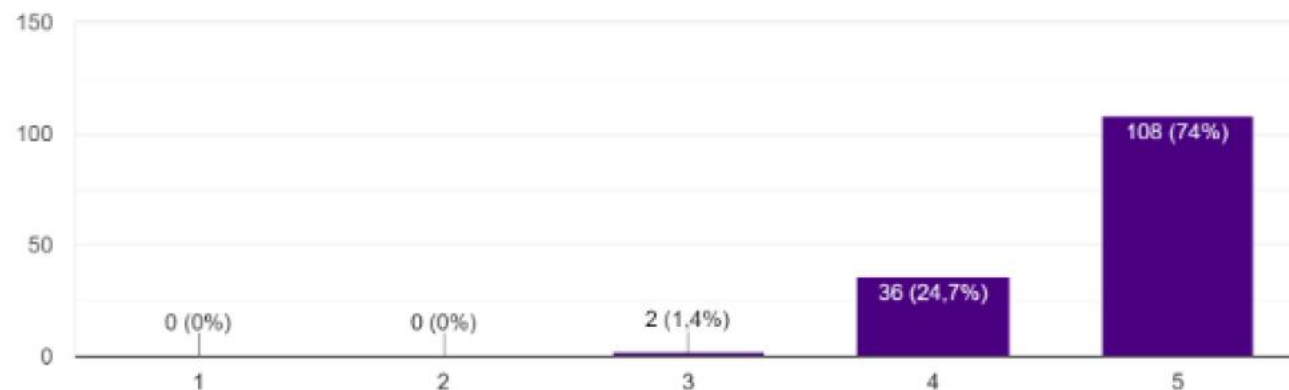
SURVEY'S RESULT

About the event

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



108 people

74% have full access to the information.

36 people

24.7% have quite enough information, although they miss little.

2 people

1.4% miss some information

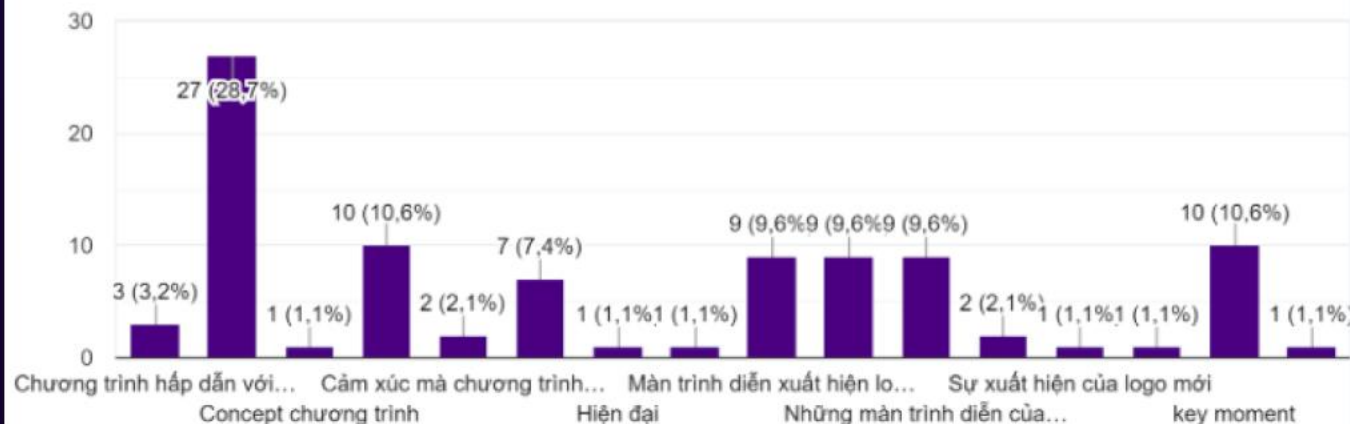
SURVEY'S RESULT

About the event

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

Điều bạn thích nhất ở sự kiện lần này là gì?

94 câu trả lời



54 people

57.4% like the performances and the key moment the most.

10 people

10.6% like the technology used in performances.

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.

SURVEY'S RESULT

About the company's new brand identity

Question 1: What do you think about the new brand identity's design?

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.

Dễ nhìn, hài hoà

Tôi nghĩ rằng thiết kế này sẽ thu hút khách hàng tốt hơn do sự hiện đại của thiết kế

Màu sắc trong thiết kế khá phù hợp với xu hướng thiết kế hiện đại

Thiết kế đơn giản, và những chi tiết cũng rõ ràng, thích hợp với trend hiện tại

Tôi thấy thiết kế của bộ nhận diện mới khá hài hoà về màu sắc

bắt mắt, hiện đại

Dễ nhìn, thu hút

rất hài lòng

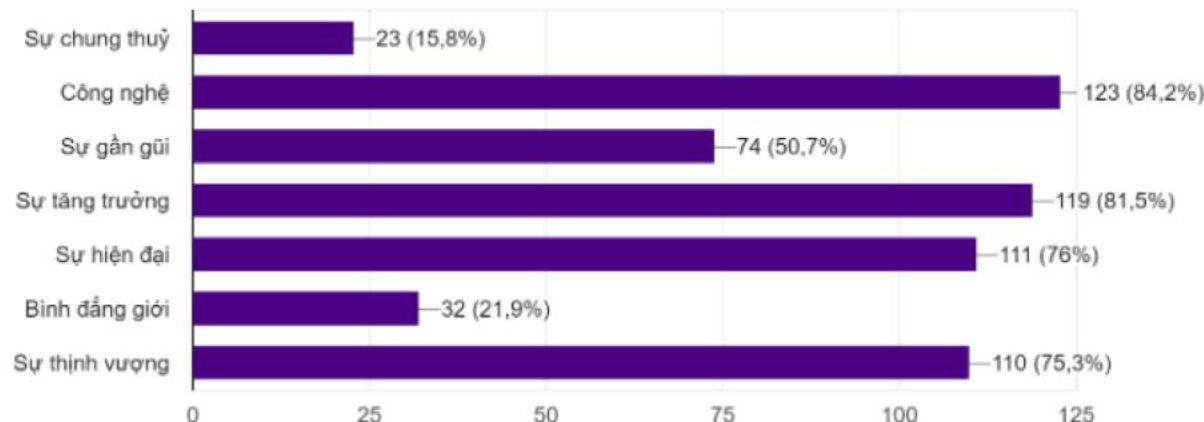
SURVEY'S RESULT

About the company's new brand identity

Question 2: 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



Upper 75%

Technology, growth, modernity and prosperity are most used to describe the new brand identity, with the numbers of people are respectively

74 people

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

32 people

21.9% use gender equality to describe the new brand identity.

23 people

15.8% think about fidelity.

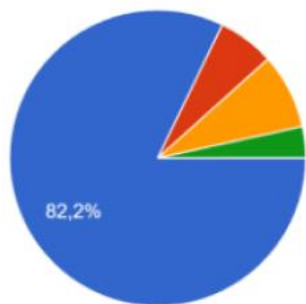
SURVEY'S RESULT

About the company's new brand identity

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



- Sự sáng tạo, tương lai, trí tưởng tượng và ước mơ
- Sự bền bỉ, quyết tâm, dám đương đầu với thách thức
- Sự học hỏi, tiếp thu, dám nhận sai và sẵn sàng sửa sai
- Sự cầu toàn, tỉ mỉ, chu đáo, ân cần

82,2%

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

12 people

8.2% believe that the company is carrying on learning, ready to admit mistakes and fix these.

9 people

6.2% believe that the company is carrying on perseverance and determination against challenges.

5 people

3.4% believe that the company is carrying on perfection, meticulousness and thoughtfulness.

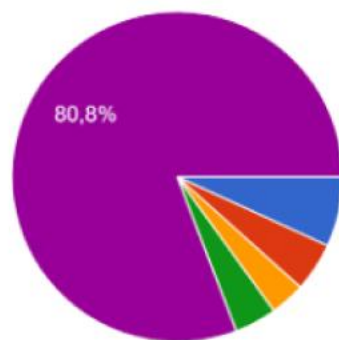
SURVEY'S RESULT

About the company's new brand identity

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



- Tập trung lấy công nghệ làm nền tảng phát triển
- Lấy khách hàng làm trung tâm, bắt kịp thị trường và thị hiếu của khách hàng
- Đa dạng hoá sản phẩm dịch vụ về đầu tư tài chính
- Kết hợp ổn định giữa giá trị cốt lõi và những xu hướng mới, làm tiền đề cho sự sáng tạo
- Tất cả những ý trên

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.

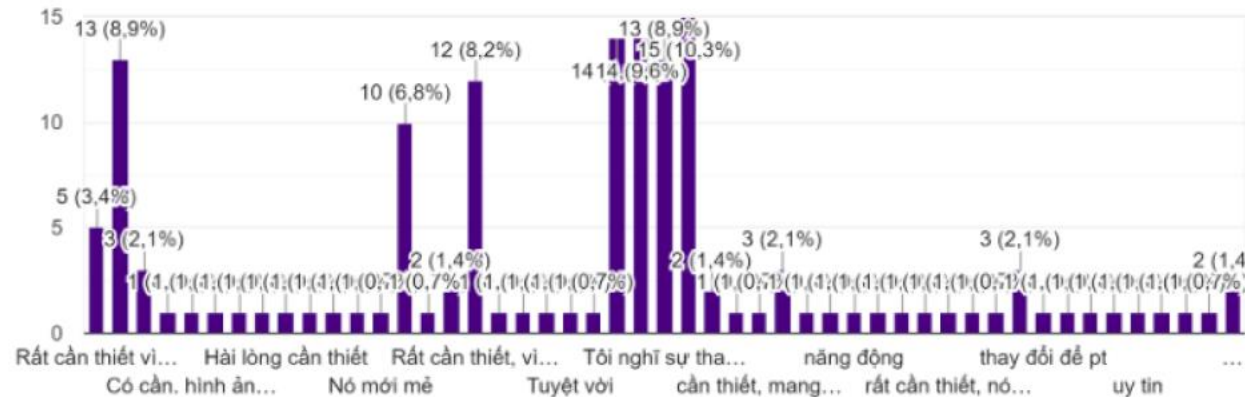
SURVEY'S RESULT

About the company's new brand identity

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.

SURVEY'S RESULT

About the company's new brand identity

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

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.

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

Có rất hy vọng

Sự tăng trưởng của công ty

QUALITATIVE ASSESSMENT



"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."

CEO Nguyễn Thành Chung



POSITIVE POINT



Duration	Detail
Employee voting contest "Up EVS"	<ul style="list-style-type: none">- Have 100% employee participation- Awards were given to the most deserving
Stage	<ul style="list-style-type: none">- Beautifully arranged stage suitable for technology elements- The setup process took place quickly and carefully- 10.6% of participants are most impressed with technology element
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
Organizing location	<ul style="list-style-type: none">- The location is suitable for the organization's budget- The service of the staff is very dedicated- Delicious food
MC	<ul style="list-style-type: none">- MC suits the event
Dance crew	<ul style="list-style-type: none">- Professional dance crew meets the performance requirements of the program
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
Cocktail party	<ul style="list-style-type: none">- Create a vibrant atmosphere for the event- Succeeding in connecting staff members

POSITIVE POINT

Duration	Detail
Calendar year end meeting	The meeting was attended by all staff. Event information "EVS: Up!" is disseminated to all employees
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
Art contest "A year of Stock"	<ul style="list-style-type: none">- With the participation of 100% of departments- 9.6% of the participants were most impressed with the internal competition part- Create a bond between all company employees- The performances are thoughtful, invested in quality and highly entertaining
Producing the short film "EVS Journey"	<ul style="list-style-type: none">- With the presence of leaders- Production costs in line with the program
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.

NEGATIVE POINT

Duration	Detail
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
The short film "EVS Journey"	Have not left emotions and impressions for employees yet
Gratitude part	The gratitude part of the event did not make an impact due to the absence of former leaders.
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..
Art contest "A year of Stock"	Difficulty in pre-run the performance and getting used to the stage
Key moment	<ul style="list-style-type: none"> - The props and costumes are not the best, so they haven't brought the 100% correctness in the script yet - Difficulty when carrying the logo block to the stage, unable to automatically move the logo block.
MC	MC didn't keep up with the changes in the script

SUGGESTIONS AND RECOMMENDATIONS

Communication

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.

Gratitude

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.

Gifts should be more personalized and handmade.

Confirm the presence of former leaders before the event. Additional backup for the gratitude section with art performances.

SUGGESTIONS AND RECOMMENDATIONS

Performances

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.

Replace hand-designed logo block with virtual logo block created by 5D technology.

Organizing

The organizing team of EVS company should update the information about the guests as well as the changes faster, so that the MC can update the script in a short time.

TECHNOLOGY

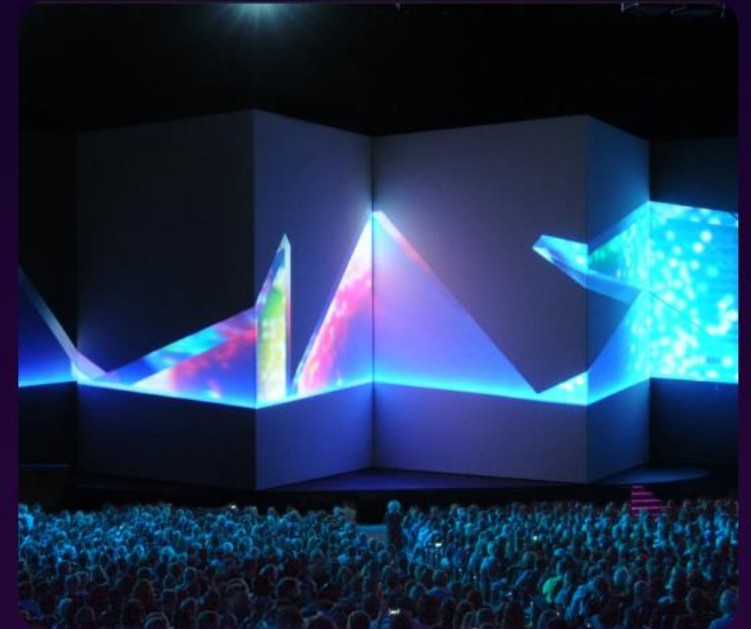
Technology



Focus on **Hologram technology** and visuals to bring the best performance.



Replace hand-designed logo block with virtual logo block created by **5D technology**.



Using **3D Mapping** technology to introduce the new logo

05

SUMMARY



The year-end event and the launch of the new brand identity “EVS Up!” 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.

“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.

Viet Bay
HANOI, 21.1.2022

evs[®]
SECURITIES

Viet Bay
HANDI.21.01.2022

THANKS FOR WATCHING!

