CAMPAIGN TO
THROUGH **STRENGTHEN THE BRAND**
INTERNAL COMMUNICATION
ACTIVITIES AT NTQ

TEAM
NTQSquat

CODE
GRA497_G6

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ABSTRACT

Communications include a variety of aspects and working as a communications officer sometimes means that the person has to acquire diverse skills and knowledge. During three months of our capstone project, our team were fortunate and honored to be a part of the internal communication department of NTQ Solution in Vietnam where we gained various hands-on experience.

In the first section of this production book, we have tried to provide some information about the company that we have been working with as well as our major tasks there. We have joined two main projects, including the internal communications series of events celebrating NTQ's 12th anniversary - "SHINE1306: Leap into the future" and the Annual Activities in order to strengthen the brand through internal communication activities at NTQ.

The second section would elaborate on the theories we rely on during our project as well as how we have applied them in actual situations. We would like to present our research to reinforce our plans which shall be clarified in the following part. The production book would also give more insights into our actual work in NTQ Solution and evaluation from different parties. There is a section for self-reflection at the end of the book as well.

We are so thankful!

For all teachers, tutors, and mentors at FPT university:

Mrs. Hoa: gave us permission to run this campaign, gave us valuable guidance during the campaign and completed the production book. Thank you for your patience, guidance and support throughout our learning journey.

Ms. Thao: Your expertise, insight and constructive feedback have helped us develop ideas and improve our work. Your encouragement and motivation have motivated us to persevere even in the face of challenges

IC Team: We are grateful for the time and energy you have invested in us and our project. You have given us a lot of advice and development plans. We are proud to have had the opportunity to work with you.

Our family and friends: Through the good times and the bad, you have always been with us. You've supported us through this campaign and our college year.

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INTRODUCTION

OUR TEAM

Mrs. Nguyen Mai Hoa
Supervisor

Mrs. Nguyen Phuong Thao
IC Manager

Hoang Ngoc Khanh
Leader

Nguyen Le Ngoc Huyen
Member

Nguyen Thi Tuyet Nhung
Member

Nguyen Tien Trung
Member

I. PROJECT INTRODUCTION

1. Project Overview

1.1 Project Title

Campaign to strengthen the brand through internal communication activities at NTQ

1.2 Project Field

Branding is the process of building and managing the image, values and reputation of a business in the minds of customers and the public. For NTQ Solution JSC, branding through internal communication activities is an important activity to enhance the company's recognition and reputation. One of the important internal communication activities is to create and maintain an environment and send messages and information about the values, vision and goals of the NTQ Solution JSC brand to employees. And from there, it will become an effective branding channel for the company.

2. Reasons for Choosing the Topic & Team Responsibilities

2.1 Reasons for Choosing the Topic

2.1.1 Team Objectives

• Using the skills and knowledge learned to complete the project and defend the graduation project of FPT University in Hanoi.

• Having the opportunity to learn and work in a professional enterprise to improve knowledge and gain experience.

• Participating in real media projects to challenge and discover ourselves in new roles.

• Bringing value to each individual in the team and the company through the campaign executed

2.1.2 Relevance of the Team to the Campaign

With a passion for communication study, our team realizes the important role of internal communication in building and developing the NTQ Solution JSC brand. Therefore, we desire to spread positive messages about the culture, work ethic, and growth opportunities at NTQ to the employees. Our long-term goal is to create trust and commitment from members of the company.

2.2 Team Roles & Responsibilities

Our team implemented this campaign with the support of Internal Communications department and Branding department. We are proud of our roles in this project, which is to spread the positive message of NTQ and build team spirit in the company. With commitment and dedication, we hope to make a significant contribution to building a strong brand and creating sustainable value for NTQ Solution JSC.

II. THEORETICAL FRAMEWORK

1. Internal communication definitions

Internal Communications is the process of transmitting information, news, knowledge, and messages related to a company, organization or business to members, employees and internal officers in the organization.

The main objective of Internal Communications is to create an environment for effective communication and provide the information necessary to support daily operations. Therefore, Internal Communications help members of the organization understand the goals, strategies, and important information from the company. It also plays an important role in communicating policies, regulations, events, achievements and other information related to the company. This maintains consistent information within the organization and creates connections between departments and employees.

2. The role of internal communications in a modern business

2.1 Roles

Internal Communications in today's businesses play an important role in building and maintaining a positive working environment, improving communication and creating consensus among all employees in the organization. Moreover, Internal Communications help create the foundation for a strong corporate culture that fosters engagement, teamwork, and performance enhancement. Therefore, it contributes to employer branding and effective response to changes and innovations in the business environment.

2.2 Differences from before

Information technology and social networks

In the current era, Internal Communications use information technology and social networks to transmit information quickly to all members of the organization. Email, intranets, internal messaging apps, and corporate social networking platforms have replaced many traditional internal communication media such as newsletters and information walls.

Diversification of media

Currently, Internal Communications use various media and communication platforms to convey information. In addition to traditional communication tools such as email and newsletters, businesses also use video, live streaming, podcasts, and social media platforms to engage with employees.

Mobile integration

Internal Communications today are mobile-integrated, allowing employees to access information from anywhere and from any mobile device. This enhances flexibility and convenience for employees and improves access to information.

Focusing on two-way interaction and communication

Internal Communications today focus on creating an environment of interaction and two-way communication. Instead of just one-way communication from leadership to employees, today's Internal Communications foster discussion, feedback, and close interaction between all levels of the organization.

Flexible and fast communication

Today, Internal Communications are faster and more flexible. Information and messages can be updated and spread instantly, helping to respond quickly to changing situations in the organization.

3. PESO

3.1 Definition

PESO theory is a concept in the field of communication and marketing, including four types of media: Paid Media, Earned Media, Shared Media, and Owned Media.

P

Paid Media involves paid advertising to reach the target audience.

Earned Media focuses on creating engaging content that goes viral naturally through keywords, articles, and shares from customers and partners.

E

S

Shared Media is shared communication through social networking channels and forums, helping to increase interaction and engagement with the community.

Owned Media includes media channels owned by the business such as the company's website, blog, and social media channels, helping to control information and interact directly with customers.

O

3.2 Applying the PESO Model to the Project

Paid Media

- Printing promotional posters and banners for internal media events.

- Creating internal events in the office such as offline minigame activities (rental speakers and gifts for minigames).

Earned Media

- Authenticity and Reliability: Earned media is created from internal employees who directly experience and work in the company. Employees often share their information and experiences truthfully, making the message conveyed more believable than paid media.

- Spread the message quickly: Employees often share information and experiences through social media channels and internal chat tools. The company has more than 1000 employees and various events throughout the year, which leads to the sharing of employees on social networks that will create curiosity and the company's stories are spread more authentic.

- Interactivity and engagement: Earned media creates interaction and cohesion among employees in the company. Sharing information and personal experiences helps employees feel connected to each other and to the company, creating a positive and united working environment.

- Expanding the image of the company in other countries: NTQ Solutions has 5 agencies in 5 different countries, which boosts the company's image not only in Vietnam but also in the international market.

Case study
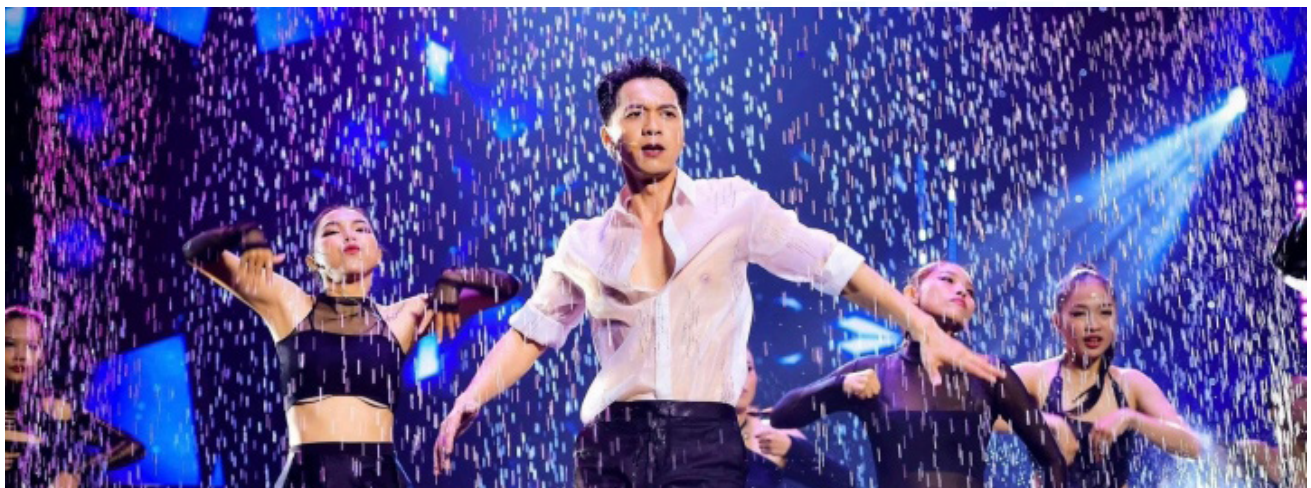
Figure 1: The dance performance of Chairman of ACB, Tran Hoang Hung Huy.

During the 30th anniversary celebration, the participation of ACB's deputy general director created a positive effect through earned media. This action strengthens the company's reputation and image, spreads a positive message, influences markets and customers, and strengthens internal solidarity. The image of director celebration created cohesion with the company and strengthen the trust of customers and investors for ACB.

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Share Media

With channels such as the company's internal group on Facebook (e.g. "NTQ Phố", "NTQ Solutions" Fanpage), the company's radio channel and TikTok channel, information and messages from leadership are shared widely and quickly to the entire community.

With "NTQ Phố" group, employees can share stories about daily life and work to create interaction. This helps to build a friendly working environment and united staff.

Important articles, videos or messages from company leaders are able to be spread quickly through communication channels such as radio channels. This helps to ensure that all employees are up to date and well informed on the latest company information. Not only that, employees can share their stories to help spread the message to all colleagues through internal communication channels.

Case study

This case study focuses on the ALS Association's "Ice Bucket Challenge" campaign in 2014. The ALS Association is a nonprofit organization in the United States that supports Amyotrophic Lateral Sclerosis (ALS), also known as Lou Gehrig's disease. In this campaign, participants were challenged to pour a bucket of ice cold water over their heads, post their videos on social media and mention the ALS Association After that, they suggested friends, relatives and the public to join the campaign and raise money for the organization.

Figure 2: Ice bucket challenge.

- Going viral: The Ice Bucket Challenge campaign has gone viral on social media with unprecedented speed. The participants' ice-cold water splashing videos have become a social media phenomenon, garnering millions of views and shares.
- Create ALS Awareness: The campaign has not only raised funds but also created a wave of awareness about ALS in the community and around the world. Many people have learned about ALS and the need to research and support patients with this disease through the Ice Bucket Challenge campaign.

Own Media

NTQ Solutions' members communicate on various social media: Facebook, Tiktok,, Radio and App MyNTQ. Besides, the company produced the book "NTQ Tôi kể" which tells the story of the formation and building of the brand.

4. S.M.A.R.T Model

4.1. Definition

The S.M.A.R.T model is a widely used approach in leadership, project management, and goal management to define and establish specific and measurable objectives. This model ensures that the goals are clear, measurable, achievable, relevant to the overall strategy, and have a definite time frame. Below are the key elements of the S.M.A.R.T model:

Specific: Goals must be clearly and specifically defined. This implies that the goal needs to describe in detail what needs to be achieved, who will do it, where it will be done, and why it is important.

Measurable: Goals should be measurable to track progress and determine when the goal has been achieved. This can involve using specific indicators, metrics, or criteria to evaluate progress.

Actionable: Goals must be feasible to accomplish. This ensures that the individuals working towards the goal have the necessary resources, time, and skills to achieve it.

Relevant: Goals should be relevant to the overall strategy or larger objectives of the organization. Goals should not be considered in isolation but should support the broader goals of the organization.

Time-bound: Goals must have a specific timeframe, especially a completion date or a specific time frame. This helps create urgency and effective time management.

4.2. Application to a project:

Specific: Create a series of internal communication activities, including writing blogs, creating videos, posting news on the intranet, and conducting radio broadcasts internally to enhance awareness of the NTQ Solutions brand among employees.

Measurable: Establish metrics to evaluate the campaign's performance, including views, engagement, the number of participating employees, and interactions in internal discussions. Measure changes in brand awareness before and after the campaign.

Actionable: Ensure that there is a communications team with the necessary skills and resources to carry out the internal communication activities. This includes individuals with writing skills, video editing capabilities, and internal communication management expertise.

Relevant: The internal communication activities will be designed to support the overarching goal of strengthening the NTQ Solutions brand and creating positive interactions among employees.

Time-bound: Specify a specific timeframe for campaign implementation, from May to August, ensuring time-boundness and effective time management.

5. Employee Advocacy

5.1 Definition

Employee Advocacy is a theory in communication and branding that focuses on leveraging and harnessing employee support, commitment, and contributions to spread positive messages and build corporate credibility. It is an effective method to exploit the voluntary and passionate involvement of employees to share information, showcase a company's products, services or values, and contribute to a positive brand image.

Figure 3: Employee Advocacy

5.2 Aspects of the Theory

The Employee Advocacy model is an internal communication strategy that focuses on voluntary employee engagement. Instead of forcing, this strategy encourages and supports employees to share positive information about the company, products and services across a variety of communication platforms. Sharing positive and honest experiences from employees creates trust and honor for the company and the brand. Messages from insiders often have a more positive influence, creating interaction and increasing brand awareness for the company. The variety of communication platforms and channels in this model ensures a more effective and authentic spread of positive messages to the community and customers.

5.3 Applying Employee Advocacy Model to the Project

Our team desires to create a supportive and motivating environment that encourages employees to attend company events. This can be completed by creating internal communication channels or corporate events that are easily accessible. Organising events in common spaces of the company such as meeting room, pantry, workplace is also a resource for employees to share about their workspace, thereby promoting the environment at the company.

Making Shared Content Available: Our team creates employees' available content to share, such as blog articles, company news, project achievements, and positive company messages. Making content available simplifies the process of sharing messages and ensures that information is conveyed accurately and consistently.

Encouraging positive information sharing: Our team encourages employees to share positive information about the company and project achievements on their personal social media platforms, such as LinkedIn, Facebook or Twitter. To encourage participation, the company may hold contests or awards for employees who share the most positive messages.
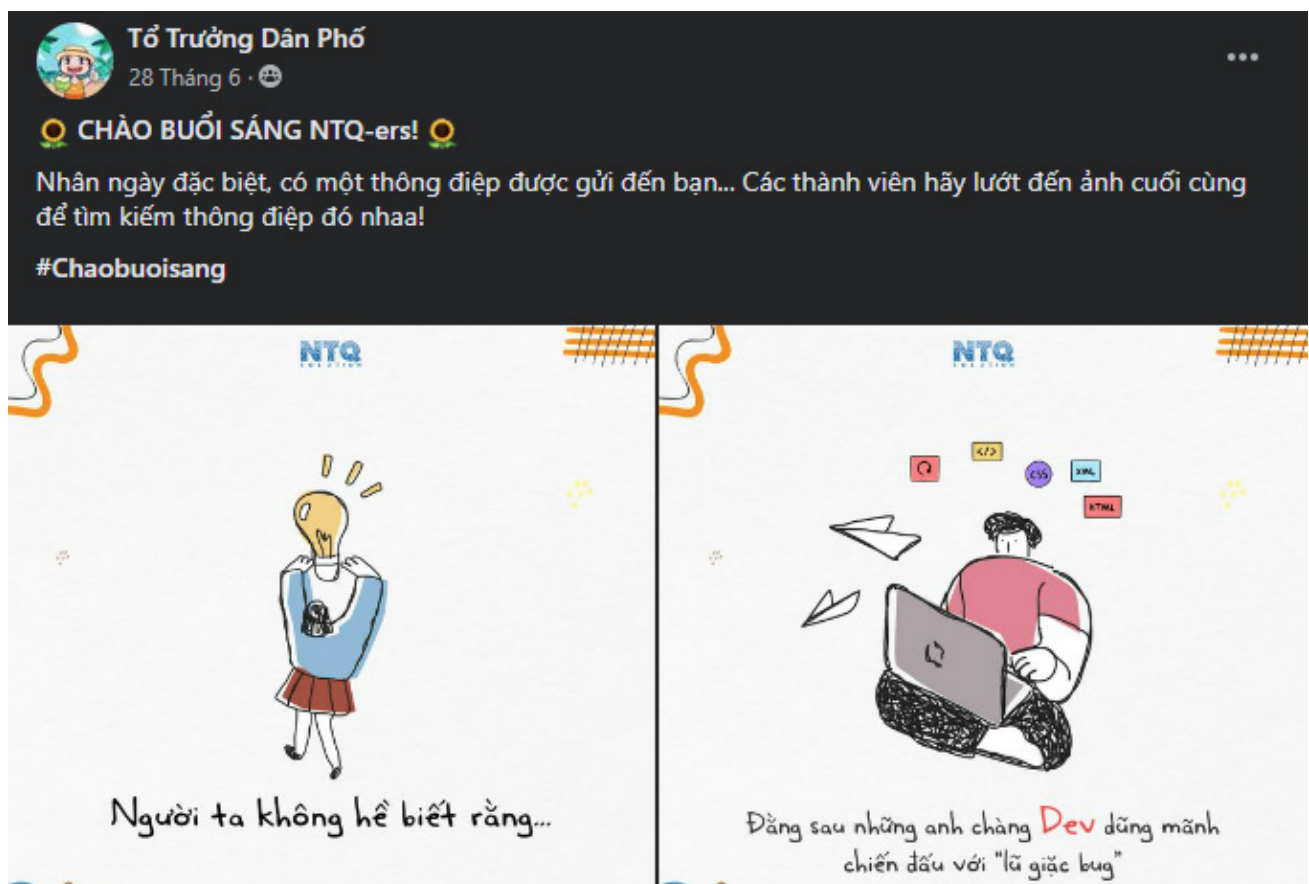
Figure 4: A post on the internal media group

6. AIDA

THE AIDA MODEL HIERARCHY

1 Attention
The first stage in marketing or advertising is to think about how to get people's attention.

2 Interest
When a consumer is apprehensive of the existence of a product or service, you must try to stimulate the potential consumer's interest.

3 Desire
Once a consumer indicates interest in your product or service, make them shift the mentality from "I like it" to "I want it."

4 Action
The end goal of any marketing effort is to get the recipient to take action and buy the product or service.

Figure 5: AIDA model

6.1 Definition

The AIDA theory is a classic marketing and communication model based on the 4 stages of Customer Conversion. The Attention stage focuses on capturing the customer's attention with a unique and engaging message. Next is the Interest stage, generating interest by providing valuable information. Then, the Desire stage motivates the customer to develop a desire to own the product or service. Finally, the Action stage encourages the customer to make a purchase or other desired action. This model helps businesses understand and optimize the marketing process to achieve high efficiency in attracting and converting customers.

6.2 Applying the AIDA Model to the Project

Attention

Our team creates unique and engaging marketing messages to capture the attention of company employees. Creative titles, images or videos can be used to highlight the company's message. Besides, we organizes events or content to introduce and discuss the company's goals, vision and core values.

Interest

Our team provides useful and valuable information to employees about company products, services and projects (project achievements, new projects, development opportunities and the benefits of working at the company). Moreover, we creates engaging internal communications such as blog articles, media videos, or internal newsletters to maintain employee interest and curiosity.

Desire

Our team fosters pride and commitment on the employees by sharing individual and team accomplishments, or expressing positive feelings about the company through internal social media platforms. We also appreciate the company's policies and practices, making them parts of the brand's important culture.

Action

Our team motivates employees to take action in favor of the company, such as sharing positive company messages on personal social networks. We encourage employees to participate in internal communication activities (writing personal blogs, joining podcasts or internal videos to share their experiences and perspectives on the company).
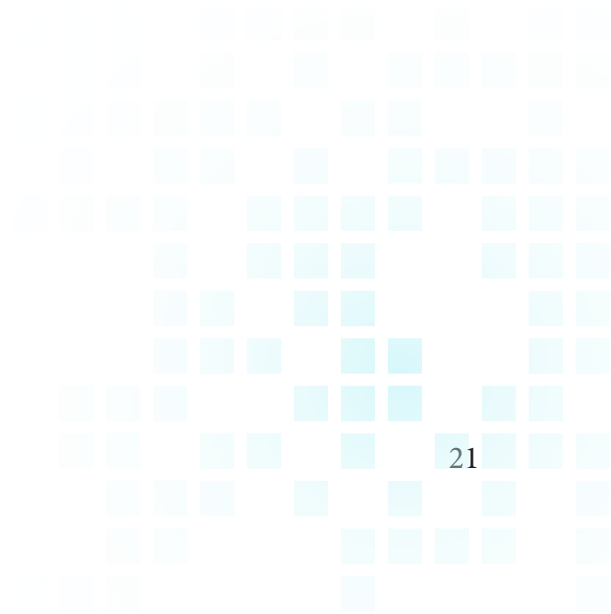
7. Primary Research

7.1 Definition

Primary research, also known as original research, is the process of gathering news and natural data from a primary source, rather than relying on existing data from secondary sources. It is a direct research method and is carried out directly from the subject or participant in the study.

7.2 Applying Primary Research to the Project

Surve: An online survey is conducted to collect opinions and evaluations from employees within the company regarding the internal communication activitiesw.

Interviews: Interviews with some key employees or groups of people within the company are done to gain a better understanding of their information requirements and needs.

Focus groups: Our team holds small group discussions within the company to gather ideas and suggestions from a variety of perspectives.

Observation: Our team observes employees during meetings, discussions, and other internal communications to identify their behavior toward information and shared content.

8. Secondary Research

8.1 Definition

Secondary research is the process of collecting data from pre-existing and published information sources to answer research questions. In secondary research, researchers do not collect new data themselves, but rely on existing data from secondary sources such as books, market reports, scientific articles, financial documents, newspapers, etc. and previous studies.

8.2 Applying Secondary Research to the Project

Assessing the market and competitors: Our team uses secondary research to gather information about the market and competitors in the information technology industry.

Researching on employee demographics and interests: Our team uses secondary research to learn about employee demographics and interests in the company.

Providing ideas and content for internal communication: Our team utilizes secondary research to find useful ideas and content to share with employees in internal communication.

Evaluating the effectiveness of internal communication activities: Our team utilizes secondary research to compare and evaluate the effectiveness of the company's current internal communication activities with other businesses in the same industry.

III. COMPANY OVERVIEW

1. Company Introduction

- Name: NTQ Solution JSC

Founded in 2011 with 5 organizers, NTQ Solution has now grown to an organization of nearly 1000 employees with the headquarter in Hanoi and 4 branches in Japan, Korea, and Hong Kong.

By providing world-leading products and professional quality services, NTQ

Figure 7: Logo of NTQ Solution.

has become a trusted partner of more than 300 large enterprises from more than 20 countries around the world, successfully implementing more than 600 projects. NTQ focuses on investing in human resource development, researching and developing new technologies such as Blockchain, AI/ML, Big Data, Cloud, VR/AR, Low code, Agile... NTQ always strives to stand firmly in the market and meet the increasing demands of customers.

NTQ not only focuses on the quality of products and services, but also aims to develop the community and promote sustainable development. The company always attaches importance to creating a positive working environment, promoting personal development and employee satisfaction.

- Established year: 2011

- Personnel: More than 1000 employees

- Campus: 5 campuses (Vietnam, Korea, Japan, Hong Kong, Singapore)

2. Company Vision, Mission, Core Values

2.1 Company Vision

NTQ aspires to be the convergence of talents who share the same passion, desire and spirit of learning in all fields of science and technology. Together, the members will overcome all obstacles, turn NTQ into a leading IT company in Vietnam, and leave footprints on the world digital map.

2.2 Company Mission

At NTQ Solution, members are committed to bringing breakthroughs and excellence in the field of Information Technology. The brand builds a community of consensus, creativity and passion, towards providing products and high-quality IT services that meet stringent global standards.

The company mission is to become a leading international IT enterprise, overcome all challenges and expand presence in many countries. Members are dedicated to serving, sharing the company vision and creating positive changes for the future of the IT industry.

2.3 Company Core Values

Proud - Discipline - Enthusiasm - Innovation - Companionship

3. Brand identity

3.1 Icons

Logo: The NTQ logo is simple, consisting of only three letters: N, T and Q, representing the brand name. However, on closer inspection, people can easily notice the small, distinct pieces of the puzzle on each letter. These pieces represent talented individuals from all over the world converging at NTQ to provide the best services for customers. It also emphasizes the importance of the company in valuing and appreciating talent.

3.2 Slogan

Slogan: NEW TOP QUALITY

3.3 Brandtone

White - blue

| Primary color (brand color) | R:18 G:104 B:179 #1268b3 C:90 M:60 Y:0 K:0 |
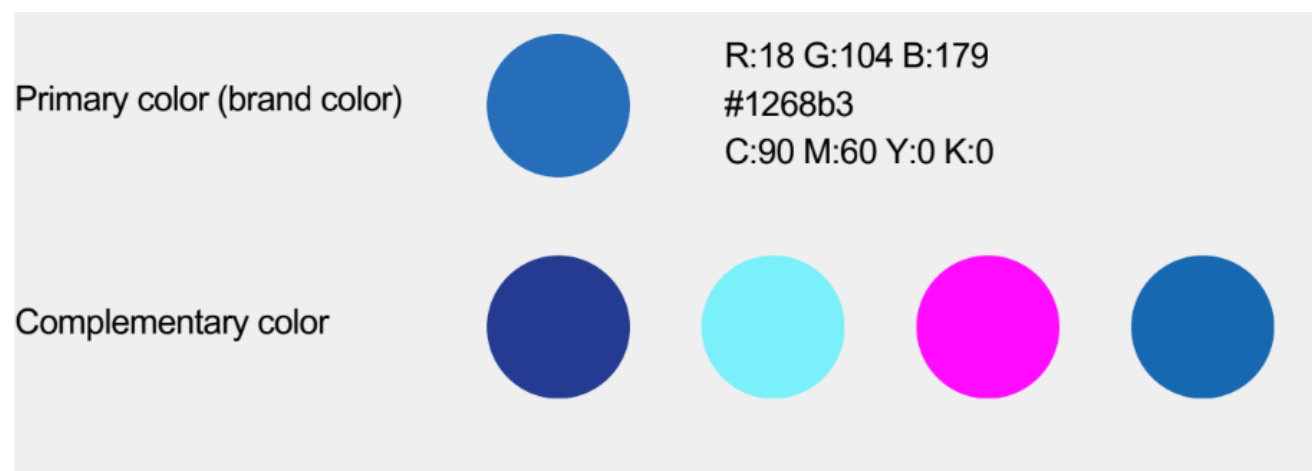
Figure 8: Brandtone of NTQ Solution.

3.4 Products and services

NTQ Solution offers a wide rang

e of products and services, including custom software development, mobile application development, web development, digital transformation, cloud computing, intelligence AI and machine learning, blockchain development, quality assurance and testing, Agile consulting and IT staffing. These services help businesses meet their technology needs and improve their operations.

4. Company Communication Activities

4.1 Internal Communication Channels

Group Facebook "NTQ Phố": This is a common space to post updates on activities and information for all NTQ employees. The posts are created not only from the company's internal department, but also from personnel who want to share information.
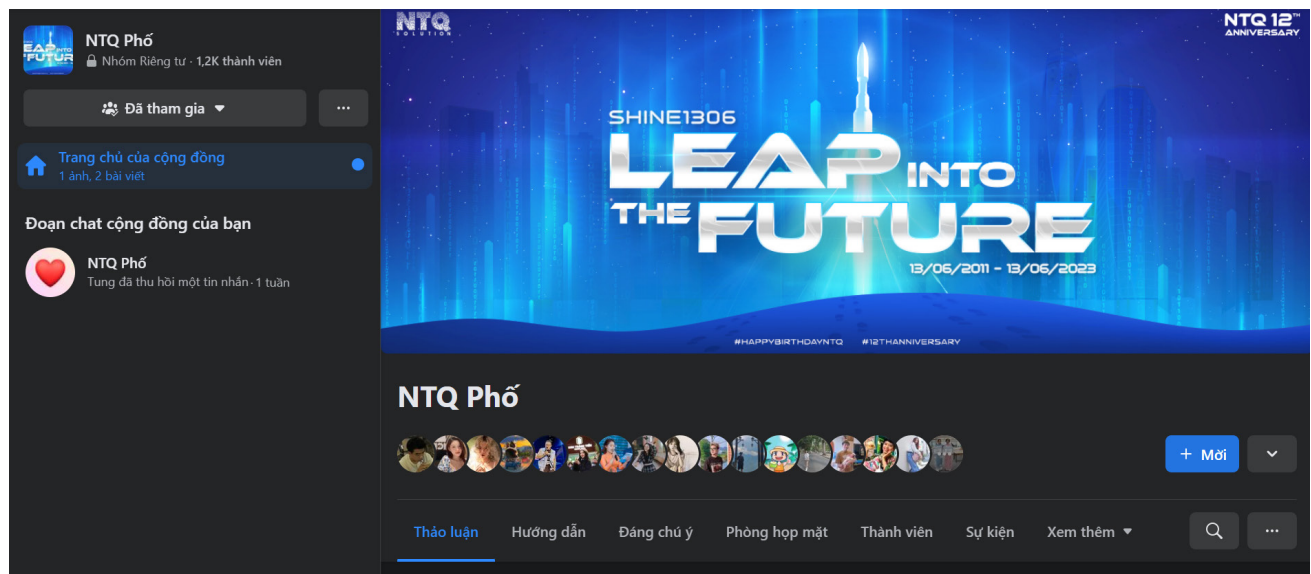
Figure 9: NTQ Solution's internal communication facebook group

Online app "MyNTQ": The app updates new policies as well as announcements about the company's activities in the near future.

"MyNTQ" is only for official information shared from departments within the company, besides, personnel can easily search for internal information on the app.

Figure 10: Online app My NTQ.

Radio: This is a channel to share stories and messages sent to personnel through songs . Moreover, it is considered as a radio station of NTQ for the reason that through the radio channel the leaders can proactively share updates on company policies.

Figure 11: Radio posters

4.2 External Communication

• Website: Official website of NTQ

Website is the place to post the latest information about the company's activities, projects,
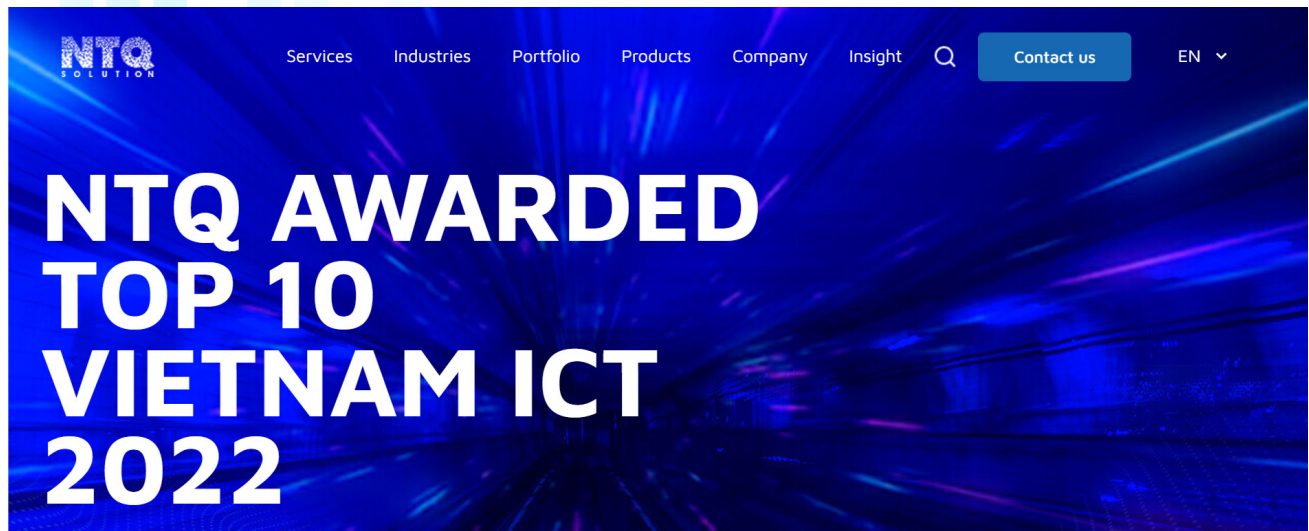
Figure 12: Official website of NTQ.

• Facebook: NTQ Solution JSC Official Fanpage of NTQ Solution

Facebook is the platform to post business activities, products, services and partners of NTQ.
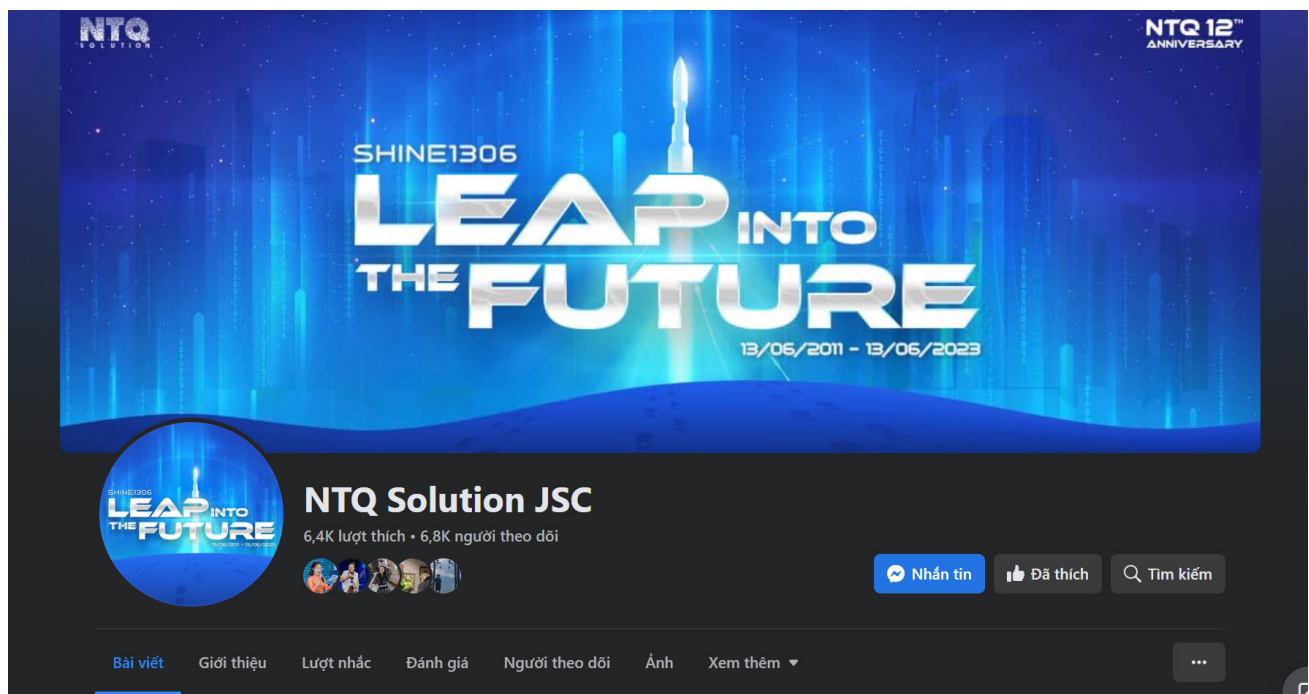
Figure 13: Official Fanpage of NTQ Solution.

4.2.1 Intermediate Conclusion

It can be seen that the company NTQ is having a considerably good internal communication foundation, which our team can develope from the core value of the company.

Group Facebook "NTQ Phố": With 1000 employees participating, Group Facebook "NTQ Phố" has become an important and effective communication platform. This platform provide opportunities for employees to communicate, share information, and interact with each other. Through connecting and sharing, the company generates a cohesive environment, promotes teamwork, and creates attachment to the brand.

Online app "MyNTQ": "MyNTQ" works effectively, providing diverse and relevant information to employees. The use of the "MyNTQ" helps the company to improve internal communication by announcing important information. This enhances interaction between the company and its employees, and helps strengthen the brand in the corporate environment.

NTQ's radio channel: The interesting and varied content on NTQ's radio channel provides an entertaining and informative experience for employees. The radio channel is a powerful internal communication tool that helps the company convey the message and values of the NTQ brand. Investing in quality content on the radio channel creates a good impression of the company on employees and promotes brand recognition.

5. Competitors Analysis

5.1 TMA Solution

Figure 14: Logo TMA Solution.

5.1.1 Company Overview

TMA Solutions is a software and information technology service company established in 1997 in Vietnam. The company provides software solutions, software development services, software testing services, project management services and technical support services to customers in Vietnam and around the world.

5.1.2 Company Products and Services

Software development: TMA Solutions has achieved success in developing customized applications and software according to customer requirements. From mobile applications, web applications, to enterprise software and more complex solutio uirements of its customers.

Software Testing: TMA Solutions provides comprehensive software testing services to ensure product quality and reliability. By applying advanced technology and testing standards, the company helps customers reduce risks and ensure their applications run smoothly.

5.1.3 Internal Communication Campaign

At TMA Solution, the internal communication campaign focuses on promoting the spirit of "Customer-centric" in all activities. Workshops and seminars are held to share successes and failures, thus extracting valuable lessons from projects with clients. By creating an environment where everyone is encouraging to put the customer at the center of every decision, TMA Solution achieves a strong bond between employees and the goal of top service quality.

5.2 Rikkeisoft

5.2.1 Company Overview

Rikkeisoft is a software development company based in Hanoi, Vietnam. The company was founded in 2012 and has since grown to become a leading provider of software development services, including web development, mobile application development, and custom software development.

5.2.2 Company Products and Services

Custom Software Development: Rikkeisoft provides mobile application development, enterprise software, web application and on-demand software solutions.

Information Technology Solutions: Rikkeisoft provides information technology solutions such as system development and management, network infrastructure, information security and digital technology.

5.2.3 Internal Communication Campaign

Rikkeisoft has implemented a strong internal communication campaign, promoting the spirit of creativity and innovation in the corporate environment. By creating a culture that encourages employees to think outside the box and propose new ideas, the company has established discussion forums, organized a monthly "Innovation Day" and encouraged research teams independence. As a result, Rikkeisoft has generated an inspiring environment where creativity is stimulated and applied in innovative technological solutions.

Figure 15: Logo Rikkeisoft.

5.3 VMO Group

Figure 16: VMO Group.

5.3.1 Company Overview

VMO Holdings is a company operating in the field of providing solutions and outsourcing services in English-speaking markets such as the US and Singapore, as well as the Japanese market. In addition to directly participating in system construction and development, VMO provides consulting services and develops solutions in areas such as IoT, AI, Machine Learning, healthcare, education, commerce and development. domestic software development.

5.3.2 Company Products and Services

VMO Holdings specializes in software outsourcing, providing diverse solutions such as customer support, financial management, project management, market research and data analysis. The company has the ability to develop flexible, customized products and solutions to meet the unique needs of customers.

5.3.3 Internal Communication Campaign

With a vision to put employees at the center of development, VMO has set up an internal communication campaign to encourage employees' personal and career development. From clearly identifying advancement opportunities within the company to providing quality training programs, VMO has created an environment that fosters the professional and personal growth of employees. Thanks to this campaign, VMO not only creates a solid commitment from employees but also attracts and retains excellent talent in the IT industry.

IV. CURRENT SITUATION ANALYSIS

1. Company Scale

NTQ Solution is a technology company with 12 years of experience in exporting software to foreign and domestic markets. Our team is in charge of building the brand image together with other departments. Currently, the internal group "NTQ Phố" has 1000 members, but each post only receives 20 to 50 interactions, which shows that the content being scattered and without a proper plan.

2. Current Situation of Internal Communication at NTQ

Due to the scale of the company growing rapidly surpassing 1000 people and the speed of branch expansion in foreign countries, staff members gradually decrease their cohesion and the company's orientation is weakened, thus leading to employees having difficulty in grasping the spirit of "Beyond Global" due to lack of consistency and continuity. The slogan "Beyond Global" of 2023 at NTQ is not fully and uniformly reflected in activities, reducing the effectiveness of communicating messages and creating consensus among employees.

The message and core values are not effectively conveyed: The company's message and core values are not communicated clearly and effectively, therefore employees may not understand the core goals and values.

Lack of Employee Engagement and Interaction: Employees are not actively participating and interacting with internal communication activities, which reduces the effectiveness of these activities. Lack of engagement and interaction means a lack of consensus and commitment to the company.

Therefore, in order to reach a wide range of customers, the company should implement a campaign to improve brand awareness through suitable internal communication activities.

3. SWOT Analysis

Strengths

For NTQ: NTQ already has a consistent and relatively reliable brand identity in the information technology industry and a variety of internal communication channels, helping to reach every employee and deliver a comprehensive message. .

For the team: NTQ's infrastructure and working culture are very interesting, allowing the team to have many ideas to implement. Besides, the personnel at NTQ are always ready to help the team, and it is convenient when implementing a project that NTQ have the resources and budget to operate throughout the project.

Weaknesses

For NTQ: The content of brand communication to personnel is not diverse enough, the content is a bit rigid and inappropriate. And there are no overall internal communication campaigns, synchronous coordination between internal and external communications to build a consistent brand.

For the team: Lack of experience in actual campaigns because you are students and new to the company, so lack of understanding of company culture is also a weakness of the team.

Opportunities

For NTQ: Through internal communication to strengthen the company's brand, NTQ will have more opportunities to spread its cultural values to potential candidates, thereby enhancing brand awareness for customers and personnel in the company.

For the team: Our members are all final year students who do not have experience in a professional working environment. This will be a great opportunity for the team to learn and practice in a leading company.

Challenges

For NTQ: Through internal communication to strengthen the company's brand, NTQ will have more opportunities to spread its cultural values to potential candidates, thereby enhancing brand awareness for customers and personnel in the company.

For the team: Our members are all final year students who do not have experience in a professional working environment. This will be a great opportunity for the team to learn and practice in a leading company.

4. Team's Initial Communication Proposal

At the end of April 2023, the team gained a chance to learn about NTQ Solution. After adapting to the working environment at the company, at the beginning of May 2023, NTQ officially agreed for the group to participate in a project in the series of activities "SHINE 1306". Right after that, the group embarked on the campaign "Branding the company through internal communication activities at NTQ".

4.1 Team's initial proposal plan

CURRENT SITUATION	OBJECTIVE	STRATEGIES AND MEASURES	PIC
Employees forgot "Beyond Global" message	Reminding the message in the minds of employees	- Raising awareness and understanding of the slogan "Beyond Global". - Ensuring consistency and continuity in the way "Beyond Global" is conveyed in internal communication activities. - Organizing seminars, sharing information about the meaning and importance of the message "Beyond Global". - Including "Beyond Global" messages in company documents and events.	IC and Marketing Departments
Employees are not enthusiastic about internal communication activities	Increasing employees participation and positive interaction in internal communication activities	- Creating attractiveness and motivating employees to actively participate. - Designing engaging internal communication activities to capture employees' interest. - Developing a mechanism to evaluate and encourage employees to actively participate in internal communication activities. - Creating an environment to create consensus and dedication in the company.	IC and HR Departments

CURRENT SITUATION	OBJECTIVE	STRATEGIES AND MEASURES	PIC
Low efficiency in conveying messages and core values	Increasing efficiency in communicating messages to employees	- Focusing on the main message and core values of the company. - Identifying and focusing on key messages and core values of the company to convey in internal communication activities. - Using internal communication platforms such as email, intranet, forums, video media and internal social networks to convey messages quickly and accurately. - Organizing training sessions and workshops to introduce key messages and core values of the company to employees.	IC and HR Departments
Restrictions on the use of internal communication channels	Increasing stimulation in the use of internal communication channels by employees	- Assessing the current status of using internal communication channels; identifying difficulties and limitations. - Evaluating and optimising the use of internal communication channels such as internal email, intranet, internal forum, internal video communication and internal social network. - Proposing solutions and improvements to improve the efficiency of using internal communication channels.	IC and IT Departments

Table 1: Team's initial proposal plan.

4.2 NTQ feedback

NTQ agrees to the team's recommendations on adjusting how the brand communicates internally by mid-2023, including formats and sets of content. This is an important step to refresh and strengthen our brand image. Allowing the team to contribute to internal communications is an effective way to ensure that the brand reflects the spirit and values of NTQ.

Besides, conducting a survey about employees' desire for an ideal company is necessary. This will help the company better understand the needs and concerns of the employees, thereby creating more relevant and engaging internal communications.

NTQ agrees that spreading and promoting the brand through our employees should be in a more natural and sincere way.

IDEA DEVELOPMENT
&
PRE-PRODUCTION

I. IDEA DEVELOPMENT

1. Situation Analysis

NTQ Solution Company is an Information Technology company that has been operating in the field of software development, mobile applications and information technology services for the past 12 years. In recent years, the company has noticed that attention to internal communication activities and brand reinforcement has decreased significantly. The cause of this situation is due to the characteristics of the company: employees are mainly information technology professionals; they focus on completing technical work and pay little attention to internal communication activities. Therefore, the company has difficulty in building corporate culture and creating pride among employees after 12 years of operation.

However, in the information technology industry, competition is getting fiercer, and other companies are emerging with new projects and solutions that attract customers. NTQ Solution Company has realized that it is necessary to increase its brand awareness and reputation in order to retain existing members and attract new talents. Several competing companies have succeeded in building a strong brand and creating an engaging work environment that fosters employee engagement.

2. Target Audiences

TARGET AUDIENCES AT NTQ	TARGET AUDIENCES CHARACTERISTICS		
All employees at NTQ	- Young - University degree or higher - Have a good foreign language - Embrace technology - Flexible and active - Strong personality - Open-minded, ready to accept new things - Easily affected by information on social networks		
BY AGE	**MARITAL STATUS**	**DEMANDS**	**OBJECTIVES**
7x-1986	Married	- Desire for advancement - Advanced professional training - Showing a certain influence	- Advance to better positions - Opportunity to increase income level
1987-1994			
1995-2002	Unmarried	- Professional training - Learning to work in a new environment (different from university)	- Connecting colleagues - Commiting to the working environment
BY FIELD	**SPECIALISATION**	**DEMANDS**	
IT	In the fields of technology	Understanding and having the need to exchange about IT-related majors	
Non-IT	Service industries, support, customer care	Non-specialized content, do not understand and do not have interest in the IT industry	

Table 2: Target Audiences.

3. Conducting surveys to generate campaign ideas.

Prior to the commencement of the campaign, our team conducted a survey consisting of 10 questions to further study the perspectives of NTQ personnel regarding internal communication events. This was done in order to tailor our efforts according to the genuine needs and desires of the staff.

Details:
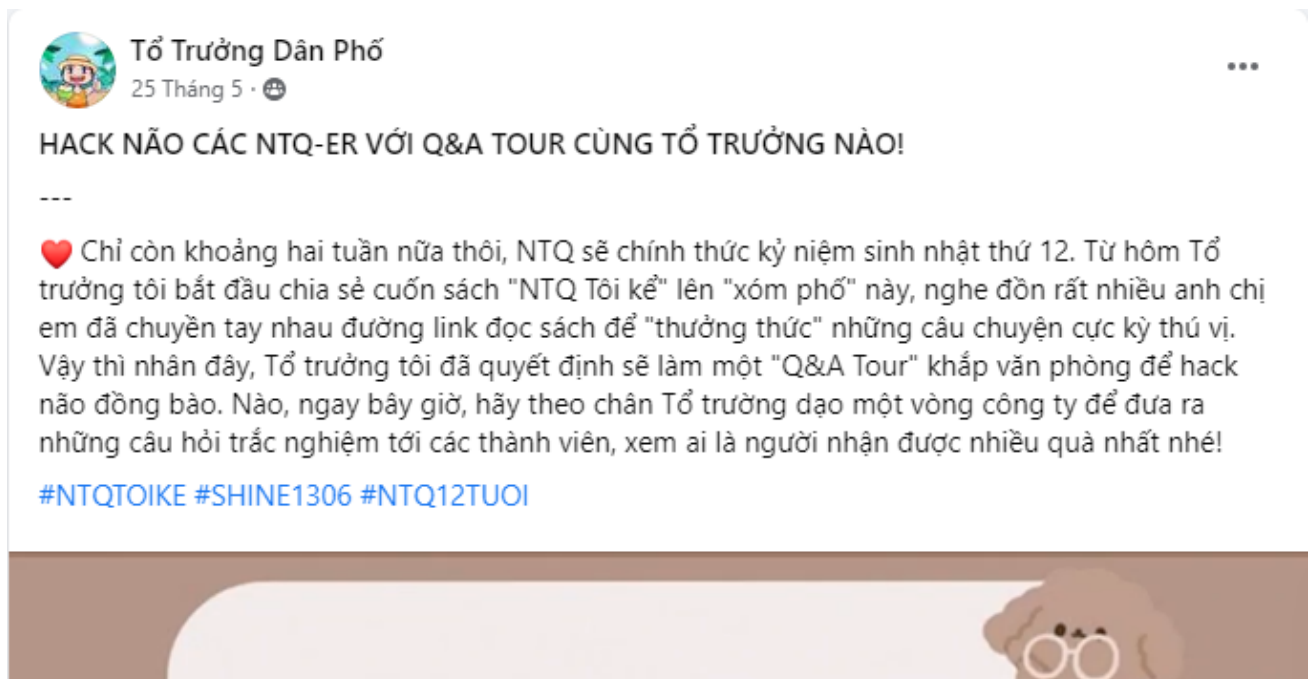
Figure 17: Conducting surveys to generate campaign ideas.

3.1 Survey Participants and Personnel Information

The survey involved the participation of 197 individuals, which accounts for 24% of the total company workforce.
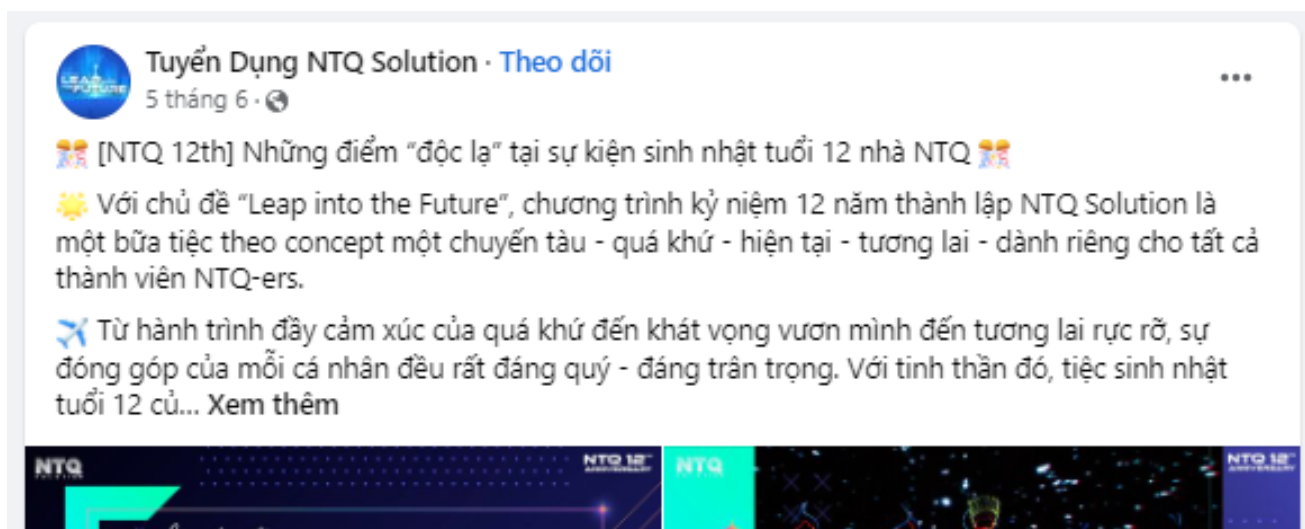
Figure 18: Survey Participants and Personnel Information
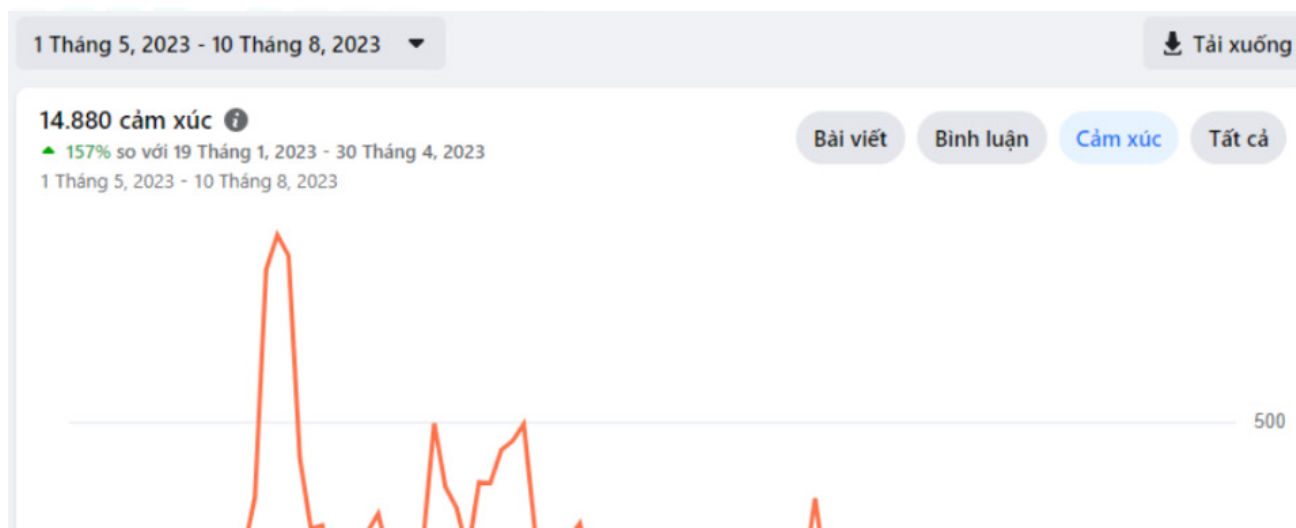
Figure 19: Survey Participants and Personnel Information

An impressive 51.8% of the personnel fall within the age range of 18-27 years, followed by 44.2% aged between 27-40 years. Only a minor 4.1% of the personnel are above the age of 40. This data demonstrates that the majority of NTQ's workforce is relatively young, with more than half of the survey participants falling within the 18-27 age bracket.

Furthermore, a significant 74.1% of the personnel have been employed at NTQ for a duration of 1 to 5 years. This figure is mirrored in the distribution of those who have worked for less than 1 year (11.2%) and those who have been with the company for over 5 years (14.7%). This observation suggests that a substantial portion of our workforce has been with the company long enough to grasp its people and culture.

3.2 Assessment of Current Internal Communication Activities
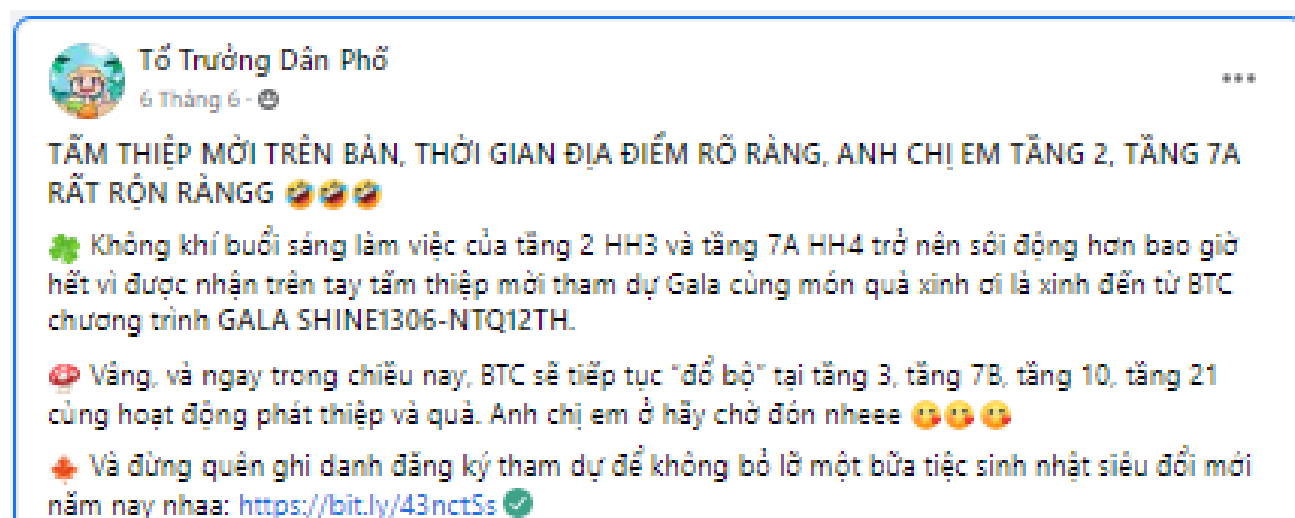
Figure 20: Assessment of current internal communication activities

Figure 21: Assessment of current internal communication activities

In the first two questions, our focus was on surveying the satisfaction level of personnel regarding the current internal communication channels. The data reveals that a substantial majority, 74.6% and 79.7% respectively, expressed contentment and a sense of diversity in the internal communication content. Additionally, a minimal percentage of participants, merely 1%, indicated dissatisfaction with the existing internal communication channels.
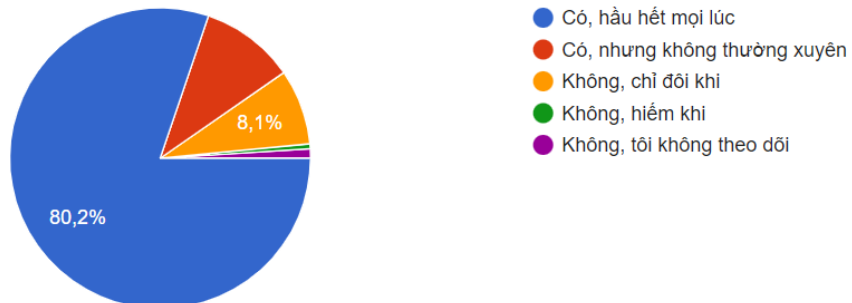
Figure 22: Assessment of current internal communication activities

Figure 23: Assessment of current internal communication activities

Figure 24: Assessment of current internal communication activities

In the remaining three questions, our focus shifted towards examining personnel actions such as (frequency of monitoring, post-monitoring actions, preferred channels). Through the survey, it can be observed that a remarkable 80.2% of the personnel regularly monitor internal news, with a mere 1% indicating no monitoring activity. Furthermore, colleagues frequently engage in commenting or sharing with each other, with only 1% displaying no activity after monitoring. The most prominent channel for accessing information by personnel is NTQ Phố, with an overwhelming 99.5% preference, followed by Radio with a choice of 39.1%.

3.3 Enhancing and Developing Internal Communication in the Future
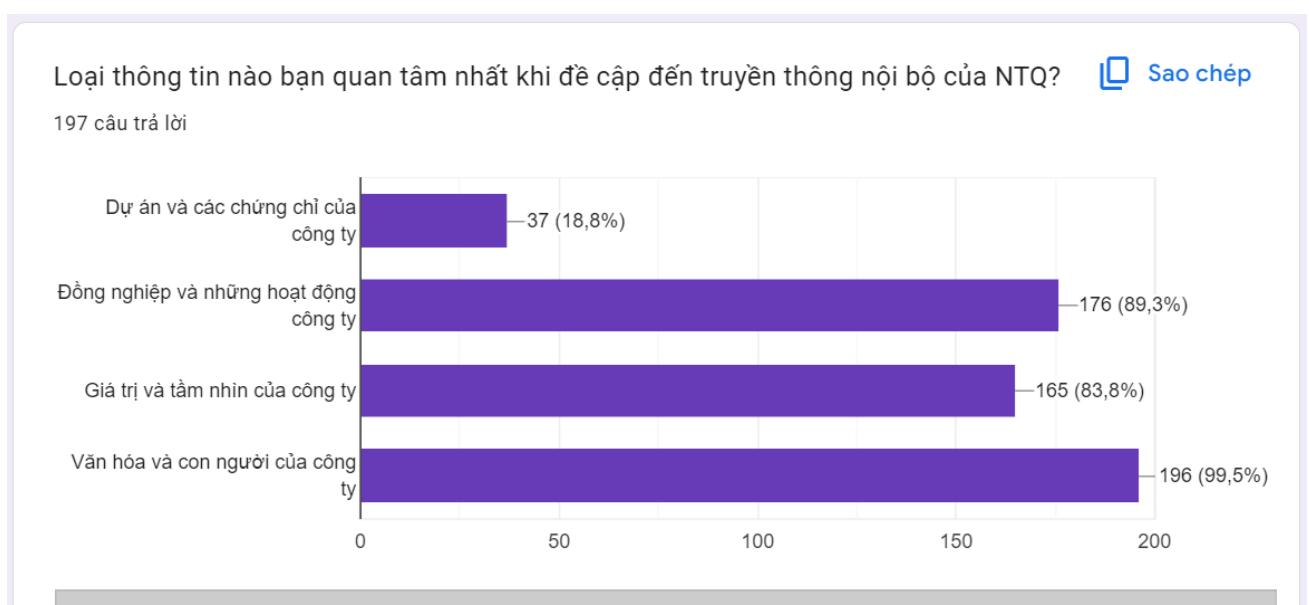
Figure 25: Assessment of current internal communication activities
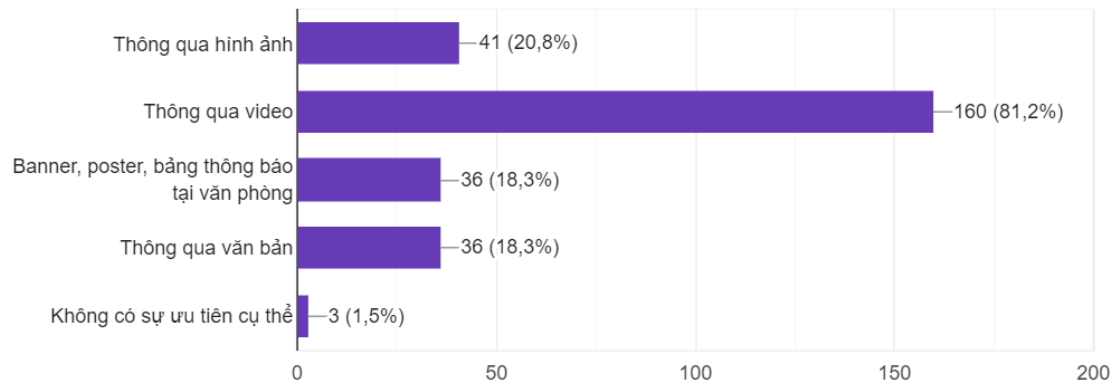
Figure 26: Assessment of current internal communication activities

The first two questions provide us with insights into personnel interests, culture, colleagues, and values. The top concerns are culture and people of the company, with an overwhelming 99.5% choosing these as their primary topics of interest. Moreover, all personnel prefer to receive information through video, with a substantial 81.2% opting for this method.
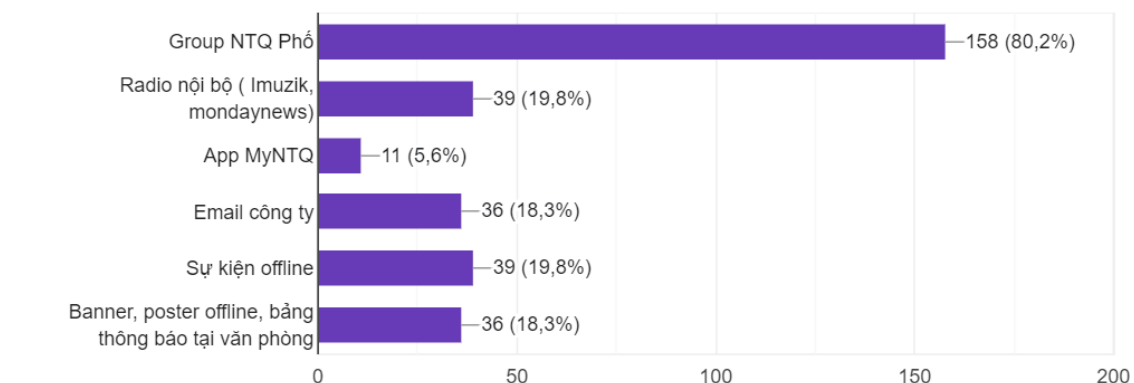
Figure 27: Assessment of current internal communication activities

From this question, it is evident that "NTQ Phố" Group has effectively reached out to the personnel, as all individuals concur that we should continue developing through this channel, with an impressive 80.2% choosing this option.
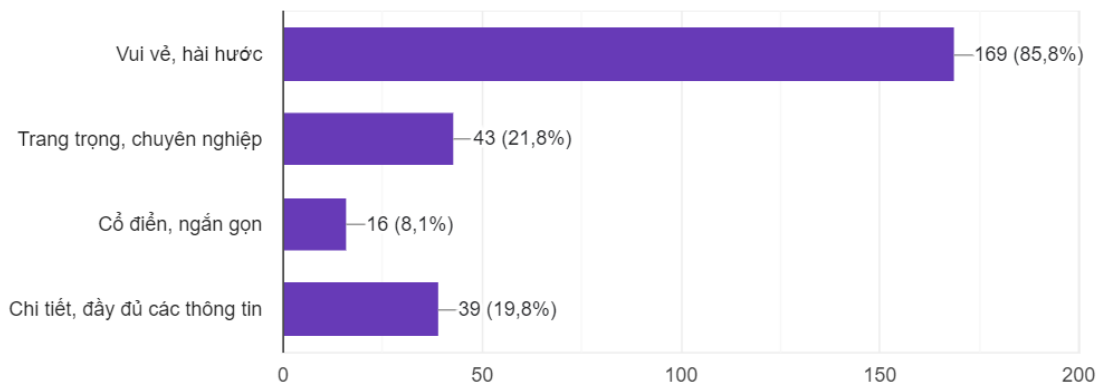
Figure 28: Assessment of current internal communication activities

Joyful and humorous approaches are the most frequently chosen methods of communication. It can be assessed that a cheerful and approachable manner of engagement is favored by a significant number of personnel, with an impressive 85.8% selecting this option.
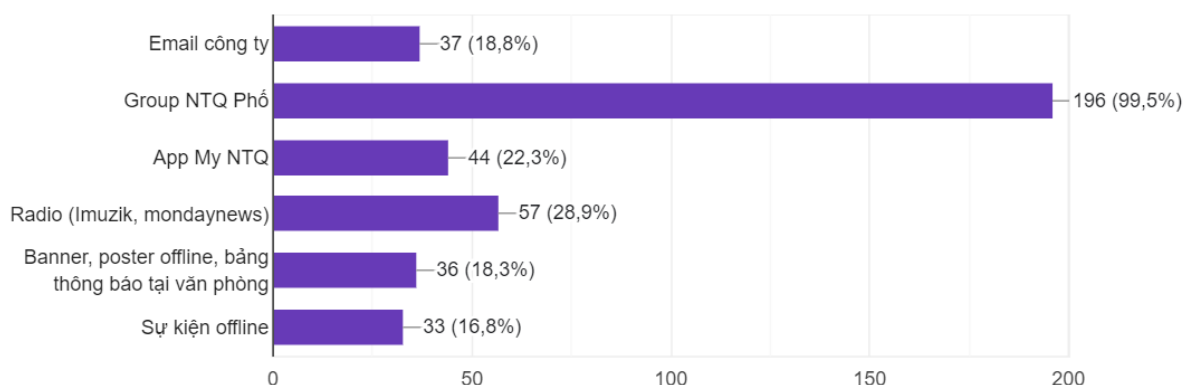
Figure 28: Assessment of current internal communication activities

Regarding personnel training activities at NTQ, the survey indicates that communication through the NTQ Phố Group could potentially be the most effective option, as an overwhelming 99.5% have chosen this as their preferred channel for accessing training programs.

II. PROJECT PLANNING

1. Project Overview

1.1. Project Objectives

Short-term Objectives

Our team aims to provide accurate, interesting and regular information about the company's activities, helping to build trust and commitment from employees. At the same time, we hope to create an inspiring working environment where members can better understand the values, vision and goals of the NTQ Solution. By promoting interaction and information sharing, we desire to create a strong team spirit, contributing to a work environment filled with satisfaction and cohesion.

Long-term Objectives

Building a strong corporate brand: Thanks to constant internal communications and the united work of employees, a company can build a strong brand with positive values and reputation

Creating pride for employees: A strong and successful brand will help create pride for NTQ Solution employees.

Attracting and retaining talents: A good and reputable brand helps NTQ Solution to attract new talents and retain current employees.

Expanding cooperation opportunities: With a strong brand, NTQ Solution can expand cooperation opportunities with international businesses and partners.

Creating practical and sustainable value: From building a strong brand and creating trust from employees, NTQ Solution can create practical and sustainable value for the community, partners and customers.

S.M.A.R.T Objectives

Before the planning process, our team had a deeper discussion on the internal activities with Ms. Thao from the Internal Communications department and set the S.M.A.R.T goals for this project as follows.

Specific
Through this event series, we expected to:
• Maintain and enhance the 5 core values of "Pride - Discipline - Enthusiasm - Innovation - Companion"
• Increase employees' pride and dedication for the company
• Strengthen the bond between employees and branches, affirming that NTQ Northern is a united and strong collective.
• Create a common playground, connect and exchange among employees.

Measurable
The event series should achieve these results:
• 60% of total employees in NTQ Solutions Vietnam (720/1200) participate in the 12th anniversary "SHINE1306: Leap into the future".
• The video contest "Chuyen pho toi" will reach 7 entries.
• The contest "NTQ Kid's Got Talent" will receive at least 40 applications.
• Billiard Tournament will receive at least 60 applications from employees.
• Summer Trip's writing contest will receive applications from 15 out of 20 departments.
• Each social posts on the internal group "NTQ Phố" will have 300 views and 40 reacts on average.
• 80% participants have a positive impression on this year's anniversary event activities.

Achievable
• The events convey emotional messages so it is reasonable to attract 60% employees to participate.
• Activities are designed to suit the needs of a large number of employees, so the risk of employees not participating is relatively low.

Relevant
• Enhance vertical communication: The 12th anniversary "SHINE1306: Leap into the future and the post series "NTQ Tôi kể"'s aim was to increase the connection between NTQ Solutions's leadership and employees. The activities would be an opportunity for the upper managers to create a playground, boost employees' pride and dedication to the company, and promote productivity through improved spiritual life.
• Improve horizontal communication: This was the purpose of the "Chuyen pho toi" video contest, "NTQ Kid's Got Talent" contest and NTQ's annual activities. These activities were held with the participation of all units in the NTQ Solutions. These events would raise the solidarity between both the internal departments and all units in NTQ.

Time-Bound
The series of activities to celebrate the 12th anniversary of NTQ Solutions took place from 4th

May to 7th June 2023, in which events were deployed simultaneously.

• "NTQ Tôi kể" post series: 17th May - 31th May.

• "NTQ Kid's Got Talent" contest: 19th May - 27th May.

• "Chuyện phố tôi" video contest: 23th May - 9th June.

The NTQ's annual activities took place from 12th May to 31th July, in which events were deployed simultaneously.

• "Good Morning" news: 25th May - 28th July.

• Billiard Tournament: 29th June -16th July.

• Summer Trip's writing contest: 12th May - 31th July.

1.2. Target Audience

CLASSIFICATION	EMPLOYEES		
	"NTQ KID'S GOT TALENT" CONTEST	"CHUYỆN PHỐ TÔI" CONTEST	SOCIAL MEDIA SERIES "NTQ TÔI KỂ"
Demographics			
Gender	All	All	All
Age	30+	20+	
Job	Employees of NTQ Solutions in different positions.		
Geographic			
Region	Northern Vietnam	All regions	All regions
City	All cities within NTQ Solutions' Northern region	All cities	All cities
Psychographic			
Attitudes	Proud and happy about their children	Dynamic, enthusiastic	Nostalgic, proud
Values	Recognition, Pride	Connection, Teamwork	Expression, Sharings
Attitude To The NTQ's Internal Events	Not interested, Interested or very interested		
Influenced By	Superiors, colleagues		
Behaviors			
Behaviors Towards Company's Internal Events	Participate and follow the activities with their children	Participate in and encourage their colleagues to join together	Participate in, follow the activities, and want to share their stories about the company
Communication Channel Used	Workplace, Zalo, Facebook and Email		

Table 5: Main event target audience

1.3 Big Idea

"Leap to the Future - Beyond Global":
"From the past to the future beyond borders!"

Big Idea for this campaign focuses on two main factors, that is, a look back at NTQ Solution's 12-year development journey and a vision beyond borders towards the future "Beyond Global". This campaign will be a unique combination between the traditional elements inherent in annual activities or activities to celebrate the 12th journey and innovative points in the way of organizing birthday parties this time. This creates excitement, anticipation and brings back meaningful memories to all members at NTQ Solution.

From the past: the campaign will bring everyone back to precious moments, proud achievements, ups and downs during NTQ Solution's 12 years of operation. Through internal communication activities, unique images and videos about the human culture here will recreate meaningful years in the company's formation and development, creating pride within the company each member so that every time NTQ Solution is mentioned, everyone is excited to share about it.

The future goes beyond borders: The campaign not only focuses on the past but also focuses on the "Beyond Global" vision of NTQ Solution company - a vision that goes beyond borders, bringing new and potential opportunities Unlimited growth. We will connect breakthrough aspects of information technology with international stature, affirming our confidence and desire to reach the global market.

1.4 Key Message

"We are the warriors of NTQ Solution, standing firmly together in the race of time. Through the past, present and future, the spirit of solidarity and companionship never stops shining. No matter what, Branch or unit, we are all dedicated to the common goal, creating strong steps to bring NTQ Solution onto the path of light."

Rely on communication activities to reinforce the company's vision, values and culture to each member, so that each person can continue to convey it internally and externally. Unity among members is the core factor that creates collective strength. A strong team is not necessarily full of strong people, but it certainly has a close bond and solidarity. So that everyone can see the bond and understand each other. Then, with solidarity and dedication, NTQ members will together leave their footprints on the world's digital map. The present's great leaps are the foundation for great successes in the future.

2. Main event

2.1 Event Background

In the context of increasingly fierce competition in the information technology industry, NTQ Solution realizes that it is necessary to increase its brand awareness and reputation in order to retain existing members and attract new talents. Besides, other competing companies have succeeded in building a strong brand and creating an engaging work environment that fosters employee engagement.

Therefore, the event "Shine 1306: Leap to the Future" is an opportunity to strengthen the brand for NTQ Solution company. This event carries a clear message about the growth and future of the company ("Leap to the Future") and emphasizes the importance of reaching and surpassing limits ("Beyond Global").

2.2. Research and Report (Primary Research,Secondary Research)

With active participation in the preparation of NTQ Solution's 12th Anniversary, our team is focusing on collecting data of employee attitudes, therefore helping the members effectively design the plan and evaluate it after the event. Our team have chosen to use the following main research methods:

Survey: After NTQ Solution's 12th Anniversary, our team sets up a survey called "Employee Satisfaction Assessment of NTQ Solution's 12th Anniversary Event" on Google Form platform. We received responses from 157 participants, providing us with the necessary data to analyze and assess staff attitudes towards the event.

2.3 Objectives

Our team will spread the message "Beyond Global" - a vision that goes beyond borders, to affirm the importance of the event. This message will be combined with information about NTQ Solution's biggest party and event of the year.

This goal includes helping each member feel that it is their own special day, through a clear understanding of the company's formation and development milestones, the roles of each department and branch, as well as the development direction of the company. At the same time, our team will help new employees understand the experienced ones and vice versa, creating solidarity and attachment.

2.4 Main Event Message

"Leap to the Future - Beyond Global":

The main event's big idea focuses on two main elements, which is the celebration of NTQ Solution company during 12 years of operation and the vision "Beyond Global" of the future. The event will present a unique combination of tradition and innovation, creating an atmosphere of excitement and memorable meaning for all participants.

From the past: The event will bring attendees back to the precious memories of NTQ Solution, looking back at the achievements and important developments in the past 12 years. Through internal communication activities, special photos and videos, our team will recreate meaningful moments in the company's formation and development, creating a feeling of joy and pride.

Borderless Future: The event also focused on NTQ Solution's "Beyond Global" vision - a vision that transcends borders, offering new opportunities and unlimited growth potential. Our team will connect breakthrough aspects of information technology with international stature, affirming the company's confidence and desire to reach out to the global market.

"From the majestic past, stepping into the future beyond the borders!" - This Big Idea will convey a strong message about the combination of tradition and innovation, this much-awaited event will become a joyful and meaningful occasion, helping to create solidarity and attachment in the NTQ community.

2.5 Message

"We are the warriors of NTQ Solution, standing firmly together in the race of time. Through the past, present and future, the spirit of solidarity and companionship never ceases to shine. Whatever branch or unit, we are all dedicated to the common goal, making strong strides to bring NTQ Solution to the path of light."

With solidarity and dedication, NTQ together leave footprints on the world's digital map. The members' leaps and bounds are the premise for great success in the future.

2.6 Key Visual

Main Idea

Companion: NTQ members always accompanies and moves forward together

New land: With aspirations, NTQ members dream of conquering new lands

Development: Along with a strong, explosive, enterprising spirit, NTQ members make a leap into the future

Globalization: NTQ brings its solutions, reaching far with the goal of leaving a footprint on the digital map of the world

Style

Mystery, Adventure, Space travel, space, galaxy

Tone

Black purple (mysterious, stimulating, curious, strong)

Hashtag

#SHINE1306 #NTQ12tuoi #LEAPINTOTHEFUTURE

Concept

Time train
The time ship is highlighted throughout the entire program as an infinite space of the flow of time. The anniversary is compared as a giant time machine. It is a place where guests can adventure and immerse themselves in countless emotions that the flow of time brings.

This concept brings members back to the past to reminisce and be nostalgic. "Time train" represents feelings of thrill, excitement, surprise, bursting in the present and the future

Main slogan

LEAP INTO THE FUTURE

In the past, present or future, NTQ members are always doing their best, connecting and accompanying each other, no matter which branch or unit. NTQ Solution step by step on the path of light, creating strong strides, leaps and bounds in the future. Our members aspire to leave footprints on the world digital map.

2.7 Implementation Details

2.7.1 "NTQ's Kid Got Talent" Contest

2.7.1.1 Event Objectives
Creating a playground for the children of NTQ employees to have the opportunity to express themselves
Connecting employees' families with the company
Celebrating the International Children's Day
Selecting participants to perform at the company's Anniversary Gala

2.7.1.2 Participants

Children of members working at NTQ (from 2 to under 15 years old)

2.7.1.3 Message

The event is a space for children to freely express their strength ang passion such as singing, drawing, reading poetry, dancing, playing musical instruments, painting statues, telling stories, etc. From there, it helps participants to develop confidence and at the same time creates a bond between the children and the parents.

2.7.1.4 Contest content

The children participate in demonstrating their talents in the following areas:
- Singing (single, song – trio);
- Choreography (dance, dance, dance,...);
- Performing musical instruments (guitar, cajon, organ, flute...);
- Variety performance (drama, magic, martial arts, circus...);
- Other talents (artistic like painting...)
Note:
- Organisers does not limit the field of children participating in the contest. However, he/she must choose a main area of talent if he/she joins the next round
- Children who compete in more than 1 field will be given priority to add points to the next round
- Organisers encourages all children to participate in painting. Children's paintings will be selected to be shown in the Anniversary Gala night to welcome the new era of NTQ.

2.7.1.5 Contest Rounds

- Preliminary round: Online contest on Facebook group "NTQ Phố". The 10 best kids will enter the final round.
- Final round:
Top 10 children leading the preliminary round will participate in the final competition in "Fun Day", to choose the Top 5 best children.
Top 10 children will be invited to perform at NTQ's 12th birthday party.

2.7.1.6 Scoring method

- Promising Star Award: The contest video elaborates creativity, and children confidently express their talents.

- Favorite Star Award: Top 3 videos with the most interactions on Facebook Group "NTQ Phố" (1 like, react = 1 point, 1 comment = 3 points)

2.7.1.7 Prize structure

- 03 Promising Star Awards
- 03 Most Popular Star Awards

2.7.1.8 Event Time

- Application: May 19 - May 27
- Voting: May 28
- TiniWorld Vincom Nguyen Chi Thanh

2.7.1.9 Estimated costs

- 03 Promising Star Awards: 1,000,000 VND/prize
- 03 Most Popular Star Awards: 500,000 VND/prize

2.7.2 Gala Dinner for 12th Anniversary "Leap Into The Future"

Target Audience: All employees from NTQ and invited guests
Venue: DUBAI Hall, Louis Palace, Le Trong Tan, Hoai Duc, Hanoi
Event Time: 18h00 - 21h00 | 09/06/2023
Event Scale: 800 - 1,000 pax

2.8. Communication Channels

2.8.1 Owned Media

2.8.1.1 Internal Communication channel

"My NTQ"

It is a place to post information, news or upload videos, photos of activities in anniversary events. The "My NTQ" platform is mainly used for communicating contest information to employees

Facebook Group "NTQ Phố"

Link: https://www.facebook.com/groups/ntqpho
This group is a place to share information about spiritual activities, where members are free to express opinions and emotions, therefore helping individuals to bond with each other.
The current group has over 1,200 active members.

Radio

This is a space for sharing inner thoughts and emotions through messages and songs with fellow members.

2.8.1.2 External Communication Channel

"Giải Pháp NTQ - NTQ Solution JSC"

Link: https://www.facebook.com/NtqSolutionJsc
The fanpage posts information about business situation, products, partners, customers, company culture and technology trends.
It has approximately 6,000 likes and 6,000 followers.

"Tuyển dụng NTQ Solution"

Link: https://www.facebook.com/tuyendung.ntqsolution
The fanpage posts job vacancies, share knowledge, technology courses, update company culture and people.
It has approximately 9,000 likes and 10,000 followers.

TikTok: "Life at NTQ Solution"

Link: https://www.tiktok.com/@ntqsolution.life
The account is a place to impart knowledge about company culture, people, work and life at NTQ as well as share technology experiences.

2.8.2. On other means

2.8.2.1 Participants' personal page

Contestants share information about the event and post about the participation process of themselves or their family members. Candidates are able to share their thoughts, lessons, and actual images about the programs they participate in. Winners will create a communication effect, spreading the reputation of NTQ to relatives and friends.

2.8.2.2 Word of mouth

Relatives and friends of candidates will be a great source of motivation for candidates. They will share, interact and support on the media for the contestants. Moreover, they tends to contact with their acquaintances to vote for the contestants. 2.11 Strategies & Tactics

2.9 Strategies & Tactics

2.9.1 Communication Strategies

The internal event "Shine1306: Leap into the future" aims to celebrate NTQ's 12th birthday, maintain and enhance the 5 core values of "Pride - Discipline - Enthusiasm - Innovation - Companion". At the same time, this event helps increase cohesion, pride and dedication among employees. To achieve those goals, our team utilized the following strategies:

Emotional Strategy

The event "Shine1306: Leap into the future" used spiritual attraction to spread the message "Looking to the future together" to all employees. This factor helped to spread the main message, increase employee pride and connect to the highest level through "Chuyện phố tôi" video contest and "NTQ Kid's Got Talent" contest.

Prioritising Internal Communication

The main platform used in this event is Facebook Group - "NTQ Phố". This is an internal social network familiar to NTQ employees. Using "NTQ Phố" to communicate about internal activities will make communications more centralized and easy to track.

AIDA Model

This model is used to implement the activities as well as the communication of the event. The stages of event communication are divided into the following stages: Awareness, Interest, Desire, and Action.

2.9.2 Communication Tactics

Applying the AIDA Model to communication activities

Attention Stage

Through discussions with the Internal Communications department of NTQ Vietnam branch, our team wishes to create a positive image of NTQ through internal events that will help improve the understanding and teamwork of employees. Therefore, to introduce the campaign, our team used "Quick Q&A" posts and minigames to highlight that something big is about to happen, grab the attention of employees, and elicit their curiosity.

Interest Stage

After receiving the attention of the staff, our team gradually revealed the main interesting activities in the birthday event (the "NTQ Kid's Got Talent" contest and the "Chuyện phố tôi" video contest) and encourage employees' participation. These are unprecedented activities and are created based on a survey of employees' interest and preferences. These internal activities promise to be highly effective and boost employee morale.

Desire Stage

Valuable awards are always one of the factors that attract employees to participate in activities. At this stage, our team will focus on the prize information disclosure.

Action Stage

During this period, our team needs to contact NTQ locations around the world, especially in the North region to inspire employees to participate. Countdown posts and call-to-action posts highlighting major prizes on social media platforms motivate employees to engage in more activities. In addition, our team delivers gifts and invitations directly to employees to increase the level of action with the event.

Clear and concise in a fresh, motivating tone

Based on the above research, our team came up with a communication strategy for NTQ's 12th birthday event "Shine1306: Leap into the future" as follows

	CONTENT PILLAR			
	Events looking back on the journey of NTQ	**Spotlight events for every participant**	**Innovating events**	
	(A)	**(B)**	**(C)**	
TIME	**14/5 - 21/5**	**22/5 - 28/5**	**29/5 - 9/6**	**10/6 - 13/6**
STAGE	**TEASER**	**OUTBREAK**	**MAINTAIN**	**LOOKING BACK**
DENSITY	**(A): 100%** **(B) : 0%** **(C): 0%**	**(A): 40%** **(B): 50%** **(C): 10%**	**(A): 30%** **(B): 20%** **(C): 50%**	**(A): 20%** **80% Summary**
SOCIAL CONTENT	Post series "NTQ Tôi kể" Minigame "Hỏi xoay đáp gọn"	Post series "NTQ Tôi kể" Minigame "Hỏi xoay đáp gọn" "Chuyện Phố Tôi" video contest "NTQ's Kid Got Talent" contest Contents of the anniversary event Launching the whole event Anniversary Gala information: + Messages + Concepts + Location + Costumes Registration Reminder	Post series "NTQ Tôi kể" Minigame "Hỏi xoay đáp gọn" "Chuyện Phố Tôi" video contest Gala Dinner Time & Place Reminder	Post series "NTQ Tôi kể" Minigame "Hỏi xoay đáp gọn" Recap event moments Video highlight

Table 6: Social content

2.10 Timeline

Our team divided this project into 4 stages: Research; Planning and Preparation; Implementation and Post-production. The table below shows the actual duration of each phase and add-on events, as well as a detailed schedule of some of the offline activities.

Stage 1: Research and survey	Creating a survey of employees' interest and desire about internal events	None	2/5 - 5/5	None
Stage 2: Plan and prepare comple-mentary activities	Making proposals for competitions and preparing necessary materials	Completing project proposal	6/5 - 12/5	None
		Preparing materials (Key visual, teaser, kick-off posts, etc.)	13/5 - 17/5	None
	Post series "NTQ Tôi kể"	Posting a series of shared stories	17/5 - 31/5	None
	"NTQ's Kid Got Talent" contest	Application round	19/5 - 27/5	None
		Performance and award event	27/5	10h00 - 17h00: "Fun Day" event 14h00 - 17h00: "NTQ Kid's Got Talent" contest + 14h00: Opening Ceremony + 14h15: Starting the contest + 16h30: Giving awards + 17h00: Closing Ceremony
	"Chuyện phố tôi" Video Contest	Application round	23/5 - 2/6	None
		Announcement of award results	9/6 (Gala Dinner)	None

Table 7: Project timeline

		Series of teasing posts	14/5 - 21/5	None
		Launching and Opening Application	22/5 - 8/6	None
Stage 3: Exploding NTQ recognition through anniversary events	12th anniversary event "Shine1603: Leap into the future"	Gala Dinner celebrating 13th birthday	9/6	18h00: Opening Ceremony 18h05: Chapter 1 - The beginning of a journey 18h25: Chapter 2 - Historical Footsteps 19h10: Chapter 3 - Sustainable Journey 19h20: Chapter 4 - Leap into the future 20h35: Key moment 21h00: Closing Ceremony
Stage 4: Post-event activities	Sharing photos of Gala Dinner	None	9/6 - 13/6	None
	Summary and evaluation	Evaluation of complementary activities	2/6	None
		Review of the 12th anniversary event "Shine1603: Leap into the future	11/6	None

Table 7: Project timeline

2.11 Estimated budget

ESTIMATED BUDGET		
"NTQ's Kid Got Talent" contest	Preliminary round gifts	4.400.000 đ
	Printing	935.000 đ
	Tickets & services	31.460.000 đ
	Prizes	15.000.000 đ
	Final round	22.600.000 đ
"Chuyện phố tôi" video contest	Printing	600.000 đ
	Minigame	600.000 đ
	Prizes	24.000.000 đ
12th anniversary event "Shine1603: Leap into the future"	Venue & Party	553.300.000 đ
	Event organization service	460.811.560 đ
	Artists and performances (staff + NTQ Kids)	22.900.000 đ
	Set of invitation cards & mini gifts	27.500.000 đ
	Minigame "Hỏi xoay đáp thẳng"	5.000.000 đ
	Video Contest	27.039.000 đ
	Printing	3.300.000 đ
	Contingency expenses incurred	60.491.781 đ
SUMMARY		***1.259.937.341 Đ***

Table 8: Estimated budget

2.12 Project Risk Classification and Management

RISK	SEVERITY	PROBABILITY	CONTINGENCY PLAN
"CHUYỆN PHỐ TÔI" VIDEO CONTEST			
Contest products do not match the theme "Chuyện phố tôi"	Medium	Medium	Providing clear instructions on the topic and entry requirements for all working floors. Organizing a meeting or creating a forum to answer questions and advising the contestants.
Products submitted for the contest do not meet the minimum quality (image, sound)	High	Low	Providing detailed instructions on the format and quality of the contest video. Performing technical testing and evaluation prior to publication of results.
Video submission time is not guaranteed	High	Medium	Defining a clear deadline for sending the video and notifying all tiers of the submission time and process. Sending reminders to all working floors before the video submission deadline to avoid late submissions
Music copyright issues in the contest video	Medium	High	Providing clear guidance and advisory support to ensure appropriate use of music and no copyright infringement. Encouraging creativity and use of self-made or free music to avoid copyright issues.

Table 9: Project risk classification and management of "Chuyện Phố Tôi" video contest

"NTQ KIDS' GOT TALENT" CONTEST			
Technical and sound problems	Medium	Medium	Thoroughly inspecting and testing sound equipment, lighting and other technical elements prior to the competition. Backing up equipment and having a quick fix plan in place in case something goes wrong.
Lack of participation of children	Medium	High	Getting the kids excited and motivated by creating a mix of pre- and post-competition activities. Confirming there is no compulsion to participate and creating a comfortable space for the children to perform.
Children loses or forgets their costumes and performance equipments	Medium	High	Preparing important items ready for replacement There are always staff to take care of the children during the contest
The children are late to the show	Medium	Low	Holding a meeting before the competition day and reminding the specified time and location with the children's parents Arranging staff to take care of each child participating in the contest, ready to support transportation if something goes wrong
The contestants were afraid of not getting used to the stage	Medium	High	Practicing and rehearsing the previous performances various times so that the children can familiarize themselves with the audience and the stage

Table 10: Project risk classification and management of "NTQ KID GOT TALENT" contest

12TH ANNIVERSARY EVENT "SHINE1603: LEAP INTO THE FUTURE"			
Sound, light or visual technical problems	High	High	Performing pre-event engineering checks and tests to detect and fix problems. Confirming to have a team of professional technicians standing by to handle technical issues quickly. Creating a backup plan and ancillary equipment to ensure continuous operation in the event of a breakdown.
Unable to contact the personnel in the event organizers	Medium	High	Clearly defining the roles and responsibilities of each member of the organizing committee. Organizing regular meetings and exchanges to exchange information and solve all problems. Department heads capture contact information with each employee in the department so that they can call when needed
The number of guests and participants was higher than expected	Medium	Medium	Preparing empty seats to accommodate an unexpected number of guests. Confirming there are enough caterers: Ensuring that there are enough caterers to assist all guests and resolve any issues that arise during the event.
Bad weather conditions	Medium	Low	Since the event is held indoors, the content of the program will not be affected There are support staff with umbrellas and shuttles if guests have problems on the way

Table 11: Project risk classification and management of NTQ Solution's 12th Anniversary

3. Annual Activities

3.1 "Chào Buổi Sáng" news/ "Good Morning" news

3.1.1 Introduction

NTQ Solutions Company deployed a "Good Morning" news section on an internal Facebook group called "NTQ Phố" in early March 2023 to provide internal communication information to employees. In this section, posts are diverse including photos, infographics and images related to aspects of the company. Posted at 8:30 a.m. as the name suggests, the "Good Morning" section, in addition to internal communication, also serves as an entertainment channel through its videos to help employees start the day with enthusiasm.

3.1.2 Current Situation

From March to May the "Good Morning" section had a few issues that our team noticed as follows:

Lack of diversity and creativity: The "Good Morning" section lacked diversity in content and forms of communication. The posts regularly had the same type of image and did not exploit the creativity in how to convey information, therefore causing employees to pay attention to the news.

Reflecting information rigidly: The information about NTQ was reflected in a rigid way especially when providing data and regulations. Moreover, the news used only images to describe the communication content.

3.1.3 Theoretical Application

SWOT Analysis:

Strengths: NTQ generats a large and dynamic team with diverse talents and skills. This diversity can be leveraged from the company's own personnel to build content for each "Good Morning" section.

Opportunities: Today's internal events are mainly communicated through social networking platforms. This is a great opportunity to diversify the form of transmission and optimize the amount of information. With the strong growth of Tiktok, short videos will help convey information quickly and effectively. Therefore, this will be a great opportunity for our team to implement a "Good Morning" news campaign.

PESO Model:

Earned Media: Through the utilisation of employees as media resources (such as actors, MCs, content writers,...) "Good Morning" columnists can create posts, activities and positive information about the company. This leads to excitement and familiarity when employees see their colleagues appear on internal media posts, creating a close image and brotherhood solidarity in the company.

3.1.4 Activity Objectives after Conversion

Goal 1: Increasing interaction for the "Good Morning" column
Switching from photo to video posting and incorporating humor helps create more interesting and relatable content.
Goal 2: Increasing employee engagement and contribution
Appearing various members on the posts helps to create cohesion and interaction among employees.
Goal 3: Building solidarity and loyalty
Using videos and humorous content combined with the presence of different employees in the company helps create a familiar, comfortable and relaxing working environment.

3.1.5 Conversion Plan

CONTENT	BEFORE CONVERSION	AFTER CONVERSION
Communication Method	Infographic images, accompanied by informative articles	Posting videos containing humour, using diverse images, connecting company personnel
Frequency	2 posts per week	At least 1 post and 1 video per week
Personnel	Because of the use of images, it is difficult for the staff to participate in the news	Actively inviting personnel from different departments to participate in filming videos
vInteractivity	Low, less interaction and sharing	Actively collaborating with HR department to share so that the videos generates more attention

Table 12: Conversion plan.

3.1.6 Media Plan

TIME	TOPIC	CONTENT	CHANNELS "Group Phố"	SCRIPT	MEDIA	FORMAT
25/5	**Tini world**	Reviewing Tiniworld where "NTQ Kids Got Talent" contest takes place	X	Nhung Huyền	Huyền	Video
8/6	**Office photo set**	Familiar corners suddenly become….through the lens of bold street style	X	Nhung	Trung, Khánh	Ảnh
8/6	**Meme Video reminds anniversary schedule**	Funny video reminds staff about the schedule of the anniversary party	X	Nhung	Khánh,Trung	Video
11/6	**Outfit for anniversary night**	Checking out the outstanding and sparkling outfits of the members NTQ's anniversary party	X	Huyền	Khánh	Video
14/6	**Anniversary moment**	Beautiful moments of company members at the anniversary party	X	Huyền, Nhung	Trung, Khánh	Ảnh
16/6	**Review Performance**	Word matching game to define grading methods in performance review	X	Huyền, Nhung	Khánh, Trung	Video

Table 13: Media plan of "Chào Buổi Sáng" news

TIME	TOPIC	CONTENT	CHANNELS "Group Phố"	SCRIPT	MEDIA	FORMAT
22/6	Timekeeping	Members come in different time frames in flexible timekeeping due to various reasons, thereby defining what "flexible timekeeping" means	X	Team đồ án	Team đồ án	Video
25/6	Internal Job Posting	Making the trend of "clashing into fate" to define Internal Job Posting	X	Huyền	Nhung	Video
27/6	5S	Imitating the broadcaster's advertisement instructing the staff to use the 5s model for the office	X	Team	Team	Video
28/6	Viet Nam Family Day	Sending thank-you messages to all employees of the departments through photos	X	Khánh	Trung	Ảnh
30/6	CMMI3	Explaining aspects of the CMMI3 certification	X	Huyền	Team	Video
5/7	Billard	Company situation after launching the Billiard Prize	X	Team	Khánh	Video
17/7	Answering questions about Internal Job Posting	Summarizing and answering questions that personnel have asked the internal department before	X	Nhung	Khánh, Trung	Ảnh

Table 13: Media plan of "Chào Buổi Sáng" news

3.1.7 Project Risk Classification and Management

RISK	SEVERITY	PROBABILITY	COUNTERMEASURES
Not attracting interest from employees	Medium	High	Improving content, selecting engaging humor
Ineffective in internal communication	High	Medium	Measuring performance, strengthening management
Lack of employee contribution and participation	Medium	Medium	Encouraging contributions
Lack of consensus and failure in innovation	High	Low	Creating consensus, promoting change value
Changes do not align with company culture and values	High	Medium	Ensuring appropriate change, training employees on company values
Infringement of copyright and regulations on content use	Medium	Low	Using content from the right source and complying with copyright regulations
Negative reaction from staff	Medium	Medium	Listening to feedback, creating the right solution

Table 14: Project risk classification and management of "Chào Buổi Sáng" news

3.2 Billiard Contest

3.2.1 Introduction

Billiard Contest at NTQ Solution JSC is where passion, health and integration are all linked. Internal Communications Department is proud to introduce sports clubs at the company, where employees have the opportunity to participate in diverse and exciting sports activities.

In addition to holding annual activities every year, our team organises tournaments to meet the sports and entertainment needs of the company's members.

3.2.2 Current Situation

In previous years, the communication plan of the tournaments was fragmented. There was no specific plan and the purpose of the communication of the previous years was only to inform where the tournament takes place. In other words, there are no specific stages and goals for each stage.

3.2.3 Theoretical Application

PESO Model

Earned Media

Our team created highlight videos and memorable images about sports tournaments to encourage employees to spread information.

Owned Media

Our team created diverse and interesting content about sports leagues like videos, infographics, articles, blogs,... for sharing on internal communication channels (Facebook Group "NTQ Phố", email, and "MyNTQ" app)

We also designed posters, banners and printed materials at the corporate office to announce tournaments and draw attention from employees.

SWOT Analysis

Strength

IC Department uses effective, coherent and creative internal communications through channels such as "NTQ Phố", email or "MyNTQ" app to announce and share information about the tournaments.

Our team designed tournaments' posters that are interesting, diverse and suitable for participants. We developed ancillary activities and tournament programs such as contests, awards ceremonies, or cultural programs to increase attraction and entertainment.

3.2.4 Activity Objectives

Objective 1: Fostering cohesion within the employee community through tournaments utilizing internal communication channels.
Objective 2: Generating enthusiasm and motivation for participating in the Billiard tournament through internal communication, and cultivating a closer bond with company personnel.

3.2.5 Implementation Plan

- Target Audience: All employees of NTQ
- Application process: Participants fill out the registration form provided by the organizers
- Participation fee: 100,000 VND/person
- Each player who joins will receive an item worth 35,000 VND
- Location: ACE Bida

Prizes:

- First prize: 3,000,000 VND
- Second prize: 2,000,000 VND
- Third prize: 1,000,000 VND/prize
- Consolation Prizes: 500,000 VND/prize
- "Paving" Prize: 200,000 VND

3.2.6 Media Timeline

TIME	STAGE	TOPIC	CONTENT	CHANNEL				DEAvD-LINE
				MyNTQ	Phố	Radio	Email	
06 - 02/07	Teaser	Launching the whole event	Launching the tournament	x	x	x	x	**29/06**
		Prize structure	The contest has the highest winning rate with 9 prizes including 1 First, 1 Second, 2 Third, 4 Consolation, 1 "Paving" Prize		x	x		**01/07**
		Launching the Minigame on the sidelines	Launching the Minigame		x			**03/07**
03/07 - 10/07	Bùng nổ	Minigame	**Minigame:Guess the word to receive the gift**		x			**04/07**
		Application Reminder	Falling in love with the amazing performance of the NTQ-er player		x			**05/07**
			Minigame: "Đuổi hình bắt chữ"					**06/07**
			[Video funny] The situation of the players when the tournament is launched		x			**07/07**
		Minigame	**Minigame: Billiards quiz**		x			**10/07**

Table 15: Media timeline of Billiard Contest

| TIME | STAGE | TOPIC | CONTENT | CHANNEL | | | | DEAvD-LINE |
				MyNTQ	Phố	Radio	Email	
11/07 - 14/07	Duy trì	Table information	Closing the application and announcing the faces competing for this year's trophy		x			11/07
		Minigame winners information	Announcing the winners of the minigame		x			
		Minigame	**Minigame "Predicting the champion"**		x			12/07
		Table information	Livestream dividing the match table		x			13/07
			Match Table		x			13/07
		Note when participating in the tournament	What to prepare before participating in the tournament?		x			14/07
15/07 - 16/07	Recapv	Updating tournament results	Officially announcing the award results		x			15/07
		Acknowledgments & Summary	Thank you for a brilliant season!		x			16/07

Table 15: Media timeline of Billiard Contest

3.2.7 Estimated Budget

CATEGORY		UNIT	UNIT PRICE	#	PRICE
Prizes	First Prize	Item	3,000,000 đ	1	3,000,000
	Second Prize	Item	2,000,000 đ	1	2,000,000
	Third Prize	Item	1,000,000 đ	2	2,000,000
	Consolation Prize	Item	500,000 đ	4	2,000,000
	"Paving" Prize	Item	200,000 đ	1	200,000
Side Activities		Item	2,000,000 đ	1	2,000,000
Water Voucher		Person	35,000 đ	40	1,400,000
Venue		Item	5,000,000 đ	1	5,000,000
Trophy + Souvenir Flag		Item	1,000,000 đ	1	1,000,000
Printing		Item	1,000,000 đ	1	1,000,000
Livestream tripod		Item	300,000 đ	1	300,000
Summary					*19,900,000*

Table 16: Estimated Budget of Billiard Contest

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3.2.8 Project Risk Classification and Management

RISK	SEVERITY	PROBABILITY	COUNTERMEASURES
Lack of participants	High	High	Actively propagating and encouraging participation
Technical problems with playing equipment (mechanics, balls, tables, etc.)	Medium	Medium	Checking the equipment and contacting the lessor of the venue
Location-related issues	Medium	Low	Checking the venue in advance to confirm it fits needs and budget
Lack of finance for the organization	Medium	Medium	Applying for sponsorship from the company or from outside
Athletes are injured	Medium	Low	The organizers are always ready to help bring athletes to the hospital in case of emergency
Athletes report cancellation or unexpected leave	Medium	Medium	Meeting with the organizers to create a plan for replacement

Table 17: Project risk classification and management of Billiard Contest

3.3 Summer Trip Activity

3.3.1 Introduction

The Summer Trip 2023 program is implemented according to the scale of block/production center/subsidiary, with the desire to help members generate moments of comfortable rest after a period of hard work. In the framework of this year's Summer Trip 2023 program, the contest "Summer Trip trong tôi là…?"/"The Summer Trip in me is...?" will be held to enliven the activity's atmosphere. At the same time, this contest is a place to store the members' memorable stories that takes place during the trip.

3.3.2 Current Situation

Previously, during Summer trips, the company did not hold contests or had a side story sharing channel so that members could send their memorable stories, happy moments, or personal feelings. This lead to no side sharing channels, hindering the preservation of memorable moments during the trip.

3.3.3 Theoretical Application

SWOT Analysis

Strengths: NTQ company has experience in organizing Summer Trip trips, which creates a good premise for changing and upgrading the contest "Summer Trip in me is...?". Consensus and support from members is also an important strength to generate positive changes.

PESO Model

Earned media: By encouraging members to share stories, impressions and photos from their trip on their personal platforms, our team created organic and positive virality.

Shared media: Our team created a channel to share side stories through internal Facebook group "NTQ Phố" internal group Facebook

Employee Advocacy

With the staff sharing photos of the trips, it helps to increase brand awareness and promote the company's culture more widely. And above all, these media bring a high degree of authenticity and trust to the viewers.

3.3.4 Activity Objectives

The writing contest helps create positive stories about the company and the Summer Trip program. It will form an archive of stories, memorable moments and spiritual feelings of the members during the trip.

3.3.5 Implementation Plan

3.3.5.1 Contest name

"Summer Trip trong tôi là…?"/"Summer Trip in me is…?"

3.3.5.2 Slogan

Summer trip - A place to keep memorable moments

3.3.5.3 Hashtag

#summertrip2023

3.3.5.4 Application process

 Members choose 1 of 2 topics below to write articles to post on internal Facebook Group "NTQ Phố"

Topic 1: "Review your Summer Trip"

Topic 2: "What do you like most about the trip"

Note: When submitting, the member's post will be in the "Posts pending approval" section.

3.3.5.5 Post requirements

Posts are sent within 1 week after the trip ended

Articles have at least 200 words, accompanied by eye-catching pictures or videos about the trip (>3 images)

The content of the article provides full information, brings value to the reader, sticks to the topic and suggested content.

Each post should have the following hashtags: #summertrip2023 #YourDepartment

3.3.5.6 Criteria for reviewing articles

Post approval time: after 1 week since receiving the articles, the organizers will select the best quality articles for approval.

Number of articles approved:

Units < 100 people: 1 post/department

Units > 100 people: 2 posts/department (2 posts with no duplicate topics)

Criteria for royalties:

The number of reactions will be counted in 1 week from the time the story is posted

The royalties will be aggregated monthly and given to the top 5 posts with the highest number of reactions

The royalty mechanism is as follows:

Diamond pen: 1,000,000 VND

Golden Pen: 800.00 VND

Silver pen: 500.00 VND

Bronze pen: 300,000 VND

Wooden pen: 200,000 VND

3.3.6 Schedule Assignmen

TIME	ACTIVITY
12/5	Launching the program
12/5 - 30/5	Sharing, instructing and giving examples of entries Receiving articles from units
31/5	Closing and awarding the May articles
1/6 - 29/6	Receiving articles from units
30/6	Closing and awarding the June articles
1/7 - 30/7	Receiving articles from units
31/7	Closing and awarding the July articles

Table 18: Schedule assignment of Summer Trip Activity

3.3.7 Media Timeline

TIME	CONTENT	CHANNEL				DEADLINE
		MyNTQ	Phố	Radio	Email	
29/06 - 02/07	**1. Title: Feel free to create content with the writing contest "Summer trip in me is…"** **Content:** - Launching the writing contest	x	x		x	**12/5**
	2. Title: 1001 ways to review a "million-heart" trip from Travel Bloggers that will help you instantly win 1,000,000 VND with only 200 words! **Content:** - Guiding staff to start writing review articles about their trips					**17/5**

Table 19: Media timeline Summer Trip Activity

TIME	CONTENT	CHANNEL				DEADLINE
		MyNTQ	Phổ	Radio	Email	
	Title: Various "unique" travel styles that are only available at NTQ **Content:** Types of tourism of NTQ personnel					**21/5**
	3. Title: "Summer Trip trong tôi là...": Diamond pen in May called 2B **Content:** - Congratulating the 2B department		x			**31/5**
29/06 - 02/07	**Title: SDC1 Culture Department: If you are not overwhelmed, how can you be so happy for the first time!** **Content:** - Thoughts from the staff sharing about the trip					**27/6**
	2. Title: Diamond Pen Owner - "Summer Trip in me is..." June revealed!!! **Content:** - Announcing the owner of the diamond pen in June		x			**30/6**
03/07 - 10/07	**1. Title: Members Le Thi Hai Yen (DentalFlow) and Nguyen Tuan Anh (SDC1) are the excellent writers of "Summer Trip in me is..."** **Nội dung:** - Announcing the owner of the diamond pen in July		x			**1/8**

Table 19: Media timeline Summer Trip Activity

3.3.8 Project Risk Classification and Management

RISK	SEVERITY	PROBABILITY	Countermeasures
Lack of participation	High	High	Creating engagement and encouraging participation through attractive rewards, alignment with program goals and values.
Lack of consensus	Medium	Medium	Ensuring a fair evaluation and ranking process, organizing a transparent result announcement session.
Missing registration and submission deadlines	Medium	High	Clearly define deadlines and provide comprehensive notifications to all members, creating favorable conditions for participation.

Table 20: Project risk classification and management of Summer Trip Activity

3.3.9 Estimated Budget

PROJECTED COSTS FOR SUMMER TRIP 2023				
CRITERIA	UNIT	QUANTITY	UNITE PRICE	PRICE
Diamond Pen Prize	Prize	3	1,000,000	3,000,000
Gold Pen Prize	Prize	3	800,000	2,400,000
Silver Pen Prize	Prize	3	500,000	1,500,000
Bronze Pen Prize	Prize	3	300,000	900,000
Wooden Pen Prize	Prize	3	200,000	600,000
SUMMARY				8,400,000

Table 21: Project risk classification and management of Summer Trip Activity

PRODUCT EXECUTION

I. Overview

The following section will outline the detailed plan for the series of events celebrating NTQ Solutions' 12th birthday from May 4, 2023, to June 7, 2023.

1. Assign progress

	CONTENT	DETAIL	PIC	DEADLINE
Pre-event		**"NTQ KID'S GOT TALENT" CONTEST**		
	Launching	Timeline, participation process, prize structure....	IC Department + All team	19/5
	Complementary Media Plan	03 additional media articles on the following topics: + Reminding the submission schedule, the date of participation + Kids' talents...		20/5 - 28/5
	Receiving entries	Collecting the contest videos		24/5
		Posting videos on "NTQ Phố"		25/5
	Summary	Checking voting results		28/5
		Marking		27/5
	Awarding	Preparing the certification framework Giving prizes to children and families		29/5

Table 22: Assign progress of the project

	CONTENT	DETAIL	PIC	DEADLINE
		"CHUYỆN PHỐ TÔI" VIDEO CONTEST		
In-event	**Contest rules**	Contest Ideas	IC Department + All team	16/5
		Specific plans and rules		17/5
	Media publications	Publication Design		18/5
	Launching	Launching the contest		22/5
		Advertising contest information through groups		23/5
	Supporting	Meeting floor representatives to guide the development of video content		24/5
	Complementary media plan	Implementing complementary activities		22/5 ~ 13/6
	Following the contest	Following the list of participating teams & presenters		22/5 ~ 9/6
		Compiling clips and sending to agency		4/6
	Awarding	Preparing the voting link at Gala night		4/6

Table 22: Assign progress of the project

In-event	POST SERIES "NTQ TÔI KỂ"			
	Week 1 - 4	Planning posts and submitting them for approval	IC Department + All team	16/05
		Deploying the posts according to the checklist		16/05 - 11/6
	FLOW - SCRIPT			
	Q&A	Making a set of general questions "Hỏi xoay - Đáp thẳng"	IC Department	18/05
		Planning to post the questionnaire online and finishing it according to the plan		19/05
		Awarding at Gala night		9/6
	MC Script	Planning the headings in the script		26 - 26/5
		Receiving the final script and sending it back for review		6/6
		Communicating with the agency and editing scripts		7/6
	PERFORMANCES			
	Planning	Finalizing the number of performances with the agency	IC Department + All team	16/5
		Estimating cost of performances & cassettes		17/5
	Implementation	Following the practice & timekeeping for the art troupe		22/5-8/6
	Summary	Making a training plan		Sau chương trình

Table 22: Assign progress of the project

	PRODUCTION - SET UP		
	Checking the design content with the agency according to the master plan	IC Department	17/05 - 18/05
	Receiving feedback and exchanging edits directly with the agency		18/05
	Collecting design files	IC Department + All team	19/05
	Following Setup at Check-in and Stage areas		Trước chương trình
	12TH ANNIVERSARY MEDIA PLAN		
	Finishing media plan	IC Department + All team	18/5
	Implementing media plan		23/5 - 10/6
	Conducting external communication before, during and after the event		29/5 - 8/6
	Sharing the event's livestream on the NTQ Solution fanpage		9/6
Post-event	**COLLECTING FILM DATA**		
	Copying data from memory card to shared server	IC Department + All team	12/05
	Collecting video editing data on demand		30/5

Table 22: Assign progress of the project

2. Media

STAGE		CONTENT	FORMAT	PIC	DEADLINE
"NTQ Kid's Got Talent" CONTEST					
Pre-event	TEASER	1.Suggesting activities for kids this summer	1 post + 4 pictures	All team	5/5
	CAPTURE	2. Launching the June 1st contest "NTQ Kid's Got Talent"	1 post + 1 picture	IC Department & All team	10/5
		3. Highlighting this year's June 1st contest	1 post + 4 pictures	IC Department & Nhung, Huyền	11/5
	EXCITE	4. Publishing this year's award structure	1 post + 1 picture	Khánh, Trung	18/5
		5. Behind the scenes	1 post + 8 pictures	All team	20/5
		6. Looking back at the contestants of this year's contest	1 post + 1 clip	IC Department	26/5
		7. Perceptions of members regarding the contest and contestants	1 post + 1 clip	All team	28/5

Table 23: Media plan of the project

Pre-event	EXCITE	8. 10 faces appearing in the final round	1 post + 10 pictures	Nhung, Huyền	29/5
		9. Revealing the judges of the final round	1 post + 4 pictures	IC Department	31/5
		10. What are parents preparing for their children when participating in the final round?	1 post + 8 pictures	All team	2/6
		11. Adorable moments of the children in the final round	1 post + 30 pictures	IC Department & Trung	3/6
		12. Impressive numbers of the program	1 post + 1 picture	IC Department	5/6
	SPREAD	13. Parents' feelings about this year's June 1st contest	1 post + 1 clip	All team	7/6

Table 23: Media plan of the project

"CHUYỆN PHỐ TÔI" CONTEST				
Pre-event	**TEASER**	1. Re-sharing information about the contest	1 post + 1 picture	All team	23/5
		2. Introduction of participating floors	1 post + 1 clip	IC Department & All team	24/5
		3. Minigame "Who is the contest judge?"	1 post + 1 picture	IC Department & All team	25/5
		4. Announcing Minigame results	1 post + 1 picture	All team	26/5
		5. Key moments on the floors	1 post + 1 clip	IC Department & Khánh, Trung	28/5
	EXCITE	6. Instructions on how to use the contest bonus	1 post + 4 pictures	IC Department & Nhung, Huyền	7/6
		7. The meeting to develop the idea of "Chuyện phố tôi"	1 post + 4 pictures	IC Department & All team	31/5
		8. Updating the current status of participating floors	1 post + 8 pictures	All team	2/6
		9. Fun behind-the-scenes moments on the floors	1 post + 8 pictures	Khánh, Trung	3/6

Table 23: Media plan of the project

90

POST SERIES "NTQ TÔI KỂ"				
DIFFICULTIES	1. Expanding Horizons: NTQ Office Growth and Creating a Home	1 post + 4 pictures	Nhung, Huyền	17/05
	2. NTQ Travel Diaries: Exploring the World in Countless Ways	1 post + 4 pictures	All team	20/05
STEPS TO TRANSFER	3. Footprints Beyond Borders: NTQ's Ventures in International Markets	1 post + 4 pictures	IC Department	24/05
	4. Navigating Challenges: Early Onsite Experiences Abroad for NTQ Team	1 post + 4 pictures	All team	27/05
SUCCESS STORIES	5. Perspectives of International Members at NTQ: Embracing Diversity in the Workplace	1 post + 4 pictures	All team	31/05
	6. Unveiling NTQ's Product Journey: Stories Behind Our Innovations	1 post + 4 pictures	IC Department	31/05

Table 23: Media plan of the project

NTQ'S 12TH-ANNIVERSARY - "SHINE1306: LEAP INTO THE FUTURE"				
	DIRECT	1. Launching of the entire birthday event of the Company - Launching a video contest for the units "Chuyện phố tôi" - Launching a Q&A mini game	1 post + 1 picture	IC Department & All team	22/05
In-event		2. Answering questions about the venue	1 post + 4 pictures	Huyền, Nhung	23/05
		3. Differences in this year's party content	1 post + 4 pictures	All team	24/5
		4. Revealing the images of the venue	1 post + 4 pictures	IC Department	25/5
		5. Reminding the concept of the banquet table: Western, elegant	1 post + 1 clip	All team	27/5
		6. Seniors share thoughts about party culture	1 post + 1 clip	IC Department	27/5
		1. NTQ Monday's News: Interpreting the LITF message	Radio	All team	29/5
		2. Dress code suggestions based on the event	1 post + 1 clip	All team	1/6
		3. Types of partygoers	1 post + 1 clip	All team	2/6

Table 23: Media plan of the project

In-event		4. Tips for posing at parties	1 post + 4 pictures	All team	3/6
		5. The uniqueness of this year's art	1 post + 4 pictures	Huyền, Nhung	3/6
		6. Unfortunate moments behind the scenes of practicing	1 post + 7 pictures	Khánh, Trung	3/6
		7. Revealing the image of the member practicing with the children	1 post + 8 pictures	IC Department	4/6
		8. What are the art performances this year?	1 post + 4 pictures	IC Department	4/6
		9. Clip: Funny interview about the most anticipated content in this year's birthday program	1 post + 1 clip	Huyền, Trung	4/6
		1. Revealing the Event's Agenda	1 post + 1 picture	IC Department	5/6
		2. Set of pictures from NTQ kids	1 post + 8 pictures	All team	5/6
		3. Pictures of members practicing with NTQ kids	1 post + 8 pictures	Khánh, Trung	5/6
		4. Benefits of tiered seating	1 post + 1 picture	All team	6/6
		5. Checkin locations at this year's hall	1 post + 8 pictures	IC Department	6/6

Table 23: Media plan of the project

In-event	REMIND	6. Points to note before coming to the party	1 post + 1 clip	IC Department	6/6
		7. Reminding about the organization time	1 post + 1 clip	Nhung, Khánh	7/6
		8. Reminding about the invitation letter from the Gala Dinner party	1 post + 1 picture	Huyền, Trung	8/6
		9. Encouraging to share livestream on Gala Night	1 post + 1 picture	All team	8/6
		10. Funny meme: "Looks like it's Friday"	1 post + 1 picture	Khánh	9/6
		11. Revealing the preparation work	1 post + 4 pictures	IC Department	9/6
Post-event	MAINTAIN	Recap event moments	1 post + 30 pictures	Trung	12/6
		Video highlight	1 post + 1 clip	IC Department	13/6
		Share live content on the page	1 post + 1 clip	IC Department	13/6

Table 23: Media plan of the project

3. Print design

ACTIVITY	CATEGORY	PIC	QUANTITY	DEADLINE
"NTQ Kid's Got Talent" Contest	Backdrop	IC Department	1	21/5
	Poster	IC Department + Trung	10	10/5
	Standee	IC Department + Trung	2	21/5
"Chuyện phố tôi" Video Contest	Poster	All team	10	23/5
	Award Certificate	Huyền, Nhung, Khánh	3	25/5
Gala Night	Backdrop	IC Department	2	1/6
	LED display	IC Department	1	3/6
	Standee	IC Department + Trung	4	1/6
	Invitation Card	IC Department + Huyền, Nhung, Khánh	1000	28/5

Table 24: Print design of the project

II. Implementation

1. Pre-event implementation

To prepare for the event, our team was tasked with planning, writing, and designing social media posts for the "NTQ Kid's Got Talent" contest. We consistently adhered to the key visual and program concept throughout the post creation process to ensure brand identity consistency and effective message delivery. In addition, our team also participated in the operational and organizational aspects of the competition event.

1.1 Participating roles

PARTICIPATING ROLES				
PRELIMINARY ROUND	Media	Following the articles according to the media plan	All team	According to plan
	Printing	Designing media publications: Poster, banner, thumbnail...	Trung	6/5
		Sticking poster	All team	10/5
	Following the contest entry	Checking the submitted entries	All team	10 - 21/5
	Scoring	Confirming the number of audience votes	All team	21/5
		Generating results	Huyền, Nhung	22 - 23/5
	Gifts for the kids	Recommending gifts for kids	All team	3/5
		Completing the gift box for children participating in the contest	All team	26/5
PRE-EVENT				
	Judges	Contacting the judges & discussing the program (overview, grading criteria...)	All team	15/5
		Reminding schedules	Khánh	26/5
	Following candidates	Setting up a chat group to exchange information with candidates' parents	Huyền, Nhung	23/5
		Reminding information in the final round		26/5
	Arranging schedules	Sorting the identification number for each performance	Huyền, Nhung	24/5
		Noticing to Candidates		25/5
	Preparing logistics	Sticking the registration numbers	Khánh, Trung	26/5
		Preparing prize envelopes	Khánh, Trung	26/5

Table 25: Participating roles of the project

FINAL ROUND	IN-EVENT			
	Completing the setup of the staging area	Setup seating area: + Judges + Candidates & parents	All team	27/5
		Test: - Sound - Beat materials		
	Coordinating the contestant area	Check-in, receiving the list number		
		Informing MC & Judges about the candidate's next performance		
	Judges area	Receiving information & Confirming with judges about the contest entry on stage		
	Stage area	Summarizing the score from the judges and notifying the MC		
	Media	Taking photos		
	POST-EVENT			
	Gifts for the kids	Giving gifts to children	All team	29/5
	Media	Announcing Top 5 results	Huyền	27/5
		Posting the image of children receiving gifts...	Nhung	30/5

Table 25: Participating roles of the project

1.2 Print materials

The "NTQ Kid's Got Talent" poster features a predominant blue color scheme, combined with cartoon characters, creating a lively and engaging atmosphere. The poster conveys the The "NTQ Kid's Got Talent" poster features a predominant blue color scheme, combined with cartoon characters, creating a lively and engaging atmosphere. The poster conveys the message that the event will bring entertaining and enjoyable experiences for the whole family.

Figure 25: Official poster of 'NTQ Kid's Got Talent'

1.3 Application forms

In addition, our team has also prepared the registration form for the "NTQ Kid's Got Talent" competition. The registration form is created in Google Forms, written in a concise and clear format, including basic information of applicants such as their full name and workplace address. It contains instructions as well as sections for registration and image submission requirements. This will minimize any potential confusion for contestants during the registration process.

Figure 26: "NTQ Kid's Got Talent" contest application form

Figure 27: "Shine1306: Leap into the future" application form

1.4 Social media posts

Prior to the event, our team is responsible for participating in content creation and organizing the "NTQ Kid's Got Talent" competition, as outlined below:

App MyNTQ
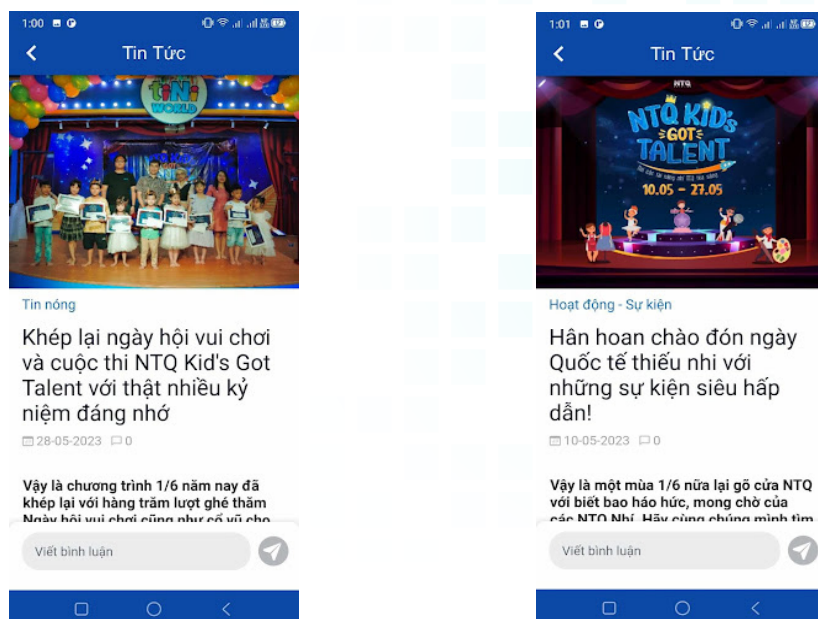
Figure 28: App MyNTQ post of "NTQ Kid's Got Talent" contest

Facebook
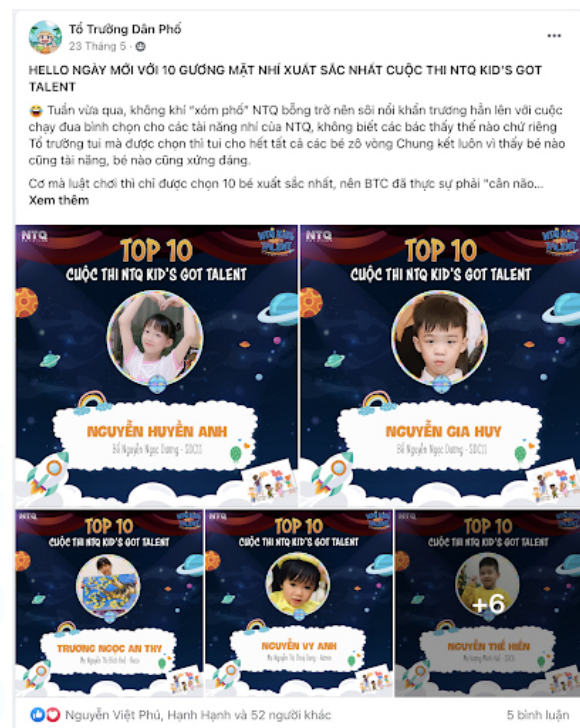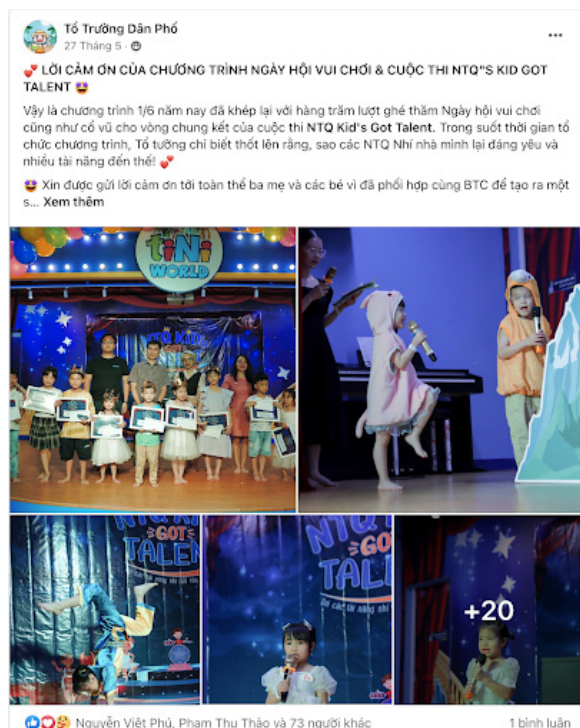
Figure 29 : Facebook post of "NTQ Kid's Got Talent" contest

Our team aims for a cheerful, friendly, and memorable image and tone. This approach helps the "NTQ Kid's Got Talent" competition capture attention, evoke positive emotions, and establish a strong connection with the participants. Consequently, it generates a natural spread and leaves a profound impression of the event in everyone's minds.

Figure 30 : Facebook reel of "NTQ Kid's Got Talent" contest

In addition, our team is also primarily responsible for scripting and producing a teaser for the "NTQ Kid's Got Talent" competition at Tiniworld. Throughout this process, we placed special emphasis on creating engaging and captivating activities, thus arousing an irresistible sense of curiosity. By doing so, the teaser stimulated viewers' imagination and enticed them to participate in the event. Our team chose to employ lively, friendly, and memorable visuals and language to convey the fun and excitement inherent in the competition. Creating a dynamic, artistic, and enthusiastic ambiance in the teaser was the objective that our team aimed to achieve.

2. In-event Implementation

2.1. "Chuyện phố tôi" Video Contest

2.1.1 Assignment and progress

CRITERIA	CONTENT	PIC	DEADLINE
MEDIA	Designing media publications	Trung	18/05
FOLLOWING THE CONTEST	Following the list of participating teams & presenters	Khánh	22/5 ~ 9/6
	Compiling clip and sending to organizers	All team	04/06
SUPPORTING CONTESTANTS	Supporting scripts	All team	24/05
	Filming	Trung - Khánh	03/06
SUPPLEMEN- TARY COMMU- NICATION	Re-sharing information about the contest	Nhung	23/05
	Launching Minigame "Who is the judge of the contest?"	Huyền	24/05
	Announcing Minigame results	Huyền	25/05
	Introducing the contestants	Nhung	29/05
	Members of all floors gather together to prepare for the competition	Trung	02/06
	Behind the scenes of blockbuster movies	Nhung - Huyền	03/06
	Instructions on how to spend the prize money of the contest	Khánh - Huyền	07/06
AWARDING	Preparing the voting link at Gala night	All team	08/06

Table 26 : Assignment and progress "Chuyen Pho Toi"

2.1.2 Media products

Figure 31: Facebook post of "Chuyen Pho Toi" contest
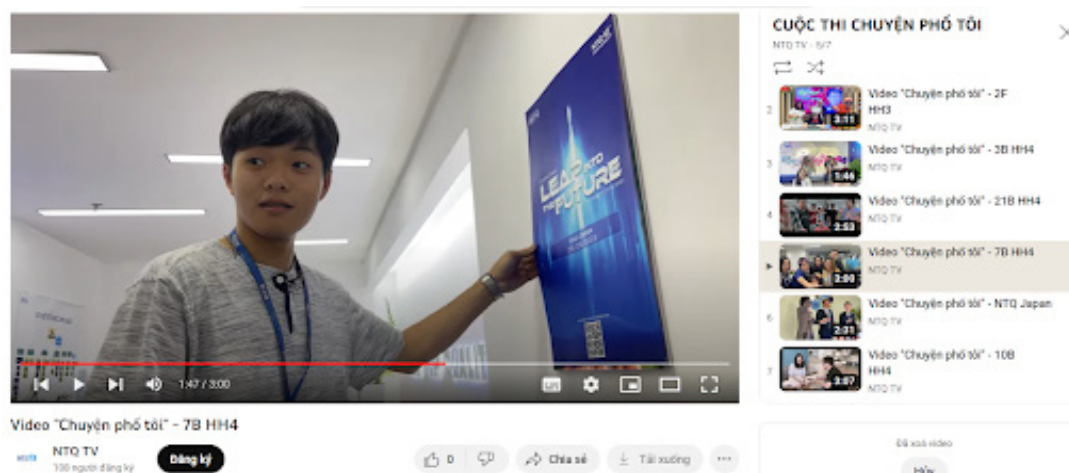
Figure 32: Contest entries on Youtube

2.2 "NTQ Tôi kể" Post Series

2.2.1 Assignment and progress

CATEGORY	DETAILS	PIC	DEADLINE
"NTQ TÔI KỂ" POST SERIES	Finding funny stories in the book	Khánh	08/05
	Filtering out the questions	All team	10/05
MEDIA SERIES	Expanding Horizons: NTQ Office Growth and Creating a Home	Nhung, Huyền	17/05
	NTQ Travel Diaries: Exploring the World in Countless Ways	All team	20/05
	Footprints Beyond Borders: NTQ's Ventures in International Markets	IC Department	24/05
	Navigating Challenges: Early Onsite Experiences Abroad for NTQ Team	All team	27/05
	Perspectives of International Members at NTQ: Embracing Diversity in the Workplace	All team	31/05
	Unveiling NTQ's Product Journey: Stories Behind Our Innovations	IC Department	31/05
MINIGAME	Minigame answering questions about details in NTQ Tôi Kể	Huyền - Trung	05/06
	Finding the winners	Huyền	07/06
	Awarding	Trung, Khánh	09/06

Table 27: Assignment and progress "NTQ Tôi Kể"

2.2.2 Posted products
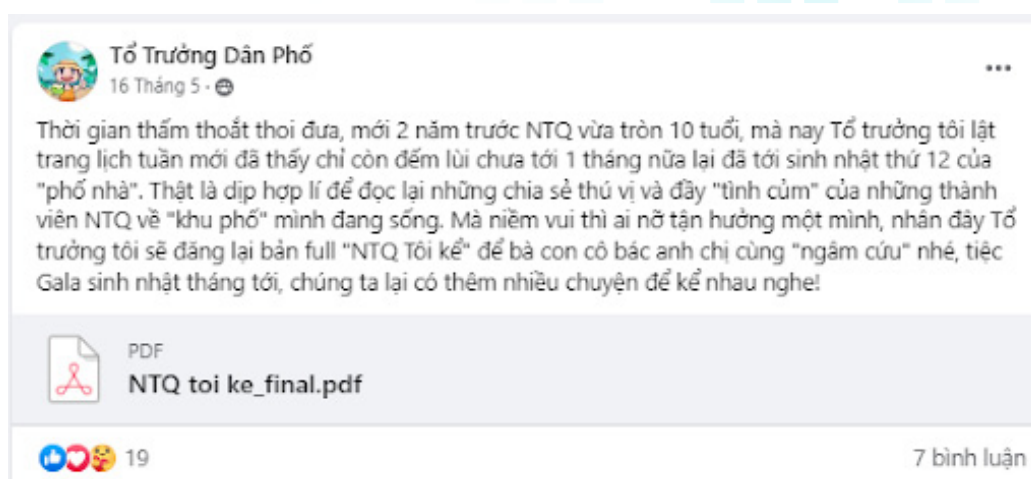
Figure 33: Facebook post of "NTQ Tôi Kể"

2.3 NTQ's 12th anniversary - "SHINE1306: Leap into the future"

2.3.1 Assignment and progress

CRITERIA	CONTENT	PIC
	Photographing & Recording	Trung
SET UP, REHEARSAL	Preparing facilities: - Carpet - Tablecloths - Dining substances - Decoration (flowers, candles, podium...) - WC - Areas of welcome gate, backdrop, check-in... - Welcome drink area - Table area to write birthday wishes	Huyền,Khánh
	Controlling the greeting book area	Nhung

PERFORMANCE	Gathering and reviewing the internal performance team	Huyền - Nhung
	Joining the performance team	Huyền
	Taking care and guiding the Kids team	Nhung
GUEST	Sorting the guest positions according to the final list	Khánh
	Printing VIP guest names	Trung
	Guiding guests to the party table	All team
PARTY	Following the preparation time at the party tables	All team
MINIGAME	Moving micro to players and guests	Huyền
	Presenting gifts	Nhung
PHOTOGRAPH	Taking photos at the backdrop areas	Trung
	Following at the checkin area	Khánh
MEDIA	Posting	All team

Table 28: Assignment and progress NTQ's 12th anniversary

2.3.2. Script

TIME	#	ACTIVITY
I		**WELCOME GUEST**
17:00 - 17:35	35	- Check in - Welcome drink & Net working
17:35 - 17:45	10	- MC Voice off bắt đầu vào chương trình - PG ổn định chỗ ngồi cho khách theo từng khu vực
II		**CHƯƠNG TRÌNH CHÍNH**
17:45 - 18:05	20	**Opening performance**
	5	**Opening performance LED Dance Hành trình của NTQers**
	10	MC Chào mừng, giới thiệu ý nghĩa chương trình
	5	Chiếu clip "TÔI LÀ ..."
18:05 - 18:25	20	**Chapter 1: The beginning of a journey**
	15	Chiếu **Clip Chapter 1**: *Một hành trình mới bắt đầu* , MC giao lưu
	5	**Tiết mục Nhảy hiện đại Sôi động. Mix 3 bài**
18:25 - 19:10	45	**Chapter 2: Historical Footsteps**
	16	**Chiếu Clip chapter 2** *Những bước chân tiên phong*
	10	**MC giới thiệu đến clip ghi hình sẵn ở các đầu cầu**
	4	**Tiết mục biểu diễn của ca sỹ Thu Thuỷ** *Biểu diễn ca khúc: Bước đi không dừng lại*
	15	**Game: Hỏi xoay - Đáp thắng** **MC giới thiệu trò chơi, thể lệ và giải thưởng**

Table 29: Script of NTQ's 12th anniversary

19:10 - 19:20	**10**	**Chapter 3: Sustainable Journey**
	5	Chiếu **Clip Chapter 3**: *Đồng hành vững bước*
	5	Tiết mục văn nghệ của ca sỹ Thu Thuỷ và vũ đoàn
19:20 - 20:35	**75**	**Chapter 4: Leap into the future**
	5	Chiếu **Clip Chapter 4**: *Những bước nhảy vọt*
	1	*MC kết Chapter 4 và dẫn vào Talkshow*
	15	Talkshow: *chia sẻ câu chuyện của mình về hành trình Beyond Global*
	1	*MC kết Talkshow và dẫn vào cuộc thi Chuyện Phố tôi*
	40	Cuộc thi Chuyện Phố tôi MC giới thiệu format của cuộc thi
		Đại diện đơn vị đứng lên trình bày và kêu gọi bình chọn cho bài dự thi của tầng mình
	3	MC dẫn phát động bình chọn giới thiệu Tiết mục văn nghệ Tập thể CBNV và con CBNV Bình chọn cho bài dự thi song song đó là biểu diễn văn nghệ
	10	Trao giải cuộc thi Chuyện Phố tôi
20:35 - 20:55	**20**	**Key Moment: HAPPY BIRTHDAY 12 YEARS YOUNG**
	20	MC mời BOD và đội ngũ nhân sự trẻ
		Cùng thực hiện nghi thức cắt bánh kỉ niệm 12 năm
	5	MC bế mạc, kết thúc chương trình
20:55 - 21:10	**15**	Tiết mục hát tập thể (Hát live, tự phát) Các thành viên NTQ tiến lên sân khấu cùng hát bài NTQ kết thúc chương trình

Table 29: Script of NTQ's 12th anniversary

2.3.3 Media products

App MyNTQ

Figure 34: App MyNTQ posts of NTQ's 12th anniversary

Facebook

We distributed invitations to each employee to show our care and attention even in the smallest stages. Thereby also shows the thoughtfulness and careful in each stage of preparation for the company's big event.

Figure 35: Birthday invitation post

Figure 36: Posts novelties and questions answered this year

Figure 37: Post novelties and questions answered this year

During the event phase, our team kick-started with posts and images related to the birthday celebration date. The posts primarily focused on communicating information to employees and highlighting the event's time and location to attract their participation. Prior to the writing and design process, our team was provided with posts from similar events to determine an appropriate writing and design style for presenting our message to the target audience. Accordingly, we adhere to the established style of being cheerful, engaging, and trendy for all our artworks and captions.

Figure 38: Movie trailer post

A video trailer is set to introduce this year's Shine 1306 event, which holds significant importance for the entire company. The short video, lasting less than a minute, aims to create an initial impression on each member, piquing their curiosity and building anticipation for the upcoming event.

Facebook Reels is a short-form video sharing platform that aims to create a closer connection with viewers. The videos are presented in a humorous and adorable manner, making it more comfortable for viewers to receive the message. They primarily focus on naturally and gently emphasizing the event's time and location.
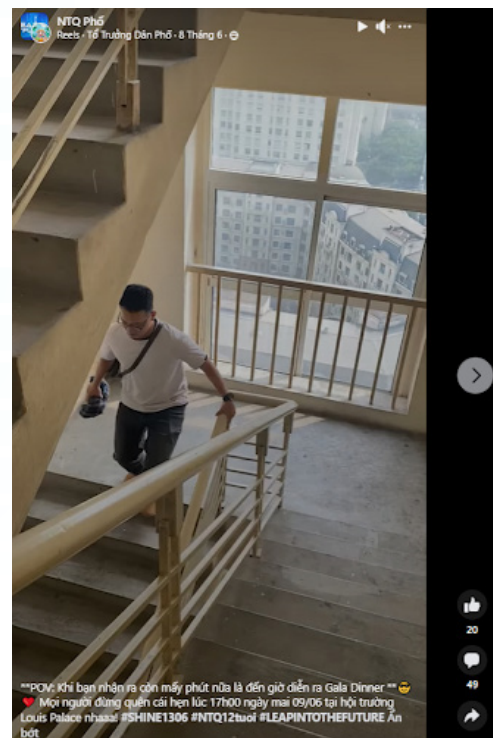
Figure 39: Use Facebook reel to remind time

Figure 40: Birthday time reminder post

On the day of the event, short and gentle reminder posts will be prioritized to help members remember the program's schedule milestones.
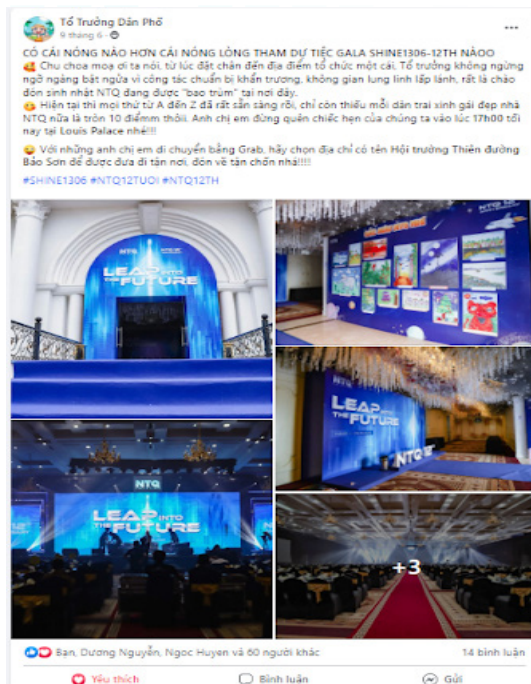
Figure 41: Posts updated atmosphere at the event

Leading up to the event's scheduled time, sharing event photos will capture more attention from everyone. Those who are still hesitant will be further motivated to participate, witnessing how the program unfolds. These posts also serve as a reminder for everyone to quickly attend the event and join in welcoming this meaningful occasion.
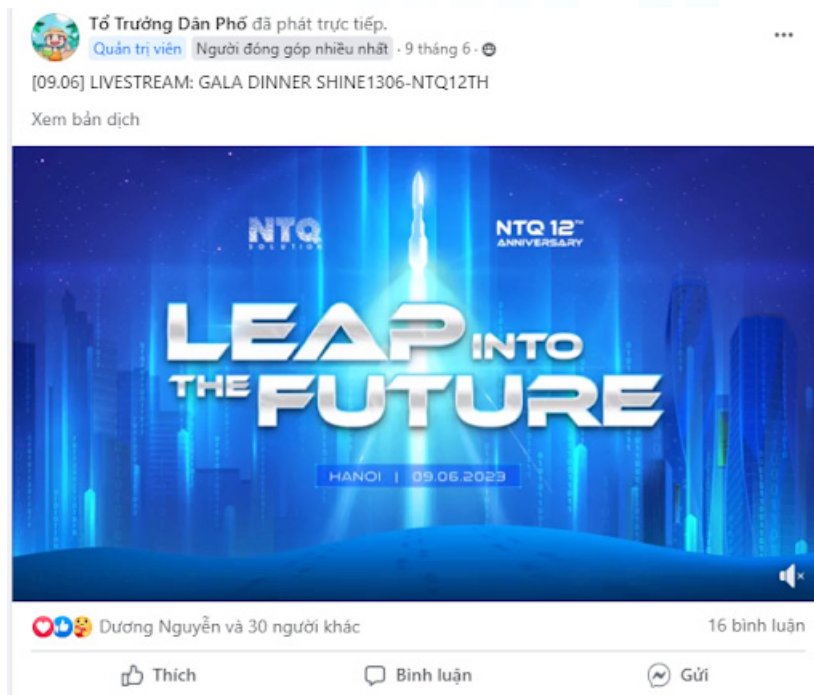
Figure 42: Event livestream on Facebook

Livestreaming to share the memorable moments of the program allows those who cannot attend to still be part of the festive atmosphere. The video also captures the unforgettable moments of this event, even after it has concluded, allowing people to revisit them at any

3. Post-event Implementary

In the post-celebration phase, our team collaborated with the Internal Communications department to create a series of articles aimed at sustaining the excitement and camaraderie established during the celebration of NTQ's 12th anniversary. The main purpose of this article series is to maintain and enhance the sense of community spirit, commemorate meaningful moments, and foster a strong connection among NTQ members..
Summary and Conclusion: By recapping the highlights of the Gala Dinner and simultaneously expressing gratitude for participation and support, the article continues to convey appreciation and honor the spirit of collaboration.
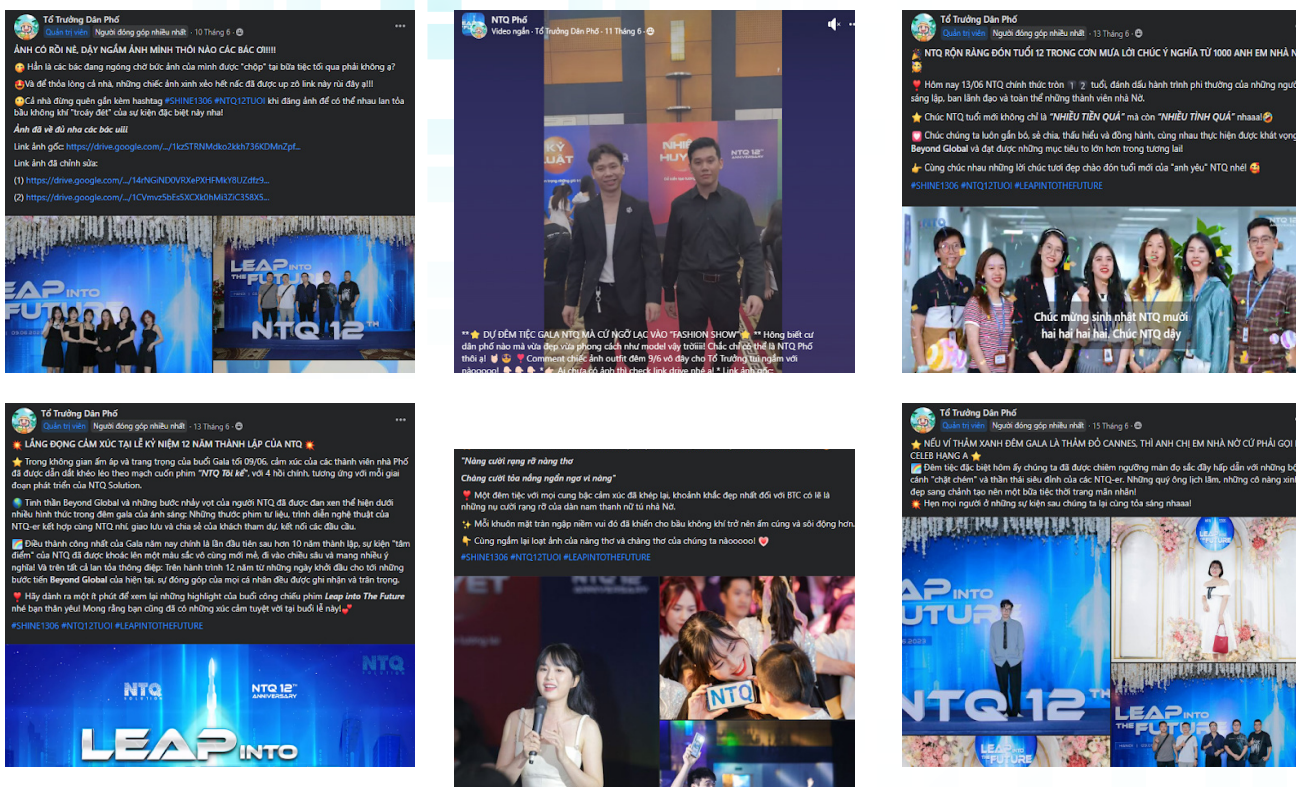
Figure 43: Pictures of posts after the event

At the end of the event, a series of articles is not only a part of recording the moments that took place, but also serves the clear purpose of maintaining and enhancing the sense of solidarity of the brothers in the company and presenting express gratitude and honor to members, and affirm the goal of developing and fostering a strong connection for the future.

Figure 44: Project group with brothers and sisters at NTQ

3.1. Actual Budget

CRITERIA	DETAILS	UNIT	QUANTITY	TOTAL
Venue & party rental	Hai Minh Communication Service Co., Ltd	Package	1	534,892,600
Event organization service	Hai Minh Communication Service Co., Ltd	Package	1	514,806,600
Artists	Supporting practice	Person	281	5,620,000
	Artists' fees	Person	25	12,500,000
	Supporting MC	Person	2	2,000,000
	PG	Person	10	1,500,000
Minigift sets	Mini gift (Candies + Glass bottles)	Set	950	19,855,000
"Chuyện phố tôi" video contest	First Prize	Prize	1	10,000,000
	Second Prize	Prize	1	5,000,000
	Third Prize	Prize	1	3,000,000
	Consolation Prize	Prize	4	8,000,000
	Minigame	Prize	5	500000
	Awards formex	Package	1	495000
Shipping	None	Package	1	220000
Minigame "Hỏi xoáy đáp thẳng"	Co-award	Prize	1	3,500,000
	Clips props	Prize	1	352000
Printing	1st Shine Poster	Piece	35	385000
	2nd Shine Poster	Piece	25	687,500
	Logo sticker	Piece	50	110000
	Cover letter	Piece	1	22000
	Decal	Piece	1	286000
	Card	Piece	1000	6,600,000
	Table nameplate	Piece	37	203,500
	Diagram	Piece	10	16,500
	Organizers' card	Piece	30	49,500
SUMMARY				1,130,601,200

Table 30: Actual Budget of NTQ's 12th anniversary

III. Annual Activities

1.“Chào buổi sáng” news/ “Good Morning” news

1.1 Assignment and Progress

Below is an example of a scenario and our work breakdown in implementing the plan outlined above:

<table>
<tr><th colspan="7">BILLIARD
Tiêu đề: Tình hình công ty sau khi phát động giải Billiard</th></tr>
<tr><th>CHI TIẾT</th><th>DIỄN VIÊN</th><th>THỜI LƯỢNG</th><th>LỜI THOẠI</th><th>KỊCH BẢN</th><th>QUAY, DỰNG</th></tr>
<tr><td>Cảnh nhân sự cầm đũa tập luyện cho thằng trong bữa cơm</td><td>Anh Dũng SDC1</td><td>10s</td><td>Camera: anh ơi anh xem xem đang ăn cơm mà anh cứ chọt chọt gì đấy ?
Nhân vật 1 : à anh lau đũa ấy mà</td><td rowspan="6">Huyền</td><td rowspan="6">Khánh</td></tr>
<tr><td>Cảnh nhân sự cầm chổi lau nhà để tập luyện sau khi đi vệ sinh xong</td><td></td><td>10s</td><td>Camera: anh anh anh!!! anh làm cái gì đấy
Nhân vật 2: à anh lau nhà ấy mà</td></tr>
<tr><td>Cảnh nhân sự trong giờ làm việc cầm chuột luyện tập</td><td>Anh Phú SDC3</td><td>10s</td><td>Camera: ơ anh anh có cái dáng làm việc gì mà kỳ cục thế ?
Nhân vật 3 : à anh viết code ấy mà</td></tr>
<tr><td>Cảnh 2 nhân viên cãi nhau theo hình học sơ đồ của bàn Billiard</td><td>Anh Huy OD, Anh Tài OD</td><td>20s</td><td>Camera: ơ hai anh tranh cãi cái gì đấy ?
2 Nhân vật : bài hình năm nay ấy mà
Camera: hình gì mà có cả bi 8 vs bi 15 rồi cân bằng thế này ??</td></tr>
<tr><td>Cảnh nhân viên đang vừa đi vệ sinh xong thì lấy chổi để tập billiard</td><td>Ngọc Huyền</td><td>10s</td><td>Camera: ơ đừng làm vậy nha đừng làm vậy nha, đang làm gì đấy
Nhân vật: em đang quét nhà mà</td></tr>
<tr><td>Cảnh MC nói về tình hình tập luyện tại văn phòng rồi dẫn đến Poster giải đấu Billiard</td><td>Chị Nhung</td><td>10s</td><td>Đấy như chúng ta có thể thấy ai cũng rất hăng say tập luyện, vậy nên chúng ta đừng bỏ lỡ giải đấu Billiard hấp dẫn diễn ra tại..... vào .... nha! Hẹn gặp tất cả mọi người vào hôm đó nhaaaa!!!!</td></tr>
</table>

Table 31: Billiard post script, “Chào buổi sáng” news

			KỊCH BẢN QUAY DỰNG "1001 CÁCH FLEX THEO KIỂU NGƯỜI NHÀ NTQ" Tiêu đề: Cần gì đến hơi thở cuối cùng, người nhà Nờ mà flex thì trên từng hơi thở		
CHI TIẾT	**DIỄN VIÊN**	**THỜI GIAN**	**LỜI THOẠI**	**KỊCH BẢN**	**QUAY DỰNG**
Giới thiệu		10s	Giọng Google: 1001 cách Flex theo kiểu người nhà NTQ	Huyền, Nhung	Khánh
Flex đọc hết sách NTQ tôi kể	Anh Phú IC	7s	Huyền: Anh Phú, anh có gì flex ? Anh Phú: Đọc hết 497 trang của NTQ tôi kể KHÔNG SÓT MỘT CHỮ		
Flex Design bằng Paint	Chị Nhung Miu QA	7s	Huyền: Chị Nhung ơi, làm tí flex đi chị Chị Nhung: Thấy cái poster bằng kia không? Chị design bằng paint đấy :)))))))		
Flex OT qua đêm	Trung	10s	Huyền: Anh Trung ơi anh có cái gì để "phờ léc xình" không ạ Anh Trung: Hôm nay... Anh OT qua đêm :)) Huyền: Kinh vậyyyy Anh Trung: Thực ra người yêu dỗi nên không được về nhà		
Flex đi làm sớm	Chị Thảo IC	7s	Huyền: Chị Thảo, chị có gì flex ạ ? Chị Thảo: Hmmm, nay chị đến công ty lúc 7h sáng Huyền: Ủ uôi sớm vậyy Chị Thảo: Khách hàng gọi mà em *money money money		
Flex giao việc ố zề	Chị Thảo	20s	Huyền đang định kết thúc video: bla bla bla Chị Thảo: à em ơi còn nữa còn nữa.... Huyền: Ô kê chị, Chị Thảo: 6h gửi chị demo cái em đang quay luôn nhé Huyền: nhưng mà giờ 5 rưỡi rồi mà chị... Chị Thảo: kịp không em Huyền: vâng (run run)		

Table 32: Flex post script, "Chào buổi sáng" news

1.2 Media posts

Our posts are primarily focused on development through the Facebook Reels platform, which aligns well with short video content. Moreover, this format easily surfaces on users' newsfeeds, leading to a substantial increase in both views and engagement.
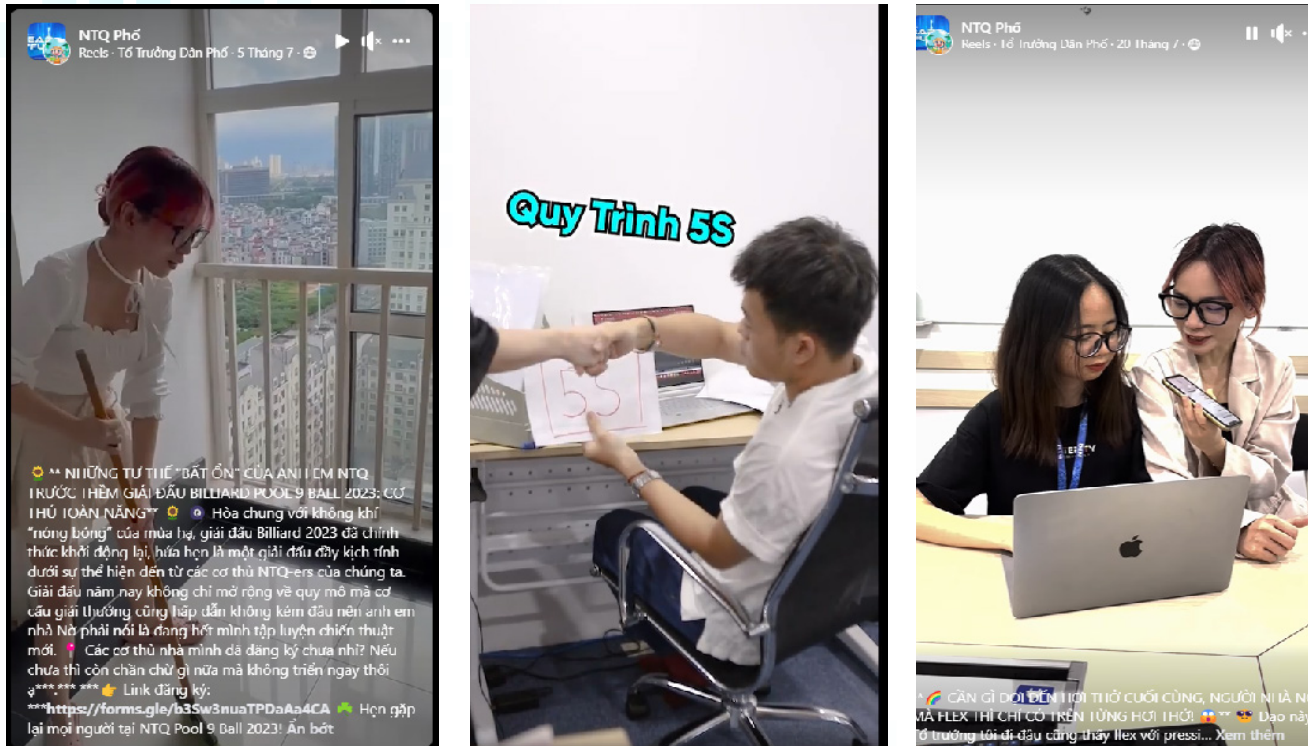
Figure 45 : "Good Morning" posts on Facebook Group "NTQ Phố"

2. Billiard Tournaments

2.1 Media Publications

To prepare for the event, our team has been tasked with designing social media posts and printing materials for the Billiard tournament.

Figure 46: Billiard Tournaments' Email Cover

Figure 47: Billiard Tournaments' Email Cover
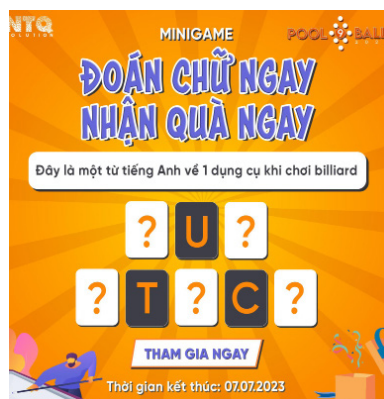
Figure 48: Billiard Tournaments' Minigames

2.2 Application Form

Figure 49: Billiard Tournaments' Application Form

Additionally, our team has also prepared a registration form for participation in the NTQ Pool 9 Ball tournament using an online submission format. The registration form is created on Google Form, written concisely and clearly, including basic information of the registrants such as their full name and workplace address. It contains instructions as well as sections for submitting the registration form and mandatory profile images. This will minimize any potential confusion for contestants during the registration process.

2.3 Assignment and Progress

CRITERIA	DETAIL	PIC	DEADLINE
PRE-EVENT			
Preparing organizational items	Designing: + Voucher + Competition table (2 copies) + Standee + Posters	Trung,Khánh	07/07
	Printing the above items	Nhung, Huyền	
	Preparing Cup,Souvenir Chess	Nhung	10/07
	Preparing Award Envelopes,Speaker, Micro	Huyền	14/7
Checklisting the items	Cups & Flags Prize envelopes Standees List of candidates to check in	IC Department	14/07
IN-EVENT			
Setting up	Setting up the check-in desk	All team	
	Setting up standee	All team	
Organizing	MC (opening & closing)	Huyền	15/07
	Livestream: setting tripod	Khánh,Trung	
	Recording results on the scoreboard	Khánh	
	Photographing	Khánh, Trung	
	Giving awards	Huyền, Nhung	
POST-EVENT			
Clean Up	Handing over the venue	Khánh	16/07
	Garbage collection, cleaning	All Team	

Table 32: 2.2 Assignment and Progress Billiard Tournaments

2.4 Media Posts

Our team is responsible for creating content for the NTQ Pool 9 Ball tournament event on social media. According to the plan, the kickoff posts and mini-games will be initially posted on NTQ Phố to capture employees' attention, increase their awareness, and energize the atmosphere of the event series.
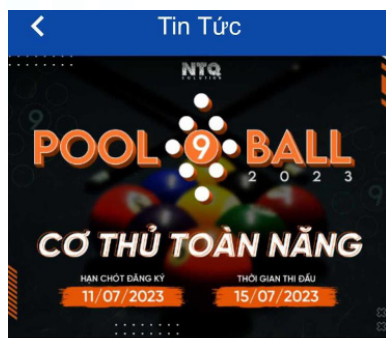
Figure 50: Media Posts on "MyNTQ"
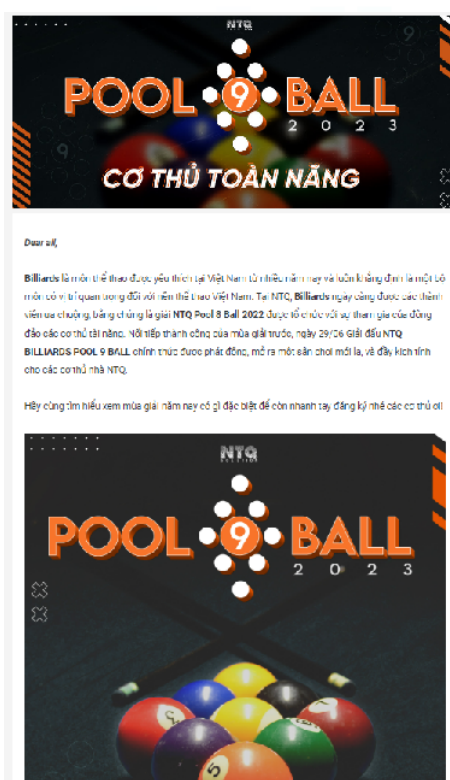
Figure 51: Post sending to Email
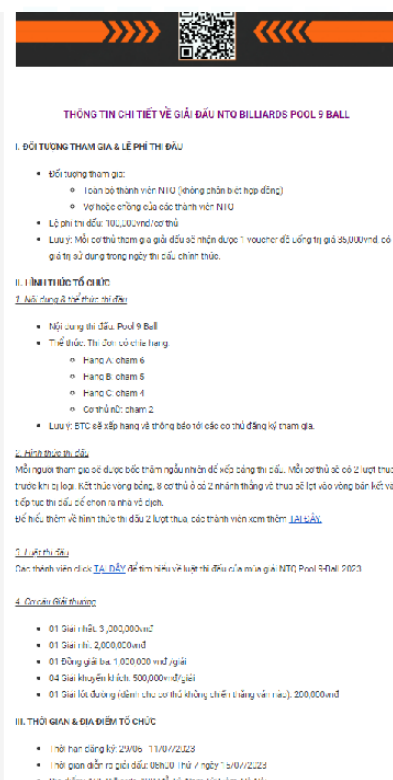
Figure 52: Billiard Tournaments' Launching Post
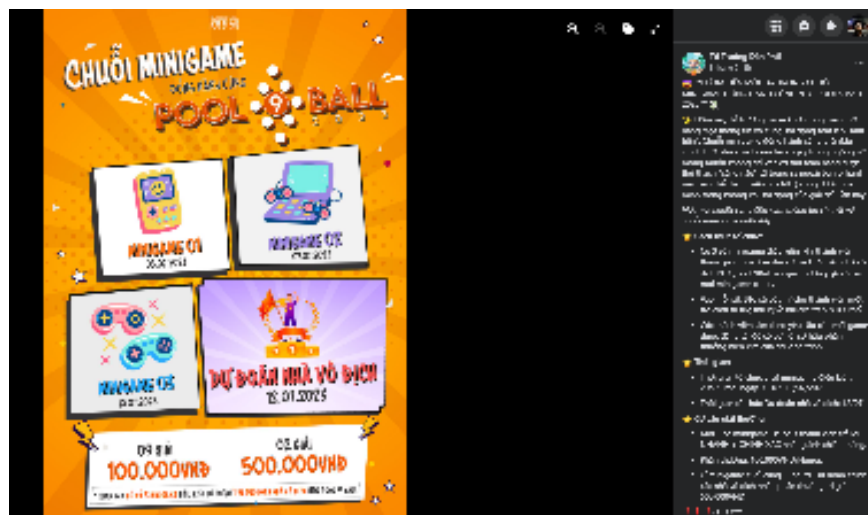
Figure 53: Billiard Tournaments' Minigames Launching Post

Figure 54: Billiard Tournaments' Minigame 1

Figure 55: Billiard Tournaments' Minigame 2
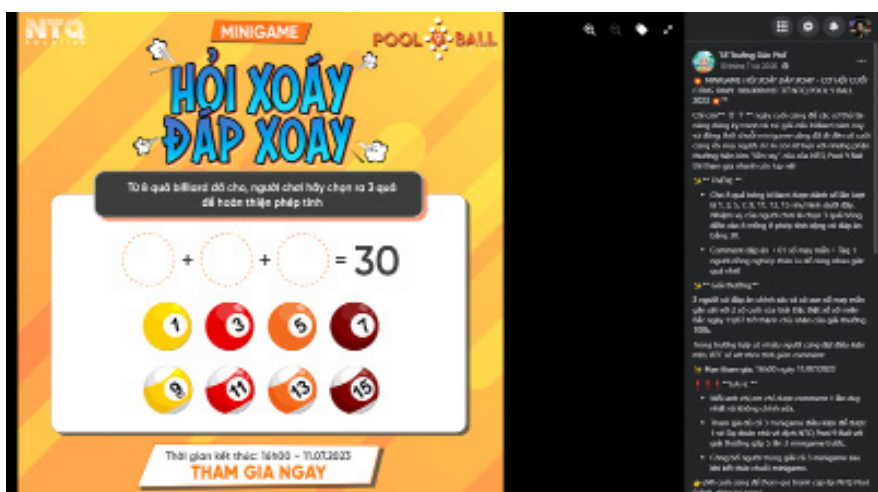
Figure 56: Billiard Tournaments' Minigame 3
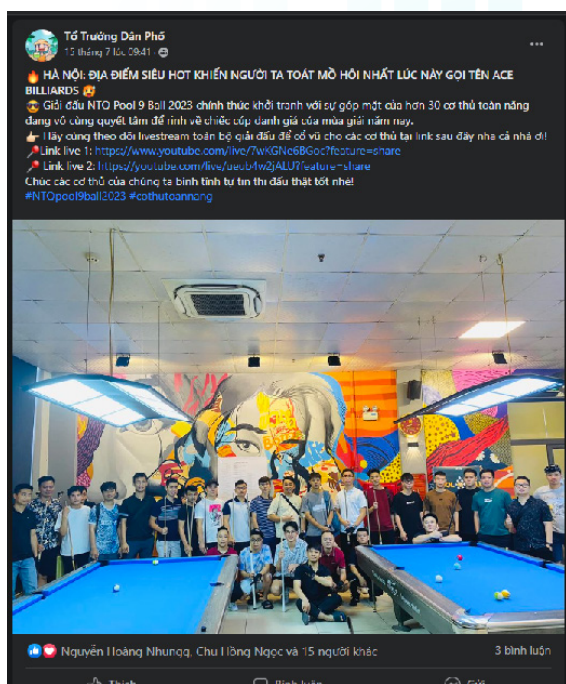
Figure 57: Update post on the Tournament

Figure 58: Announcement of
Tournament Champion Post

Figure 60: Post Sharing from the Champion
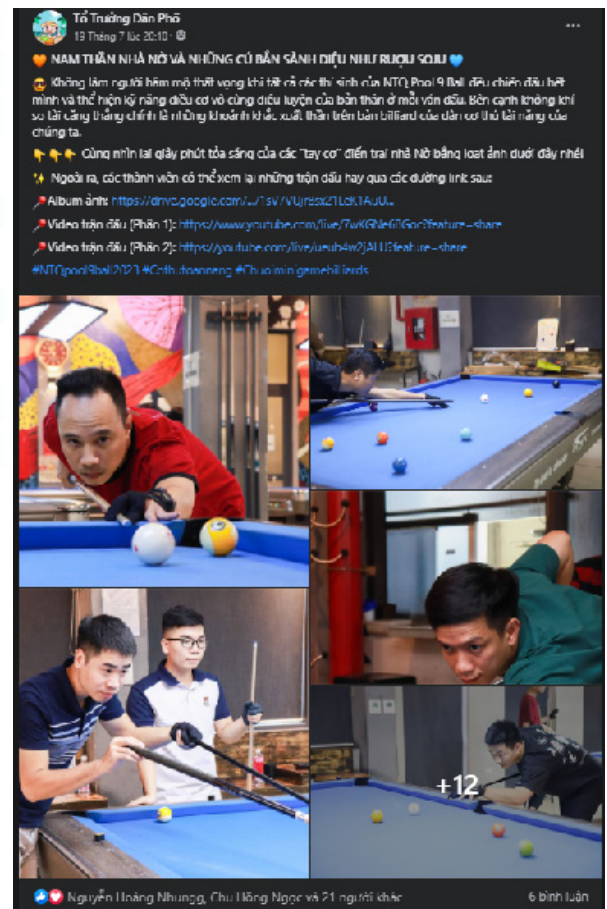
Figure 59: Billiard Tournaments' Recap Post

3. Summer Trip Activity

3.1 Media Posts
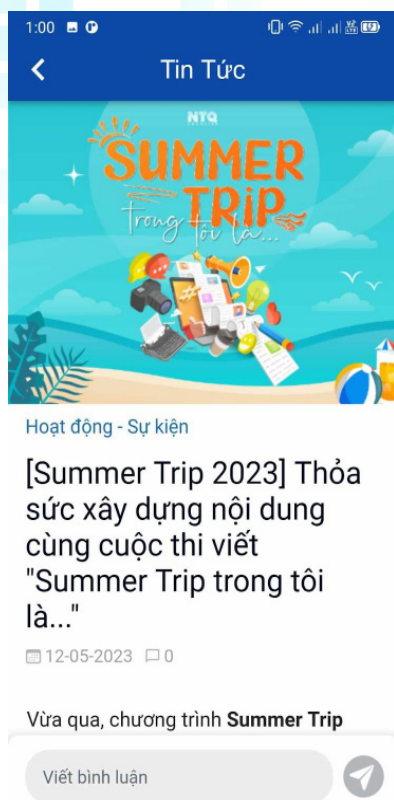
Figure 61: Media Posts on "MyNTQ"
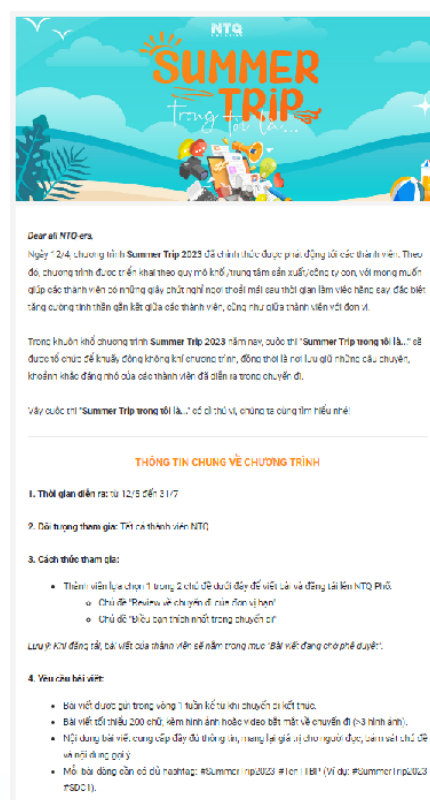
Figure 62: Post sending to Email

Figure 63: Media Posts on Facebook Group "NTQ Phố"
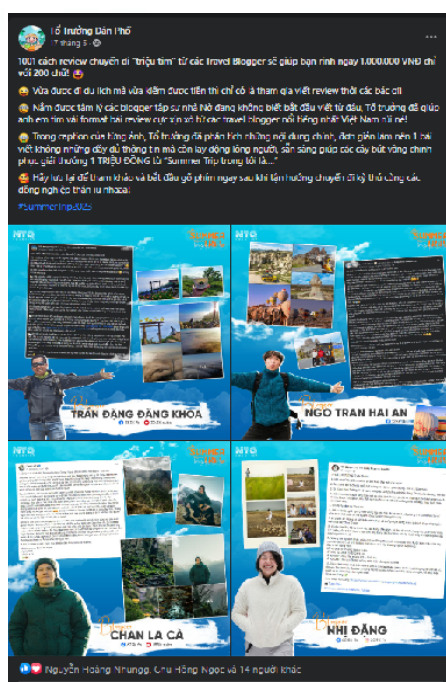
Figure 64: Media Posts on Facebook Group "NTQ Phố"

3.2 Posts featuring participation from different departments
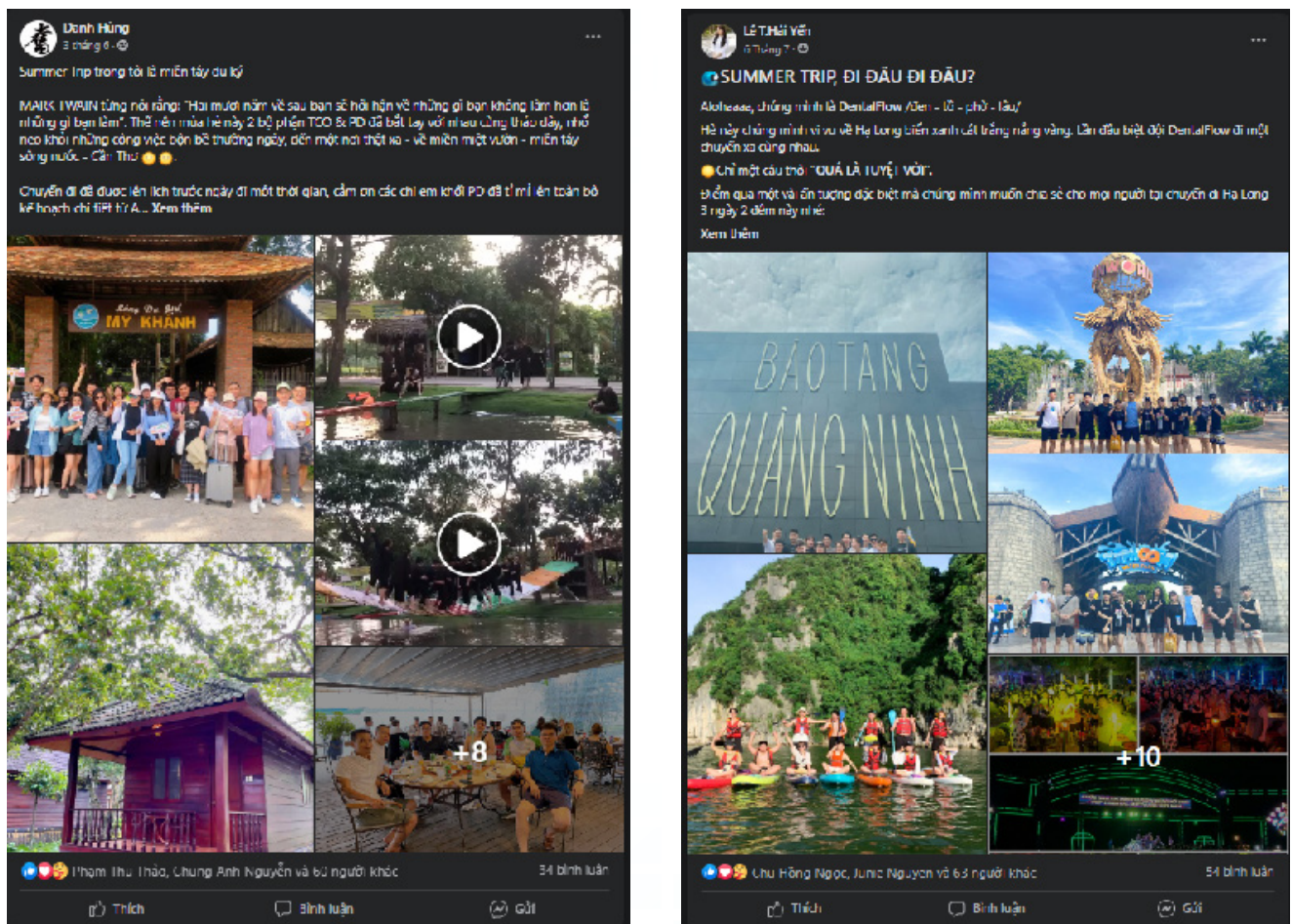
Figure 65: Posts featuring participation on Facebook

IV. Campaign Overview

Our team organized the "Shine1306: Leap into the Future" event and annual activities at NTQ to spread a positive message about our company's culture, work ethics, and growth opportunities. This year, the aforementioned activities stood out with distinctiveness and a professional scale. We placed particular emphasis on the following aspects:

Creating a Space for Discussion and Feedback: Our team designed a pre-event segment exclusively dedicated to discussions and feedback from employees. This helped create a comfortable and secure environment for everyone to share their opinions, allowing us to gain a deeper understanding of their emotions and thoughts.

Professional Scale: The event and annual activities were meticulously and professionally planned, ensuring the best experience for employees. Every detail, from the anniversary ceremony to sports activities, was perfectly prepared, ensuring a sense of connection and significance.

Structured Communication Plan: We developed a detailed and organized communication plan to convey information about the event and activities to all members. This helped everyone understand the objectives and significance of the activities, fostering enthusiasm and active participation.

The project management process provided our team with numerous new experiences, particularly in terms of collaborating with various managers and departments, enhancing skills, and gaining valuable lessons.

V. Future Activities for the Campaign

Most of the activities within the project have been completed by the team. However, there are still two activities that the team is responsible for, as follows:

Organizing the Badminton Tournament at the end of August
Completing the preparation plan for the "NTQ Tôi kể ver 2" book

After the event, our team will proceed with posting content across various communication channels. Alongside this, we will gather feedback and engaging interactions from attendees to supplement the project's effectiveness measurement. With the recent event series, our team aims to lay the foundation for NTQ's long-term activities, particularly with the upcoming "NTQ Tôi kể ver 2" book.

POST-LAUNCH PROJECT
&
RELECTION

I. Project Evaluation
1. Evaluating and measuring effectiveness

Evaluating and measuring effectiveness is a crucial step in a communication campaign. Through effective measurement metrics that gauge the implemented campaign, we can determine the ratio of completed tasks to the total workload as well as the achievement of the initially set objectives. From there, we can formulate proposals for the company's development in the upcoming period based on the insights gained.

1.1 Pre-event activities

The birthday party program "Chuyen Pho Toi" and the contest "NTQ Kids Got Talent" are unique and creative activities that NTQ Solution has implemented to strengthen the brand and spread the company's core values.

The birthday party program "Chuyen Pho Toi" and the contest "NTQ Kids Got Talent" deeply connected with the emotions of NTQ employees and families. The fun and memorable moments during these events created a strong and positive mental association with the NTQ Solution brand.

Through the birthday party program and talent contest, NTQ Solution created positive and insightful stories about the company. The photos, videos and stories shared from these events were the company's personnel to spread the positive message about NTQ to both internal and external communities.

Through "Chuyen Pho Toi" and "NTQ Kids Got Talent", NTQ Solution has created a multi-dimensional interaction and bonding environment between employees and different members of the company. Sharing, participation and support fostered teamwork and cohesion on all levels.

The two birthday party programs "Chuyen Pho Toi" and the "NTQ Kids Got Talent" contest have proven remarkable success in strengthening and strengthening the NTQ Solution brand. These creative and meaningful activities have achieved impressive results, demonstrating the consensus and commitment of both NTQ employees and the community.

With active participation and response from all members, these two pre-event programs proved that strengthening the brand is not just about advertising or marketing, it is about building relationships. true system and value in the eyes of each person. The success of "Chuyen Pho Toi" and "NTQ Kids Got Talent" is a clear demonstration of the strength and uniqueness of the NTQ Solution brand.

1.2 NTQ's 12th anniversary - "SHINE1306: Leap into the future"

This year's SHINE1306 was planned and organized with an entirely new concept, different from previous years. The birthday gala was aimed at a modern and youthful approach, embracing a European style. With a series of kickoff activities, mini-games, and Q&A sessions to promote the program, this year's birthday celebration was successful in garnering significant interest from the company's members. We received over 700 registrations and had more than 800 attendees at the Gala night, which is an encouraging increase compared to previous years.

Throughout the event and even after its conclusion, both guests and company staff shared images and videos of the company's 12th-year birthday event on their personal pages, fan pages, and groups. This has helped to promote the company's image more widely and effectively.
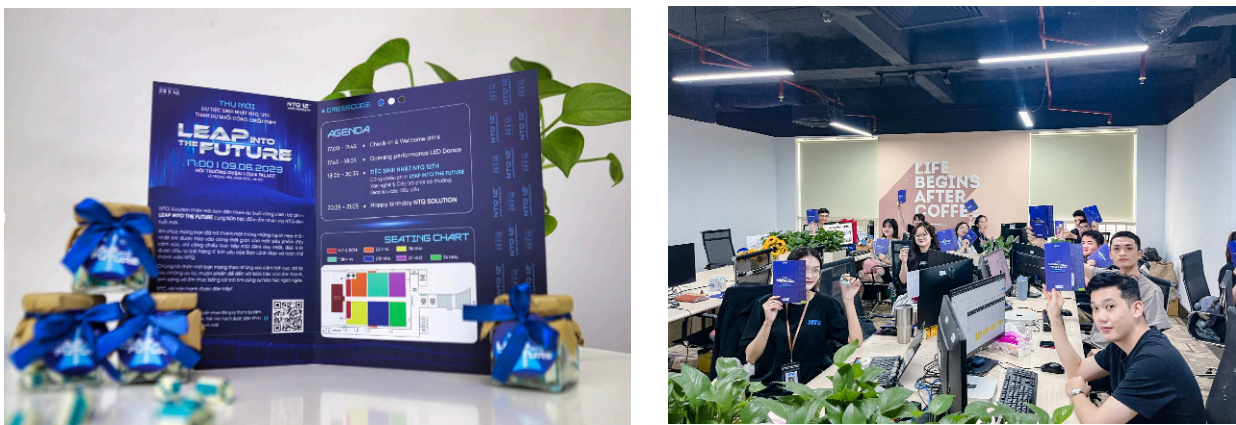
Figure 66: Company employees actively share invitations
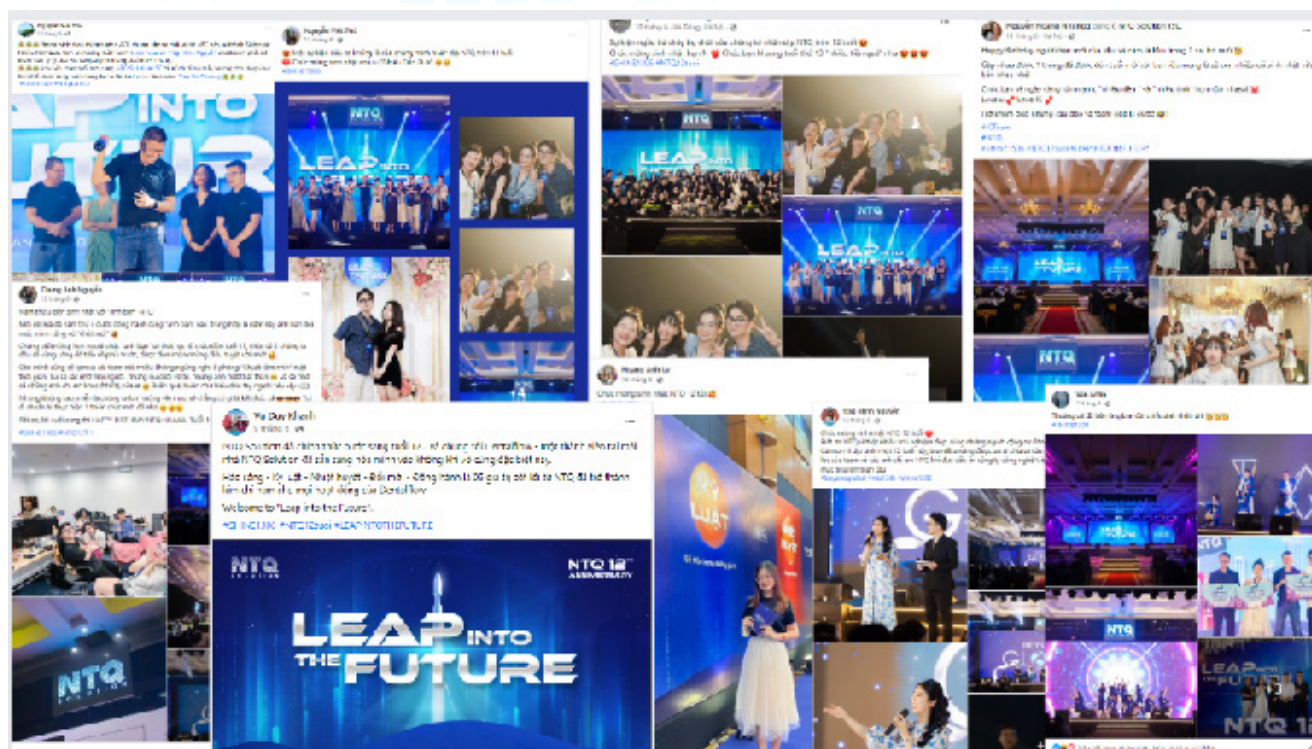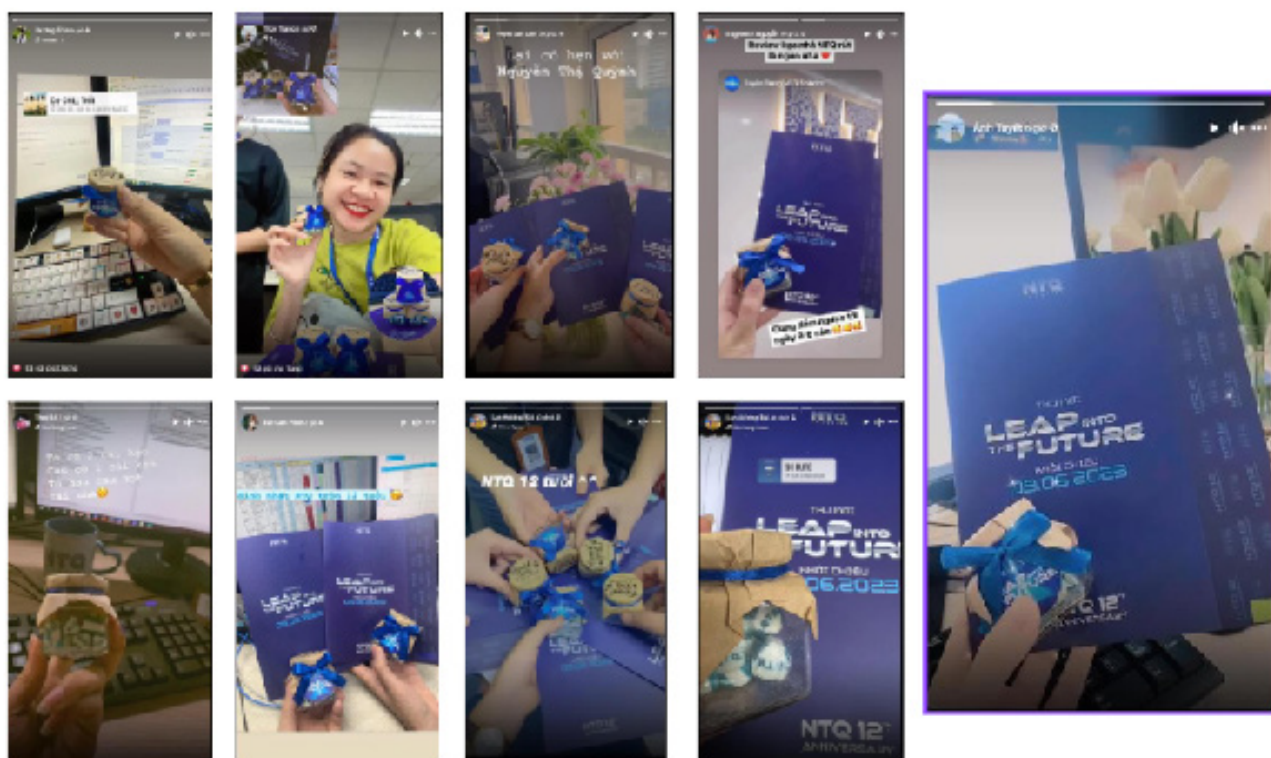
Figure 67: Company employees actively sharing the memories after the Gala night

Figure 68: Different pages reposting the event
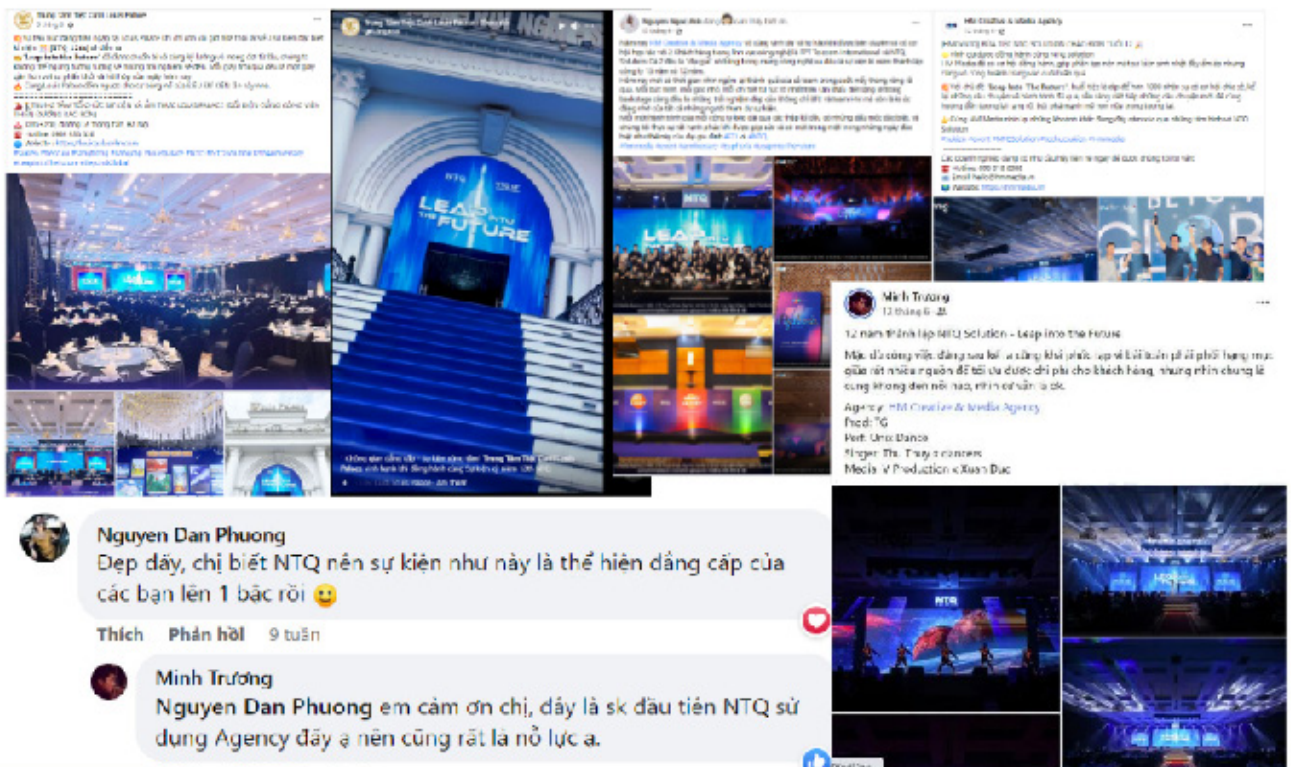
Figure 69: Partners reposting the event

Survey

Number of survey participants: 156 members (constituting 16% of the total NTQ members) and (constituting 24% of the total attendees of Shine1306 Gala).

Overall rating

Highly rated categories (calculated by total rating member points):

* The program's invitation card set (invitation cards & candies)
* Hall space (area, view)
* Images displayed on LED screen
* Information related to the event (parking information, seating chart, directions, etc.)
* Posters, check-in backdrop

Not highly rated categories (calculated by total rating member points):

* Food quality
* Restaurant's table service quality
* Program duration
* Interactive content on Gala night
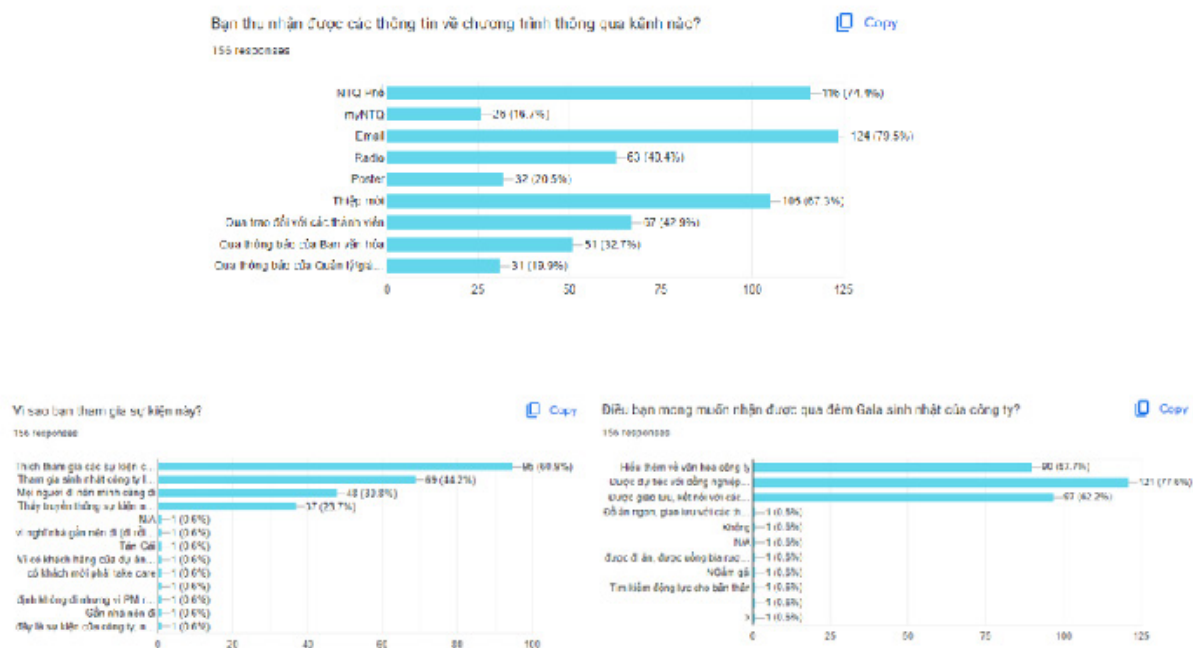
Figure 70: Birthday program survey results

Based on the survey, NTQ members became aware of the program through various media channels, primarily through the group "NTQ Phố", Email, and invitation cards, with percentages of 74.4%, 79.5%, and 67.3% respectively. This clearly indicates that these communication channels are highly effective.

Furthermore, a significant majority of the participants attended the event with the aim of gaining a better understanding of the company's culture, networking with colleagues, and fostering connections. These preferences dominated the survey results, with the remaining choices being of negligible significance.
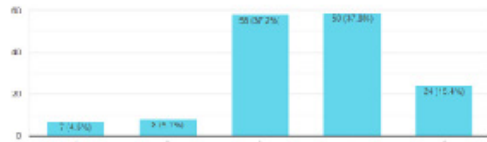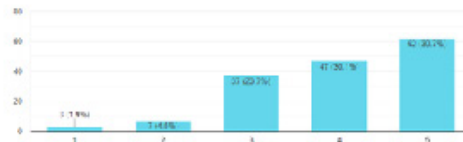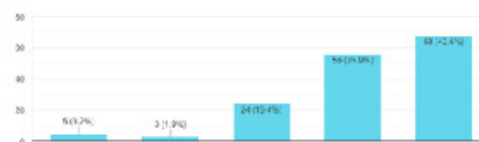
Figure 70: Birthday program survey results

In the realm of visual media communication, the majority of responses have yielded positive outcomes, as both the messaging and the execution have garnered favorable impressions among event attendees. As indicated by the chart, it is evident that a significant portion of participants' choices fall within the categories of "satisfied" and "quite satisfied."
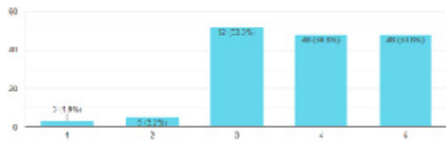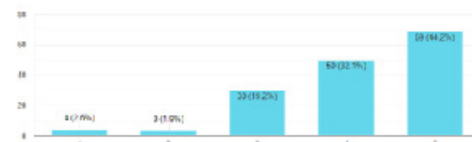

Figure 70: Birthday program survey results

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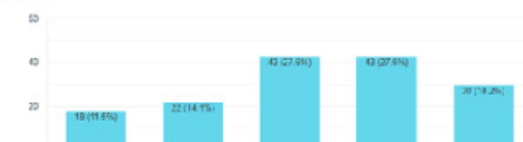
The positive feedback from the surveys extends beyond just the aspects of organization, encompassing factors such as seating arrangements, hygiene maintenance, and lighting ambiance. However, there is a noteworthy observation regarding the evaluation of the venue's location, which received a dissatisfactory rating from 11.5% of participants. This serves as a valuable lesson for the organizing team to glean insights for future event planning endeavors.

Figure 70: Birthday program survey results

The evaluations regarding the program's duration and thematic messaging, however, are not as positive as seen in the aforementioned surveys, with 8.3% giving a poor rating, and 18.6% and 12.8% respectively offering a rather unsatisfactory assessment. The prevailing sentiment among participants is one of acceptance, rather than outright satisfaction, in this aspect of the event. This highlights the need for improvement in both the duration of the program and the effectiveness of conveying the thematic message in order to achieve a higher level of participant contentment.

Figure 70: Birthday program survey results

Similar to the previously mentioned aspects, in peripheral categories such as the "Chuyện Phố Tôi" video contest, talk shows, welcome drinks, only the cultural performance segment received a favorable evaluation, outperforming the other program elements.
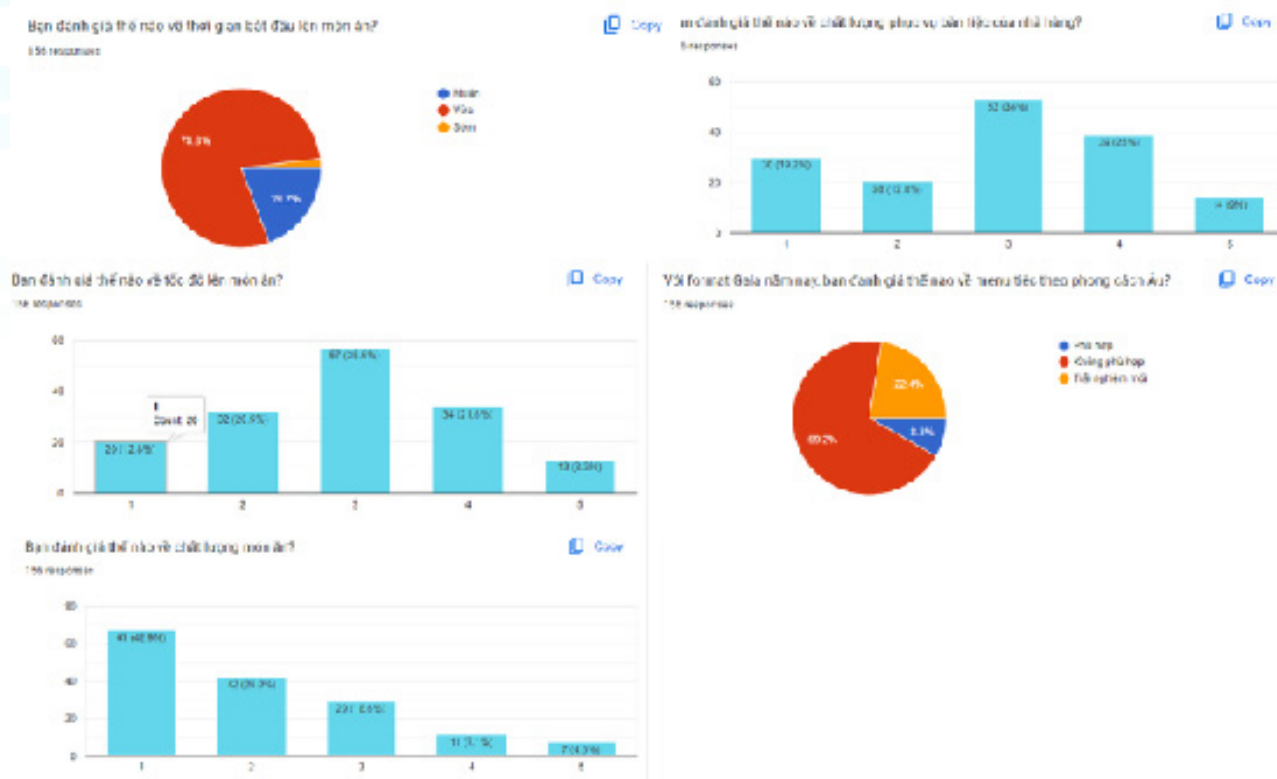

Figure 70: Birthday program survey results

In the evaluation section concerning the food and program concept, the majority of feedback indicated that they were not suitable, with 78.8% and 69.2% respectively assessing them as unsuitable. Furthermore, the quality of the food and the restaurant itself did not receive high ratings.

Conclusion

From these observations, it becomes apparent that both the program concept and the food offerings were not aligned with the cultural preferences of the NTQ community. This serves as a significant experiment, not only for the team involved but also for the entire IC department and the leadership, as they venture into testing new approaches. Moreover, this endeavor has provided valuable insights and lessons learned for our team, contributing to a pool of knowledge that will aid both the group and the entire company in progressing towards a more prosperous future.

1.3 Annual Activities

The "Summer Trip trong tôi là" contest, which was implemented for the first time, received enthusiastic participation from various departments. Out of 20 departments, 14 of them shared their heartfelt reflections with everyone.
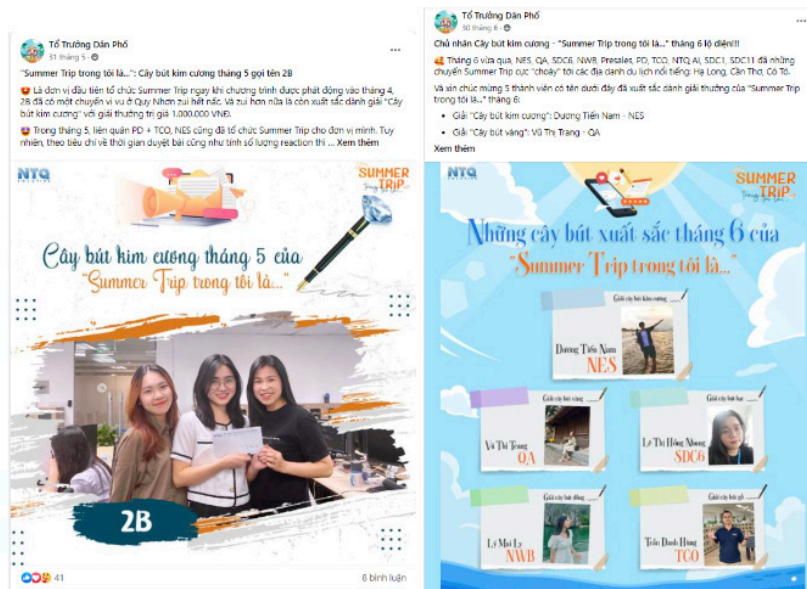

Figure 71: Result announcement post

This year's billiard tournament also attracted a significant number of participants from various players. With over 70 registrations, 32 players advanced to the championship rounds of this year's tournament.

Figure 72: Tournament launch post

Alongside the communication campaign for the program, the number of registrations this year has doubled compared to last year. This increase in participation signifies the heightened interest of NTQ members in the company's internal activities.

1.4. Media Plan on Facebook Group "NTQ Phố"

During the period from 01/05 to 10/08, the activity index indicates that group members were most active from mid-May to mid-June. This timeframe corresponds to a concentration of events that attracted significant attention from members, such as the "Kid's Got Talent" contest and SHINE1306. The number of active members during this period remained relatively stable, consistently above 500.
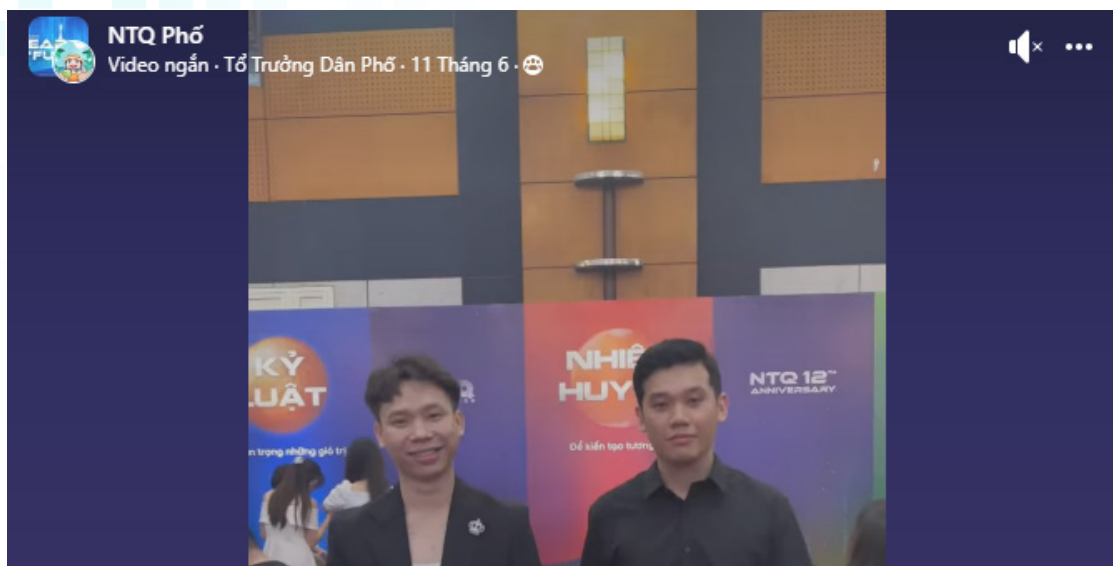

Figure 73: Facebook reel of birthday event

After the birthday period, the activities returned to familiar routines and regular annual tasks. The distribution of activity levels was quite distinct, with some days having very few participants while others saw a significant increase, primarily focusing on days with scheduled events.
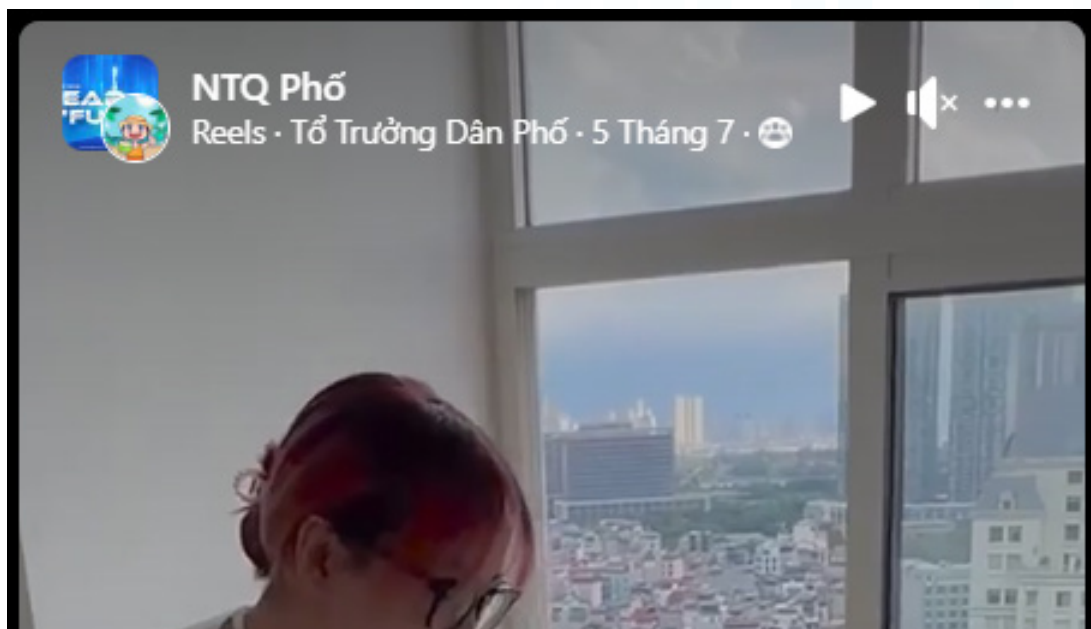

Figure 74: Facebook reel of "Chào buổi sáng" news

Compared to the first four months of the year, both the number of posts and the level of engagement have significantly increased. The number of posts has risen by 193%, comments by 118%, and reactions by 157%. Below is a table with specific data:

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CONTENT	CHANNEL	TIME	NUMBER OF POSTS	LIKES, COMMENTS AND VIEWS	AVERAGE	KPI	COMPLETION LEVEL
"NTQ'KID GOT TALENT" CONTEST	NTQ Phố	5/5 - 7/6	13	976 react 621 comment	75,07 react 47,76 comment	70 react 50 comment	107% react 95% comment
"CHUYỆN PHỐ TÔI" VIDEO CONTEST	NTQ Phố	23/5 - 3/6	9	681 react 131 comment	75,66 react 14,55 comment	70 react 20 comment	108% react 72% comment
"NTQ TÔI KỂ" POST SERIES	NTQ Phố	17/5 - 31/5	6	421 react 351 comment	70,16 react 58,5 comment	50 react 50 comment	140% react 117% comment
"SHINE1306" EVENT	NTQ Phố	22/5 - 13/6	29	1,873 react 963 comment	64,58 react 33,20 comment	50 react 30 comment	129% react 110% comment
"CHÀO BUỔI SÁNG" NEWS	NTQ Phố	25-5 - 28/7	17	699 react 189 comment 6871 view	41,11 react 11,11 comment 404,17 view	50 react 20 comment 300 view	82% react 55% comment 134% view
BILLIARD TOURNAMENT	NTQ Phố	29/6 - 16/7	14	572 react 187 comment	40,85 react 13,35 comment	30 react 10 comment	136% react 133% comment
SUMMER TRIP ACTIVITY	NTQ Phố	15/5 - 31/7	7	316 react 42 comment	45,14 react 6 comment	40 react 10 comment	112% react 60% comment

Table 34: Media scoreboard

The majority of content streams have achieved the set KPIs by our team. The communication posts on the NTQ Street channel usually do not attract significant attention, resulting in relatively low interaction rates. Our team's established KPIs are also based on these actual figures. Although the quantity may not be substantial, this represents a new step forward compared to before. This progression helps the communication posts to gradually garner more interest and engagement from the members.

2. NTQ's Evaluation to Our Team

Our team has received an invitation to continue accompanying NTQ. After completing the project, NTQ hopes that our team can return to the office to listen to feedback from the Branding department. We will be provided with specific guidance by NTQ to leverage our strengths in their work.

NTQ highly appreciates the efforts of our team working at NTQ over the past three months. The collective has performed well in the assigned tasks and achieved results beyond expectations. This demonstrates the professionalism, dedication, and relentless effort of our team.

Excelling in the assigned tasks not only requires professional skills and personal abilities but also demands collaboration and unity within the team. With a team spirit and mutual care, our team has achieved significant successes.

NTQ would like to give special commendation to our team for demonstrating professionalism, responsibility, and maximum effort in the work. Finally, NTQ congratulates all members for our outstanding completion of the task and hopes that these successes will continue to be sustained and developed in the future.

II. Conclusion

1. Team's Contribution To The Project

In this 9th semester, our team has had the fortunate opportunity to become a part of the internal communication department at NTQ Solutions, a technology company with over 1000 members. Within a span of three months, our team has gained valuable hands-on experience and applied our existing knowledge to address communication challenges in the communication process. This has provided the team with precious insights into identifying both positive and negative aspects of the project and finding practical solutions. During the 12th-anniversary celebration event of NTQ Solutions, we were fortunate to be involved from the very beginning, and our proposals were seriously considered. We were also given the freedom to express our opinions and recommendations, some of which were approved. While working at NTQ, we felt like regular members of a team rather than just collaborators on a specific project. Additionally, our team had the opportunity to engage in various tasks such as writing articles, designing, photography, and surveying questionnaires. These tasks were not initially within our scope of work, but these experiences allowed us to gain a deeper understanding of working in an office environment and explore different areas.

We contributed to the project's direction and actively participated in proposing ideas. All communication materials (articles, posters, banners, backgrounds, etc.) and video scripts for events were meticulously prepared to ensure the highest quality upon publication. The internal event "Shine1306: Leap into the Future," celebrating NTQ's 12th anniversary, was warmly received. The event allowed all employees to share stories, express themselves, and engage in various related activities. One of the memorable moments that we take pride in was when Ms. Thao (IC Manager) praised us from a team member during the evening after the "My Street Story" video contest. Ms. Thao mentioned that NTQ had received excellent submissions from offices around the world this year and was delighted to participate in the company's event with pride. These remarks truly inspired us and reinforced our commitment to the project.

However, our team does not fall under an official department, so all guidance and information must come from Ms. Thao - Head of Internal Communication Department, NTQ Vietnam Branch. This limitation hampers our communication with other departments and leads to misunderstandings and obstacles in collaborating with NTQ employees. Partial access to internal information is also restricted. Moreover, our team is not directly allowed to write articles or propose ideas to NTQ's senior management. All matters have to go through Ms. Thao to ensure confidentiality. Lastly, our team has received strong support from NTQ Vietnam's internal communication team. In each project, our team is assigned core tasks, proposes ideas, and is granted approval to directly execute those ideas.

2. Lessons

During our collaboration, our team applied a wealth of knowledge acquired during our studies, especially from courses such as MED201, MKT101, CCO201, VPD201, MPL201, MEP201, DTG111, and more. Although not all information was directly applicable to our practical work, we selectively used it to develop guidelines for various tasks. Our strength did not lie in internal communication activities, so working on this aspect for the first time within a technology-focused organization like NTQ presented a learning curve. We spent quite some time adapting to this new role. However, through these challenges, we gained valuable insights and developed new perspectives. We recognized that there were diverse member profiles and varying ways they engaged with internal activities.

For a technology-centric company like NTQ, the success of a project is often predictable through revenue and customer feedback. Yet, for internal events, members have varied feelings and viewpoints, expressed through various forms of feedback. For instance, while many NTQ employees were excited about the "NTQ Kid's Got Talent" competition, a portion of the staff was not satisfied. The existence of the "Chuyện phố tôi" video competition catered well to the dynamic and enthusiastic members. In contrast, the "NTQ Tôi Kể" communication campaign targeted more introverted members. With an approachable nature and simple participation criteria, this event appealed to a wide audience, ranging from high-ranking executives to laborers and security personnel.

Furthermore, we realized that multitasking and possessing in-depth understanding of various communication tasks, such as branding, internal communication, and public relations, were essential to effectively execute projects within a large company like NTQ. Quick responsiveness was crucial, as all ideas had to navigate through multiple management levels before reaching their final form, and revisions could occur at any time. For example, our team played a central role in helping departments create videos for the "My Street Story" competition. Just before completion, the management requested changes. To meet the new requirements, Trung, our team's editor, dedicated most of his weekend to make the necessary adjustments and finalize the video. Such incidents also occurred with video content scripts due to project management requests, leading our team to generate more ideas, film, edit, and work more. Fortunately, all unanticipated needs were met on schedule. This experience taught us to be agile and prepared for unexpected situations in the future when executing similar initiatives.

We also realized that each company has its own unique approach to implementing communication initiatives. Proposed concepts must align with the business, especially for a technology company like NTQ. On the other hand, our team consistently presented two proposals: a safe option and a riskier yet innovative one. We shared creative ideas while maintaining NTQ's internal culture for both the 12th-anniversary celebration and annual activities.

3. Suggestions & Recommendation For NTQ

3.1 Company Recommendations

After each event, our team also had the opportunity to propose ideas for future improvements. Our recommendations were presented as follows:

• For the "NTQ Tôi Kể" content sharing activity, we suggest replacing it with a similarly meaningful but fresher and more engaging activity. We have plans to develop the company's next commemorative book. In this activity, instead of simply sharing memories from the old book, participants—new staff members—will contribute with new and relatable content that aligns with the current culture.

• For the "NTQ Kid's Got Talent" contest, we propose adding accompanying side activities to the finals. Therefore, the decision was made to host the finals at Tiniworld Nguyễn Chí Thanh, an attraction with fun services and activities that would keep participants engaged and excited.

• Regarding they "Chuyện phố tôi" video contest, being the first time we organized such an event, we recommend creating a more relatable concept—a family movie premiere. In this activity, the team suggested video shooting between different floors, with all team members contributing ideas and shooting videos for their teams. Additionally, we propose extending the video shoot to other NTQ locations worldwide (NTQ Japan, NTQ Hongkong, NTQ Korea, etc.). As expected, this initiative yielded positive results and enhanced NTQ's overall culture.

• For the 12th-anniversary project "Shine1306: Leap into the Future," we propose a segment that combines members and kids participating in the "NTQ Kid's Got Talent" competition. From the survey, we identified that 45% of members fall within the 30-45 age range. Therefore, this artistic segment proved effective and aligned well with NTQ's current culture. We suggest surveying members' profiles and their desires to tailor events to the company's evolving stages.

• For the annual activities, we propose a more intimate and cheerful approach to communication, particularly through video series like "Good Morning" or radio bulletins like "Monday's News" and "IMuzik." While seemingly minor, these daily activities have a positive and lasting impact, making members' daily work environment more enthusiastic and enjoyable.

• Generate more interactive content for other social media platforms such as Facebook and TikTok. Specifically, we propose continuing the "Good Morning" video series to convey culture and regulations in a relatable and enjoyable manner.

These recommendations were a result of our deep involvement and collaboration with NTQ, aimed at enhancing internal communication, fostering a more engaging workplace culture, and contributing positively to the company's future development.

3.2 NTQSquad Recommendations

• Learning and Knowledge Development: Continuously seek and absorb new information about the field of communication, emerging trends, new tools, and effective methods.

• Enhancing Writing Skills: Improve the ability to write and articulate ideas clearly and logically. Develop expressive skills in meetings, discussions, and group conversations.

• Audience Understanding: Grasp the goals, expectations, and needs of the target audience (employees, managers, colleagues, etc.) to convey messages more effectively.

• Mastering Internal Communication Tools: Proficiently use internal communication platforms such as chat systems, email, project management tools, and document repositories.

• Building Relationships: Cultivate positive relationships with members within the organization to gather information more easily and gain a deeper understanding of the internal landscape.

• Evaluation and Learning: Assess and draw lessons from past internal communication cases to enhance future strategies.

• Goal Setting: Define objectives for improving communication skills and establish metrics to measure progress.

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