

Communication Campaign for
AMELA's Culture
1st period



Supervisor: Nguyen Thi Hue

Capstone Project Code: GRA497-G4

GROUP MEMBERS



Mrs. Thu Hue

Supervisor



**Nguyen Thi
Huong Giang**

Leader



**Le
Ngoc Trinh**

Member



**Cao Thi
Ngoc Huong**

Member



**Do
Ba Huy**

Member

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01. PROJECT OVERVIEW



PROJECT INTRODUCTION

AMELA is an enterprise providing services, software, and IT solutions, established in 2019. As a young company, AMELA needs to build a corporate culture with the company's style. Building the right corporate culture will lead to a growing company because corporate culture helps reduce conflicts, coordinate and control motivation to work, and competitive advantage. So now is the right time to build the project called "Communication Campaign for AMELA's Culture".

COMMUNICATION CAMPAIGN FOR AMELA CULTURE



The project is divided into 3 phases, lasting from November 19, 2022, to April 19, 2023.

With the purpose of focusing on training, surveying, developing the contents of the handbook, and planning communication activities to create favorable conditions for communication activities, the release of the cultural handbook. Grasp the current situation of the business, thereby integrating cultural values into AMer's life in the most logical and natural way.



COMMUNICATION CAMPAIGN FOR AMELA CULTURE

After 5 months of implementation, we gained

People

joined the training session
and take part in the survey

242

06

Classes held

Communication activities

incorporating cultural
values are organized

04

08

Videos produced

16k2

Total reach on Facebook and Microsoft Teams

OUR ROLES IN THIS PROJECT

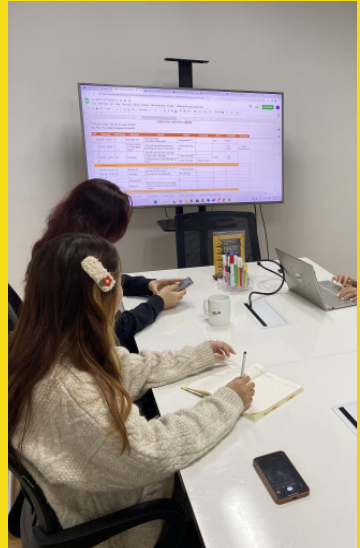
In order to spread cultural values to employees at the company, the team members supported and jointly created internal events.

Support to create content, update articles to the Team (on-board and celebrate employees), script and support filming, create media products, and support timelines for internal activities and movements.

Assist in designing publications for daily events and activities, writing content, and designing emails.

Support writing article content on Team and Fanpage.

Support to shoot, edit, and act in media products.



PROJECT BOUNDARIES





Project Boundaries

Communication for the project will be divided into three phases: communication for the training sessions, communication activities that integrate AMELA's cultural values, and communication for the launch of the culture handbook.

The project will be deployed on many platforms, which are media channels owned by AMELA, besides, focusing on promoting communication activities through managers, in order to attract people to participate and get excited about the project's future training and communication programs. The project focuses on internal communication for employees, not using paid media.

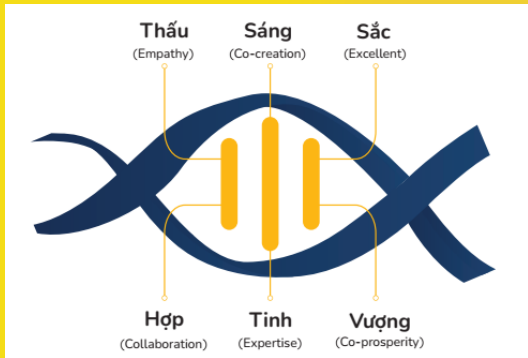


Company overview

AMELA is an enterprise providing services, software, and IT solutions, established in 2019. They have a head office in Hanoi and an international office in Tokyo, Japan.

Since its founding, AMELA has provided a wide range of services and solutions to clients in the fields of software development and information technology. These solutions include: E-commerce, Healthcare, Accommodation Booking, Social Network, Matching, ERP, E-learning and Livestream.

“THẤU TINH SẮC - HỢP SÁNG VƯỢNG”



CORE VALUE

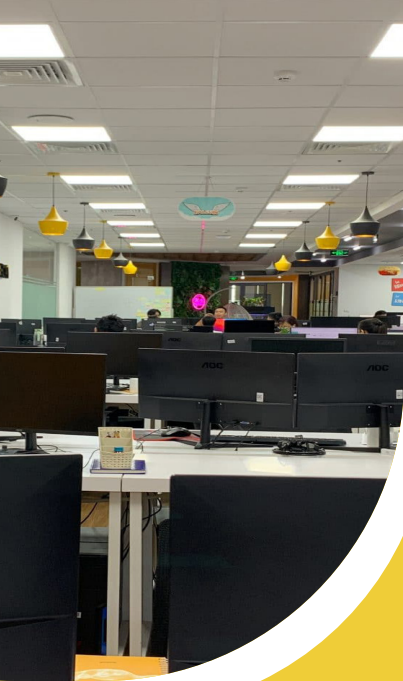
AMELA's Core Values is a system of beliefs and principles that influence the behavior between people, between people and groups, or between groups, helping to form the identity, and spirit, and to be real AMers. Each core value is represented by specific standards of behavior, making it easy for AMers to instill the AMELA identity through each thought, word, and action every day.

VISION

Despite being a relatively young company, AMELA always has a long-term strategic vision. The company always aspires to become a Technology Group pursuing the mission of “Tek for humans - Công nghệ Vị nhân sinh”, a reliable choice of large enterprises in the world and the pride of Vietnamese technology engineers.

MISSION

AMELA Technology JSC has the mission to create a digital ecosystem, build a technology ecosystem, contribute to building a digital society, and elevate Vietnam's position on the world technology map.

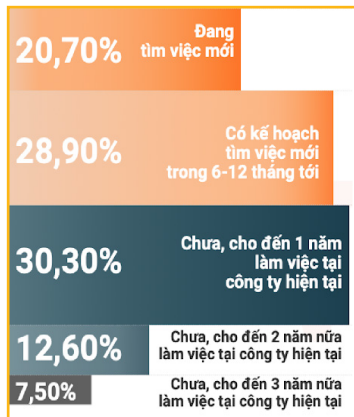


02. RESEARCH & ANALYSIS

Situation Analysis

- According to TopDev Vietnam Market Report 2022, 20.70% of developers are looking for a new job; 28.9% expected to move or find a new job in 6-12 next month and when they want to look for another offer, 24.9% will consider company culture and values; 4,3% care about the company's vision.
- From there, it shows that the job-hopping rate in the IT industry is very high and they change their job not only due to salary but also corporate cultural factors and other factors.

Chart: Job hopping rate and considerations when looking for a new job of IT employees



From the above analysis, it can be seen that building corporate culture is extremely necessary and important for both AMELA's employees and managers.

AMELA will organize cultural awareness training sessions for AMers to understand the importance of corporate culture and complete the cultural handbook, then prepare for the launch of AMELA's culture handbook.

Competitors Analysis

FPT Software is a part of FPT Corporation, a globally leading technology and IT services & solutions provider headquartered in Vietnam, with nearly US\$1.6 billion in revenue and 41,000 employees in 29 countries.

With more than 24 years of establishment and development, FPT Software has built a very young, modern and globalized culture. This youth partly comes from the close bond between FPT Software and FPT Education.

As an organization that tends to develop towards globalization, FPT Software also pays great attention to creating an environment-friendly workspace for employees.





CMC's Global Foundation was a division of CMC Corp specializing in providing IT outsourcing services.

The company organizes many internal events on holidays or special occasions such as Lunar New Year, and Christmas,... In addition, it is also impossible not to mention the CMC Global Awards - an event held once per quarter to honor excellent individuals and projects.

In general, it can be seen that CMC Global has a corporate culture that is very close to that of Vietnam, which contributes to creating a familiar and youthful working environment with the domestic workforce.



VTI Group is a leading Information Technology group with headquarters in Vietnam and Japan. Founded in 2017 with the mission of “Bringing Vietnamese Technology to the World”.

“Respect, responsibility, improvement” are core values that VTI people always pursue. Here, VTI always focuses on developing human resources from training activities.

Another cultural feature, imprinted in the hearts of VTians, is the internal radio program. Radio is usually broadcast at 13:00, 15:30, and 17:30. Besides conveying important information from the Board of Managers to the members, Radio is also a place to show affection and share good songs to help VTians feel relaxed during working time.

VTI always aims to maximize internal resources from within the company by creating a young, enthusiastic, open-minded cultural environment.



SOCIAL MEDIA ANALYSIS

Based on the advertising audience reach numbers published in social networking own resources in January 2023, the latest data show that Vietnam has 70 million social network users, or 71% of the population (Dataportal, 2023). The top 4 social networking websites in terms of visits are:

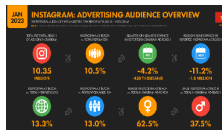
FACEBOOK

With a total of 66.2 million users, it is the right place to post content for the purpose of sharing, propagating, and entertaining with images, articles, and videos.



INSTAGRAM

The number stops at 10.35 million users as of January 2023, where users can post higher quality photos and videos to Facebook and useful for promoting visual content.



YOUTUBE

This is the perfect medium for long video posts, with 63 million users, insightful content, and beautiful visuals.

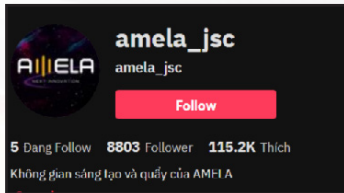


TIKTOK

With 49.86 million users aged 18 and over, is a platform that is gaining popularity thanks to its diversity of content and visual interest, where content can create content. spread. transmission and trending fastest.



AMELA MEDIA ANALYSIS

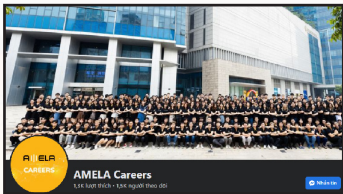


TikTok AMELA_jsc with 8803 followers, AMELA's TikTok channel is growing with diverse video content, many trending videos, and the frequency of uploading videos is 3 videos/week.

Fanpage AMELA Technology with more than 3 thousand followers, is mainly used to communicate the company's internal activities such as courses, annual events, and technology-related information,... Average engagement on the page falls in the range of 30 reactions per post.



AMELA MEDIA ANALYSIS

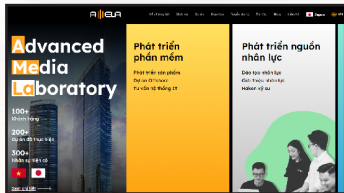


Fanpage AMELA Careers with 1.5 thousand followers, dedicated to recruitment information.

Youtube channel AMELA Technology - with 62 subscribers, this is the place to summarize media videos and recap events, low interaction because there is no creativity.

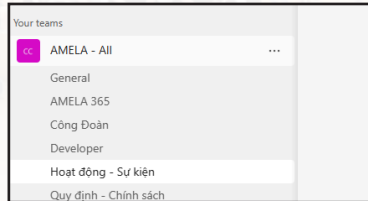


AMELA MEDIA ANALYSIS



Website - a place to provide official and professional information about the company.

Microsoft Teams as a place to post daily information or important internal announcements, confidentiality is required.



O

- The story of corporate culture is being mentioned a lot, even the Vietnamese government has policies and proposals to promote the building of corporate culture.
- The rate of job hopping in the IT industry is high, and businesses have great competition for human resources.

T

- It is hard for small businesses to create outstanding campaigns which appeal to employees.
- Cultural activities are becoming increasingly monumental, necessitating enormous financial resources.

SWOT OF THE PROJECT

- AMELA's scale is small, employees are close to the Board of Managers and greatly influenced by the Board of Managers.
- AMELA has built a diverse internal communication channel system. The ICU (Intercoms Culture Unit) is youthful, vibrant, and creative.
- AMers are friendly, open, and willing to share, information, and message transmission via word of mouth among internal members is particularly effective.

- In comparison to rivals, AMELA is a young, fast-growing firm, hence it has a weak corporate culture, is still in its building stage and no clear cultural orientations occur.
- The maturity of AMELA's culture is mainly at the level of spontaneity, and ideas. Communication channels are not strongly developed.
- AMELA has offices in different locations, so it is difficult to organize general cultural activities throughout the company.

S**W**

Audience Research

Research via Secondary Research

The Best Place to Work contest, sponsored by Quantum Workplace, with more than 1 million employees at successful organizations in the United States, and the survey with more than 32,000 independent persons involved were the sources of the information.

- 54% of employees perceive culture most strongly through the mission and values of their firm
- 53% of employees feel culture most strongly through recognition and celebration.
- 50% of employees experience the most powerful culture in the way businesses approach their performance.

In which of the following aspects of your workplace, do you feel or experience your organization's culture most strongly?



Audience Research

Research via Quantitative Study



PHIẾU KHẢO SÁT

XÂY DỰNG & TRUYỀN THÔNG VĂN HOÁ DOANH NGHIỆP

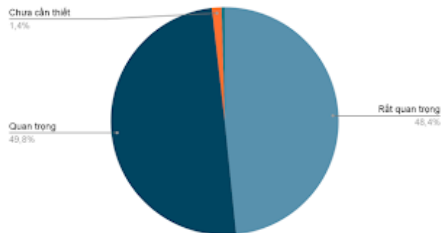
Dành cho: Cán bộ Nhân viên tại AMELA

PHẦN I: HOẠT ĐỘNG TRUYỀN THÔNG VĂN HOÁ DOANH NGHIỆP

The company conducted a survey of employees working at AMELA JSC. The survey consists of 7 questions (5 multiple-choice and 2 essay questions). Survey participants were asked a set of questions related to their perception of corporate culture communication activities so that we can use the results to plan more appropriate plans for AMELA employees. There were a total of 226 responses.

Research via Quantitative Study

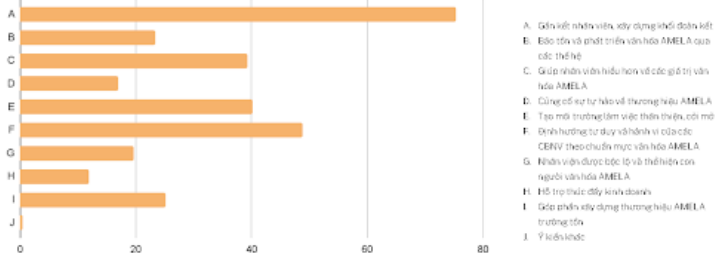
Đánh giá của CBNV về tầm quan trọng của hoạt động TTVH đối với AMELA



1. Rất quan trọng
2. Quan trọng
3. Chưa cần thiết
4. Không cần thiết

About the question “What do you think about the importance of cultural communication activities for AMELA?”. The results showed that 109 people answered as “Important”, accounting for 49.77%, followed by “Very important”, accounting for 48.4%.

Ý nghĩa của hoạt động truyền thông VH đối với hoạt động của AMELA

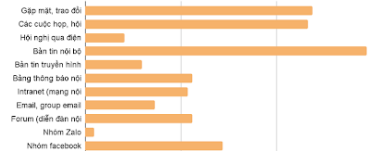


About 3 meanings of cultural communication activities for AMELA activities, 3 answers with the highest choice rate are: "Employee engagement, building solidarity (75,34%); Orient the thinking and behavior of employees according to AMELA cultural standards (48,86%); Create a friendly and open working environment (40,18%)

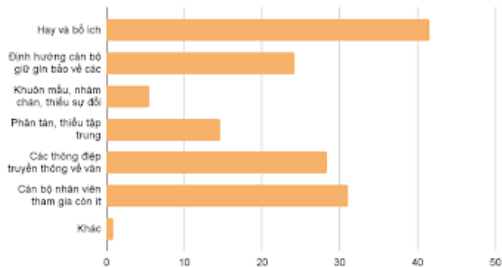
Research via Quantitative Study

The third question that AMers need to answer is “Which channel do you think should be used for cultural communication activities at AMELA?”. The most chosen communication channel is the “Internal Newsletter”, followed by face-to-face meetings, and seminars.

Những kênh nên được sử dụng cho hoạt động truyền thông văn hóa AMELA



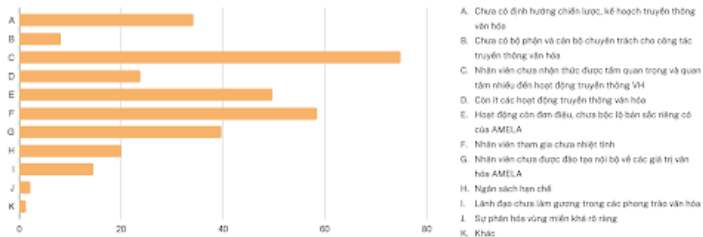
CBNV nhận định về chất lượng trong các hoạt động TTVH của Amela trong thời gian qua



Research via Quantitative Study

When respondents were asked to evaluate the quality of AMELA's cultural communication activities, there are 91 people answered "Interesting and helpful" accounting for 41.55%, 68 people answered "There are few AMers participating", accounting for 31.05%, and 62 people chose "The communication messages about the culture are not clear", accounting for 28.31%.

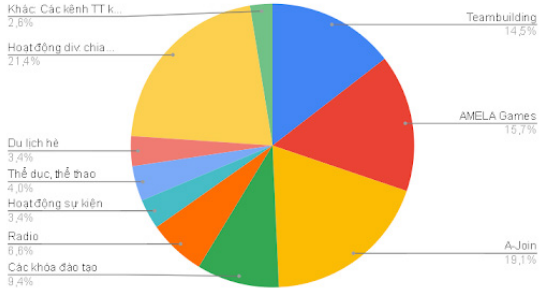
Những hạn chế cần khắc phục trong truyền thông VH hiện nay tại AMELA



At the next question, nearly three quarters of the respondents accounting for 74.89% believe that the company's employees are not aware of the importance and pay much attention to cultural communication activities. In addition, the number of people who think AMers are not enthusiastic about participation also accounted for 58.45%. Moreover, up to 49.77% of respondents said that they feel that cultural communication activities are still monotonous and have not yet revealed the unique identity of AMELA.

Research via Quantitative Study

Số lượng



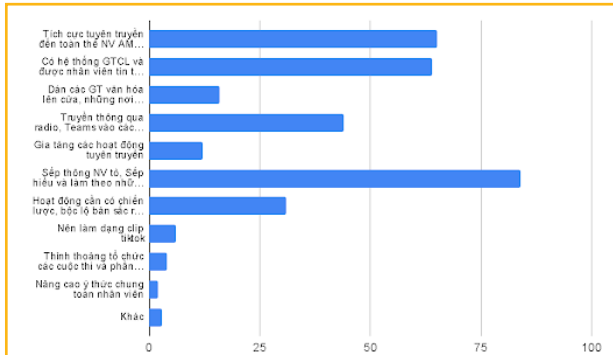
For the next question, AMers need to list 1-3 types of cultural activities at AMELA that they are most interested in.

The majority of AMers, 21.4% (equivalent to 75 people) prefer Division activities such as sharing knowledge, working support, and organizing birthday parties... Up to 19.1% (equivalent to 67 people) of the respondents like A-Join. This is an internal event held every month by the company so it is understandable why it is a favorite. In addition, AMers are also very interested in AMELA games accounting for 15.7%, while 14.5% AMers prefer Team building activities.

Research via Quantitative Study

The last question is an essay question about suggestion to improve the effectiveness of the current cultural and media activities at AMELA.

In order to improve the effectiveness of cultural and communication activities, employees have many desires, typically they want the leadership team to set an example for AMers, and actively propagate to all AMers. They also want to have a core set of values for AMers to believe and follow.



Conclusion

Building corporate culture is essential

AMELA's competitors are IT businesses that have many excellent corporate culture activities.

AMELA has built some communication channels but not really effective.

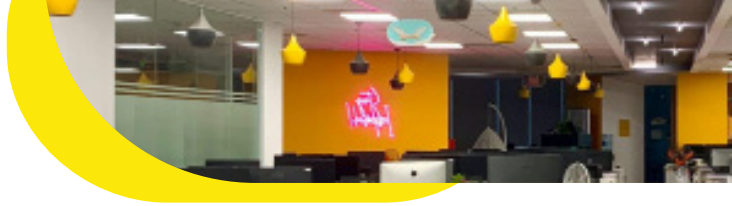
Employees are not aware of the importance and pay much attention to communication activities.

The level of cultural understanding of AMELA's managers is still uneven, and only a few employees remember the company's foundational cultural values.

Therefore, AMELA needs to orient thoughts and actions of employees and managers based on AMELA's cultural foundation. According to that, AMELA has built a culture handbook to guide awareness and ensure all employees grasp and understand the fundamental cultural values.

03. GOALS & OBJECTIVE





GOALS

Managers

1

Understand the importance of culture for businesses

2

Understand the content mentioned in the culture handbook

3

Participate in meetings, and give constructive suggestions to complete the handbook.

4

Being role models for others, encourage everyone to participate in training sessions and communication activities to spread the content of the handbook.

GOALS & OBJECTIVES

GOALS

AMers

Make people understand the role corporate culture plays for them.

Engaging staff to participate in training programs and give suggestions.

Engage employees interested in offline communication activities.

There are effective communication activities to get people involved in the handbook launch.

GOALS & OBJECTIVES

OBJECTIVES

Managers

100%

100% of managers understand the contents mentioned in the handbook.

95%

95% of managers participated in contributing ideas to develop the handbook.

95%

95% of managers participate in communication activities for corporate culture.



04. Target Audiences

A curved wall with a glowing 'Alliela' logo. The logo consists of the word 'Alliela' in a stylized font, with the 'i's represented by three vertical bars of increasing height. Below the logo, the tagline 'NEXT INNOVATION' is visible in a smaller, sans-serif font. The wall is a light gray color, and the lighting is warm and focused on the logo.

Alliela

NEXT INNOVATION

Target audiences

AMELA's Board of managers

Audiences from 30 - 45
years old

Employees of AMELA

Audiences from 21
above

The target audience of the communication campaign for AMELA's Culture -1st period are employees who are working at AMELA Technology JSC. in all fields.

Demographic

AGE

30 - 45 years old

From 21 above

Job

Working at AMELA Technology JSC. in all fields

Gender

All

Geographic

Location

Ha Noi

Psychographics

Interest

Both are

- Innovation
- Making a breakthrough
- Perform themselves
- Building relationship

Habits

Both are

- Develop the self-discipline habits
- Set high goals for themselves
- Willing to learn, share

Values and Beliefs

- Value the connection between employees.
- Desire to create its own cultural identity.
- Desire to have corporate culture awards.
- Believe that the corporate culture helps improve AMers life.

Psychographics

Paint point

Attitudes to the company's cultural activities

Behaviorals

Behaviors towards company's cultural activities

Communication channel used

Board of managers

- How to optimize management
- Lack of cultural identity
- Hard to create outstanding cultural

Employees

- Lose motivation to work:.
- Struggling with complex corporate cultural definitions

Very interested in corporate culture

Participate and follow the cultural activities

Facebook, Teams, Zalo, TikTok

05. Project Idea



Creative Idea

The idea of building a culture handbook is the first step to building a solid cultural foundation for the company. This handbook is the result of the joint development and contribution of all employees. So it will be touch and appropriate with all the employees. The project aims to raise awareness as well as develop corporate culture by initially building a culture handbook.



NEXT INNOVATION

Key Message

With listening and understanding for employees, we selected the key message of the campaign as “AMers - chung tay hiện thực hóa ước mơ”. The contribution of all employees, the handbook will become the closest and most suitable for AMers. Living and working according to AMELA's cultural values will make each person complete, thinking more positively and bringing higher work efficiency.



06. **STRATEGY & TACTICS**



Allie

NEXT IN NOVA

COMMUNICATION STRATEGY

The main strategy that the campaign focuses on is the rational strategy. The contents will prioritize the form of images, video, animation and games

CONTENT



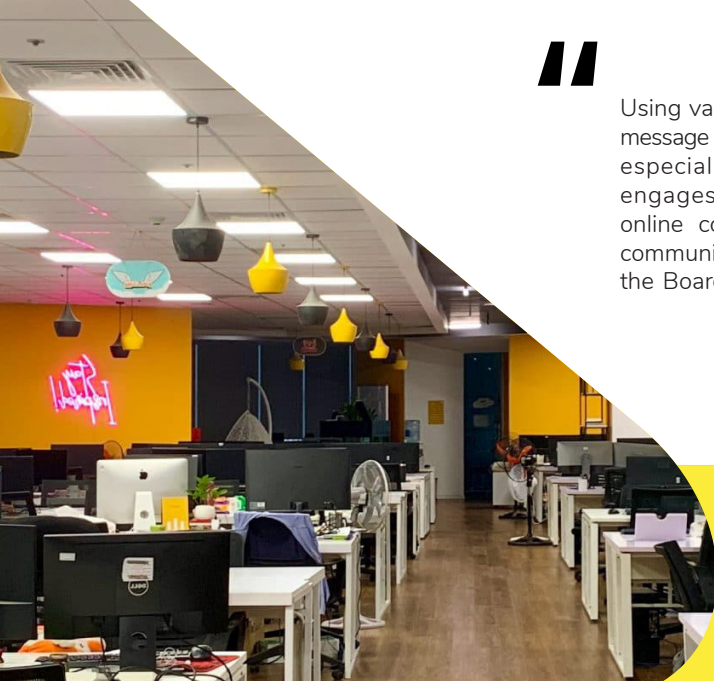
IMAGINES



VIDEOS



GAMES



//

Using various forms of channels to transmit the message to AMers, take advantage of social media, especially AMELA Microsoft Teams which engages the most viewers. Besides using online communication channels, AMELA also communicates internally by events and through the Board of Managers to spread the message to employees.

Communication Channels

COMMUNICATION
STRATEGY

COMMUNICATION TACTICS

Rational strategy is applied in content development: mentioning the benefits that AMELA's culture brings

BOARD OF MANAGERS

Corporate culture is the foundation and motivation for the company to develop sustainably. It is the basis for building an effective Corporate Governance System, contributing to the success of AMELA.

EMPLOYEES

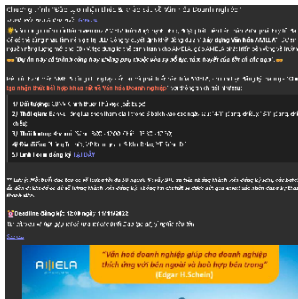
Corporate culture is “the glue” that connects them with their colleagues and the company, making them feel happy, helping them find their passion and motivation to devote themselves to their work.



COMMUNICATION TACTICS

Content on Social Media

Developing contents related to culture handbook with various forms:



Posts



Videos



Minigames

COMMUNICATION TACTICS

Communication Channels

Developing contents related to culture handbook on multiple social media platforms, especially on Corporate information and communication systems (CICS) with various forms.

1

Organize events: AMELA integrates cultural values into each event, gradually bringing culture into life such as Year End Party, A-Join,...

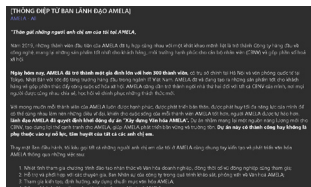
2

Board of Managers: management communication through the Division Leaders' team and Project Managers, both of whom play critical roles during the campaign.

3

COMMUNICATION TACTICS

Communication channels



CORPORATE INFORMATION AND COMMUNICATION SYSTEMS (CICS)

Developing content related to the culture handbook on multiple social media platforms, especially on Corporate information and communication systems (CICS) such as Teams, Email Newsletter, and radio to update information about the cultural activities of AMELA.



COMMUNICATION TACTICS

Communication channels



THE BOARD OF MANAGERS

Management communication through the Division Leaders and Project Managers, both of whom play critical roles during the campaign. They are responsible for developing AMELA's culture in their units, regularly reminding, being role models for others, and motivating AMers to participate in cultural training sessions, as well as encouraging AMers to attend corporate cultural activities.



COMMUNICATION TACTICS

Communication channels



ORGANIZE EVENTS

AMELA's culture has Rituals and Ceremonies called A! Style, which includes welcoming, reception rituals and honoring, awarding ceremonies.



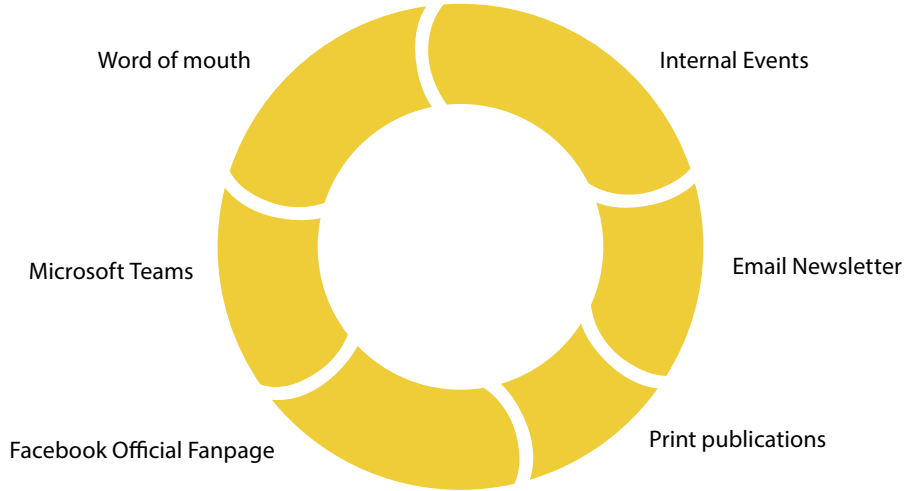


07.

MEDIA CHANNELS

& MEDIA OBJECTIVES

07. MEDIA CHANNELS





Microsoft Teams

Posts with photos will be posted on Teams for the purpose of providing information about training sessions, survey filling sessions, meetings and the launch of the corporate culture handbook.

Email Newsletter

Information about this event will be included in the email and accompanied by an invitation to attend the event.

Print publications

Printed products such as standee with key visuals, description of content, the event's schedule will be placed in the places where most people see it.

The background image shows a wall with the AMELA logo. The logo consists of the word 'AMELA' in large, illuminated letters. The 'A' and 'E' are dark with white outlines, while the 'M' is composed of three vertical bars of increasing height. Below the main logo, the text 'NEXT INNOVATION' is partially visible in a smaller, sans-serif font.

Internal Events

AMELA events will be an extremely important communication channel when this is where many members of the company participate.

Facebook Official Fanpage

Facebook allows users to upload both videos and photos. In addition, the platform also has a lot of users.

Word Of Mouth

With internal communication campaigns like this one, word of mouth will play an essential role in the process of spreading information to people.

MEDIA OBJECTIVES

Phase	Description	KPI on Facebook	KPI on Teams
1	Total comments/reply	5	15
	Total react	60	60
	Total reach	2500	
2	Total comments/reply	20	80
	Total react	350	130
	Total reach	12000	
3	Total comments/reply	225	160
	Total react	855	240
	Total reach	24000	


Total number

Phase	Description	KPI on Facebook	KPI on Teams
1	Average comment/reply per post	3	3
	Average react per post	32	8
	Average reach per post	1200	
2	Average comment/reply per post	3	5
	Average react per post	40	10
	Average reach per post	1300	
3	Average comment/reply per post	15	20
	Average react per post	57	30
	Average reach per post	1600	

Average number

08. Project timeline

Project had been started from November 15 to April 19 and divided into 3 phases:

A project timeline diagram overlaid on a background image of a modern interior space. The timeline consists of four horizontal lines with four colored boxes (yellow, white, white, yellow) representing different phases. The boxes are arranged in a staggered, descending fashion from left to right. The background image shows a wall with large, illuminated letters 'MILA' and a modern interior with a bookshelf and a plant.

Deploying (25/11 - 19/04)

Producing (25/11 - 19/04)

Launching (01/12 - 19/04)

Evaluating (12/04 - 19/04)



09. Risk Management

Risk Management

In order to manage those risks as proactively as possible, we have divided them into categories:

- Risks from Manager
- Risks from employees
- Risks from financial

Risk Management

Risks from managers

1. Resign
2. Manager lacks of knowledge

Always take the initiative in all work

Ensure managers receive information

Risks from employees

1. Lacks of response
2. Employees not excited to join in

Provide regulations

Additional communication activities with rewards
Implement mandatory activities

Risks from financial

Media activities go over budget

Make a clear, detailed financial plan and estimated fees.

10. PROJECT EXECUTION



Project Schedule

The campaign is divided into 3 phases and each phase will have different goals:

PHASE 1

15/11/2022 – 15/12/2022

Communication for training sessions and do surveys on the maturity level of corporate culture.

First, communication to the Board of Managers to engage them in the training sessions. Then, utilize images and videos from those training sessions to communicate on Teams in conjunction with the communication through the Board of Managers to attract employees to attend training sessions.

PHASE 2

15/12/2022 – 03/04/2023

Completing the content and design of the handbook, initially integrating new cultural content into the company's internal events.

After the end of phase 1, the survey results were available as the basis for developing a cultural handbook for AMELA. The current cultural values the company is aiming for will be integrated into annual programs and events. The management team continues to motivate employees to participate in internal cultural activities.

PHASE 3

20/03/2023 – 19/04/2023

Preparation for the launch of AMELA's culture handbook.

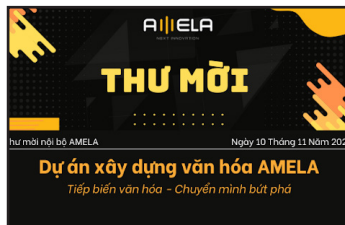
After the cultural handbook is complete, the preparation stage for AMELA's culture handbook launching event will begin. "AMer - Hiện thực hoá ước mơ" event will be launching in order to understand the meaning of building a corporate culture and the need for the AMELA's culture handbook, thereby inspiring AMers with the same desire to build the company culture and determination to follow AMELA culture.



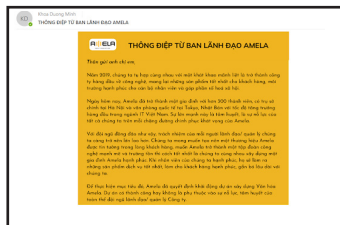
Communication timeline for
PHASE 1

Date	Contents	Details	Channels	Status
10/11 - 13/11/2022	CEO sent letters	Letter to Dlead Letter to employees invite them to attend class	Teams	Completed
15/11/2022	Kick-off post	Using pic from BOM class to attract attention of employees	Teams + Facebook	Completed
16/11/2022	The article has a link to register for classes for employees	The article includes: Object, time, time, location.	Teams	Completed
17/11 - 3/12/2022	Kick-off post	Post about training course to encourage employees join in the class in the future	Teams	Completed
19/11/2022 - 4/12/2023	Summary post	After every class have done using the pic in that class to update information for AMers	Teams	Completed
4/12 - 15/12/2023	Recap the training course	Recap video and picture about training course	Teams Facebook	Completed

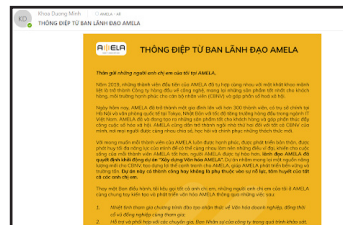
Before the training course



Invitation letter to attend class for
BOM



Letter of encouragement from CEO
to DLeads



Letter from CEO to all
employees in the company

During the training course

Nhung Nguyen Hong

Chương trình "Đào tạo nhận thức & khảo sát về Văn hóa Doanh nghiệp"

Thành viên nhà A thân mến, *General*

☀️ Với mong muốn mỗi thành viên của AMELA luôn được hạnh phúc, được phát triển bản thân, được phát huy tối đa năng lực của mình để có thể cùng nhau làm nên giá trị; BLĐ Công ty quyết định khởi động dự án **"Xây dựng Văn hóa AMELA"**. Dự án nhằm mang lại nguồn năng lượng mới cho CBNV, tạo dựng lối thể cạnh tranh cho AMELA, giúp AMELA phát triển bền vững và trường tồn.

👉 **"Dự án này có thành công hay không phụ thuộc vào sự nỗ lực, tâm huyết của tất cả các bạn"**.👉

Để mỗi thành viên AMELA cùng chung tay kiến tạo và phát triển văn hóa AMELA, xin mời bạn đăng ký tham gia **"Chương trình đào tạo nhận thức kết hợp khảo sát về Văn hóa Doanh nghiệp"**, với thông tin chi tiết như sau:

1/ Đối tượng: CBNV Chính thức/ Thử việc (bắt buộc)

2/ Thời gian: Bạn vui lòng lựa chọn tham gia 1 trong 6 batch (Sáng, chiều), 22/11 (Sáng, chiều)

3/ Thời lượng: 4h/buổi (Sáng: 8:00 - 12:00; Chiều: 13:30 - 17:30)

4/ Địa điểm: Phòng Trí thức, VP Keangnam & Khu Relax, VP Sóng Đà

5/ Link Form đăng ký [TẠI ĐÂY](#)

The article has a link to register for classes for employees

Time	Class	Number of registers	Number of participants
15/11/2022 (All day)	BOM	16	13

Time	Class	Number of registers	Number of participants
19/11/2022	Batch 2	48	44
22/11/2022	Batch 3	43	40
26/11/2022	Batch 4	52	46
30/11/2022	Batch 5	62	50
4/12/2022	Batch 6	63	49
Total		268	229

Training session for BOM and employees



Some posts on Facebook and Teams



After the training course

Impressive numbers

242

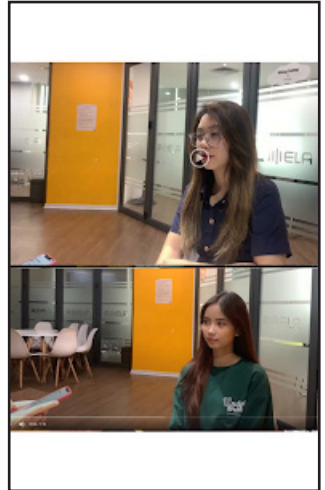
Study and survey
participants

6 Classes

17 Interviews 1-1

Through appropriate communication activities, 6 cultural classes were held with the participation of 242 employees, and 221 surveys were conducted.

In order to serve the assessment process more truthfully and objectively, some employees who have participated in training classes will be interviewed 1-1. They are given their opinions and views on issues related to corporate culture, together with leaders and experts to develop the content of the handbook.



Communication timeline for **PHASE 2**

Date	Details	Location	Status
06/01/2023	YEAR END PARTY - HYPERLINK	Trong Dong Palace	Completed
14/02/2023	Valentine Day		Completed
07/03/2023	March A-Join	Keangnam & Song Da office	Completed
07/03/2023	Women's Day	Keangnam & Song Da office	Completed

Year End Party

HYPERLINK

17:30

Friday 06/01/2023

Athene Hall 2 - Trong Dong Palace

All employees of AMELA



Year End Party - HYPERLINK was held on January 6, 2023, to summarize AMELA's 1-year journey, and at the same time send a message for a new year associated with the company's strategic direction.

In addition, the event also had activities to honor outstanding collectives and individuals, demonstrating the company's culture of recognition, honoring, and awarding.

Time	Contents	Details
06/01/2023		
13:30 - 14:30	Teams prepare for Gala dinner	
	The organizers set up the Gala stage, test equipment, and content	
15:00 - 17:00	Stage test, setup	<ul style="list-style-type: none"> - Performance teams rehearsal - The organizers set up the remaining items
17:30 -18:00	Check-in	
18:00 -18:05	Opening Arts	Outsourced dance performance 1
18:05-18:08	Video summarizing 2022	
18:08 - 18:10	MC led the program, and invited CEO, Chairman to speak	
18:10 - 18:50	CEO speech + Honor + Award	Nominate and award excellent individual and collective awards in 2022
18:50 - 18:55	Congratulation art	Outsourced dance performance 1
18:55 - 19:00	Introductory art to key moment	"O sole mio" performance - Luxury and splendor style

Time	Contents	Details
06/01/2023		
19:00 - 19:10	CEO's speech - Key moment	<ul style="list-style-type: none"> - CEO gave a brief speech about the past journey and the upcoming journey - Key moment: Invite BOM on stage to tie a giant gift box on stage for balloons with message strips to fly up. - CEO opened champagne, BOM opened the party on stage
19:10 -19:40	Party	Everyone used the party, preparing for the art competition
19:40 - 20:40	Art competition	Summary of 8 performances and introduction videos of 4 teams
20:40 - 21:00	Lucky draw	
21:00 - 21:15	Art award ceremony	
21:15 - 21:35	Take a souvenir photo	
21:35 - 22:00	Thank Gift: Link Together	Gift tea bags with dried fruit, beautifully packaged.

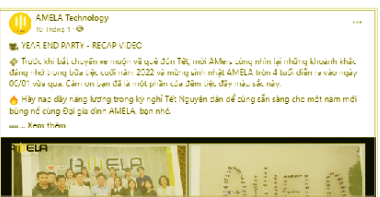
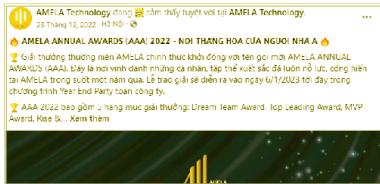
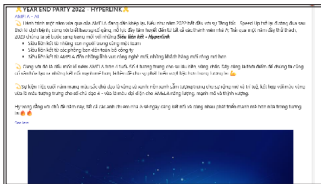
Event timeline

Media Timeline

Time	Contents	Channels	Status
05/12	Year End Party 2022 - Cooming soon	MS. Teams	Completed
07/12	[KICK-OFF] Year End Party - HYPERLINK	MS. Teams + Fanpage Facebook	Completed
23/12	Announcement of judges for art performances	MS. Teams	Completed
30/12	Notice of ticket distribution	MS. Teams	Completed
30/12	List of nominees	Fanpage Facebook	Completed
04/01	Announcement of art rehearsal schedule	MS. Teams	Completed
06/01	Informs the seating position of the parts	MS. Teams	Completed
09/01	Post photos after the event	Fanpage Facebook	Completed
19/01	Video event recap	Fanpage Facebook	Completed

[illegible][illegible]

Some post on Facebook and Teams



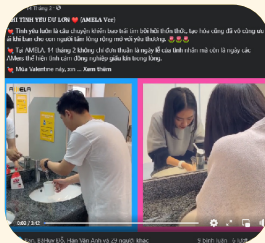
Event publications



VALENTINE DAY

Time	Contents	Channels	Status
13/02	Quote post about Valentine's Day at AMELA	Fanpage Facebook	Completed
14/02	Post music parody "Khi tình yêu đủ lớn"	Fanpage Facebook	Completed

Media timeline



Online Post

BỘ YHESI THUYẾT LỚN PARODY AMELA				
Mục tiêu: Tạo ra một bài viết về Valentine's Day cho fanpage của AMELA.				
STT	Thời gian	Nội dung bài	Loại bài	Chức năng
1	13/02/2023	Quote post about Valentine's Day at AMELA	Quote post	Completed
2	14/02/2023	Post music parody "Khi tình yêu đủ lớn"	Music parody	Completed
3	15/02/2023	Post about Valentine's Day at AMELA	Text post	Completed
4	16/02/2023	Post about Valentine's Day at AMELA	Text post	Completed
5	17/02/2023	Post about Valentine's Day at AMELA	Text post	Completed
6	18/02/2023	Post about Valentine's Day at AMELA	Text post	Completed
7	19/02/2023	Post about Valentine's Day at AMELA	Text post	Completed
8	20/02/2023	Post about Valentine's Day at AMELA	Text post	Completed
9	21/02/2023	Post about Valentine's Day at AMELA	Text post	Completed
10	22/02/2023	Post about Valentine's Day at AMELA	Text post	Completed
11	23/02/2023	Post about Valentine's Day at AMELA	Text post	Completed
12	24/02/2023	Post about Valentine's Day at AMELA	Text post	Completed
13	25/02/2023	Post about Valentine's Day at AMELA	Text post	Completed
14	26/02/2023	Post about Valentine's Day at AMELA	Text post	Completed
15	27/02/2023	Post about Valentine's Day at AMELA	Text post	Completed
16	28/02/2023	Post about Valentine's Day at AMELA	Text post	Completed
17	29/02/2023	Post about Valentine's Day at AMELA	Text post	Completed
18	30/02/2023	Post about Valentine's Day at AMELA	Text post	Completed
19	01/03/2023	Post about Valentine's Day at AMELA	Text post	Completed
20	02/03/2023	Post about Valentine's Day at AMELA	Text post	Completed

Video Script

A-JOIN

Activities	Time	Content
06/03/2023		
Remind about the activity		Repost announcements/media trailers about the program
Script rehearsal		MC practice reviewing the program script
Technical rehearsal		Set up and test transmission devices
07/03/2023		
Logistics preparation	15h30 - 16h	<ul style="list-style-type: none"> - Set up tables and chairs, set up the office - Prepare honorary gifts - Prepare tea break
Technical check	16h - 16h30	<ul style="list-style-type: none"> - Check projector, speaker, camera - Check presentation files: slides, videos, games - Check transmission
Giới thiệu chương trình	16h45 - 16h50	<ul style="list-style-type: none"> - Welcome MC - Activities introduction
Chiếu video News	16h50 - 16h55	<ul style="list-style-type: none"> - Summary of the company's business and operations in March - The ALC team shares information
Vinh danh cá nhân xuất sắc	16h55 - 17h05	<ul style="list-style-type: none"> - MC led to the honor part - Show honor video - MC introduces & honors each individual

Activity timeline

Time	Contents	Channels	Status
06/03	Notice of activity	MS.Teams	Completed
08/03	Summary of activities	MS.Teams	Completed

16:30
 Tuesday 7/3/2023
 Keangnam & Song Da Office
 The entire BOM and employees

STT	Chương trình	Chức vụ	Người thực hiện	Người hỗ trợ	Tiến độ	Tiến độ	Tiến độ
1	Hợp lý 1: Brainstorming		Ali		9/2	9/2	Đã xong
2	Hợp lý 2: Chọn lọc thông tin		Ali		9/2	9/2	Đã xong
3	Hợp lý 3: Chọn lọc thông tin		Ali		20/2	20/2	Đã xong
4	Hợp lý 4: Chọn lọc thông tin		Ali				Đã xong
5	Hợp lý 5: Chọn lọc thông tin		Ali				Đã xong
6	Hợp lý 6: Chọn lọc thông tin		Ali				Đã xong
7	Hợp lý 7: Chọn lọc thông tin		Ali				Đã xong
8	Hợp lý 8: Chọn lọc thông tin		Ali				Đã xong
9	Hợp lý 9: Chọn lọc thông tin		Ali				Đã xong
10	Hợp lý 10: Chọn lọc thông tin		Ali				Đã xong
11	Hợp lý 11: Chọn lọc thông tin		Ali				Đã xong
12	Hợp lý 12: Chọn lọc thông tin		Ali				Đã xong
13	Hợp lý 13: Chọn lọc thông tin		Ali				Đã xong
14	Hợp lý 14: Chọn lọc thông tin		Ali				Đã xong
15	Hợp lý 15: Chọn lọc thông tin		Ali				Đã xong
16	Hợp lý 16: Chọn lọc thông tin		Ali				Đã xong
17	Hợp lý 17: Chọn lọc thông tin		Ali				Đã xong
18	Hợp lý 18: Chọn lọc thông tin		Ali				Đã xong
19	Hợp lý 19: Chọn lọc thông tin		Ali				Đã xong
20	Hợp lý 20: Chọn lọc thông tin		Ali				Đã xong
21	Hợp lý 21: Chọn lọc thông tin		Ali				Đã xong
22	Hợp lý 22: Chọn lọc thông tin		Ali				Đã xong
23	Hợp lý 23: Chọn lọc thông tin		Ali				Đã xong
24	Hợp lý 24: Chọn lọc thông tin		Ali				Đã xong
25	Hợp lý 25: Chọn lọc thông tin		Ali				Đã xong
26	Hợp lý 26: Chọn lọc thông tin		Ali				Đã xong
27	Hợp lý 27: Chọn lọc thông tin		Ali				Đã xong
28	Hợp lý 28: Chọn lọc thông tin		Ali				Đã xong
29	Hợp lý 29: Chọn lọc thông tin		Ali				Đã xong
30	Hợp lý 30: Chọn lọc thông tin		Ali				Đã xong
31	Hợp lý 31: Chọn lọc thông tin		Ali				Đã xong
32	Hợp lý 32: Chọn lọc thông tin		Ali				Đã xong
33	Hợp lý 33: Chọn lọc thông tin		Ali				Đã xong
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36	Hợp lý 36: Chọn lọc thông tin		Ali				Đã xong
37	Hợp lý 37: Chọn lọc thông tin		Ali				Đã xong
38	Hợp lý 38: Chọn lọc thông tin		Ali				Đã xong
39	Hợp lý 39: Chọn lọc thông tin		Ali				Đã xong
40	Hợp lý 40: Chọn lọc thông tin		Ali				Đã xong
41	Hợp lý 41: Chọn lọc thông tin		Ali				Đã xong
42	Hợp lý 42: Chọn lọc thông tin		Ali				Đã xong
43	Hợp lý 43: Chọn lọc thông tin		Ali				Đã xong
44	Hợp lý 44: Chọn lọc thông tin		Ali				Đã xong
45	Hợp lý 45: Chọn lọc thông tin		Ali				Đã xong
46	Hợp lý 46: Chọn lọc thông tin		Ali				Đã xong
47	Hợp lý 47: Chọn lọc thông tin		Ali				Đã xong
48	Hợp lý 48: Chọn lọc thông tin		Ali				Đã xong
49	Hợp lý 49: Chọn lọc thông tin		Ali				Đã xong
50	Hợp lý 50: Chọn lọc thông tin		Ali				Đã xong

Activity checklist

STT	Thời gian	Tên người	Mức độ	Nội dung
1	10:00 - 10:15	Ali	Trung bình	Thảo luận về các hoạt động trong ngày
2	10:15 - 10:30	Ali	Trung bình	Thảo luận về các hoạt động trong ngày
3	10:30 - 10:45	Ali	Trung bình	Thảo luận về các hoạt động trong ngày
4	10:45 - 11:00	Ali	Trung bình	Thảo luận về các hoạt động trong ngày
5	11:00 - 11:15	Ali	Trung bình	Thảo luận về các hoạt động trong ngày
6	11:15 - 11:30	Ali	Trung bình	Thảo luận về các hoạt động trong ngày
7	11:30 - 11:45	Ali	Trung bình	Thảo luận về các hoạt động trong ngày
8	11:45 - 12:00	Ali	Trung bình	Thảo luận về các hoạt động trong ngày
9	12:00 - 12:15	Ali	Trung bình	Thảo luận về các hoạt động trong ngày
10	12:15 - 12:30	Ali	Trung bình	Thảo luận về các hoạt động trong ngày
11	12:30 - 12:45	Ali	Trung bình	Thảo luận về các hoạt động trong ngày
12	12:45 - 13:00	Ali	Trung bình	Thảo luận về các hoạt động trong ngày
13	13:00 - 13:15	Ali	Trung bình	Thảo luận về các hoạt động trong ngày
14	13:15 - 13:30	Ali	Trung bình	Thảo luận về các hoạt động trong ngày
15	13:30 - 13:45	Ali	Trung bình	Thảo luận về các hoạt động trong ngày
16	13:45 - 14:00	Ali	Trung bình	Thảo luận về các hoạt động trong ngày
17	14:00 - 14:15	Ali	Trung bình	Thảo luận về các hoạt động trong ngày
18	14:15 - 14:30	Ali	Trung bình	Thảo luận về các hoạt động trong ngày
19	14:30 - 14:45	Ali	Trung bình	Thảo luận về các hoạt động trong ngày
20	14:45 - 15:00	Ali	Trung bình	Thảo luận về các hoạt động trong ngày
21	15:00 - 15:15	Ali	Trung bình	Thảo luận về các hoạt động trong ngày
22	15:15 - 15:30	Ali	Trung bình	Thảo luận về các hoạt động trong ngày
23	15:30 - 15:45	Ali	Trung bình	Thảo luận về các hoạt động trong ngày
24	15:45 - 16:00	Ali	Trung bình	Thảo luận về các hoạt động trong ngày
25	16:00 - 16:15	Ali	Trung bình	Thảo luận về các hoạt động trong ngày
26	16:15 - 16:30	Ali	Trung bình	Thảo luận về các hoạt động trong ngày
27	16:30 - 16:45	Ali	Trung bình	Thảo luận về các hoạt động trong ngày
28	16:45 - 17:00	Ali	Trung bình	Thảo luận về các hoạt động trong ngày
29	17:00 - 17:15	Ali	Trung bình	Thảo luận về các hoạt động trong ngày
30	17:15 - 17:30	Ali	Trung bình	Thảo luận về các hoạt động trong ngày
31	17:30 - 17:45	Ali	Trung bình	Thảo luận về các hoạt động trong ngày
32	17:45 - 18:00	Ali	Trung bình	Thảo luận về các hoạt động trong ngày
33	18:00 - 18:15	Ali	Trung bình	Thảo luận về các hoạt động trong ngày
34	18:15 - 18:30	Ali	Trung bình	Thảo luận về các hoạt động trong ngày
35	18:30 - 18:45	Ali	Trung bình	Thảo luận về các hoạt động trong ngày
36	18:45 - 19:00	Ali	Trung bình	Thảo luận về các hoạt động trong ngày
37	19:00 - 19:15	Ali	Trung bình	Thảo luận về các hoạt động trong ngày
38	19:15 - 19:30	Ali	Trung bình	Thảo luận về các hoạt động trong ngày
39	19:30 - 19:45	Ali	Trung bình	Thảo luận về các hoạt động trong ngày
40	19:45 - 20:00	Ali	Trung bình	Thảo luận về các hoạt động trong ngày
41	20:00 - 20:15	Ali	Trung bình	Thảo luận về các hoạt động trong ngày
42	20:15 - 20:30	Ali	Trung bình	Thảo luận về các hoạt động trong ngày
43	20:30 - 20:45	Ali	Trung bình	Thảo luận về các hoạt động trong ngày
44	20:45 - 21:00	Ali	Trung bình	Thảo luận về các hoạt động trong ngày
45	21:00 - 21:15	Ali	Trung bình	Thảo luận về các hoạt động trong ngày
46	21:15 - 21:30	Ali	Trung bình	Thảo luận về các hoạt động trong ngày
47	21:30 - 21:45	Ali	Trung bình	Thảo luận về các hoạt động trong ngày
48	21:45 - 22:00	Ali	Trung bình	Thảo luận về các hoạt động trong ngày
49	22:00 - 22:15	Ali	Trung bình	Thảo luận về các hoạt động trong ngày
50	22:15 - 22:30	Ali	Trung bình	Thảo luận về các hoạt động trong ngày

Script of highlight video for March A-Join

WOMEN'S DAY

16:30 - Tuesday 7/3/2023
Keangnam & Song Da Office
The entire BOM and employees

Categories	Time	Content
Male colleagues give candy, hair bands	16h	- Male employees in the company will wear masks and go to each women to give candy and hair ties
Start the program	17h05	- Show a short clip summarizing photos of all the women in the company
Play game	17h10 - 17h15	- Games in 2 offices
Show the video: "Câu chuyện của Daisy"	17h15 - 17h20	- Short video about the program's message, with wishes to all the women in the company.
Give a gift	17h20 - 17h30	- Male representatives of the departments will give gifts to the women according to the list of organizers prepared

Event timeline for Women's Day

Time	Contents	Channels	Status
07/03	Title "Câu chuyện của Daisy" qua con mắt hội nhà trai"	Faunpage Facebook	Completed
08/03	Post video "Câu chuyện của Daisy"	Faunpage Facebook	Completed

Media Timeline

STT	Công việc	Chỉ đạo	Người làm	Người hỗ trợ	Thời gian	Thời gian	Thời gian
I	Chương trình						
1	Thiệp mời	Thiệp mời	AB		4/3	4/3	Thiệp mời
2	Thiệp mời 2: Thiệp mời công nhân	Thiệp mời	AB		6/3	1/2	Thiệp mời
3	Thiệp mời 3: Thiệp mời các phòng ban	Thiệp mời	AB		19/3	19/3	Thiệp mời
4	Thiệp mời 4: Thiệp mời các phòng ban	Thiệp mời	AB		19/3	19/3	Thiệp mời
5	Thiệp mời 5: Thiệp mời các phòng ban	Thiệp mời	AB		19/3	19/3	Thiệp mời
II	Thiệp mời						
1	Thiệp mời	Thiệp mời	AB		4/3	4/3	Thiệp mời
2	Thiệp mời	Thiệp mời	AB		6/3	1/2	Thiệp mời
3	Thiệp mời	Thiệp mời	AB		19/3	19/3	Thiệp mời
4	Thiệp mời	Thiệp mời	AB		19/3	19/3	Thiệp mời
5	Thiệp mời	Thiệp mời	AB		19/3	19/3	Thiệp mời
III	Thiệp mời						
1	Thiệp mời	Thiệp mời	AB		4/3	4/3	Thiệp mời
2	Thiệp mời	Thiệp mời	AB		6/3	1/2	Thiệp mời
3	Thiệp mời	Thiệp mời	AB		19/3	19/3	Thiệp mời
4	Thiệp mời	Thiệp mời	AB		19/3	19/3	Thiệp mời
5	Thiệp mời	Thiệp mời	AB		19/3	19/3	Thiệp mời
IV	Thiệp mời						
1	Thiệp mời	Thiệp mời	AB		4/3	4/3	Thiệp mời
2	Thiệp mời	Thiệp mời	AB		6/3	1/2	Thiệp mời
3	Thiệp mời	Thiệp mời	AB		19/3	19/3	Thiệp mời
4	Thiệp mời	Thiệp mời	AB		19/3	19/3	Thiệp mời
5	Thiệp mời	Thiệp mời	AB		19/3	19/3	Thiệp mời
V	Thiệp mời						
1	Thiệp mời	Thiệp mời	AB		4/3	4/3	Thiệp mời
2	Thiệp mời	Thiệp mời	AB		6/3	1/2	Thiệp mời
3	Thiệp mời	Thiệp mời	AB		19/3	19/3	Thiệp mời
4	Thiệp mời	Thiệp mời	AB		19/3	19/3	Thiệp mời
5	Thiệp mời	Thiệp mời	AB		19/3	19/3	Thiệp mời
VI	Thiệp mời						
1	Thiệp mời	Thiệp mời	AB		4/3	4/3	Thiệp mời
2	Thiệp mời	Thiệp mời	AB		6/3	1/2	Thiệp mời
3	Thiệp mời	Thiệp mời	AB		19/3	19/3	Thiệp mời
4	Thiệp mời	Thiệp mời	AB		19/3	19/3	Thiệp mời
5	Thiệp mời	Thiệp mời	AB		19/3	19/3	Thiệp mời
VII	Thiệp mời						
1	Thiệp mời	Thiệp mời	AB		4/3	4/3	Thiệp mời
2	Thiệp mời	Thiệp mời	AB		6/3	1/2	Thiệp mời
3	Thiệp mời	Thiệp mời	AB		19/3	19/3	Thiệp mời
4	Thiệp mời	Thiệp mời	AB		19/3	19/3	Thiệp mời
5	Thiệp mời	Thiệp mời	AB		19/3	19/3	Thiệp mời
VIII	Thiệp mời						
1	Thiệp mời	Thiệp mời	AB		4/3	4/3	Thiệp mời
2	Thiệp mời	Thiệp mời	AB		6/3	1/2	Thiệp mời
3	Thiệp mời	Thiệp mời	AB		19/3	19/3	Thiệp mời
4	Thiệp mời	Thiệp mời	AB		19/3	19/3	Thiệp mời
5	Thiệp mời	Thiệp mời	AB		19/3	19/3	Thiệp mời
IX	Thiệp mời						
1	Thiệp mời	Thiệp mời	AB		4/3	4/3	Thiệp mời
2	Thiệp mời	Thiệp mời	AB		6/3	1/2	Thiệp mời
3	Thiệp mời	Thiệp mời	AB		19/3	19/3	Thiệp mời
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5	Thiệp mời	Thiệp mời	AB		19/3	19/3	Thiệp mời
X	Thiệp mời						
1	Thiệp mời	Thiệp mời	AB		4/3	4/3	Thiệp mời
2	Thiệp mời	Thiệp mời	AB		6/3	1/2	Thiệp mời
3	Thiệp mời	Thiệp mời	AB		19/3	19/3	Thiệp mời
4	Thiệp mời	Thiệp mời	AB		19/3	19/3	Thiệp mời
5	Thiệp mời	Thiệp mời	AB		19/3	19/3	Thiệp mời

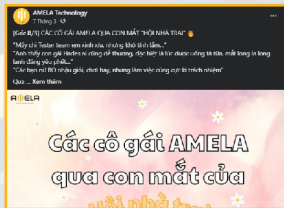
Event checklist

STT	Công việc	Chỉ đạo	Người làm	Người hỗ trợ	Thời gian	Thời gian	Thời gian
I	Chương trình						
1	Thiệp mời	Thiệp mời	AB		4/3	4/3	Thiệp mời
2	Thiệp mời 2: Thiệp mời công nhân	Thiệp mời	AB		6/3	1/2	Thiệp mời
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4	Thiệp mời 4: Thiệp mời các phòng ban	Thiệp mời	AB		19/3	19/3	Thiệp mời
5	Thiệp mời 5: Thiệp mời các phòng ban	Thiệp mời	AB		19/3	19/3	Thiệp mời
II	Thiệp mời						
1	Thiệp mời	Thiệp mời	AB		4/3	4/3	Thiệp mời
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III	Thiệp mời						
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2	Thiệp mời	Thiệp mời	AB		6/3	1/2	Thiệp mời
3	Thiệp mời	Thiệp mời	AB		19/3	19/3	Thiệp mời
4	Thiệp mời	Thiệp mời	AB		19/3	19/3	Thiệp mời
5	Thiệp mời	Thiệp mời	AB		19/3	19/3	Thiệp mời

Script for video story

WOMEN'S DAY

Số bài	Nội dung	Đáp án
1	Nước Quốc tế Phụ nữ (8/3) của bạn là ngày gì? A. Ngày Phụ nữ Nhân quyền Thế giới B. Ngày Quốc tế Phụ nữ và Bình đẳng giới C. Ngày Liên Hiệp Quốc vì Nữ quyền và Hòa bình Quốc tế D. Ngày 8/3 này, tôi quên từ đâu mà sao?	C
2	Lịch sử ngày 8/3 này, bắt đầu từ đâu nào? A. Anh B. Pháp C. Đức D. Mỹ	D
3	Ngày thành lập Hội LHPN Việt Nam A. 20-10-1923 B. 10-10-1945 C. 8-3-1945 D. 8-3-1975	B
4	Nữ danh tu gia nào đã đến thăm Việt Nam và giúp đỡ Paris? A. Catherine de Medici B. Nguyễn Thị Duệ C. Nguyễn Thị Bành D. Nguyễn Thị Ngọc Khen	C
5	Phong cách ăn mặc tiêu biểu của Việt Nam là gì? A. Áo Chui Hố B. Áo Lụa Vạn Phúc C. Áo Dài Huế D. Áo Xà Xà Mềm	A



6	A. Chua Liễu Hạnh B. Tiên Dung Công Chúa C. Quan Thế Âm Bồ Tát D. Hằng Nga	
7	Việt Nam bắt đầu có đại diện tham gia Miss Universe từ năm nào? A. 2004 B. 2006 C. 2008 D. 2010	
8	Tính đến nay, có bao nhiêu người phụ nữ được phong tặng trong QENĐ Việt Nam? A. 5 B. 6 C. 4 D. 7	
9	AI được coi là Bà chúa thơ Nôm? A. Bà Quỳnh Hương B. Bà Ngọc Hà C. Bà Huyền Thanh Quan D. Bà Xuân Hương	
10	Hoa hậu Việt Nam 2022 sinh năm bao nhiêu? A. 2000 B. 2001 C. 2002	



Minigame

Online Post

Background & Backdrop

Communication plan for **PHASE 3**

COMMUNICATION PLAN OF AMELA CULTURE						
No.	Content Route	Details	Channels	PIC	Deadline	Status
Pre-Event Communication						
1	Provide information	Hint about the culture handbook launching event	Teams + Group Facebook	V.Anh		
2	Interact	Minigames: Revealing some of the contents of the Amela Cultural Handbook - Solve the crossword "Gai ma mat thu": word search, word scramble - Reward: milk tea/juice, cash prize => announced the prize on the day	Teams + Group Facebook	Huong, Giang, Huy, Trinh	06/04	
3	Provide information	Official announcement of the handbook launch event with the event registration form and avatar replacement frame	Teams + Group Facebook	Huyen		
4	Provide information	Repost pictures/ videos of the culture training classes implemented	Teams + Group Facebook	V.Anh		
5	Provide information	Remind to register for the event	Teams + Group Facebook	Huyen		
During Event Communication						
8		Video "Chung tay xây dựng văn hóa AMELA": - Highlight previous corporate culture training sessions - Interview with CEO about AMELA's point of view on building corporate culture: why build corporate culture (1 sentence) - Interviewing ICU members about the process of building AMELA Culture - Integrate footage of the image of the editorial team meeting, working, ...		Hoang + Huong, Giang, Huy, Trinh	14/04	
9		Video interviewing 6 BOM about AMELA's six core values		Hoang + Huong, Giang, Huy, Trinh	28/04	
Post-Event Communication						
10	Interact	Video highlighting the culture handbook launching: - Scenes throughout the event - Interview some employees right after the event	Fanpage Facebook + Group Facebook			
11	Provide information	Event Recap	Teams + Group Facebook + Website + Wiki	V.Anh		
12	Challenge	Minigame about the contents of the Culture Handbook: philosophy, vision, mission, core values...	Teams/ Group Facebook/ Fanpage Facebook	Huong, Giang, Huy, Trinh	07/04	
13	Provide information	Excerpt and post content from the Culture Handbook	Teams + Group Facebook + Wiki			
14	Interact	Animation video introducing AMELA PMVV (philosophy - mission - vision - core values)	Fanpage Facebook + Group Facebook	Huong, Giang, Huy, Trinh	14/04	
15	Interact	Make a series of videos explaining each Cultural Value and Behavioral Standards	Fanpage Facebook + Group Facebook			

Time	Content	Details
13:45 - 13:55	Welcome, check-in	- Reception check-in according to the list of participants - Distributing wristbands/culture handbook to each person
13:55 - 14:00	Stabilize the hall	MC voice off many times to stabilize the organization
14:00 - 14:05	Opening	- Declare the reason for the event - Introduction of delegates and guests
14:05 - 14:10	Video "Chung tay xây dựng văn hoá AMELA"	Show video: Synthesize moments, AMers journey together to build AMELA's Culture
14:10 - 14:15	CEO's speech	- Mr. Khoa will speak about the meaning of AMELA's Culture - AMELA culture is built from each AMELA member. - Living and working according to Amela's cultural values will make each person complete, think more positively and work more effectively, thereby feeling happier and bringing sustainable development to the company.
14:15 - 14:25	Video about core values	- Play video interviewing 6 BOM about 6 core values - Reveal 6 core values printed in the wristbands
14:25 - 14:30	Commitment of AMers	Leaders and employees representatives swear/commit to live and work according to the AMELA Culture

Time	Content	Details
14:30 - 14:45	Commitment signing ceremony	- Form: everyone will fingerprint & sign the Cultural Tree drawing in order (Board of Managers - Division Leaders - Employees) - After that, 2 drawings of cultural trees will be decorated in 2 offices.
14:45 - 15:00	Halftime break	
15:00 - 17:00	Training	Mr. Thu trained all members present in the hall about the AMELA Cultural Handbook
17:00 - 17:15	Starting a writing contest	- Contest rules: Each AMers writes 200-500 words about Amela culture with 2 main contents: + Your thoughts about Amela culture + Tell a story about how you performed according to one of 12 behavioral standards. - Time: The contest lasts for 1 month
17:15 - 17:30	End	- MC closing the event - Take commemorative photos with experts - Clean up after the event

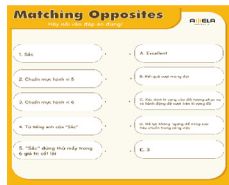
Production Plan

No.	Task	Details	FX	Supporter	Start date	Start date	Status	Note
A. Pre-event								
1. Execution of the event								
1	Speech	Guideline for CEO's speech Briefing of model	Strong		18/04	17/04		
2	Declaration	Board of Manager's declaration Employee's commitment	Mt. Thu		18/04	18/04		
3	Invitation letter	Content of online invitation letter	Huyen		19/4	17/04		
4	Registration	Registration form to join the program	Huyen		18/04	17/04		
5	Training	Culture Handbook training content	Mt. Thu	Strong		18/04		
B. Preparation and logistics								
6	Necessary document	Print and prepare a sufficient number of documents (company stamp) - Loan pen - Photo, video - A4 paper - Color markers			17/04	18/04		
7	Stationery	Request materials to draw the Culture Tree - 2 camera lenses (x1.5m) - A4 paper, post-its	V.Anh	Tim	18/04	18/04		
8	Dish, snack	- Sterile water (150ml) - Individual color	See		18/04	18/04		
C. Communication for the event								
9	Design or print publication	Event backdrop	Tim	Strong	18/04	18/04		
		Handing (9 core values)	Strong		18/04	18/04		
		7 Minutes (100 values)	Strong		18/04	18/04		
		The design and drawing of the culture tree	Tim	Strong	18/04	18/04		
		Design culture handbook	Tim	Strong	11/04	18/04		
		Invitation letter (online form)	Tim	Huyen	18/04	17/04		
		Complete culture handbook	Tim		18/04	18/04		
		Minigame	Strong, Giang, Huy, Trish		18/04			
		Video "Chúng tôi xây dựng văn hóa AMELA"	Strong	Strong, Giang, Huy, Trish	05/04	14/04		Video highlights the process of building AMELA's culture handbook, team training (feedback from teams, interviews with HCM, discussions, and finally, the cultural team diligently drafts, edits, etc. to release the final version.
		Video interviewing 4 BOB about AMELA's core values	Strong	Strong, Giang, Huy, Trish	04/04	28/04		
10	Online communication	Make a timeline to compile news, design posters on internal/external AMELA communication channels (before, during, after the event)	V.Anh		05/04			
11	Event script	The process of organizing from opening to closing	V.Anh		08/04	07/04		
12	Award theme design		Tim	Huyen	18/04	17/04		
13	Filing and shooting script	Make a script	Strong	Tim	17/04	18/04		
D. During the event								
14	Check in	- Hand out check-in bracelets (numbered) + stickers - Check attendance according to the Registration List	Linh		28/04			
15	Check out media publications (backdrops, publications)		Strong, Tim		18/04	28/04		
16	Sound test	Micro, speaker...	Strong		18/04	28/04		
17	Run the event	The organizers ensure that the program takes place on time - Coordinating reception	Huyen		18/04	28/04		
18	Media	From shooting & filming: - Record highlights & key content sections - Take pictures of the whole event - Quick interview with some employees right after the event	Strong, Tim		28/04			
19	MC		Huyen		28/04			
E. Post-event								
20	Post-Event Communication	Make internal external communication media according to the communication plan	Strong, Giang, Huy, Trish			07/04		
		Minigame - Animation video introducing AMELA's PMV philosophy - structure - vision - core	Strong, Giang, Huy, Trish		07/04	14/04		

Production Checklist

Categories	Status	Production Process	April			
			Week 1	Week 2	Week 3	Week 4
Pre-event minigame	Completed	Content + Design				
Post-event minigame	Completed	Content + Design				

Minigames production schedule



Minigame posters

Videos production

Categories	Status	Production Process	April			
			Week 1	Week 2	Week 3	Week 4
Video interviewing 6 BOM about AMELA's six core values	Completed	Script				
		Filming				
		Editing				
		Demo video				
		Final version				
Video "Chung tay xay dung van hoa AMELA"	Completed	Script				
		Filming				
		Editing				
		Demo video				
		Final version				
Animation video introducing AMELA's PMVV (philosophy - mission - vision - core values)	Completed	Gathering picture and textual information				
		Script				
		Editing process				
		Demo video				
		Final version				

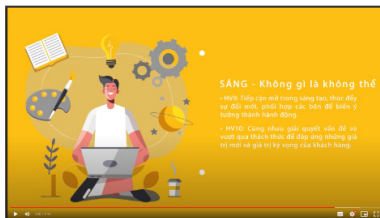
No.	Categories	Time
I Video Interviewing 6 BOM about 6 core values		
1	Script	06/04/2023
2	Filming	10/04/2023
3	Editing	13/04-14/04/2023
4	Demo video	17/04/2023
5	Final version	18/04/2023
II Video “Chúng ta xây dựng văn hoá AMELA”		
1	Script	05/04/2023
2	Filming	07/04/2023
3	Editing	11-12/04/2023
4	Demo video	13/04/2023
5	Final version	14/04/2023
III Animation video introducing AMELA's PMVV		
1	Gathering picture and textual information	03/04/2023
2	Script	04/04/2023
3	Editing process	05-11/04/2023
4	Demo video	12/04/2023
5	Final version	14/04/2023

Videos production timeline

ANIMATION VIDEO SCRIPT: “TRƯỜNG ĐC, CHỖ CÔNG VIỆC, KẾT QUẢ, SỰ NGHIỆP, SỰ NGHIỆP, SỰ NGHIỆP”					
The idea		Storyboard / scenes		Visuals	
No.	Time	Storyboard	Text	Visuals	Text
1	05 sec	Intro: Introduction		AMELA	
2	15 sec	AMELA's philosophy	“Trên cơ sở AMELA, chúng ta không chỉ là một công ty mà còn là một cộng đồng. Chúng ta không chỉ là một công ty mà còn là một cộng đồng. Chúng ta không chỉ là một công ty mà còn là một cộng đồng.”		
3	15 sec	AMELA's mission	“Mục tiêu của AMELA là mang đến cho khách hàng những giải pháp sáng tạo và hiệu quả nhất để giải quyết các vấn đề của họ.”		
4	15 sec	AMELA's vision	“Trở nên AMELA, chúng ta không chỉ là một công ty mà còn là một cộng đồng. Chúng ta không chỉ là một công ty mà còn là một cộng đồng. Chúng ta không chỉ là một công ty mà còn là một cộng đồng.”		
5	15 sec	AMELA's values	“Chúng ta không chỉ là một công ty mà còn là một cộng đồng. Chúng ta không chỉ là một công ty mà còn là một cộng đồng. Chúng ta không chỉ là một công ty mà còn là một cộng đồng.”		
6	15 sec	AMELA's results	“Chúng ta không chỉ là một công ty mà còn là một cộng đồng. Chúng ta không chỉ là một công ty mà còn là một cộng đồng. Chúng ta không chỉ là một công ty mà còn là một cộng đồng.”		

1	05 sec	Intro: Introduction	“Trên cơ sở AMELA, chúng ta không chỉ là một công ty mà còn là một cộng đồng. Chúng ta không chỉ là một công ty mà còn là một cộng đồng. Chúng ta không chỉ là một công ty mà còn là một cộng đồng.”		
2	15 sec	AMELA's philosophy	“Mục tiêu của AMELA là mang đến cho khách hàng những giải pháp sáng tạo và hiệu quả nhất để giải quyết các vấn đề của họ.”		
3	15 sec	AMELA's mission	“Trở nên AMELA, chúng ta không chỉ là một công ty mà còn là một cộng đồng. Chúng ta không chỉ là một công ty mà còn là một cộng đồng. Chúng ta không chỉ là một công ty mà còn là một cộng đồng.”		
4	15 sec	AMELA's vision	“Chúng ta không chỉ là một công ty mà còn là một cộng đồng. Chúng ta không chỉ là một công ty mà còn là một cộng đồng. Chúng ta không chỉ là một công ty mà còn là một cộng đồng.”		
5	15 sec	AMELA's values	“Chúng ta không chỉ là một công ty mà còn là một cộng đồng. Chúng ta không chỉ là một công ty mà còn là một cộng đồng. Chúng ta không chỉ là một công ty mà còn là một cộng đồng.”		
6	15 sec	AMELA's results	“Chúng ta không chỉ là một công ty mà còn là một cộng đồng. Chúng ta không chỉ là một công ty mà còn là một cộng đồng. Chúng ta không chỉ là một công ty mà còn là một cộng đồng.”		

Animation video's script



Animation video AMELA's PMVV

VIDEO SCRIPT: INTERVIEWING 6 BOM ABOUT AMELA'S SIX CORE VALUES				
Duration	approximately 4 minutes			
List of questions	<ul style="list-style-type: none"> - Can you name the 6 core values of AMELA? - How do you feel about AMELA's 6 core values? - Which of AMELA's core values are you most impressed with? 			
Interviewees	6 BOM: Mr. Hung (Faderless), Mr. Dung (Thor), Ms. Tu Anh (BO), Dung (Hades), Mr. Viet Anh (SO), Mr. Hoan (Bonne)			
Location	AMELA's Offices			
Sound	using voice onscreen combined with background music and sound effects			
No.	Time	Content	Implement	Notes
1	05 secs	Intro: AMELA logo	Motion f(x) for logo	
2	05 secs	Question 1 showing up	Use typing sound f(x) along with text motion	
3	15 secs	Answer question 1	<ul style="list-style-type: none"> - Introduce the name and position of the person appearing in the frame - Match each person talking about one core value or use a representative of 2-3 Division Leaders to talk about 6 core values - Use sound f(x) "Ting" after each correct answer 	

4	05 secs	Question 2 showing up	Use typing sound f(x) along with text motion	
5	1-2 mins	Answer question 2	<ul style="list-style-type: none"> - Highlight 1-2 answers of each Division Leader on the screen - Use text and pictures to highlight the answers - Integrate scenes of Mr. Hung's division meeting to illustrate the values of "Thau - Empathy" - Use employees working scene illustrates the value "Tinh - Expertise" - Use Ms. Tu Anh's working scene and the awards she has achieved to illustrate the value of "Sac - Excellence". 	Arrange the illustrated scene in the following order: Thau - Tinh - Sac
6	05 secs	Question 3 showing up	Use typing sound f(x) along with text motion	
7	1-2 mins	Answer question 3	<ul style="list-style-type: none"> - Highlight 1-2 answers of each Division Leader on the screen - Use text and pictures to highlight the answers - Integrate teamwork scene to illustrate the "Hop - Collaboration" value. - Illustrate the "Sang - Co-creation" value: Mr. Viet Anh is discussing with his division member to find and solve the problem. - Use an overview of the company working scene to illustrate the "Vuong - Co-prosperity" value. 	Arrange the illustrated scene in the following order: Hop - Sang - Vuong

8	20 secs	Ending Scene	<ul style="list-style-type: none"> - All interviewees sum up the core values they stand for: - Mr. Hung: "Thau - Thau cam de phuc tam" - Mr. Dung: "Tinh - Tinh thong khong ngai kho" - Ms. Tu Anh: "Sac - Ket qua vuot mong doi" - Mr. Dung: "Hop - Dong hanh de vuon xa" - Mr. Viet Anh: "Sang - Khong gi la khong the" - Mr. Hoan: "Vuong - Hop dong nhan tinh vuong" - Merge 6 videos of 6 people into the same frame and insert text: 3E and 3C 	<ul style="list-style-type: none"> - 3E: Empathy, Expertise, Excellence - 3C: Collaboration, Co-creation, Co-prosperity * Enlarge the first letter
9	05 secs	Outro	Motion f(x) for logo	

Video Interviewing 6 BOM about 6 core values' script

VIDEO SCRIPT: "CHUNG TAY XAY DUNG VAN HOA AMELA"				
Duration	approximately 3 minutes			
Location	AMELA's Offices			
Concept	Happy, proud and inspirational			
No	Time	Content	Details	Note
PART I: INTRO				
1	05 secs	AMELA logo	Motion fix) for logo	
PART II: BRAINSTORMING STAGE				
1	10 secs	Leaders in a meeting videos/photos	Voice offscreen: "After nearly 4 years of establishment and development, the A family has more than 300 members. Realizing that in order to engage AMers themselves and develop the company in a sustainable way, the management held meetings to brainstorm a cultural handbook".	
2	15 secs	Interview with CEO about AMELA's view on building corporate culture: why AMELA builds corporate culture?	- There's the CEO's name and title in the bottom left corner - Voice onscreen	
3	10 secs	Video/photo of meeting the consultant team and	Voice offscreen: "And to achieve the above goal, the leadership	Reduce the volume of the

	meetings	decided to invite experts on corporate culture. Those are M/s Nguyen Thu Hue and Mr. Phan Tu Thoi".	background screen
15 secs	- ICU establishment. Pictures of meeting with division leaders to implement the plan	- Pictures of the ICU team Voice offscreen: "In addition, the leadership also established an ICU to work with the ELs to implement the next plans"	
III: DEVELOPMENT STAGE			
05 secs	Pictures of the whole company conducting surveys and meetings	Voice offscreen: "The handbook was born to serve AMers, so many surveys have been conducted with the main audience of A's brothers and sisters".	
35 secs	Highlight corporate culture training sessions - Pictures of training sessions/ classes (general images of 6 classes and individual classes) Pictures of internal cultural activities - The process of creating content for the handbook with the consultant team.	Voice offscreen: "Classes, training sessions have continuously taken place in the last months of 2022. These activities are not only for entertainment but also help us to get closer for 12 behavioral standards associated with 6 core values".	Everyone is connecting on how to build a handbook like Sketch 4 is waiting content about philosophy vision - mission
30	Interview with ICU	Name, position and department	

ecs	members about AMELA culture building process	in which the ICU members are interviewed - Voice onscreen	
0 ecs	- Design AMELA's culture handbook process - Pictures of culture handbook versions from 1 to 4	Voice offscreen: "After many revisions and changes in content and form, the handbook has finally been completed".	
IV: COMPLETE STAGE			
0 ecs	- Integrating footage of the image of the ICU team meeting and working - Leadership meeting to prepare for the culture handbook launching - ICU team planning handbook launching	Voice offscreen: "The final stages are also urgently deployed".	
0 ecs	Meeting with the consultant team about the release date	Voice offscreen: "And after a lot of effort and waiting for all the members of the A family, the culture handbook has been officially completed".	Heroic, rushing music
V: OUTRO			
5 ecs	Countdown 321	Voice offscreen	
5 ecs	Outro	Pictures of the final culture handbook	MC came out from the

Video "Chung tay xay dung van hoa AMELA"s script



11. BUDGET

Logistics Cost

Due to the security factor of the corporation, all of the costs below are changed and not real figures at all.



Design & Printing



Event



Video production and post production

No.	Categories		Amount	Unit price (VND)	Cash (VND)
1	Design & Printing	Printing (standee, backdrop, organizer cards,...)			20.300.000
		Key visual			
		Bulletins design			
2	Event	Location cost		55.000.000	138.600.000
		Stage setup	3	30.500.000	
		Moving		4.200.000	
		Food & Teabreak		10.500.000	
		Organizational props		23.400.000	
		Gift set		10.000.000	
		Minigame prizes		5.000.000	
3	Video production and post production	Camera		30.700.000	35.700.000
		Logistic		5.000.000	
		Editing process			
Total				194.600.000 VND	

Outsource Cost & Total Cost

No.	Categories	Content	Cash (VND)
1	Hire consultant		400.000.000
2	Hire Agency	Design & printing (standee, backdrop, organizer cards,...)	50.000.000
		Organize events	
Total		450.000.000	

No.	Categories	Cost
1	Logistics Cost	194.600.000
2	Outsource	450.000.000
Total		644.600.000



12.

PROJECT RESULT

Media Result

Phase	Description	KPI	Actual Result	Result/KPI(%)
Facebook				
2	Total reach	12000	13600	113,3
	Total react	350	380	108,5
	Total comment	20	29	145
	Average reach per post	1300	1511	116,2
	Average react per post	40	42	105
	Average comment per post	3	3	100

Ha Noi - 06.01.2023

Media Result

Phase 1

Phase	Description	KPI	Actual Result	Result/KPI(%)
Teams				
1	Total reply	15	16	106,6
	Total React	60	61	106,6
	Average reply per post	3	4	133,3
	Average react per post	8	15	187,5

Phase 2

Phase	Description	KPI	Actual Result	Result/KPI(%)
Teams				
2	Total reply	80	107	133,7
	Total React	130	157	120,7
	Average reply per post	5	7	140
	Average react per post	10	10	100

CAMPAIGN RESULTS



Board of Directors



Employeees

CAMPAIGN RESULTS

The Board of Managers

Participated in contributing
ideas to develop the handbook

95%

95%

Participated in communication
activities for corporate culture

100%

Understand the contents
mentioned in the handbook

CAMPAIGN RESULTS

Employees

90%

of employees participate in cultural training programs.

100%

of employees who completed the survey contributed to the development of the content of the cultural handbook.

85%

of employees positively evaluate cultural communication activities.

85%

of employees feel excited about corporate culture.

95%

of employees have access to cultural communication activities.

Quantitative Results

In order to obtain quantitative results for the project's main activities, we conducted data collection and surveyed some of the audience.



Phase 1

Raising employees' awareness of the internal culture.

Training sessions for Board of Managers		Number of participants		
No.	Class	KPI	Actual Result	Result/ KPI (%)
1	Board of managers	16	13	81,25%

Employees' training sessions		Number of participants		
No.	Class	KPI	Actual Result	Result/ KPI (%)
1	Batch 2	48	44	97%
2	Batch 3	43	40	93%
3	Batch 4	52	46	88,5%
4	Batch 5	62	50	81%
5	Batch 6	63	49	78%

The survey consisted of 8 questions Collecting 242 responses

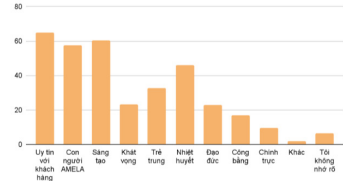
Through this survey, it is shown that after the training, most managers and the employees already know what culture is and how to build it.

-> The current cultural communication is effective.
Cultural communication has resulted in



KẾT QUẢ KHẢO SÁT TRUYỀN THÔNG VĂN HÓA

Mức độ biết và hiểu của CBNV về GIÁ TRỊ CỐT LÕI



Survey on cultural communication and understanding of employees about core set value

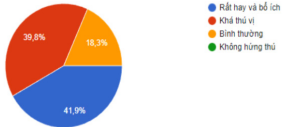
Phase 2

Communication activities that integrate cultural values

Phase 2: Communication activities that integrate cultural values			
Activities	Number of participants		
	KPI	Actual Result	Result/KPI (%)
Year End Party - HYPERLINK	330	314	95,1%
A-Join March	280	269	96%
Women's Day - 8/3	280	273	97,5%

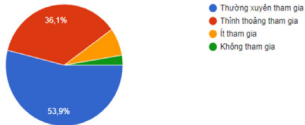
Cảm nhận của bạn về những hoạt động truyền thông của AMELA trong thời gian vừa qua như thế nào?

191 câu trả lời



Bạn có thường xuyên tham dự các sự kiện của công ty không?

191 câu trả lời



The survey was open from April 4 to April 7

Collecting 191 responses.

“Do you often attend company events?”

53.9%, corresponding regularly attended

7.3% of employees at AMELA were less involved.

“How do you feel about AMELA’s communication activities in the past?”

41.9% - very interesting and useful

39% - the activities are quite interesting

Qualitative Results

The team conducted in-depth interviews with 6 AMers
The results show that all the interviewees have positive
views and attitudes about AMELA's cultural activities.



In-depth interviews

Duong Minh Khoa - BOM: "I recognize that the company is organizing a lot of interesting and useful activities. In particular, there were some activities that exceeded my expectations. In the future, I also hope to have more activities with more imprints on the culture of AMELA".

Le Thi To Uyen - Bonne: "I feel very fortunate to be a member of AMELA during this period. The company has organized a lot of interesting cultural activities..."



13.

REFLECTION

13. REFLECTION

POSITIVE

Communication content has reached 95% of employees in the company. Some activities have aroused the interest and curiosity of everyone.

The project has determined the right direction when the cultural communication campaign has attracted a large number of officials and employees to participate.

Project Managers and Division Leaders have motivated their team members to participate fully in the company's cultural activities.

Effective coordination of communication channels, including management communication system, CICS, and online media channels.

The organization of training sessions to improve corporate cultural awareness garnered positive feedback

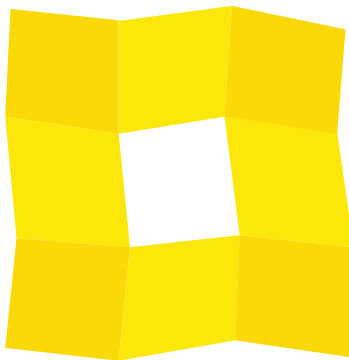
The team members received great support from AMers. The team participates in all important phases of the project.

13. REFLECTION

NEGATIVE

Activities are not really diversified, and funding for activities is limited. Therefore, in the coming time, cultural activities will have to improve to attract more audiences.

Some departments are busy with meetings and project deadlines so they cannot participate in communication activities organized by the company.



Some products are completed near the deadline with little time to adjust and perfect the product, so the results are not really satisfactory.

Due to the heavy workload, the company delayed the launch of the culture handbook, affecting the group's plans and activities.

14. Suggestion & Recommendation

Listen to feedback and constantly improve.

There needs to be more cohesion in the group work phase.

Members need to strictly adhere to deadlines.

Suggestion for AMELA's upcoming cultural activities: upcoming cultural activities of AMELA such as a cultural festival where football tournaments can be added, a contest to test the AMELA people's cultural index called "AMer Index".

15. Self Reflection

When participating in this project, the group has learned, cultivated, and experienced in real life. Learn how to work as a team, divide work, and interact with others. When participating in a real project, there will be work pressure, limited time, so you must know how to manage time to complete the task on time. The group also learned a lot of new knowledge and updated knowledge about internal communication, how to organize and build events.