



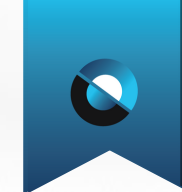
Communication campaign

BBMC VIETNAM WEBSITE COMING SOON

Supervisor: Dr. Vu Viet Nga

Members:

- **Ha Thanh Tung - HS140472**
- **Tran Trung Hieu - HE141544**
- **Pham Ngoc Tuan Minh - HS130366**
- **Luu Quang Tuan - HS153336**



Our Team



Ha Thanh Tung
HS140472
Leader



Tran Trung Hieu
HE141544
Member



Pham Ngoc Tuan Minh
HS130366
Member



Luu Quang Tuan
HS153336
Member



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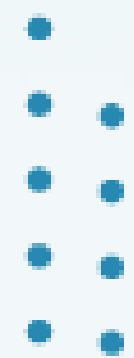


OUR PROJECT

Communication Channels: Through a diverse range of communication channels, from mass media platforms, we ensure effective and engaging interactions with clients and the public.

Website Launch: We are thrilled to introduce our new BBMC Vietnam website, currently in the testing phase to enhance user experiences for clients and collaborators. Your feedback is invaluable as we strive to refine the platform – thank you!

The Production Book consists of seven chapters and 90 pages detailing our work items during the project. Our team complied with the requirements set out for a graduation project under the guidance of FPT University.





01 INTRODUCTION





BASIC INFORMATION:

- **Project Name:** Communication campaign "BBMC website coming soon.""
- **Campaign Field:** Communication & event
- **Executing Team:** FPT University students





REASONS FOR PROJECT SELECTION

We are FPTUer, "Mo loi tien phong"

Our love and joy to Multimedia Communication

Experience the Start-up Model at BBMC Vietnam, where autonomy in your work is encouraged, and you'll have the opportunity to explore various roles within the multimedia communication.



02

RESEARCH AND ANALYSIS SECTION

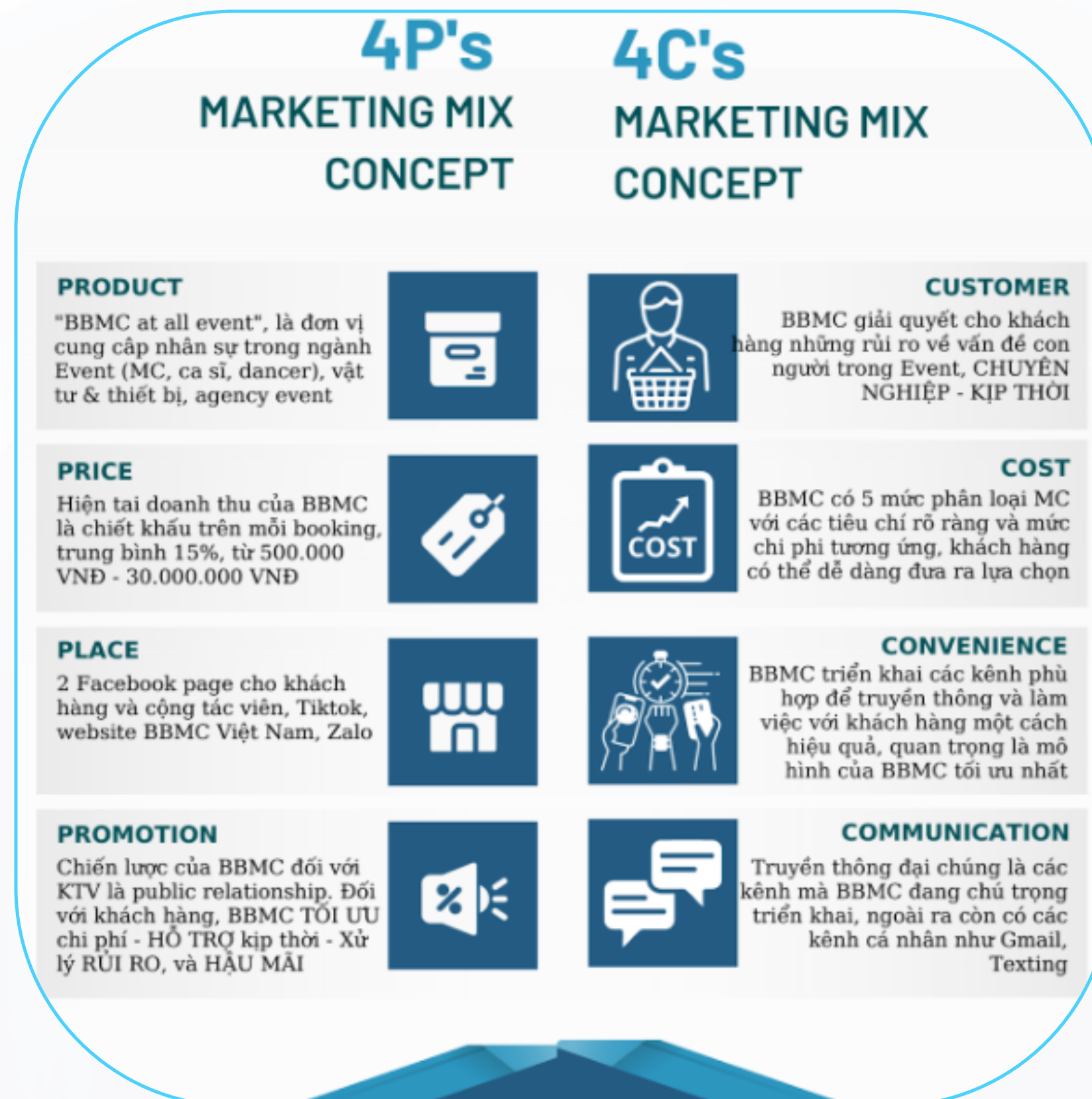


METHOD DEPLOYMENT

We have researched and adopted the 4Cs model combined with the 4Ps to enhance the effectiveness of the company's communication and marketing efforts.

The 4Ps & 4Cs Model

Implementing the 4Ps & 4Cs model for BBMC Vietnam





The 4Ps & 4Cs Combined Matrix





PESTEL

-  Political
-  Economic
-  Sociocultural
-  Technological
-  Environmental
-  Legal



S.W.O.T Analysis of BBMC Vietnam

Strength	<p>An energetic and passionate team of young personnel</p> <p>A large number of freelance collaborators (data contributors) covering two major cities, Hanoi and Ho Chi Minh City</p> <p>Proactively approaching and utilizing technological solutions</p>
Weakness	<p>The company is still young and newly entered the market, thus lacking widespread recognition and partner trust.</p> <p>The workforce structure is not yet fully developed, leading to inefficiencies in operations.</p> <p>Financial resources are still limited.</p>
Opportunity	<p>"Consumer behavior and customer information access are undergoing continuous changes, creating opportunities for those entities that can grasp them. As the socio-economic landscape stabilizes, the events industry is poised for growth, with individuals showing a greater interest in enriching their spiritual lives. Supportive policies further encourage entrepreneurial ventures."</p>
Threats	<p>The competition ratio against major players or well-established entities in the Event industry and direct competition with individuals is a significant factor. Unpredictable elements such as wars, pandemics, and economic crises are increasingly emerging, often beyond control.</p>



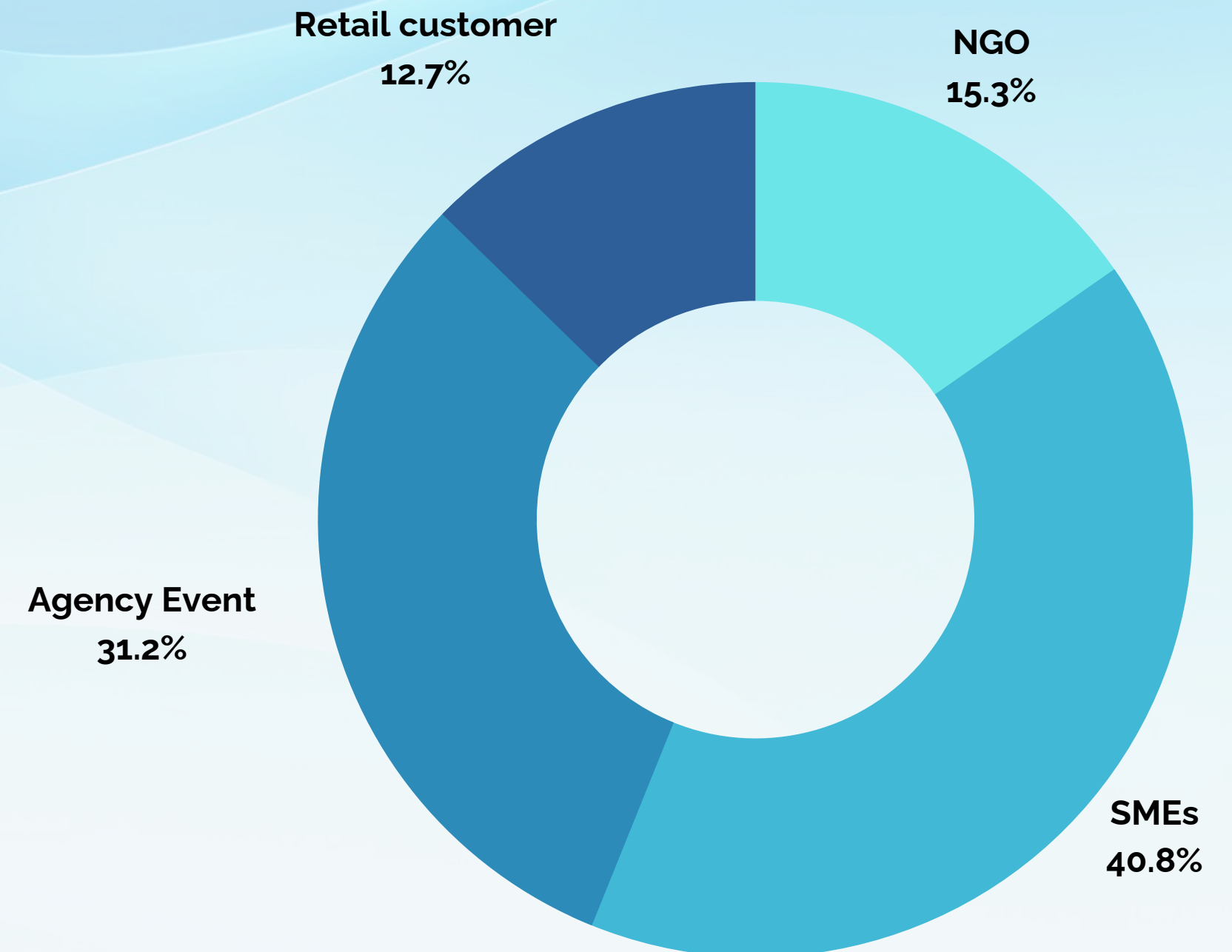
S.W.O.T Matrix

<p>Strengths + Opportunities - Innovative thinking and actions in Business/Marketing/MC - Implementation of new technological solutions to reach potential customer groups</p>	<p>Weaknesses + Opportunities - Expand brand presence across the event market - Define unique selling points (USPs) - Intensify efforts to reach out and attract funding from funds and individuals</p>
<p>Strengths + Threats - Develop service models less vulnerable to external threats - Foster unique selling points (USPs) distinguishing from existing market players</p>	<p>Threats + Weaknesses - Prudent financial activities and capital utilization - Optimize the workforce structure - Develop internal resources of the enterprise</p>



Applied Theoretical Framework

Segmentation based on the industries/fields of BBMC's clients.

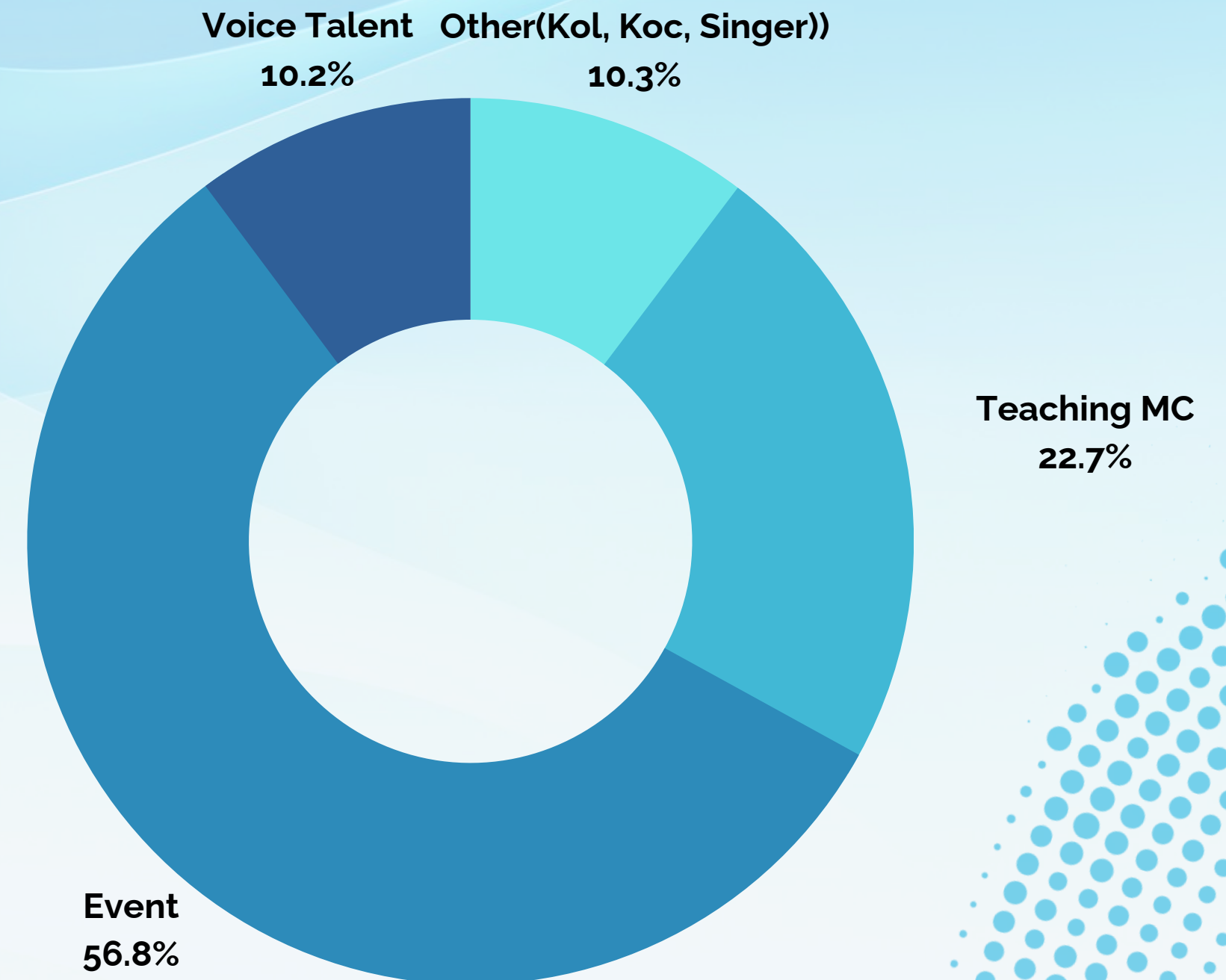




Applied Theoretical Framework

Segmentation according to the personnel booking needs of clients.

Outsourcing is one of the business solutions that many companies, particularly within the event industry, opt for to reduce costs and concentrate human resources and resources on core company activities. Employing outsourcing is a beneficial solution for businesses in the industry to cut expenses and focus on core company operations.

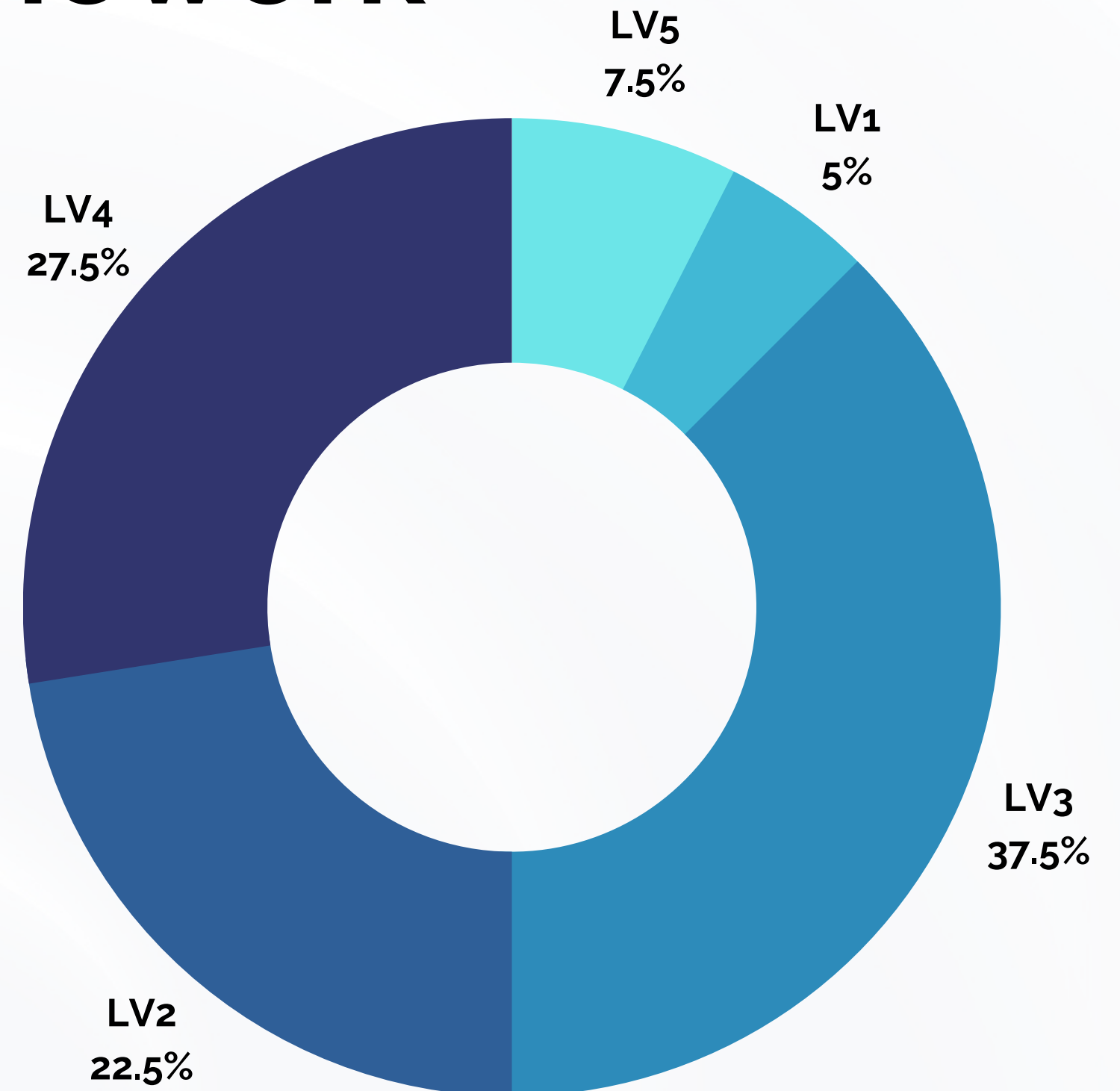




Applied Theoretical Framework

Segmentation Based on MC Usage Needs in 5 Available MC Tiers of BBMC

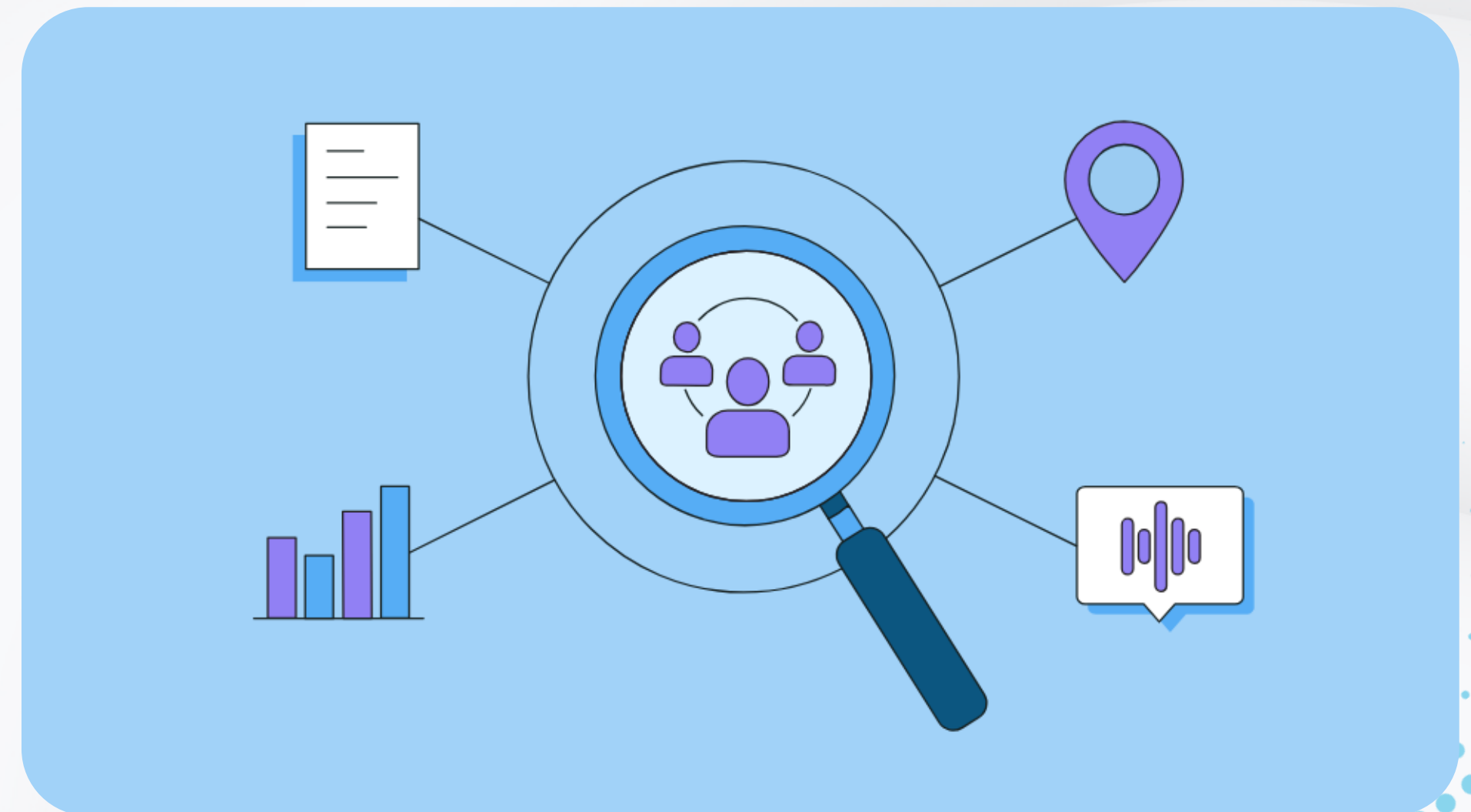
In the event-organizing industry, customers often demand to book MCs at a moderate level, ensuring both competence and a suitable fee. In the event organizing industry, customers often seek to secure MCs at a mid-range level, providing a balance between skill and an appropriate fee.





Market Research

After conducting research using data collection methods: Primary. We conclude that the primary customer group of the company is SMEs, which frequently require event organization but may lack expertise or resources in event planning and personnel management.



Competitors

Understanding the Competitive Environment:
Identifying Strengths and Unique Differentiators

Freelance Personnel	Event Company
<p>Freelance MCs in the Vietnamese event market exhibit distinctive characteristics and employ unique approaches to gain advantages in seeking and participating in event engagements. Below are some of their traits and strategies:</p> <p>Personal Brand Building: Freelance MCs often establish robust private brands. They use social media, personal websites, or other platforms to introduce themselves, their reputation, and their MC skills.</p> <p>Extensive Networking: Freelance MCs cultivate broad networks within the event industry and related fields. They frequently participate in networking events, conferences, and exchange activities to explore job opportunities and establish new connections.</p>	<p>"Event companies in Vietnam showcase a diverse range of characteristics, reflecting the multifaceted nature of the event industry and the Vietnamese market. Small and medium-sized event companies are often known for their adaptability, dedication, and focus on delivering high-quality event services at competitive prices. Below is a general overview of small and medium-sized event companies, as well as companies offering MC rental services in Vietnam:</p> <ul style="list-style-type: none"> • Rì Event • Thiên An Media • Sol Đỏ... <p>Flexibility: Flexibility stands as a pivotal trait of small and medium-sized event companies. They possess the capability to customize services to meet clients' specific needs and budgets."</p>

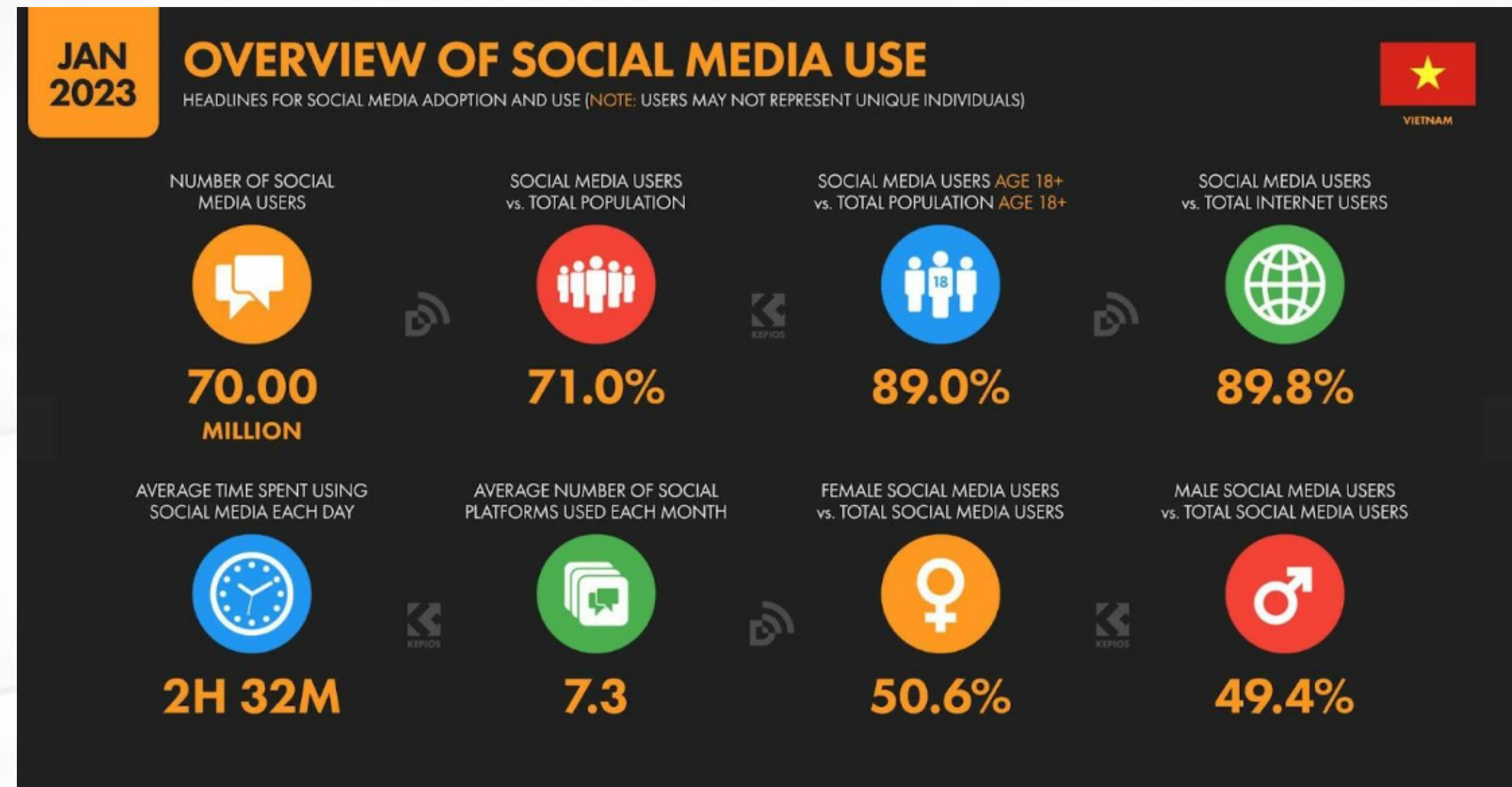
Target Audience

Personal			
Demographic	Age	From 22 to 35 years old	
	Job	Agency event, SME, freelance business, teacher, restaurant	
	Sex	Male / Female / Other	
Behavior	Use video platforms like YouTube, TikTok, Instagram to watch and share short videos, funny videos, music videos, life videos.		
	Use online messaging and calling applications such as Facebook Messenger, Zalo, Viber to contact relatives and friends.		
	Join online forums to discuss a particular topic and learn from those with experience.		
	Interact with friends and family on social media to share information and thoughts on different topics.		
Interest	Entertainment" is the top factor when choosing to create content	Entertainment	37%
		Thought Leadership	31%
		Commerce	19%
		Education	13%
Motivation	Convenience: Customers can be provided with new services more quickly and conveniently than traditional services.		
	Relevancy: Customers can be offered new services tailored to their needs and preferences, helping them find the best solutions for them.		
	Innovation: Customers can seek out new experiences and innovation, helping them increase their excitement and create new experiences.		
Barriers	Lack of trust: Users may not trust the features or quality of the new service, making it difficult to access and use.		
	Unstable: The new type of service may be unstable and encounter many errors, making it difficult to access and use.		

Data Collection Method: Secondary

Statistical Analysis of Social Media Usage in Vietnam in 2023

As of the beginning of 2023, Vietnam has 77.93 million Internet users, accounting for 79.1% of the total population. Social media users have reached 70 million, equivalent to 71% of the total population.





Media Platforms



Facebook



TikTok



Website



5W1H2C5M Model

for Communication campaigns

Check & Control

Manpower

Money

Material

Machines

Methods



03

IDEA DEVELOPMENT

GOAL

Short - term

Communicate the launch of the website tool, attract collaboration, and foster partnerships with associates. Drive business growth for BBMC.

Long - term

Position the image of being 'professional, reliable, friendly, and optimized' and enhance the brand coverage of BBMC in the market. Aspire to become one of the most significant event companies in the market.



OBJECTIVE

Online:

Website: Successfully launched the website and introductory TVC.

Facebook: Increase the total likes/followers by 2000 on BBMC's Facebook pages.

TikTok: Achieve 5000 followers within three months. Hashtag "bbmcvietnam": Attain over 100,000 views.

Quantitative:

For Customers: BBMC becomes a 'top of mind' keyword when booking an MC and gaining customers' interest and trust.

For Freelancers: Developing a solid affiliation and readiness to refer jobs back to BBMC, reflecting a high level of trust in BBMC.

Offline:

Event: Event 1 attracts 80 - 100 participants, Event 2 attracts 30 - 45 participants. Aim to receive over 80% positive feedback.

Content Strategy

Leverage the Power of Video: Anticipating the projected growth of video content, we have invested further in creating and sharing high-quality video content. This approach enables us to convey messages in a visually engaging manner, leaving a lasting impression and capturing consumers' attention. We are particularly focusing on producing short video content for platforms such as TikTok, YouTube Shorts, and Facebook Reels.

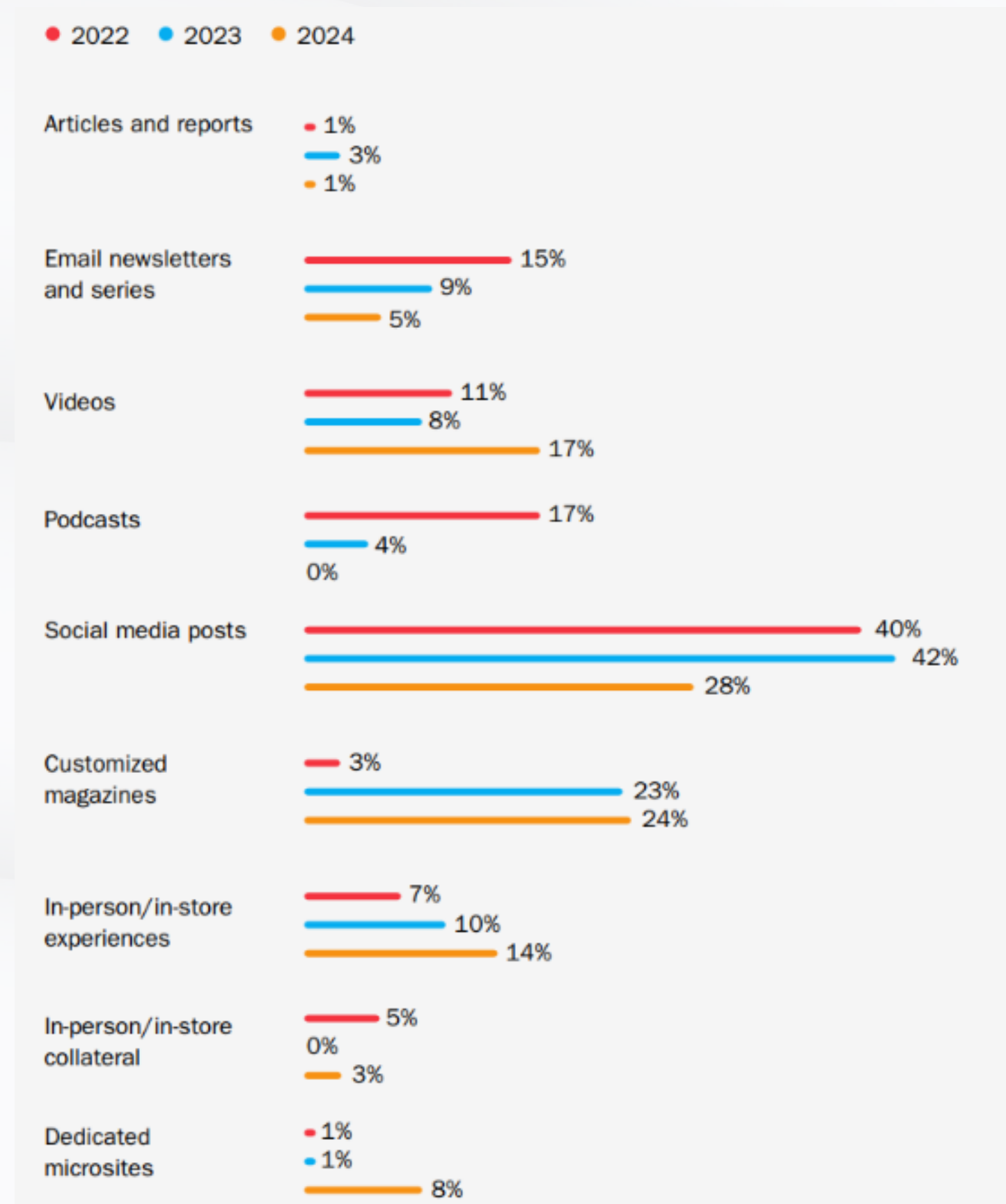


Content Strategy

Long-Term Enhancement Proposal for BBMC Vietnam's Communication Strategy:

Tracking Trends and Consumer Behavior Changes: BBMC Vietnam should consistently monitor shifts in the social media landscape and consumer habits. This will enable the adjustment of the approach to engagement and interaction with the target audience in order to align with changing trends and preferences.

Leveraging Each Content Format Effectively: For instance, social media posts and videos are recognized as two crucial content formats that yield high effectiveness. Utilizing these formats strategically can significantly enhance engagement and impact.



Trends in ApplicationMedia Formats Across the Years

Content Strategy

Big idea

Big Idea Blueprint	
Consumer Reputation	BBMC Vietnam is an event personnel provider, BBMC helps its customers manage risks and always provide timely support.
Brand Character	BBMC Vietnam is always young, enthusiastic and serving
Brand Role	With BBMC Vietnam, organizing an event has never been so easy, customers always feel that they own the event without any problems.
Internal Beacon	At BBMC Vietnam, our team always works with an attitude of "Create & Serve" with the desire to optimize the model so that customers have the best experience.
Product & Services	All products & services of BBMC Vietnam are aimed at outsourcing services to help customers optimize their work.
BBMC Vietnam will launch a website tool and furthermore a mobile application, this is a toolkit to serve the two main groups of customers, customers and collaborators of BBMC. Customers will easily access BBMC's services as well as receive timely support when problems occur. For collaborators, the website will be an information channel so that they can share with customers their own information and strengths, as well as a measure of the value of the collaborator in the industry they pursue.	



Content Strategy

Slogan - “BBMC AT ALL EVENTS”

"The slogan 'AT ALL EVENTS' of the company encapsulates a profound meaning of commitment and dedication to customers. The phrase 'AT ALL EVENTS' can be understood as 'in every circumstance,' 'always present,' and 'never giving up.' The slogan 'AT ALL EVENTS' is a promise, a commitment, and a business philosophy of the company, helping to establish trust and confidence with customers and achieve success in business."

Hashtag

#bbmcvietnam
#bbmccomingsoon

#bbmcwebsite
#bbmcatallevent

Montserrat

#214F76



Raleway

#23BAE7

#2789B2



Colors - Font - Logo

Specific Strategy

Before the website launch	In the lead-up to the website launch	After the website launch	Phase	Activities	Main Channels	Objectives
17/6/2023- 30/7 2023	01/8/2023 - 20/8/2023	21/8/2023 - 05/9/2023	<i>Before the website launch</i>	Content Writing Poster Design Creating/Editing Short Videos Running Advertisements	Facebook page Tiktok Reel Youtube short	Maximizing Reach to BBMC's Target Audience
			<i>In the lead-up to the website launch</i>	Content Writing Poster Design Creating/Editing Short Videos Running Advertisements Event (Online or Offline) Press Coverage Booking	Facebook page Tiktok Event	Generating Interest from Customers and Collaborators in BBMC's Upcoming Website
			<i>After the website launch</i>	Content Writing Poster Design Creating/Editing Short Videos Running Advertisements Web/Landing Page Design	Facebook page Tiktok Website Landing page Gmail	The more customer data collected, the better for advancing email marketing efforts and increasing conversion into revenue.



04





IMPLEMENTATION PLAN





Source of Growth

The Customer Journey helps us understand how customers interact with the brand across various touchpoints. This brings about many benefits.

-  Optimizing Customer Experience
-  Discovering Interaction Opportunities
-  Shaping Advertising Campaigns
-  Building Continuous Interactions



Human Resource Management

Member	Function	Area of responsibility
<i>Ha Thanh Tung</i>	Strategic Planner	Report, Website, Plan
<i>Pham Ngoc Tuan Minh</i>	Filming/Video production	Tik Tok, Reel, Short Tube
<i>Luu Quang Tuan</i>	Designer	Facebook
<i>Tran Trung Hieu</i>	Content writer	Facebook

Format
Offline
Messenger
Zalo
Telegram

NUM	Risk	Cause	Level
1	Failure to reach the target audience	Causes: Incorrect targeting of the audience, lack of clear understanding of customer needs and desires, insufficient information about the target audience	
2	Lack of interaction and negative interactions	Causes: Inappropriate or unappealing messaging, failure to respond promptly to customer feedback, causing disappointment or disrupting their emotions	
3	Confusion or misunderstanding of the message	Causes: Unclear messaging, use of complex or inappropriate language for the target audience, conveying inaccurate information	
4	Negative reactions from the community or online users	Causes: Controversial content, poor management of negative feedback, or failure to review content before publishing	
5	Lack of uniqueness and appeal in the campaign	Causes: Non-unique content and ideas, repetition of what has been seen before, lack of creative elements and curiosity-inducing factors.	
6	Misunderstanding or legal violations	Cause: Lack of legal technical review, use of images or messages that infringe copyright, or violation of advertising regulations	
7	Lack of budget control	Cause: Lack of clear budget allocation for the campaign, excessive spending, or failure to closely monitor expenses.	
8	Failure to integrate brand messaging and imagery	Cause: Lack of consistency in conveying brand message and imagery, leading to inconsistency and confusion.	
9	Inability to adapt to changes in the media environment	Cause: Lack of flexibility in adjusting communication strategies in response to changes in the environment, new trends, or shifts in the target audience	

Risk Management

low risk
medium risk
high risk



Financial Management

PROJECT DASHBOARD			
Project Status	Done	Project Manager	Team 7 - GRA497 - SU23
		Stakeholder	BBMC VietNam
Schedule		Finalcicals	
Start Date	16/6/2023	Communication Cost	4.000.000 VNĐ
Baseline Finish Date	15/8/2023	Event Cost	1.000.000 VNĐ
Estimated Fisinin Date	24/8/2023	Incurred Cost (Webstie, TVC,...)	5.000.000 VNĐ
Execution Timeline			

Project dashboard



05

DELOYMENT ENFORCEMENT

1. Project Status Overview:

PROJECT DASHBOARD					
Project Status	Done	Project Manager	Team 7 - GRA497 - SU23	Stakeholder	BBMC VietNam
Schedule		Finalcicals	10.000.000 VNĐ		
Start Date	16/6/2023	Communication Cost	4.000.000 VNĐ		
Baseline Finish Date	15/8/2023	Event Cost	1.000.000 VNĐ		
Estimated FisinH Date	24/8/2023	Incurred Cost (Webstie, TVC,...)	5.000.000 VNĐ		
Website: Successfully launched the website and introductory TVC. Facebook: Increase the total likes/followers by 2000 on BBMC's Facebook pages. TikTok: Achieve 5000 followers within three months. Hashtag "bbmcvietnam": Attain over 100,000 views.					
Execution Timeline					

2. Social Media Activities

Facebook Page

Problem	Pull interaction and organic traffic to BBMC page & provide MC		Content is worth sharing, confiding, humor, emotion. Story telling	
Day/ Time	Best posting date for Facebook	Friday	Saturday	Friday
	Best time to post	18:00 – 21:00	12:00 – 15:00 18:00 – 21:00	12:00 – 15:00
	1	2	3	4
Seeding	Facebook Groups	Facebook Watch	Facebook story	Co-branding/articles
Expanding the Presence of BBMC	Target the right object file	Make videos with engaging, funny, and interesting content	Upload short videos, post content to stories to increase interaction	MC of BBMC PR on his personal page
	Understanding insights		Share interesting videos	Attach the link FB BBMC
	Building BBMC's own group (like confiding in a lotus) with the aim of: Personal MC shares stories of professional activities, interesting insights. Event organizers, individuals (employees) looking for events. Post MC feedback of BBMC. Organize voting for awards for MC/ dancers/...			CTV MC writes a post to share + tag names after working with BBMC Links 1 PR post

CONTENT PILLAR	CONTENT ANGLE		
	PERSONA 1 MC needs a job, committed to a stable commission"	PERSONA 2 Event organizer (agency, company)	PERSONA 3 Retail event organizer
1. PRODUCTS	MC/Event job search platform	Book MC technology platform	Live Book MC technology platform
	App booking	App booking	Website booking
	Collaborator Community (Young MC Community, ca artist, dancer, helper...)"	MC file,...potential, rich in prestige	
		The system can serve up to 300 customers/day	
		Customer information is protected	
		Transparent pricing, publicized on BBMC0's system	Transparent pricing, publicized on BBMC's system
2. CUSTOMERS PAIN	Few job opportunities	Take time to find the right MC	The money spent is not worth the service/MC
	No clear career path	Few good options/suitable for the event	Not much choice (Depends on VTC)
	There is no roadmap to build a Personal Brand	Expenses incurred (Switching personnel)	Take time to search for yourself
	Lots of free time (Wasted time)	Easy to have problems with personnel (MC has little res	The MC doesn't match the vibe, doesn't pull the mood of the event
	Losing a lot of % to the intermediary (The income is not commensurate with the capacity		
3. CASE STUDIES	<ul style="list-style-type: none"> - MC story shares BBMC's service sd process - BBMC's services bring jobs and stable income for MC - MCs are better paid than freelancers - MC builds a prestigious personal brand - MC is tested for capacity, knows the promotion route 	<ul style="list-style-type: none"> - Find many reputable MCs, suitable for the event - Save time. - Easy to flexibly change MC in times of risk - The right budget - MC is accredited -> lots of responsibility 	<ul style="list-style-type: none"> - Find many reputable MCs, suitable for the event - Save time. - Easy to flexibly change MC in times of risk - The right budget - MC is accredited -> lots of responsibility
4. SOCIAL EVIDENCE	- BBMC's startup story	Collaboration story vs BBMC	Share of partners about BBMC
	- Fundraising journey.	What benefits does BBMC bring to the unit?	
	- Major partners		
5. BOOKING PROCESS / APPLICATION BOOKING PROCESS	- Sponsor the program, contribute to the society		
	After launching the website		

Content pillar Facebook page

Content mapping

• Personal Facebook Page

Persona	Description	Connect Stage	Topic Cluster	Content Pillar		
				Early	Mid	Late
1- MC needs to find a job, have a stable source of income and commitment MC/Event job search platform App booking CTV community (Young MC community, ca artist, dancer, helper...)	Male Female Live in HCMC Insights: - Few job opportunities - There is no clear career development path - There is no roadmap to build Personal Brand - Lots of free time (Waste time) - Losing a lot of % for the intermediary (The income is not commensurate with the capacity)	Awareness	Talk about Persona's constant pain, tips & tricks, secrets	MC career stories, the journey to conquer the MC profession, MC tips & tricks you need to know	MC career stories, the journey to conquer the MC profession, MC tips & tricks you need to know	What skills does MC need to learn, long-term development roadmap at BBMC, opportunities to cooperate with reputable potential partners, increased income, potential development opportunities.
		Consideration	Remind about BBMC benefits, certified commitments	Benefits of participating in BBMC, commissions, draw a journey to connect the MC community with event parties. Benefits that MC easily see (specific, clear)	Benefits of participating in BBMC, commissions, draw a journey to connect the MC community with event parties. Benefits that MC easily see (specific, clear)	- MCs are better paid than freelancers - MC builds a prestigious personal brand - MC is tested for capacity, knows the promotion route
		Purchase	About the app, website and booking process on different platforms	Introducing BBMC community, individuals sharing stories about BBMC	Introducing BBMC community, individuals sharing stories about BBMC	- Fundraising journey. - Major partners - Sponsor the program, contribute to the society - Share of partners who have cooperated.
2- Event organizer, agency	Insights: - Take time to find the right MC - Few good options/suitable for the event - Expenses (switching personnel) - Easy to have problems with personnel (MC has little responsibility)	Awareness	Talking about Persona's constant pain	Difficulties of the unit when looking for MC	BBMC brings back young MC file, clear commitment	- Unexpected arising when cooperating with MC, what to do when there is a problem. - BBCM minimizes problems for the unit
		Consideration	Remind about BBMC benefits, certified commitments	Benefits of participating in BBMC, commissions, draw a journey to connect the MC community with event parties. Benefits that the event is easily discernible (specific, clear)	Flexible budget & find many reputable MCs when collaborating with BBMC	- Find many reputable MCs, suitable for the event - Save time. - Easy to flexibly change MC in times of risk - The right budget - MC is accredited -> lots of responsibility
		Purchase	About the app, website and booking process on different platforms	Introducing BBMC community, individuals sharing stories about BBMC	BBMC's startup story, major partners, the credibility of the partners who have participated,...	- Fundraising journey. - Major partners - Sponsor the program, contribute to the society
3- The organizer of the odd event	Insights: - The money spent is not worth the service/MC - Not much choice (Depends on the VTC) - Take time to search for yourself - The MC doesn't match the vibe, doesn't pull the mood of the event Ex: MC for weddings targeting couples, grand opening, seminars, conferences (personal tone & mood, MC's own strengths, MC portrait, MC's USP...)	Awareness	Talking about Persona's constant pain	Difficulties of the unit when looking for MC	BBMC brings back young MC file, clear commitment	- Unexpected arising when cooperating with MC, what to do when there is a problem. - BBCM minimizes problems for the unit
		Consideration	Remind about BBMC benefits, certified commitments	Benefits of joining BBMC, get potential MC file. Fast, easy connection time benefits (specific, obvious)	Flexible budget & find many reputable MCs when collaborating with BBMC	- Find many reputable MCs, suitable for the event - Save time. - Easy to flexibly change MC in times of risk - The right budget - MC is accredited -> lots of responsibility
		Purchase	About the app, website and booking process on different platforms	Introducing BBMC community, individuals sharing stories about BBMC	The startup story of BBMC, major partners, the credibility of the MCs who participated,...	- Fundraising journey. - Major partners - Sponsor the program, contribute to the society - Sharing of some departments that have cooperated with BBMC

Content calendar Facebook page

CONTENT CALENDAR							
Branding	Tips & tricks	Announcemen t of events	Metrics/post		Other activities		
Main TA: Event MC for the wedding Social platform: mainly build fanpage on FB Multi photos/ single photo/ video if available			Reach: 1000-1500 people Interactions: <100 Share: <10 Audience (follow, like page)		- Seeding on MC groups on the topic of looking for MC cooperation - Find a list of 10 groups for seeding		
***Special Notes:							
<div>- Every week 3-5 lessons</div> <div>- Consider running ads after the page is stable</div> <div>- Create a new page and post it in parallel with the old page</div> <div>KPI/WEEK: add 30 - 50 new followers, 300 likes</div>							
MONTH/YEAR							
WEEK	DAY POST	MAIN TOPIC	TIME POST	CONTENT DIRECTION	FORMAT	STATUS	ACTUAL MEASUREMENT
1						✓	
						✓	
						✓	
2						✓	
						✓	
3						✓	
4						✓	
						✓	
						✓	

The working tool between designers and content is Google Sheet

Photo purpose: Facebook post

Request pictures:

File type: JPG or PNG

Size: 1080×1080 pixels.

Ratio: 1:1

Number of photos: 1

Title: BBMC's MC SERVICES WHAT IS SO HOT?

Listed content:

- ✓ Support to find suitable MC flexibly according to cost.
- ✓ Save time for individuals, small event organizers, event organizers lacking MC
- ✓ Support customers with a variety of choices according to time, location, program characteristics.
- ✓ Support risk management with the leading staff in Vietnam..

CTA: Committed to OPTIMIZING costs - Timely SUPPORT - Handling RISKS.

GET BOOKING MC CONSULTATION NOW!

Hotline: 0909.780.157

Email: bbmcvietnam@gmail.com.

* Be flexible & creative as appropriate

NOTE 3 TIMES: REMEMBER TO CHOOSE CTA :)))

ALL ABOUT BOOKING MC SERVICE FOR OPENING EVENT AT BBMC

The reasons BBMC is always in TOP LIST when customers need to book MC come from our professional and dedicated service, and commitments:

- ✨ Support to find suitable MC flexibly according to cost.
- ✨ Save time for individuals, small event organizers, event organizers without MC.
- ✨ Professional MC team helps create an atmosphere of excitement and energy for the sports day.
- ✨ Support risk management with the leading staff in Vietnam.
- 💡 Committed to OPTIMIZING costs - Timely SUPPORT - Handling RISKS.

👉 Get a consultation now!

📱 BBMC – Best Booking MC At All Event.

📱 Fanpage: <https://www.facebook.com/bookmc.bbmcvn>

☎ Hotline: 0909.780.157

✉ Email: bbmcvietnam@gmail.com.



BBMC PROJECT IMPLEMENTATION CONCEPT				
	Request	Details	Note	Link for reference
1	Channel Orientation	BBMC's Tiktok development orientation is a sharing channel about the MC profession, where the MC guests will share their stories at work and about the Event industry in general.		Vietcetera Advice Douyin
2	Icon	Style to: Formal, friendly, entertaining Dress: Polite, polite to the host. Guests dressed in personal style Background: Office, tea ceremony table, meeting room, reading room Highlights in personal images: - Hosts: - New guest shared:		
3	Time	30s - 45s - 60s - 75s		
4	Sample theme	- Divided into sections, or a series of themed knowledge sharing: Sharing knowledge and experience in MC Self talk about yourself Share difficulties and motivations Personal perspectives in life and work ...	The guest MCs will create the content, BBMC's Content will be in charge of editing to suit the tiktok platform.	
5	Background	Setup in BBMC's studio or office		
6	Participants	Hosts and guests	There should be 2 male and female hosts	
7	Channel name	BBMC on MIC		
	ID	@bbmcvietnam		
	Describe	BBMC - The FIRST MC book technology platform in Vietnam BBMC Website		
	Posting frequency	5 videos/week		
	Time slot	11h15 - 17h - 21h		
	SL video/month	20 video		
	Target	10.000 - 30.000 follow		

2. Social Media Activities

TikTok & Short Video

Concept 1 BBMC Tik Tok

INTERNAL ORIENTATION TIKTOK BBMC		
MC . group	Keyword	Sample theme
MC LV 1+2	(Self-improvement) (Goal Setting) (Time Management) (Skill Development) (Mind Focus)	The reason why I choose MC Ways to set goals in life
	(Self-deprecating) (Insecurity) (Self-doubt) (Social relationship anxiety) (Rejection)	How my beautiful voice and confidence helped me How to be a confident person?
	(Audience disrupts/makes noise) (Audience leaves early) (Weather) (Audience sitting at the back does not interact) (Audience/Lack of seats in the event) (Audience arrives late) (Event timeline is burnt out)) (Event is missing content) (Speaker says bad/run, forgot post) ...	Frequent problems to be handled in the event Tips for interacting with the audience The most natural way to interact with the speaker Tips for handling costumes and make-up close to the event time
MC LV 2+3	(Make sure the timeline) (Increase interaction, engagement) (Navigate the program) (Increase excitement),...	Notes when leading formal events ...
MC LV 4+5	(Love) (Loss) (Salvation) (Forgiveness) (Pressure and stress) (Competition) (Orientation) (Striving/trying) (Enlightenment)	After so many years as an MC, the thing I remember the most What has the process of learning and growing brought me? What to trade and what to gain ...

Content Orientation Tiktok BBMC



STT	MOVIE MANUFACTURIN G PERSONNEL	PROJECT	HUMAN RESOURCES CONTENT	VIDEO/WEEK	SCHEDULE (July 23 - July 30)						ACTUAL PRODUCT	Note
					MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY		
1	MinhPNT	BBMC on MIC	HieuTT	5VID/WEEK	1	2	1	1	2		7/5 videos complete	

TIMELINE BUILDING THE MOVIE WEEK OF AUGUST 1

STT	MOVIE MANUFACTURIN G PERSONNEL	PROJECT	HUMAN RESOURCES CONTENT	VIDEO/WEEK	SCHEDULE (July 31 - August 6)						ACTUAL PRODUCT	Note
					MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY		
1	MinhPNT	BBMC on MIC	HieuTT	5VID/WEEK	1	1	2			1		
2		B - Voice	TungHT	3VID/WEEK				1	2			

TIMELINE CAPTURE AUGUST BBMC

SCHEDULE (July 31 - August 6)					
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Project:	Project:	Project:	Project:	Project:	Project:
Script link:	Script link:	Script link:	Script link:	Script link:	Script link:
Number of scenarios:	Number of scenarios:	Number of scenarios:	Number of scenarios:	Number of scenarios:	Number of scenarios:
In charge of filming:	In charge of filming:	In charge of filming:	In charge of filming:	In charge of filming:	In charge of filming:
Nội dung:	Nội dung:	Nội dung:	Nội dung:	Nội dung:	Nội dung:
Sale:	Sale:	Sale:	Sale:	Sale:	Sale:
Time:	Time:	Time:	Time:	Time:	Time:
Location:	Location:	Location:	Location:	Location:	Location:

BBMC's Editing Timeline

Timeline shot in August
BBMC

TikTok Video



2. Social Media Activities

Event to meet collaborators in Ho Chi Minh City



Supporting the team in announcing the upcoming launch of BBMC Vietnam's website tool to collaborating MC partners in Ho Chi Minh City, with significant assistance from friends and colleagues of BBMC in the city.

b. Organizational plan

Event Planning					
Stage		Work content	To be in charge of	Deadline	Note
In the event	1	Event coordination via zoom meeting	tunghtt & BBMC VietNam	12/08/2023	
	2	MC program	BBMC VietNam's staff		
	3	Screen recording	minhnt		record remember to check the sound
	4	Technical guarantee for the event	tuanlq		

c. Content

Give wings with BBMC - BBMC gives wings to the young MC community

With the desire to reach out to the MC community of BBMC's CTV, with the desire that the CTV strengthens the attachment to the organization, ready to shoot back the job for BBMC Vietnam.



d. Estimated budget

The initial cost of about 3,000,000 VND is the costs of communication / advertising, and the cost of training for experts.

e. summary

Through the event, BBMC Vietnam wishes to bring to its partners, the group of collaborators, the message about the importance of training, development, and development roadmap of young MCs.



2. Social Media Activities

TVC



Event

Workshop: "Chạm - Thanh âm từ trái tim"



Giới thiệu **KHÁCH MỜI**
Workshop **CHẠM** Thanh âm từ trái tim

HOST
Trần Lê Trúc
Chủ nhiệm/Founder
Bamboo Voice

KHÁCH MỜI
PGS.TS.BS Trần Hải Yến
CEO Trung tâm mắt Hải Yến
Chủ tịch Viện Nghiên cứu & Đào tạo thị giác Hải Yến

THÔNG TIN LIÊN HỆ

- 096378506 (MC/STV Lê Trúc)
- 0279866204 (MC Ngọc Minh)
- Bamboovoice.edu@gmail.com
- @bamboovoice
- 507, ngõ 3 Lầu Giàng, Bà Trưng, Hà Nội

Quét mã QR để đăng ký



CHIA SẺ Một vài của học viên **B-VOICE**



"Mỗi bài học như lật một trang sách vậy, mỗi trang lại là một bí mật được bắt mí, em **nhận ra nhiều sự tích cực từ bên trong giọng nói** của mình. Em chọn màu đỏ cho giọng nói, em đã **tự tin hơn với những quyết định**, cảm ơn anh Trúc đã cho em đến với khóa học này ạ!"

Bạn **HOÀNG QUYÊN**
- Chuyên Chu Văn An
Lớp B-VOICE01


Anh **LÒ MINH** - Doanh nhân
Lớp B-VOICE02

"**Tìm ra màu sắc giọng nói** của mình tại lớp học quả là một điều hết sức thú vị, giúp tôi **làm việc hiệu quả hơn với cộng sự** qua ngôn từ. Thật biết ơn thầy Trúc đã tạo ra lớp học ý nghĩa."

2. Social Media Activities

Mobile interface of
BBMC Vietnam
website


Website



Booking Agency Event

BBMC giúp kết nối với các trung tâm tổ chức sự kiện ... Cùng cấp vật tư, trang thiết bị dùng cho tổ chức sự kiện

Xem thêm →



”

Đội ngũ BBMC có niềm cảm hứng mãnh liệt với người trẻ dám theo đuổi ước mơ. Hơn hết, chính chúng tôi là những người trẻ mang hoài bão, có khát vọng và đang từng ngày phấn đấu tiến về phía trước của mình thành hiện thực. Chúng tôi vun đắp một nền tảng vững chắc để người trẻ thuận lợi theo đuổi sự nghiệp của họ trong ngành sự kiện. Cùng với đó, năng lực chuyên nghiệp ở mỗi sự kiện mà vẫn tối ưu chi phí cho đến vị chủ đầu tư tổ chức.

...Đội ngũ BBMC...

3368

Sự kiện BBMC đã phục vụ

1012

Nhân sự kiện

215

Nhân sự đã trải qua thẩm định tại Hà Nội

150

Nhân sự đã qua thẩm định tại TP. Hồ Chí Minh

Giá tốt nhất

BBMC cho phép khách hàng đặt nội trực tiếp với nhân sự nên có thể giảm tới mức 15% chi phí và tối đa 50%.

Xem thêm →

Mạnh mẽ và dễ



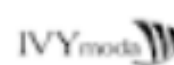



BBMC có thể kết nối với nhân sự phù hợp chỉ trong vòng 2h làm việc. Chỉ cần order và đo, thật dễ dàng!

Xem thêm →


Chuyên nghiệp

BBMC có quy trình làm việc tối ưu và tỉ mỉ, đảm bảo cho khách hàng. Nhân sự được đào tạo phát triển liên tục.

Xem thêm →

Đối tác của chúng tôi



CÔNG TY TNHH THƯƠNG MẠI & DỊCH VỤ GIẢI TRÍ BBMC VIỆT NAM

VĂN PHÒNG HÀ NỘI
Tầng 2 tòa The Nexus, 3 Liễu Giai, Quận Ba Đình, Hà Nội

VĂN PHÒNG HỒ CHÍ MINH
District 5, TP. HCM

(+84) 909 780 157
bbmcvietnam@gmail.com



b. Progress tracking:



We have done regular monitoring and comparison with the original plan

We have also held regular meetings to exchange information, update the situation, and resolve issues arising during implementation.

We have leveraged project management tools and good team interaction to ensure that all activities are carried out efficiently and on time.





C. Estimated total project cost

	Stage	Work	Actual Cost	Budget Estimates
1	Research stage	Target Audience and Market Analysis:	742.000 VND	1.000.000 VND
2	Communication strategy	Content StrategyChannel StrategySpecific Tactics	1.447.800 VND	1.000.000 VND
3	Social media	Content creation and social media managementSocial media advertising	1.981.000 VND	2.000.000 VND
4	PR and partnership	Manage and cooperate with media partners	5.706.500 VND	5.000.000 VND
5	Launch event	Events and communication activities to launch the website	0 VND	1.000.000 VND
6	Measure and report	Service fee for performance measurement and report writing	3.880.000 VND	No plans yet
Total project cost estimate		10.000.000 VND		
Actual total cost		13.575.300 VND		
Arise		35.753 %		



4. Action Plans Compare Goals with Actions:



Goal	Action step Descriptions	Party/Dept Responsible	Date to begin	Date Due
Increase engagement on social platforms.	<p>Interactivity Content: We have invested time and effort to create quality content on BBMC's Facebook page. By sharing engaging posts, interactive questions, and enticing promotions, we have fostered active engagement and positive interactions from the community.</p> <p>Discussions and Feedback: We have established a friendly environment that encourages discussions and feedback from customers through posts and comments. This has provided them with an opportunity to voice their opinions while stimulating multidirectional interactions.</p> <p>TikTok Video Production: We have leveraged the power of TikTok by producing creative and captivating short videos. These videos have not only attracted a substantial number of views but have also driven multidimensional interactions from the TikTok community.</p>	Content team	1/7	24/8



Goal	Action step Descriptions	Party/Dept Responsible	Date to begin	Date Due
Organize successful events to interact directly with customers	<p>Event Theme: We identified the theme "Give wings with BBMC - Empowering the Young MC Community with BBMC" for the event. This theme establishes a connection between the brand and customers, providing them with opportunities to participate and engage directly.</p> <p>Experiential Activities: The event was designed with a series of experiential activities, including MC challenges, games, and networking. These activities generate excitement, participation, and multidirectional interactions from customers.</p> <p>Discussions and Rewards: We created a space for discussions and rewards, allowing customers to express their opinions, share knowledge, and receive rewards. This fosters excitement and diverse participation within the event.</p>	Whole team	1/8	23/8



Goal	Action step Descriptions	Party/Dept Responsible	Date to begin	Date Due
Attract customers to BBMC's website.	<p>Updating Information: We have maintained the regular update of the latest event, product, and service information on the website. This helps us establish a continuous destination for customers to explore and interact.</p> <p>Creating an Interactive Destination: The website is designed with the purpose of creating an interactive environment. Customers can engage in discussions, ask questions, and learn more about BBMC. This provides an opportunity for interaction and engagement from their end.</p>	<p>Content team</p> <p>Design team</p>	1/7	24/8



Goal: Organize successful events to interact directly with customers.

Act:

Event theme: We have determined the theme "Give wings with BBMC - BBMC gives wings to the young MC community" for the event.

Experiential activities: The event has been designed with a series of experiential activities, including MC challenges, games and exchanges.

Discussion and Rewards: We have created a space for discussion and rewarded for customers to express opinions, share knowledge and receive rewards.



BBMC
ACADEMY

FPT Education
TRƯỜNG ĐẠI HỌC FPT



**Objective: To
attract
customers to
BBMC's
website.**

Act:



Update Information: We have maintained the latest information about events, products and services on the website.



Create an interactive destination: The website is designed to create an interactive environment



06

EVALUATION PERCEPTION RECOMMENDATION

EVALUATION

	Objectives	Achirves
Online	<ul style="list-style-type: none"> Facebook: Increased Facebook page likes for BBMC by 2000. TikTok: Gained 5000 followers within 3 months. Hashtag "bbmcvietnam": Achieved over 100,000 views. 	<ul style="list-style-type: none"> Facebook: Increased Facebook page likes for BBMC by 1400. TikTok: Gained 4000 followers within 3 months. Hashtag "bbmcvietnam": Achieved over 100,000 views.
Offline	<p>Event 1 attracted a participation range of 50-70 attendees, while Event 2 garnered a participation range of 30-45 individuals. Additionally, we received over 80% positive feedback from the participants.</p>	<p>Event 1 achieved a participation of 60 attendees, while Event 2 had 30 participants. Moreover, we received over 85% positive feedback from the participants.</p>



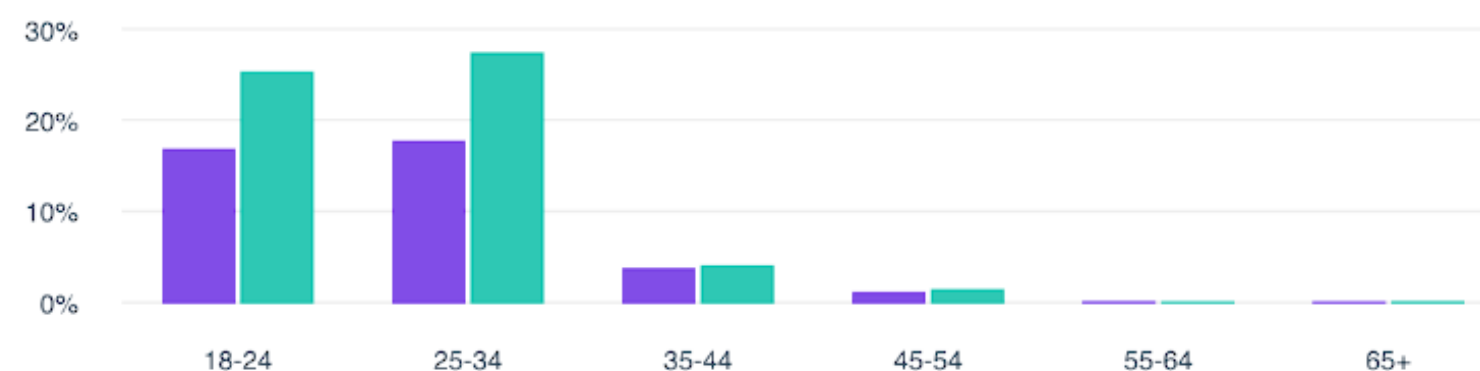
The group's communication campaign has successfully reached its target audience:

Đối tượng

Những giá trị này dựa trên tổng số người theo dõi Trang hoặc trang cá nhân của bạn.

Độ tuổi và giới tính

Nam 40.60%
Nữ 59.40%



Vị trí

Tỉnh/thành phố

Hà Nội

Thành phố Hồ Chí Minh

Hải Phòng

Lai Châu, Điện Biên Province

Vinh, Nghệ An

Age range: 18-34 years old
Behavior: Using video platforms such as Youtube, Tiktok, Instagram to watch short videos, funny videos, and music videos.

The Tiktok clip with the most views

The content strikes a chord with viewers emotionally and stimulates their curiosity to learn more about themselves.

The content is suitable for all age groups, especially those who are working, in the developmental and exploring themselves stage, ranging from 18 to 35 years old.





BBMC - Nền tảng công nghệ book MC ĐẦU TIÊN tại Việt Nam

40 phút · 🌐

...

🚀 Thử nghiệm Website Mới của BBMC Việt Nam - Sẵn Sàng Khám Phá!

Chúng tôi vô cùng phấn khích thông báo rằng website mới của chúng tôi đã chính thức ra mắt và đang trong quá trình thử nghiệm. Điều này là một bước quan trọng trong việc mang đến cho khách hàng những trải nghiệm tốt nhất và dễ dàng hơn khi làm việc cùng BBMC Việt Nam.

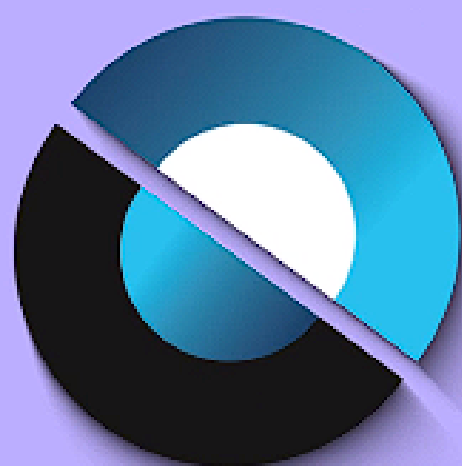
Chúng tôi đang nỗ lực từng ngày để hoàn thiện website và tạo ra một giao diện thân thiện và tiện lợi cho cả khách hàng và các đối tác cộng tác với chúng tôi. Những góp ý và phản hồi của bạn vô cùng quý báu với chúng tôi, chúng giúp chúng tôi nắm bắt được những điểm cần cải thiện để cùng nhau xây dựng một nền tảng tốt nhất.

Hãy dành chút thời gian để thử nghiệm website và chia sẻ ý kiến của bạn với chúng tôi. Chúng tôi sẵn lòng lắng nghe và cùng bạn tạo ra một trải nghiệm trọn vẹn và đáng nhớ.

Cảm ơn bạn đã ủng hộ và đồng hành cùng BBMC Việt Nam trong hành trình này! 🙌

#BBMCViệtNam #WebsiteMoi #TrảiNghiemTốt #PhảnHồiKháchHàng

📍 Website: <https://www.bbmcvietnam.com/> ⓘ



BBMC
AT ALL EVENTS



0:10 / 0:58



**To complete the campaign,
the TVC and website were
successfully launched.**



Evaluation from the lecturer and project supervisor

a. Lecturer

The attitude of the students during the thesis process. These students are from the K13 to K15 batches, working together as a team for the first time, but they already have work experience. The topic was actively sought by the team leader, Ha Thanh Tung, to execute. Throughout the project, they were serious, hardworking, proactive, and creative in their activities and communication content.

They performed excellently in team management and regular meetings with the guiding lecturer. They also quickly and effectively absorbed feedback and met the high requirements set by the guiding lecturer. All members of the team were consistent, performed well in assigned tasks, and coordinated effectively to complete the communication campaign, write the thesis, and prepare for the defense.

During the completion of the Production book, they also showed great independence, diligently making revisions according to the supervisor's requirements (from structure, in-depth research requirements in various aspects, to checking for plagiarism...).





b. Project owner

BBMC Vietnam Event & Entertainment Services Co., Ltd. is extremely proud and grateful for the close collaboration and continuous contributions of the G7_GRA497 project team during the implementation of the communication campaign.

The team's ability to work with focus and flexibility, adapting to changes, is their strong point that helped them excel in overcoming all challenges.

We appreciate the dedication and commitment of the G7_GRA497 team



PERCEPTION SECTION

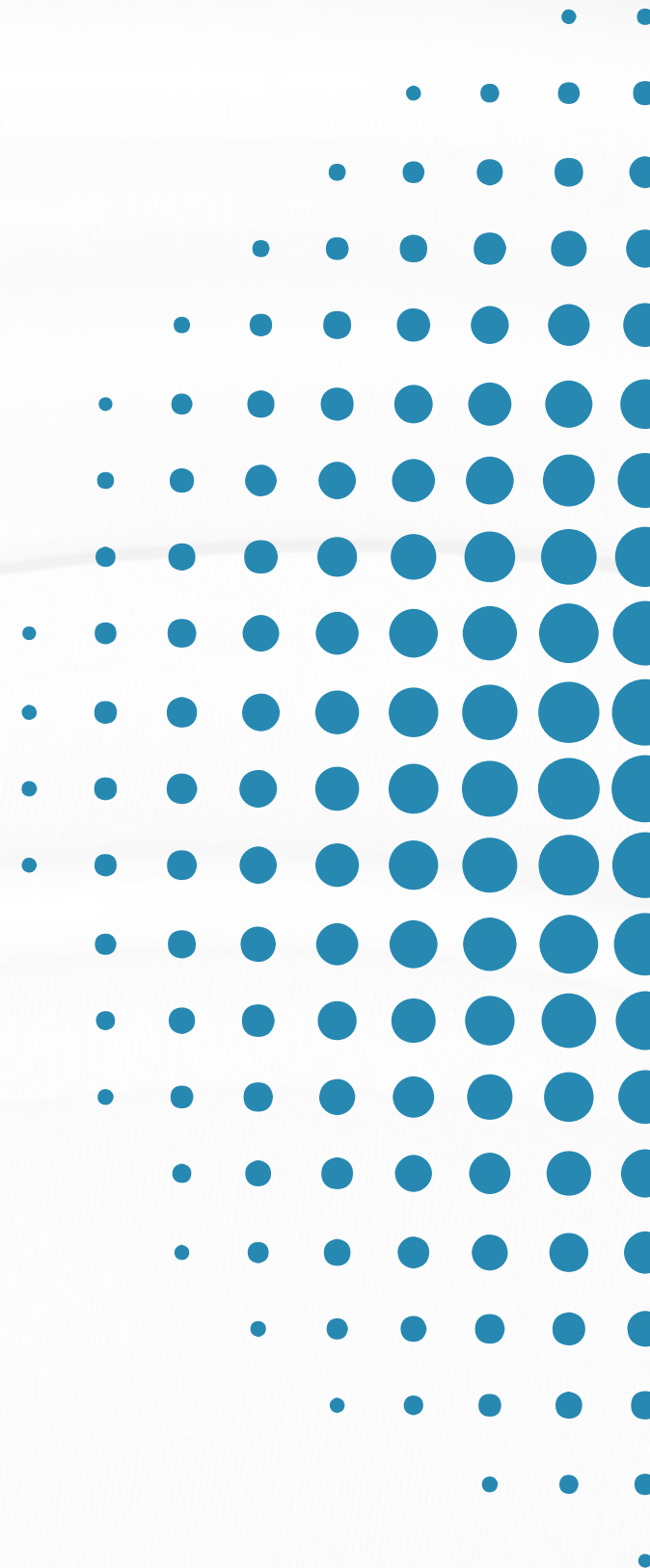
Subject

1. About BBMC

After working at BBMC for a period of time, we have observed their operational methods, neat organization, and high level of discipline within the company. This is not only reflected in the process of reviewing and approving communication content, but BBMC also strictly follows all procedures and thoroughly reviews everything before releasing official information.

2. About the guiding teacher, Ms. Vu Viet Nga

Throughout the project, we had the opportunity to work directly with Ms. Vu Viet Nga (NGAVV) at FPT University. We have learned many valuable lessons from Ms. Nga.





3. About the team

Throughout the implementation and completion of the project, each member of our team has taken on specific roles and responsibilities.

Clear task assignment



Organizational and unified approach



Support and collaboration



Sense of responsibility and commitment



Adaptability and flexibility



In summary, our work process has been evaluated as cohesive, highly responsible, and with good support from each team member.



a. Advantages

We have a detailed and specific development plan for our campaign and closely follow the timeline for each phase.

Each member of the team has responsibilities and strives to efficiently complete their tasks.

The team's products are closely monitored and go through multiple review stages before being made public.

The connection between team members is relatively good, with everyone having a proactive attitude and respecting each other.

The team has spent a lot of time working directly with each other, as well as with the project owner - BBMC Vietnam.

The team is always open to receiving objective opinions and contributions from BBMC colleagues, the guiding teacher, and subjective opinions from other team members.



b. Disadvantages

Despite the efforts and organization during the work process, there were still instances of missed deadlines.

Furthermore, we noticed that some of the content we developed lacked depth due to a lack of experience and thorough understanding of the MC industry.

To address this issue, we need to strengthen progress monitoring and ensure that every team member completes their tasks on time.





RECOMMENDATIONS & SUGGESTIONS

1. Recommendations and suggestions for the team

Continuously develop personal skills

Learn and share experiences

Build strong relationships with customers

Focus on specialized areas



2. Recommendations and suggestions for the Multimedia Department at FPT University

a. Multimedia Department at FPT University

Enhance training on creative thinking and innovation skills

Provide more opportunities for students to practice

Encourage students to participate in extracurricular activities

Organize discussions and workshops

b. For future students

Focus on studying and honing specialized skills

Engage in extracurricular activities to develop soft skills

Stay updated on emerging technology trends

Build relationships and connections within the industry



3. Recommendations and suggestions for the project

a. Build a Strong Brand:

Focus on identifying and showcasing BBMC Vietnam's core value in providing personnel for the event industry.

d. Diversify Content Strategy:

Develop a diverse content plan, encompassing articles, videos, podcasts, and images, to engage with various types of customers.

b. Enhance Online Presence:

Optimize the current website to ensure user-friendliness and improved user experience.

e. Collaborate and Create Partnerships:

Establish relationships with partners in the event industry to create collaboration opportunities and information sharing

c. Establish a Powerful Social Media Platform:

Utilize social media to establish an online community around the brand, providing a platform for interaction and engagement with customers.

f. Measure and Optimize:

Establish relationships with partners in the event industry to create collaboration opportunities and information sharing





08 CONCLUSION

The communication project for the launch of BBMC Vietnam's website has gone through a challenging journey.

Despite having achieved what could be considered as fulfilling the initial objectives and obtaining notable results, we have drawn valuable lessons from the experience.



Sincerely Thanks

The efforts and contributions of Dr. Vu Viet Nga, along with the support from BBMC Vietnam, are not only a crucial source of motivation but also a reliable anchor that helps us overcome every challenge and excel in our project. We sincerely appreciate and take pride in this valuable collaboration.



Thanks for listening