

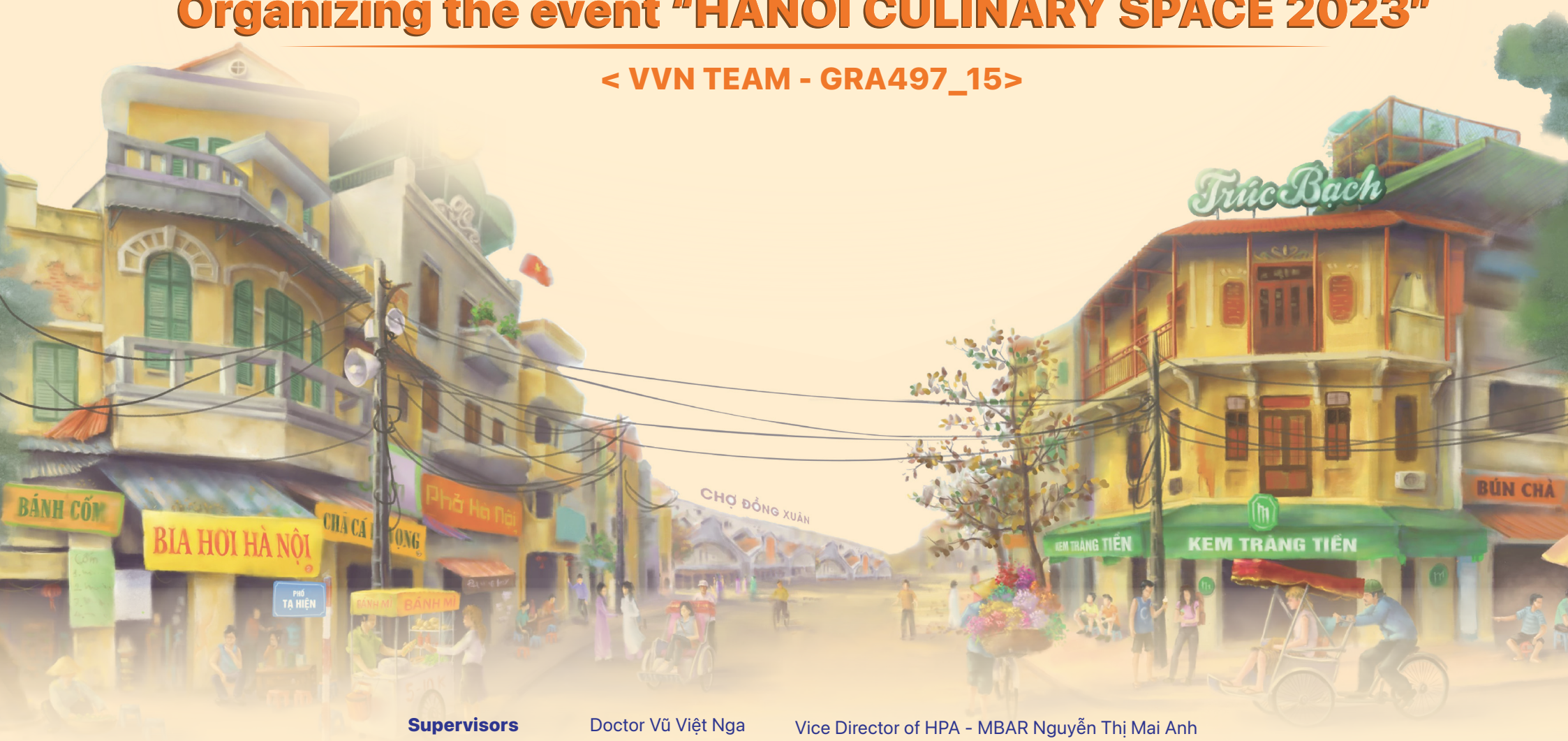


FPT UNIVERSITY

# PRODUCTION BOOK

## Organizing the event "HANOI CULINARY SPACE 2023"

< VVN TEAM - GRA497\_15 >



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We extend our gratitude to the **dedicated lecturers from the Faculty Department of Multimedia Communication** at FPT University, who have provided invaluable guidance, expertise, and encouragement throughout this journey. Their profound insights and constructive feedback played an important role in refining our ideas and approaches, enabling us to create a project that meets industry standards and expectations.

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We, especially and deeply appreciate **the Hanoi Promotion Agency (HPA), particularly Ms. Nguyen Thi Mai Anh (Vice Director)**, for providing us with the opportunity to participate in such a significant project. We were assigned to collaborate with the partner company, Blue Vn Agency, right from the initial preparation steps. Despite our team’s shortcomings and lack of experience in managing practical projects, the colleagues have consistently accompanied our group. The outcome is that our team has been recognized by Ms. Nguyen Thi Mai Anh for the contributions we made to the success of this project. We are immensely grateful for her trust and for creating the opportunity to work in a professional environment alongside highly skilled individuals. It is through this collaboration that we successfully completed a comprehensive final project during our academic years.

We would like to thank the various departments and groups within **Blue VN Agency** for their openness and willingness to cooperate which significantly contributed to the successful organization of the event. The professionalism and dynamism of the Blue VN team is an important factor in the success of the event, from developing the initial idea, detailed planning to implementation and event management.

Last but certainly not least, we extend our special thanks to **our friends and family** for their encouragement and understanding throughout the ups and downs of this project. We are especially grateful for the support of Ms. Hoang Phuong Nhi and Ms. Phuong Thao who helped us a lot in the process of making the Production book, which gave us more motivation to complete the job in the best way. To all those who contributed, directly or indirectly, we express our sincerest gratitude, your contributions have had a lasting impact on our learning and development journey.

# ABSTRACT

This abstract encapsulates a comprehensive report on the event “Hanoi Culinary Space 2023” a pivotal initiative designed to promote, closely examine the culinary panorama of Hanoi and to revive traditional flavors in the most authentic in each signature dish of Hanoi. Executed with meticulous planning and execution, the event aimed to create a captivating space where participants could immerse themselves in the diverse and vibrant culinary culture of Hanoi.

“Hanoi Culinary Space 2023” signifies a notable innovation, as it marks the first time such an event is organized to promote cuisine as a distinctive cultural aspect of Hanoi. The event spanned the initial phase about raising awareness through media from September 15th to October 11th, 2023.

With a budget of 3,254,671,000 billion VND, the event brought a sense of meticulousness and professionalism to the attendees. The event successfully attracted over 20,348 participants. In terms of communication effectiveness, there were over 122 published articles, and 11,300 engagements on Facebook posts. With these results, the event not only achieved its goals but also contributed to the Bui Xuan Phai Award at the Autumn Festival in Hanoi.

The capstone thoroughly explores the key components of the event, which involved raising awareness through media and interactive experiences over the three days. This collective celebration aimed to highlight the city’s culinary heritage. By seamlessly integrating various elements, from communication campaigns to event organization, and

leveraging a sense of responsibility along with the team’s expertise, the “Hanoi Culinary Space 2023” effectively united food enthusiasts, culinary experts, and the general public in an immersive and memorable exploration of Hanoi’s diverse culinary landscape.

The graduation project was executed in accordance with FPT University’s regulations and standards, encompassing active involvement in organizing real events and the development of a Production Book. The Production Book includes 8 sections, excluding appendices, spanning 152 pages, and containing 13.711 words (excluding tables and images). It was designed to meet the guidelines provided by the instructors. Result transparency was maintained through information sourced from government agencies and contracting entities. The Production Book underwent thorough scrutiny, including checks for language and grammar in English, and validation using Grammarly Premium & Turnitin , resulting in a flawless 3% error rate.

Overall, the project has been successful in organizing the “Hanoi Culinary Space 2023” event. Our team has orchestrated an event that garnered the interest of both local and international audiences. The event created a unique cultural space and showcased a variety of distinctive dishes from Hanoi. This event marks a significant step in promoting and developing local cuisine and culture in Hanoi.



# I. INTRODUCTION

1. Project Introduction
2. Theory
3. Stakeholders Overview



## I. PROJECT INTRODUCTION

### I.1 PROJECT INTRODUCTION

“Hanoi Culinary Space 2023: Essence of Vietnamese Cuisine” is a distinguished event within the grand series of the “Autumn Festival 2023”. This event is the first time Hanoi city has organized it to promote Hanoi’s autumn tourism destinations and products.

In the year 2023, Hanoi shines brightly through a special event named ‘Hanoi Culinary Space’. With the theme “Essence of Vietnamese Cuisine”, this is an emotionally charged journey that immerses you in the rich and diverse world of Vietnamese cuisine, with a special focus on the essence of Hanoi’s culinary artistry.

The “Hanoi Culinary Space 2023” event is not just an opportunity to savor unique culinary delights but is also a vital part of the tourism promotion campaign and stimulating tourist demand in Hanoi. It is a distinctive event, offering you the chance to deeply understand and experience Vietnamese cuisine through the lens of the ancient Thang Long. Be prepared to immerse yourself in unique and intriguing flavors, along with the vibrant history and culture of Hanoi’s culinary heritage. This is an opportunity to express love and honor the intrinsic value of this unique culinary tradition.

### I. 2 REASONS TO CHOOSE PROJECT

We aim to present the rationale behind choosing to run the ‘Hanoi Culinary Space 2023’ event based on three crucial criteria

#### 1.2.1 Purpose

The entirety of our team harbours a passion for operating within the event organization sector, recognizing it as an integral component of the communications major. In the contemporary era of digitization, events serve not only as a commendable means of fostering interpersonal connections but also as a strategic vehicle for conveying messages, engendering impressions, and stimulating engagement. We comprehend that events transcend the mere creation of an entertainment space; they possess the transformative capacity to alter and modulate participants’ perceptions. Executing the ‘Hanoi Culinary Space’ event is not just an exciting opportunity but also a way to realize our passion in this field.



### 1.2.2 Relevancy

The rationale behind our selection of the ‘Hanoi Culinary Space’ event is its close alignment with the specialized knowledge we have acquired during our academic pursuits. Courses such as SSG201 (Communication and In-Group Working Skills), DTG102 (Advertising and Communication), EVN201 (Event planning), MPL201 (Strategic Media Planning), CCO201 (Corporate Communication), BRA301 (Brand Management) and OJT Experiences have provided us with a robust foundation in the organization and management of events.

### 1.2.3 Meaning

#### Hanoi's Cuisine - A Vital Perspective in Cultural Development

Hanoi, the capital of Vietnam, not only stands out for its rich historical heritage and diverse culture but also for its unique culinary offerings. Dishes such as bún chả, phở, nem rán, bánh mì pate, and numerous others have become iconic symbols cherished by Hanoi-an and the entire nation. In the event “Hanoi Culinary Space 2023” our focus gravitates toward a particular facet, one often overlooked in the promotion and preservation of Hanoi’s cultural values: its cuisine. Moreover, Hanoi city, a central hub of Vietnam’s culture and history, carries within itself a tapestry of diverse heritage and a history steeped in richness. However, the culinary aspect often fails to garner the attention it deserves and remains insufficiently introduced to visitors.

The motivation behind orchestrating this event stems from an imbalance between the significance of culinary culture and the understanding of it in disseminating the cultural values of Hanoi. This results in visitors primarily concentrating on historical and

tourist attractions when exploring Hanoi, with little exposure to the city’s distinctive culinary scene. This oversight might cause them to miss out on a crucial part of Hanoi’s culture and a precious opportunity to delve deeper into the life and spirit of the local community.

Hanoi’s cuisine is not merely a collection of delectable dishes; it captures the cultural, historical, and spiritual values unique to its people. Each dish reflects a delicate harmony of ingredients, culinary techniques, and the heartfelt dedication of the chefs. For instance, bún chả is more than a bowl of noodles and grilled meat; it narrates a story about how the Vietnamese people honor and earnestly uphold traditional culinary customs. It serves as a means to connect individuals and propagate Vietnamese culture worldwide.

The development of culinary goes beyond promoting delicious dishes; it is a crucial element in preserving and honoring Hanoi’s cultural values. Culinary arts possess the ability to unite people, provide a unique

experience for visitors, and contribute to the local economy. Promoting cultural values through cuisine helps forge connections between locals and tourists, playing a significant role in the preservation and development of Hanoi’s cultural heritage.

For this reason, we hope that the event “Hanoi Culinary Space 2023” will contribute to honoring and developing the unique cuisine of the city, while fostering understanding and connection among people around the world. Hanoi’s cuisine is not just a part of meals but also a door opening to the culture, history, and soul of a beautiful city.



## I.3 PROBLEM IDENTIFICATION

### 1.3.1 Problem Introduction

Hanoi, with an incredibly diverse history and cultural heritage, consistently attracts millions of tourists from around the world. The city is renowned for prominent historical landmarks such as the Thang Long Imperial Citadel, the Temple of Literature, and Hoan Kiem Lake, along with its unique traditional cultural aspects. However, despite Hanoi’s richness in culture, lifestyle, and especially cuisine, there exists a significant gap between its potential and the current reality.

**Shortcomings in Tourism Promotion Campaigns:** Hanoi boasts numerous famous historical and cultural attractions like the Thang Long Imperial Citadel, the Temple of Literature, and Dong Xuan Market. According to the Hanoi Tourism Association, these scenic spots and historical sites account for nearly 80% of the tourist influx to Hanoi. These places are often heavily promoted in tourism campaigns, while the culinary aspect receives limited attention. In 2020, the tourism promotion budget for the country as a whole and specifically for Hanoi was considerably restricted compared to other nations. However, Vietnam is still considered an intriguing destination with a strong tourism growth rate, especially in Hanoi. This indicates that tourism in general, and culinary tourism in particular, have not received the deserved emphasis in tourism advertising campaigns.

**Low Percentage of Tourists Visiting Local Restaurants:** According to the 2021 Tourism Report from the Hanoi Department of Tourism, only about 10–15% of international tourists and 20–25% of domestic tourists usually visit local restaurants and eateries. These figures indicate that a significant portion of tourists arriving in Hanoi do not experience local cuisine. Another drawback is the lack of integration between culture and cuisine in tourism events and activities. For example, in tours to Hanoi, there is often a lack of unique culinary experiences. Tourists often miss the optimal chance to indulge in local delicacies. Local restaurants and eateries

commonly face difficulties in accessing the tourism market and advertising. They lack support and financial resources to participate in promotional and developmental activities.

**Low Ranking in Local Food Market:** In the 2021 Global Food Market rankings by Euromonitor International, Hanoi did not make it into the top 100 cities for the food market but was assessed on six criteria related to tourism activity efficiency, economic and business efficiency, tourism policies and attractiveness, tourism infrastructure, health and safety, and sustainability. While this is just an index, it reflects that Hanoi’s culinary scene has not been evaluated and developed in line with its potential.

### 1.3.2 Gap Between Cultural Potential and Reality

Hanoi’s renowned cuisine, featuring dishes like Phở, Bún chả, Bánh mì, and Egg coffee, is a key cultural highlight. Despite its significance, the promotion of Hanoi’s cuisine internationally and in tourism has been less effective than indicated by statistics.

The city’s culinary excellence, highlighted in the newspaper “Hanoi Moi”, plays a crucial role in shaping its identity. However, tourists often miss the chance to experience these unique dishes, hindering the potential for culinary tourism and a distinctive visitor experience. In addition to promotion, the preservation and development of Hanoi’s cuisine face various challenges. The gradual disappearance of traditional food artisans, replaced by fast-food services and international restaurant chains, poses a challenge to preserving the distinctiveness of Hanoi’s cuisine.



1.3.3 The Necessity of the Event  
"Hanoi Culinary Space 2023"

Hanoi’s renowned cuisine, featuring dishes like Phở, Bún chả, Bánh mì, and Egg coffee, is a key cultural highlight. Despite its significance, the promotion of Hanoi’s cuisine internationally and in tourism has been less effective than indicated by statistics.

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I.4 PROJECT OVERVIEW

Table 1: Project Overview

Field	Event organization
Name of the project	Organizing the event “Hanoi Culinary Space 2023”
Time	Media time: 15/9 - 11/10 Event time: 29/9 - 1/10 (3 days)
Target audience	<div><div>Age:</div><div>18 - 60 (High School Graduates - College Students - Employees - Elders)</div><div>Gender:</div><div>Male/Female</div><div>Country:</div><div>Vietnam</div><div>Incomes:</div><div>No limits</div><div>Education:</div><div>No educational level limits. Individuals with knowledge and an interest in learning about Vietnamese culture in general and Hanoi in particular. Those with knowledge and an interest in exploring culinary arts.</div><div>Occupation:</div><div>No limits</div></div>

Purpose	The event “Hanoi Culinary Space 2023” will transport tourists and Hanoi residents back in time to experience the culinary essence of the city in a creative and profound manner. The theme “Essense of Vietnamese Cuisine” will embellish the space with traditional flavors, classical architecture, and the historical context behind each dish. This will elevate Hanoi’s cuisine into a cultural hallmark of the city.
Big idea	<p><b>Recreating the Old Hanoi Ambience:</b> This event will immerse travelers in a reimagined space of old Hanoi, complete with ancient alleyways, traditional houses, and antique coffee shops. Visitors will immerse themselves in a vivid historical tapestry woven through architecture and decor. The event includes miniature scenes that recreate images of Hanoi’s history and culture, from the nostalgic atmosphere of bygone eras to bustling streets like Ta Hien.</p> <p><b>Reviving Traditional Flavors:</b> Renowned chefs and master craftsmen will meticulously prepare traditional dishes with precision and passion, ranging from the iconic Hanoi pho, the flavorful Cha ca La Vong, the aromatic Bun Oc, and the delicate bun thang, among other culinary delights.</p>
Key message	“Explore Hanoi through flavors so fine, where cultural beauty and traditions align!”
Concept	<p><b>Theme:</b> The event encompasses scenes that revive images of Hanoi’s history and culture, from the bygone atmospheric era to streets like Ta Hien.</p> <p><b>Participant Experience:</b> Travelers can engage in experiential cooking activities, observe artisans providing live guidance in crafting Hanoi’s signature dishes, and savor them right on the stage. Participants will be transported back to the vintage ambiance of Hanoi.</p> <p><b>Event Design:</b> Design, decor, lighting, and sound will harmoniously align with the event’s theme.</p> <p><b>Activities and Entertainment:</b> The event offered a variety of meaningful activities and entertainment performances in line with its theme. Examples include cultural performances that showcased the traditional spirit of Hanoi, a seminar on fish sauce, and an interactive mooncake-making experience. A highlight of the event was the key moment featuring impressive performances by talented artists.</p>

Objective	<p><b>Event’s Objectives</b></p> <ul style="list-style-type: none"><li>10,000 participants attended the event.</li><li>90% of participants remembered the message of the event, “Cultural beauty through ancient Hanoi cuisine.”</li><li>90% of participant interactions and feedback were positive.</li><li>100% of participants understood the significance and purpose of the event.</li><li>80% of attendees were captivated by the key moment performance.</li><li>100% of the distributed coupons were utilized.</li><li>80% of participants gave positive reviews about the food.</li><li>All 51 booths were fully occupied.</li></ul> <p><b>Event Communication Objectives</b></p> <div><ul style="list-style-type: none"><li>Fanpage Facebook:<ul style="list-style-type: none"><li>Number of social posts: 60</li><li>Fanpage’s Likes: 13,000</li><li>Followers: 14.000</li><li>Reach: 10.000</li><li>Total engagement among: 6000</li><li>Reactions: 3600</li><li>Comments: 300</li><li>Shares: 100</li></ul></li><li>OOH (Out-of-Home)<ul style="list-style-type: none"><li>The number of OOH locations reserved: 42</li><li>The conversion rate through QR codes: 80%</li></ul></li></ul></div> <div><ul style="list-style-type: none"><li>Media Coverage:<ul style="list-style-type: none"><li>100% of articles about the event are in line with positive trends.</li><li>100% of the invited individuals attended the press conference.</li><li>20 national headline newspapers covered the event.; National television channels reported on the event.</li></ul></li></ul></div>
Boundaries of the project	<p>The event “Hanoi Culinary Space 2023” is a large-scale affair in the capital city of Hanoi aimed at promoting and celebrating the unique culinary treasures of the city. This is a challenging and meaningful project, especially considering that it marks the first occurrence of this event in Hanoi.</p> <p><b>Geographical Scope:</b></p> <p><b>Timing:</b></p> <p><b>Resources and Finance:</b></p> <p><b>Aims and Aspirations of the Event:</b></p>



# 1.5 TEAM ROLES IN THE PROJECT

The event “Hanoi Culinary Space 2023” is a substantial project that demands close and effective coordination among members of the organizing team. The auspicious circumstance of being overseen by the Hanoi Promotion Agency (HPA) as the principal entity entrusted with the event, in collaboration with the Blue VN agency, underscores the strategic partnership in orchestrating this particular event.

Each team member significantly contributes to crucial phases of the event, encompassing pre-event, on-site, and post-event activities. Every team member holds specific roles and responsibilities, collectively contributing to the success of “Hanoi Culinary Space 2023” throughout its lifecycle. The collaboration and judicious task allocation among team members are crucial factors ensuring the event’s successful execution and the enduring impression it leaves on the audience.

*Leader, Event Coordinator,  
Team Media*

**CHU MINH NGOC**



*Content Creator,  
Event Planner*

**TRẦN HIỀN MAI**





**TRẦN ĐỨC HUY**  
*Designer  
Team Logistics*



**TRẦN THẢO YẾN**  
*Client Service Event Manager,  
Team Take Care*

# 2. THEORY

## 2.1 DEFINITION OF EVENT

According to “Successful Event Management: A Practical Handbook” by Shone and Parry (2019), special events are that phenomenon arising from those non-routine occasions which have leisure, cultural, personal or organizational objectives that are distinct from regular life, and whose purpose is to enlighten, celebrate, entertain, or challenge the experience of a group of people.

## 2.2 CATEGORIES AND TYPOLOGIES OF EVENTS

### Event Categories

The classification of events plays a pivotal role in the event management process. Upon determining the type of event, organizers can elucidate their strategies more clearly, manage resources efficiently, enhance participant experiences, and precisely ascertain success criteria. Post-event evaluation criteria is based on the aforementioned definition. Events can be categorized into four main classifications, each serving distinct purposes. These categories comprise Leisure Events, Cultural Events, Organizational Events, and Personal Events.



Figure 1: A suggested categorization of events  
(Source: Anton S. and Bryn P. (2010))

An important point to note is that events often represent a convergence of purposes, whereby multiple objectives can be achieved simultaneously within one event. For instance, a Christmas event may encompass both entertainment and cultural aspects. Therefore, it is essential to recognize and embrace such overlapping characteristics as a convention in event organization, aiming to support the process of organizing events effectively.





**Event Typologies**

Events vary in terms of scale and scope. To address the organizational complexities and uncertainties associated with events, a typology has been developed. Complexity is assessed by considering the significance of the event, ranging from individual to international levels. Simultaneously, uncertainty involves initially estimating factors such as costs, scheduling, and technical requirements.

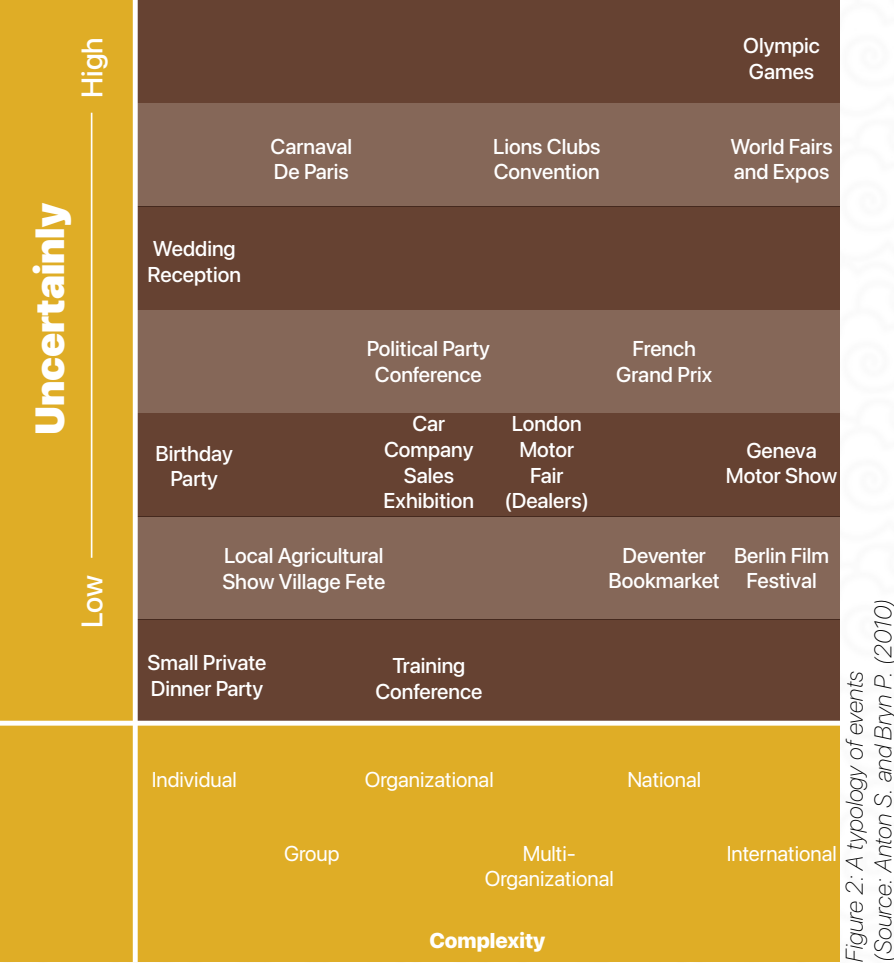


Figure 2: A typology of events (Source: Anton S. and Bryn P. (2010))

### 2.3 CHARACTERISTICS OF EVENTS

Understanding the characteristics of an event aids planners and organizers in fine-tuning strategies, designing engaging interactions, managing resources efficiently, and creating memorable events that leave a lasting impact on participants.

<b>Uniqueness:</b> Events are unique and distinctive, possessing individual objectives, themes, durations, human elements, and experiences.offering a one-of-a-kind experience for participants.	<b>Ambience and service:</b> Creating a suitable atmosphere and delivering excellent services to enhance the overall experience for participants.
<b>Perishability of events:</b> Events are bounded by a limited and temporary nature, the perishable aspect of an event is also associated with the utilization of special events,	<b>Fixed timescale:</b> Events are planned within specific timeframes, adhering to schedules and predetermined timelines, ensuring timely execution to achieve success.
<b>Intangibility:</b> Events involve intangible elements such as emotions, experiences, and sensations that significantly impact the success of the event.	<b>Personal contact and interaction:</b> Events provide opportunities for personal connections, networking, and facilitate favorable conditions for building relationships and exchanging knowledge.
<b>Ritual and ceremony:</b> Many events incorporate rituals, traditions, or ceremonial elements that hold symbolic significance, adding cultural or social meaning.	<b>Labour-intensiveness:</b> Organizing and executing events typically require a substantial workforce,such as event organizers, coordinators, staff, and volunteers.

Table 2: Characteristics of events

### 2.4 DETERMINANTS & MOTIVATION

**Determinants:** Throughout history, the demand for event organization has been primarily driven by social factors. In the modern context, events continue to be influenced by social and psychological factors. Despite technological advancements in society, the innate human desire for integration, interaction, and community remains constant. Beyond these fundamental social needs, events are also propelled by economic, organizational, political, status-related, philanthropic, and charitable factors. When examining the determinants of events, it becomes evident that their innovation is further propelled by economic factors, the pursuit of an improved standard of living, population growth, and an increasingly educated population.

**Motivations:** Within the context of specific events, various primary and secondary motives coexist. It is atypical for most types of events to have a singular motive. Various motives can propel individuals to participate in events, including social, physiological, personal, and organizational motives. Merely addressing one need of the target audience is insufficient to attract individuals without providing additional secondary benefits.

Some events comprise a series of activities, with some being core activities while others revolve around and support the event’s purpose. Some events are organized as a singular activity with a homogeneous group of participants, while others involve a range of activities with varying group participation, perhaps driven by different motives. Therefore, understanding and accurately identifying the motivations of the target audience for events yield numerous benefits, including accessibility, enhanced participation, increased attendance, personalized experiences, effective communication, and the establishment of long-term relationships.

### 2.5 PROCESS OF EVENT ORGANIZATION

The event planning process is a complex and multifaceted task that necessitates careful planning, management, and execution.

To guarantee the success of an event, planners follow a systematic method encompassing various steps. Shone and Parry’s (2019) “Successful Event Management: A Practical Handbook” furnishes a thorough manual for the event planning procedure. The book outlines several key stages in the process, including:







Figure 3: The planning process for events management

Overall, the book emphasizes the importance of communication skills, teamwork, and effective leadership in event planning. It provides practical advice, case studies, and examples to illustrate each stage of the event organization process.

(Shone, A., & Parry, B. (2019). *Successful event management: a practical handbook*. Cengage learning.)



## 2.6 THEORY FRAMEWORK

### 2.6.1 SWOT theory

The SWOT analysis is a widely used strategic planning tool in business management and organizations. It represents Strengths, Weaknesses, Opportunities, and Threats. SWOT analysis involves evaluating these internal and external factors that may impact an organization, project, or business activity.

The four components of SWOT include:

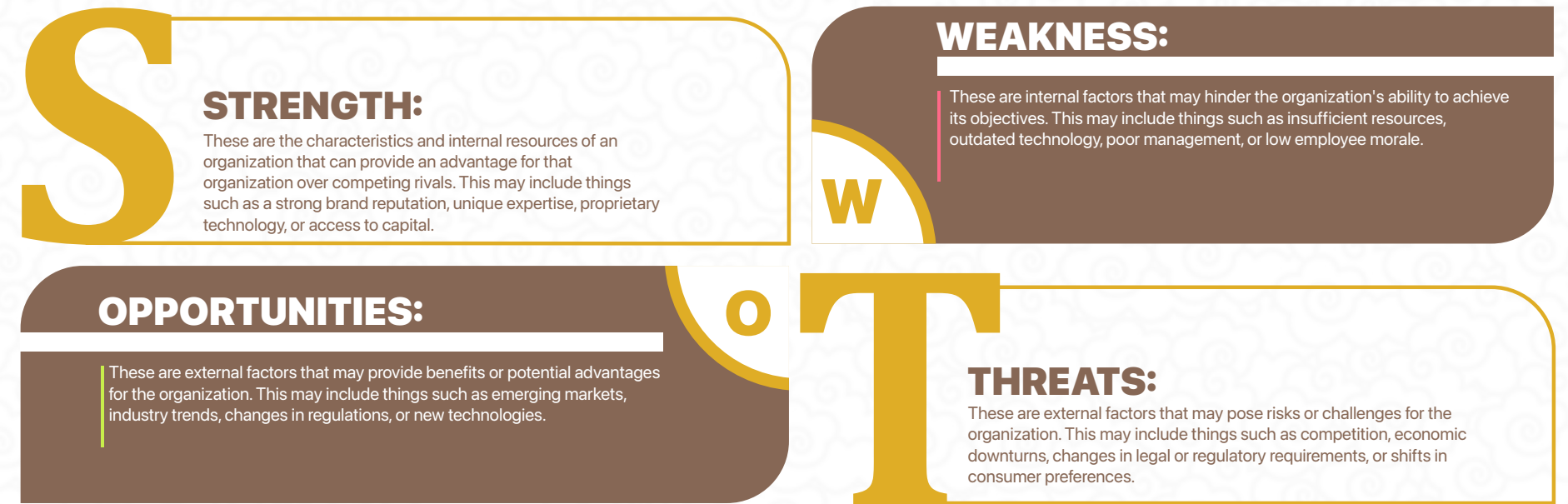


Figure 4: SWOT Theory

By conducting a SWOT analysis, it can be used to develop strategies to capitalize on strengths and opportunities, while mitigating weaknesses and threats.



### 2.6.2 SMART objectives

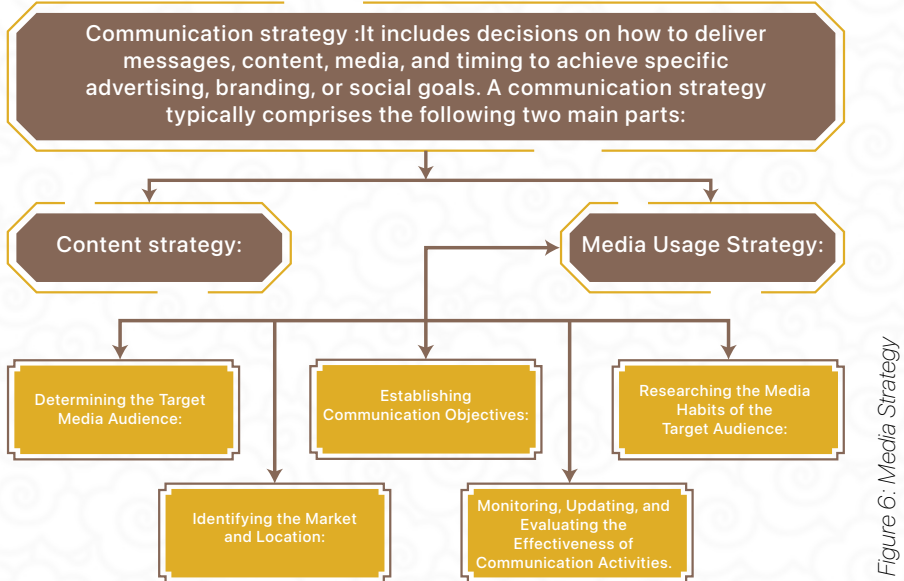
SMART objectives are a widely used framework for setting goals in business, organizational management, and personal development. The SMART is a short form for Specific, Measurable, Achievable, Relevant, and Time-Bound.



Figure 5: SMART Objectives



2.6.3 Media Strategy



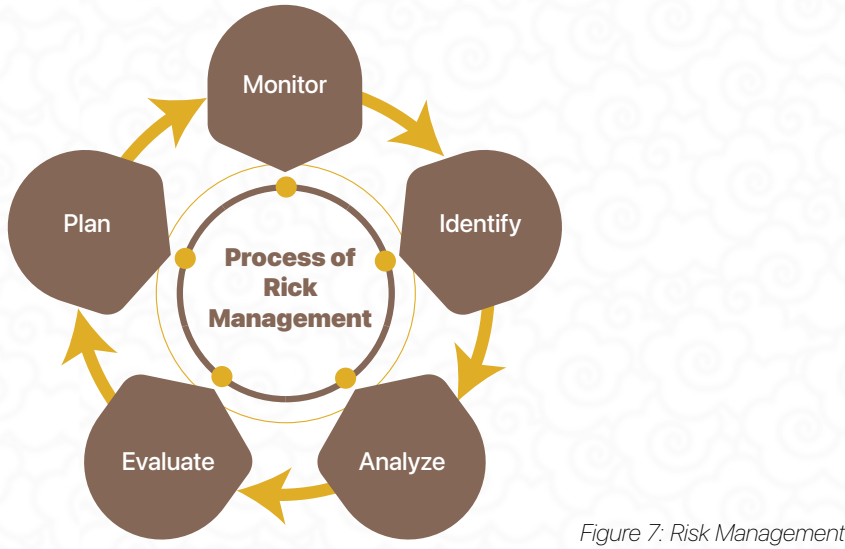
2.6.4 Risk Management

**Risk Management** is the process of identifying, assessing, and controlling threats to the capital and income of an organization. These risks can arise from various sources, including financial uncertainty, legal liability, technological issues, strategic management errors, accidents, and natural disasters.

**Risk Management** might change depending on the sort of project. For large-scale projects, Risk Management strategies may involve detailed planning for each risk to ensure that mitigation strategies are applied if issues arise. For smaller projects, Risk Management may simply

mean a prioritized list of high, medium, and low-priority risks.

Types of Risk Management include Cost Risk, Schedule Risk, Performance Risk, Strategic Risk, and Legal Risk.



By integrating these theories and strategies, the event “Hanoi Culinary Space 2023” has been widely disseminated to the target audience.



3. STAKEHOLDERS OVERVIEW

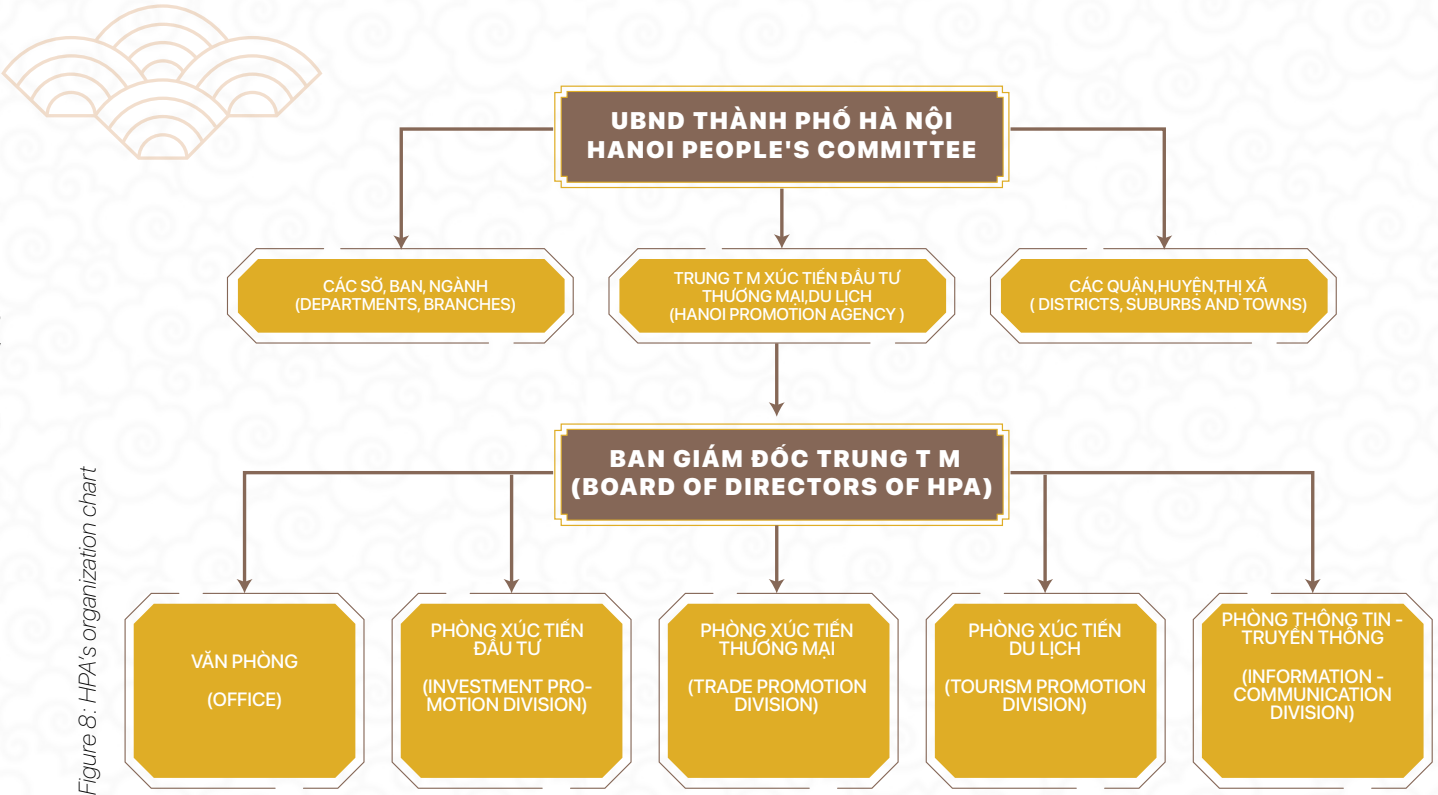
3.1 ABOUT HANOI PROMOTION AGENCY

3.1.1 Information about Hanoi Promotion Agency

- **Vietnamese Title:** Trung tâm Xúc tiến Đầu tư, Thương mại, Du lịch thành phố Hà Nội
- **International trade name:** Hanoi Promotion Agency
- **Abbreviation:** HPA
- Established under Decision No. 38/QĐ-TTg dated January 13, 2015, by the Prime Minister.

3.1.2 The process of establishment and operation

On June 15, the Hanoi People's Committee organized a ceremony to announce Decision No. 38/QĐ-TTg by the Prime Minister regarding the establishment of the Hanoi Promotion Agency.





3.1.3 Mission

- The focal point for developing and implementing plans, programs for promoting investment, trade, tourism, and agriculture in Hanoi.
- Coordinate in developing and advising the People’s Committee on issuing policies, directions to attract investment, trade, tourism, agriculture, and business support programs.
  - Collect, provide, exchange information, build databases, and research the market, development trends, investment partners, policies, investment opportunities, and economic information.
  - Develop and propose a portfolio of projects, attractive products, and call for investment; take the lead (as the inviting party) in selecting investors for projects assigned by the People’s Committee to prepare for investment attraction.
  - Manage and develop the Website Portal for Investment Promotion, Trade, and Tourism of the City; Develop and release relevant publications, newsletters, and promotional materials.
  - Collaborate and exchange information with promotion agencies, press agencies, and media organizations domestically and internationally to create an information network to enhance investment, trade, tourism, and agriculture activities.
  - Provide consulting activities, services, and support for businesses to expand their domestic market, boost exports, develop tourism, and attract investment both domestically and internationally.

3.1.4 Brand identity



3.1.5 Corporate communication system

- ☎ (+84) 24 - 3775 7979/3831 9666
- 🌐 hpa.hanoi.gov.vn
- ✉ hpa@hanoi.gov.vn

3.2 About Blue VN Agency

3.2.1 Information about Blue VN Agency

- Vietnamese Title:** Công ty TNHH Thương mại Công nghiệp và Truyền thông Blue Việt Nam
- English Title:** BLUEVN AGENCY
- Business field:** Event organization
- Responsible for:**
- Full-service event organization and event design
  - Events equipment supply and rental (machinery, sound, etc.)
  - Personel (Promotional Girls, Master of Ceremonies)

3.2.2 Brand identity

3.2.2.1 Brand's symbol



3.2.2.2. Corporate communication system

- 📍 Capital Garden Tower, 102 Trường Chinh Str., Đống Đa District, Hanoi City
- ✉ bluevn.vn@gmail.com
- ☎ 0969.095.507
- 🌐 https://www.facebook.com/truyenthongblueVN

II. RESEARCH & ANALYSIS

Overview

1. Situation analysis
2. Other events
3. Target audience analysis
  - 3.1 Qualitative research (Interviewing)
  - 3.2 Quantitative research (Survey)
4. Project SWOT analysis
5. Stakeholders





# OVERVIEW

Initiating the planning process through formative research is an important approach to understanding the current situation and formulating effective strategies. Based on the objectives, we conducted research on several key topics using relevant research questions, including:

- What are the main characteristics of Vietnam's cultural and culinary landscape?
- Why is Hanoi's cuisine considered the pinnacle of Vietnamese culinary art?
- What significance does the dish Phở hold for the people of Vietnam?
- How are culture, cuisine, and culinary culture defined?
- How does a culinary festival contribute to the promotion of culture?

We choose secondary research as the formative research method to maximize the success of our project. Secondary research is a significant technique that entails gathering, interpreting, and summarizing data gathered by others. When compared to undertaking primary research, which takes resources to attain a representative sample size, it is more cost-effective and time-efficient. Without plentiful resources, achieving a representative sample size that correctly reflects the total population of Vietnam would be difficult. In such circumstances, relying on already done research by other researchers with a large sample size can provide trustworthy and useful information.

# 1. Situation analysis



## CUISINE



According to Prof. Dr. Tran Ngoc Them: "Eating is a culture that utilizes the natural environment."

For the Vietnamese, the issue of eating is so crucial that even an omnipotent being cannot violate the saying "Trời đánh còn tránh bữa ăn" (proverb). Every action and endeavor prioritizes eating, as the saying goes "Có thực mới vực được đạo". According to statistics from the Vietnamese dictionary, there is no richer term than "ăn" (to eat); it can function as a transitive verb, forming 180 different words and verbs.

The writer Vu Bang once said, "A small bottle of cà cuống is no bigger than a finger: a few pieces of green sticky rice, along with a lang of lotus tea, or a jar of sesame and a bottle of fish sauce—these things, calculated by their prices, do not exceed a few silver coins. However, these gifts bring so much enchantment to our hearts. When we hold them, it feels like embracing a bit of the fragrance of our homeland. Who says that eating is an art? More than that, eating is an entire CULTURE!"

Eating is no longer just about satisfying physiological needs for hunger and thirst. It has been elevated to the level of an art form – the art of dining, a cultural aspect of eating.

## CULINARY CULTURE

We must consider it from two perspectives: Material culture (the various dishes) and spiritual culture (behavior, communication in dining, and the art of preparing dishes with symbolic and spiritual meanings).

Culinary culture encompasses the eating habits and tastes of people, their behaviors during meals, dietary restrictions and taboos, methods of preparing and presenting dishes that reflect artistic and aesthetic values, and the manner of savoring food.

People not only know the importance of being well-fed and warmly dressed but also appreciate the idea of eating deliciously and dressing beautifully. Among the three pleasures of "Eating - Playing - Dressing," eating takes precedence. Eating becomes a cultural characteristic, and the Vietnamese have long preserved the cultural beauty of their culinary traditions.



Figure 11: Definition of culture, cuisine and culinary culture

# CULTURE OF HANOI

Hanoi, the ancient city and the capital of the nation, has been standing for millennia, a place where numerous historical and cultural relics, traditional festivals, and talents converge. Situated in the heart of the Red River Delta, Hanoi is strategically located for transportation and economic, cultural exchanges with provinces and cities nationwide.



**The Old Quarter:** Visitors are enchanted by the cultural landmarks like ancient temples, communal houses, shrines, and traditional shops, along with ancestral houses hosting rich annual festivals in the bustling streets of Hanoi's Old Quarter.

Streets are divided by imposing gates that resemble walls spanning the entire road width. Each street showcases rows of closely-knit houses stacked in a matchbox-like style, reminiscent of areas such as **Hang Buom, Hang Bac, Hang Ngang, and Hang Dao**. These structures serve as both residences and storefronts.

## Ancient architectural relics:

Hanoi's relics span from prehistoric times to the Dinh, Le, Ly, Tran, and Nguyen dynasties, totaling over 2,000, including pagodas, ancient villages, temples, shrines, pagodas, communal houses, and ceremonial halls.

Among these, pagodas dominate, with iconic ones like **Tran Quoc Pagoda** (541 AD, King Ly Nam De's reign), **Quan Su Pagoda** (15th century), One Pillar Pagoda (1049 AD, King Ly Thai Tong's reign), **Kim Lien Pagoda** (1128-1138 AD, King Ly Than Tong's reign), and more.

Hanoi also hosts sites honoring national heroes, such as **Kim Ma for Phung Hung and Trung Liet Temple for Quang Trung**.



**Traditional Villages:** Hanoi is renowned for its diverse traditional craft villages, each excelling in specific artistic forms. For example, Ngũ Xã Bronze Casting Village, Yên Thái Paper Village, Bát Tràng Ceramics Village, Hạ Thái Lacquerware Village,

Figure 12: Culture of Hanoi



## 1.3 Characteristics of Northern Cuisine - Hanoi Cuisine.

### 1.3.1 Phở

Phở Hanoi is a renowned dish in the capital city. The delicious aroma of the broth, the chewiness of the pho noodles, and the fragrant herbs have made Hanoi's Phở truly special in the eyes of culinary enthusiasts.

Thạch Lam in the book **"Hà Nội 36 phố phường"** first published in 1943 by Đời Nay Publishing House. The writer

dedicates a passage to Phở in **"Quà Hà Nội – Hàng quà rong"**. A delicious bowl of Phở is one where **"nước dùng trong và ngọt, bánh dẻo mà không nát, thịt mỡ gầu giòn chứ không dai, chanh ớt với hành tây đủ cả"**. For Thạch Lam, Phở isn't exclusive to Hanoi, but only in Hanoi is it truly delicious. Phở is a dish that anyone, from commoners to the upper class, can enjoy. It can be savored at any time of the day: for breakfast, lunch, or even dinner.

Writer Nguyễn Tuân penned a literary piece titled "Phở" during a business trip to Finland in 1957. The essay "Phở" was written during a business trip to Finland, where Nguyễn Tuân was invited to enjoy various exotic dishes of the host



country but still couldn't forget the Phở from his homeland, which he described as a **"món quà cổ điển rất tính chất dân tộc của ta"**. For Nguyễn Tuân, the most delicious bowl of Phở is always **"một bát phở cổ truyền Hà Nội ăn ngay bên lò than quả bàng đỏ lửa giữa ngàn năm văn vật"**.

### 1.3.2 Chả cá Lã Vọng

Chả cá Lã Vọng, a distinctive dish of Hanoi, stands alongside other renowned dishes like bún đậu and phở, gaining nationwide fame. A sizzling hot pot of catfish offers not only an unforgettable taste but also a sensory experience. From the cozy warmth near the charcoal stove, the sizzling sound of simmering fat, well-cooked fish and assorted herbs, to the aromatic fragrance wafting through the air and the delightful flavor

lingering after the first bite, all contribute to a uniquely nostalgic aroma.

*Hanoi*. Typically served in three parts: catfish placed on a hot pan, accompanied by shrimp sauce mixed with sugar, lime, and chili for diners to blend. *For Chả cá Lã Vọng* to be delicious, meticulous preparation and marination are essential, ensuring the evenly cooked, moist, and golden-brown fish, with the sweet taste of the flesh emanating a delightful fragrance.



### 1.3.3 Bún ốc nguội

Bún ốc nguội, a simple yet sophisticated dish, embodies the culinary artistry of Hanoi.



According to food enthusiasts, its excellence lies in the succulent and crispy snails, fragrant rice vinegar, and a subtly sweet broth.

According to culinary artisans, snails have cooling properties, so consuming them with raw vegetables may cause abdominal discomfort. The addition of roasted chili not only imparts a spicy kick but also balances the dish's Yin and Yang elements. That reflects the sophistication and intricacy of each traditional dish in Hanoi.

Over time, Hanoi's culinary scene has adapted to diverse tastes, featuring a range of toppings like fried tofu, beef, spare ribs, cartilage, duck embryos, and fried fish, complemented by an array of fresh vegetables.

In the present day, the cuisine of Hanoi has elevated to the realm of culinary artistry. The uniqueness, refinement, and heartfelt

## 1.4 Phở in other cities

### 1.4.1 Phở Nam Định

When mentioning "pho" to international friends, Hanoians always take pride in considering it one of the culinary masterpieces of the capital city. Alongside that, Nam Dinh beef pho is renowned for its sweet and distinctive flavor, an experience fully realized only when enjoyed in the land of Thanh Nam.

Pho's origin in our country is attributed to Nam Dinh, mobile pho stalls, first in Giao Cu Village from the Co family in Van Cu Village – Dong Son – Nam Truc, emerged to meet the dining needs of workers and boatmen.

**"Ngón phở Nam Định"** is a well-known expression referring to Nam Dinh beef pho, not only familiar to every traveller in the homeland of Nam Dinh but also to many provinces nationwide and even to international friends. Its unique taste is attributed to the distinctive cooking method.

dedication bestowed by the people of Hanoi upon these dishes have transformed them into the essence of Hanoi's beauty. Unavoidably mentioned among these culinary delights are bún chả, nem rán, phở, bánh cuốn Thanh Trì, chả cá Lã Vọng, bún thang, bún ốc, bún cua, bánh tôm Hồ Tây...

At the "Hanoi Culinary Space 2023" special attention was dedicated to the iconic dish Phở during the Vietnamese Phở Day program. Among the 51 booths at the event, 11 featured renowned Phở brands from Hanoi and other provinces. The event space was designed to evoke the ambiance of famous culinary streets in Hanoi, showcasing distinctive local cuisines. Additionally, there were performances by talented artisans and renowned chefs, including presentations by a Bún ốc nguội artisan and a Chả cá Lã vọng artisan.

Nam Dinh beef pho harmoniously combines large rice noodle sheets, made from rice paper, with a perfect thickness—moist but not overly soft. The clear and deep broth, combined with tender beef slices, delivers a distinctive and captivating flavour.





### 1.4.2 Phở Khô Gia Lai

Dry pho is a culinary delight in the mountainous town of Pleiku, gradually making its way down to Saigon. Unlike traditional pho, Gia Lai's version serves the noodles and broth separately. The unique noodles, resembling “Hủ tiếu” but exclusive to Gia Lai, are crafted meticulously from pure rice, offering a delightful chewiness. Diners first savor the noodles, then sip the flavorful broth accompanied by black soy sauce and fresh vegetables.

To fully appreciate Phở khô Gia Lai, diners mix condiments in the bowl – fried shallots, pork fat, lime, and various spices – allowing the noodles to absorb flavors along with fresh herbs or local forest vegetables. A sip of the broth completes the experience, delivering a refreshing, sweet, and slightly fatty taste. Black soy sauce, a crucial accompaniment, enhances the dish's flavor. Grab a bite of pho, dip it in the black soy sauce, add some fresh herbs, and enjoy a piece of meat with a hint of fried shallots to fully savor the deliciousness of Gia Lai dry pho.

Phở khô Gia Lai stands as the distinctive characteristics of the Central Highlands in general and Gia Lai in particular. A culinary pride spreads its fame far and wide as an iconic dish for all gourmet enthusiasts.



### 1.4.3 Phở Ngô Hà Giang

Combining Mông culinary traits with traditional pho essence, corn pho has gained recognition. The team's efforts from researching dry corn pho in 2020 to perfecting the broth-based version in 2022 resulted in Hà Giang's Phở Ngô making it to the list of 121 representative Vietnamese dishes by the VCCA. The unique fusion, utilizing small, starchy corn from the Đồng Văn plateau, delivers a deep sweetness and fragrance.

The dough is steamed, resulting in golden pho cakes, are only suitable to be enjoyed with beef.

Phở Ngô's compatibility with Hà Giang's yellow cattle, which is certified for geographical indication by the National Office of Intellectual Property (Ministry of Science and Technology), provides firm, chewy, and sweet meat.

The broth, simmered from beef bones and highland vegetables, offers a clear, sweet, and fragrant taste, infused with the hues of Phở Ngô.



## 1.5 Food Festival

A food festival is a special event or program organized to honor, promote, and showcase the cuisine and signature dishes of a region, a country, or a specific community. These events typically feature a range of activities and experiences related to food, including cooking demonstrations, food exhibitions, cooking competitions, culinary experiences, and talk shows related to cuisine.

Food festivals may have different objectives, including promoting and preserving culinary

culture, providing opportunities for chefs and culinary experts to showcase creative talents, attracting guests and participants, and encouraging the sharing of traditional culinary stories.

These are local or national festivals that focus on the distinctive cuisine of the region or country. These events often combine food, music, and traditional culture.

Food Fairs: Food fairs are events organized to showcase, sell, and enjoy dishes and beverages from various countries or regions. They often

include booths from restaurants, renowned chefs, or local food producers.

Cooking Classes: Live cooking competitions on stage to discover the best chefs. Famous competitions include “MasterChef” and “Top Chef.”

Food and Beverage Exhibition: This is an event where food producers, restaurants, and chefs can introduce and sell their products to customers. Examples include “Taste of Chicago” or the “Fancy Food Show.”





# 1.6 Overview of the Tourism Industry in Vietnam



Figure 13: Overview of the Tourism Industry in Vietnam

# 1.7 The position of Hanoi in the tourism industry



Figure 14: The position of Hanoi in the tourism industry

# 2. OTHER EVENTS

The event "Hanoi Culinary Space 2023" is a city-wide event organized by the Hanoi Promotion Agency (HPA) and overseen by the Hanoi People's Committee. Its purpose is to promote Hanoi's cuisine to both domestic and international tourists. Therefore, we have chosen to analyze events of similar local scale with the same objective of promoting and spreading local culture and cuisine to a wide audience of tourists, both domestic and international, under the category of Culinary Festivals.



Figure 15: Other Event

We have chosen to analyze events of similar scale at the local and even national levels, with the common goal of promoting and spreading local culture and cuisine. In categorizing the type of events, we selected Culinary Festivals because they are a popular form of event that vividly reflects the culinary cultural identity of a locality.

Understanding similar events helps us assess the effectiveness of the "Hanoi Culinary Space 2023" based on criteria such as participation, community interaction, and promotional performance. Through this analysis, we aim to draw lessons and propose improvements to make the event more engaging and successful in showcasing and honoring Hanoi's unique culinary culture.



### 3. TARGET AUDIENCE ANALYSIS

#### 3.1 Qualitative research (Interviewing)

Interviews are used as a crucial method to gain a deep understanding of the needs of the target audience and adjust the event plan to meet their expectations effectively. From the interview results, we can understand needs and expectations, determine effective communication channels, evaluate risks and challenges, and optimize event content.

?1

**What do you think about organizing a culinary event to promote Hanoi's dishes? Do you believe that such an event could contribute to introducing and promoting Hanoi's culinary scene?**

I think organizing a culinary event to promote Hanoi's dishes is a fantastic idea. I believe that such an event would be a great opportunity to introduce the community and tourists to the diversity and distinctive flavors of Hanoi's cuisine. It's not only a chance for locals to take pride in their culinary heritage but also a great way to attract the attention of those unfamiliar with the unique culinary secrets here. An event like this could significantly contribute to promoting Hanoi's cuisine, stimulating the tourism industry, and creating a vibrant atmosphere of community engagement. I look forward to such events for more opportunities to explore and fall in love with Hanoi, our wonderful culinary city.



**Lan Anh**  
Age: 32  
Hometown: Hanoi

?2

**In your opinion, how do you think a culinary promotional event could impact the tourism industry and culinary business in Hanoi?**

I believe that a culinary promotional event can have a significant impact on the tourism industry and culinary business in Hanoi. Firstly, it will attract tourists from all around to experience the unique flavors of Hanoi's cuisine. This not only boosts sales for restaurants and eateries but also enriches their overall travel experience. Secondly, the event can enhance the reputation of Hanoi's cuisine on the international tourism map. Tourists often choose destinations based on culinary reputation, and this event can position Hanoi as an ideal spot for food enthusiasts. This will positively influence both the tourism industry and the culinary business, creating a mutually beneficial cycle for the development of both sectors.



**Hoàng Nam**  
Age: 30  
Hometown: Hanoi

?3

**What areas in Hanoi do you think are ideal for organizing this event?**

I think there are several areas in Hanoi that are ideal for organizing an event to promote local cuisine. For such an event, the area around Hoan Kiem Lake could be an excellent choice. Not only is it the city center, but it's also a popular destination for both tourists and the local community. This area can provide an open space, convenient for organizing activities and showcasing culinary delights. Additionally, the vicinity around the Old Quarter is a unique area with traditional cafes and restaurants, creating a cozy and culturally rich atmosphere ideal for promoting Hanoi's culinary heritage.



**Mai Thị Linh**  
Age: 25  
Hometown: Hanoi

?4

**What activities would you like to participate in when attending a culinary event? Do you have any suggestions on organizing cooking competitions, culinary experiments, or culinary demonstrations?**

I'm very excited about the idea of participating in the culinary event and have some activities I'd like to engage in. Firstly, I'd love to sample signature dishes from renowned eateries. I'm also keen on the concept of culinary competitions and experiments. Organizing cooking competitions among professional chefs or traditional cooking contests for the community could be intriguing. This would create a competitive atmosphere and add excitement to the event. Additionally, a demonstration kitchen area would be a great opportunity for participants to interact directly with chefs and learn about the preparation of various dishes. This provides a hands-on and immersive experience with the culinary creations from the city of Hanoi.



**Nguyễn Minh Hải**  
Age: 35  
Hometown: Hanoi



5

How would you like to receive information about this culinary event? Where do you usually seek or receive information about events?

I want to receive information about this culinary event conveniently and quickly. In this digital age, I usually seek information through social media platforms. Additionally, the press is a convenient means to receive updates and details about the event. For major events, I am also interested in newsletters and advertisements on mainstream media, such as television.



Nguyễn Thị Mai Anh  
Age: 20  
Hometown: Hanoi

6

If you participate in the event, what do you expect from your experience? Do you have any suggestions or feedback to make the event more appealing?

If I engage in the event, I anticipate encountering a distinctive and remarkable culinary journey. My desire is to relish traditional cuisines and recognize the ingenuity in reimagining familiar recipes. Significantly, I foresee a laid-back and intimate ambiance that establishes favorable conditions for everyone to relish the culinary setting comfortably. To enhance the event's attractiveness, I propose incorporating a variety of content and activities. Options such as facilitating discussions with renowned chefs, conducting cooking classes, or even introducing competitions among participants could be explored. This approach would foster an engaging and enlightening experience, extending beyond the mere enjoyment of food. Additionally, for broad audience appeal, it is pivotal to disseminate information through diverse media channels. I appreciate the notion of utilizing mobile apps to disseminate updates and generate interest in advance of the event. Lastly, it's essential to allocate space for community networking and connections. The event transcends being solely about culinary delights; it aims to craft a social and cultural experience for everyone involved.



Trần Văn Đức  
Age: 22  
Hometown: Hanoi

In general, by collecting interview samples from everyone, we can compile data to assess and refer to in order to make the event more comprehensive.

## 3.2 Quantitative research (Survey)

Qualitative research is used to assess people's perspectives on the event "Hanoi Culinary Space 2023." We prepare different questions for individuals to survey their level of interest, opinions on the event's necessity, and contributions on how the event should take place.

Nhắc tới Hà Nội bạn sẽ nghĩ tới điều gì? (When mentioning Hanoi, what will you think of?)

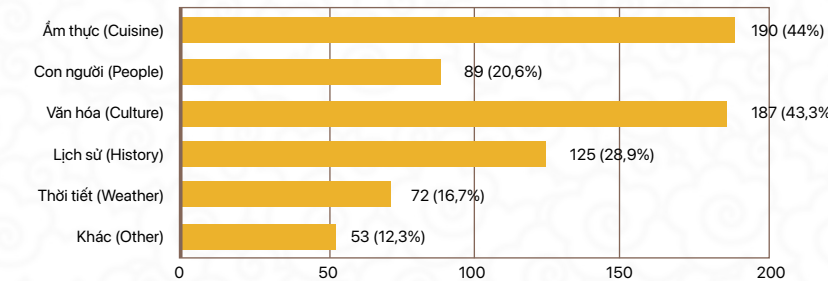


Figure 16: When mentioning Hanoi, what will you think of?

The responses show that people are impressed and remember Hanoi primarily for two factors, namely, cuisine and culture, with cuisine being the most prominent at 44%. This indicates a high level of interest from people in Hanoi's cuisine, and this is precisely the demand that we need to emphasize.

Bạn có quan tâm tới nền ẩm thực Hà Nội? Bạn có nhu cầu tìm hiểu về ẩm thực Hà Nội ở các khía cạnh khác nhau như văn hóa, lịch sử...không?

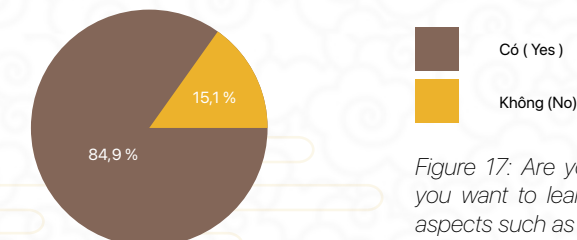


Figure 17: Are you interested in Hanoi cuisine? Do you want to learn about Hanoi cuisine in different aspects such as culture, history...?

Theo bạn điểm nổi bật của ẩm thực Hà Nội là gì?

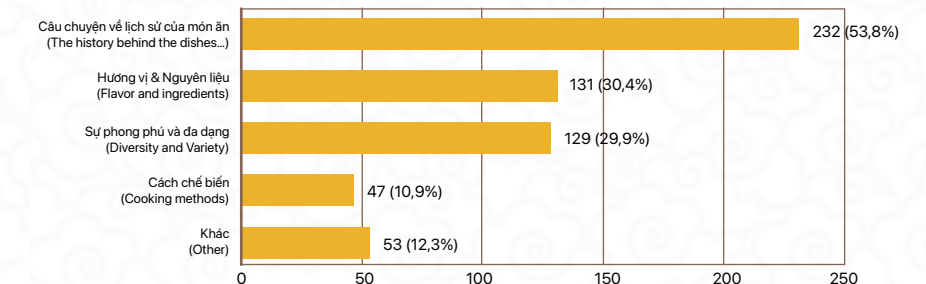


Figure 18: In your opinion, what are the highlights of Hanoi's cuisine?

The responses to the two questions indicate that beyond the taste of the food, people also have a desire to learn about other aspects revolving around the dishes. This is an important point for us to promote cuisine, not just stopping at the flavors but also exploring the origin, significance, preparation methods, and more.

Nhắc tới ẩm thực Hà Nội, bạn nghĩ tới món ăn nào?

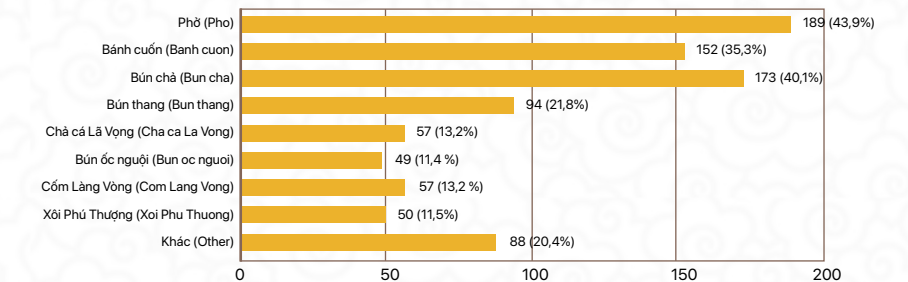
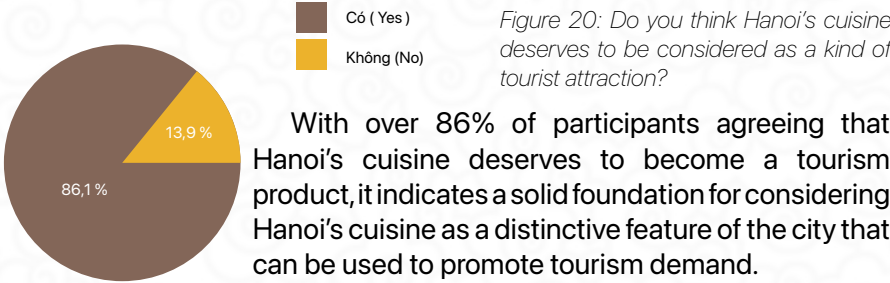


Figure 19: When mentioning Hanoi cuisine, what dish comes to your mind?

It can be seen that the dishes that appear most prominently in people's minds are Phở (43.9%) and bún chả (40.1%).



Bạn có nghĩ ẩm thực Hà Nội xứng đáng trở thành sản phẩm du lịch không?



With over 86% of participants agreeing that Hanoi's cuisine deserves to become a tourism product, it indicates a solid foundation for considering Hanoi's cuisine as a distinctive feature of the city that can be used to promote tourism demand.

Bạn thường tìm kiếm thông tin về sự kiện ( hoạt động văn hóa qua các phương tiện truyền thông nào?

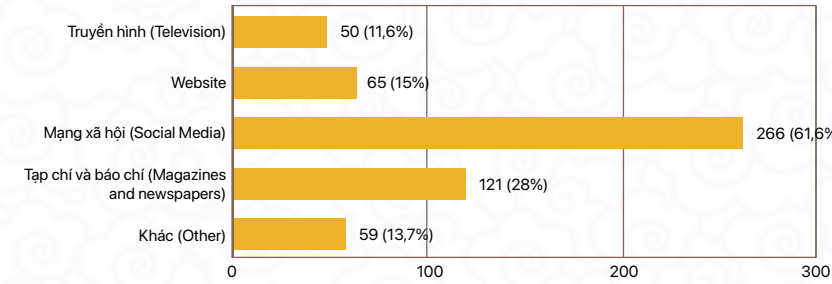


Figure 21: Where do you usually seek information about events and cultural activities?

The results indicate that 61.6% of people seek information about events in general on social media, followed by 28% in magazines and newspapers. This provides a basis for us to enhance event promotion through social media and traditional media channels.

Bạn đã biết về sự kiện “Không gian Giới thiệu Ẩm thực Hà Nội 2023” chưa

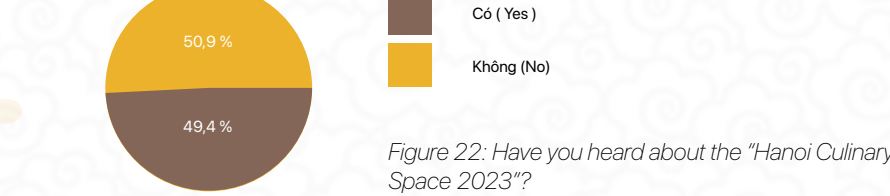


Figure 22: Have you heard about the "Hanoi Culinary Space 2023"?

Nếu đã biết, bạn theo dõi thông tin chi tiết về sự kiện từ nguồn truyền thông nào?

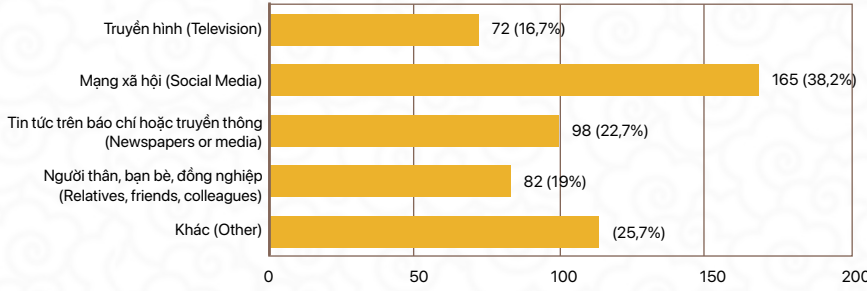


Figure 23: If you already know, from what media sources do you follow detailed information about the event?

The responses to the two questions emphasize that the primary platforms for our event promotion are social media and traditional media, with percentages of 38.2% and 22.7%, respectively. Additionally, mainstream television is also a channel we can use to increase visibility and credibility for the event.

Bạn mong đợi điều gì khi tham gia sự kiện “Không gian Giới thiệu Ẩm thực Hà Nội 2023”

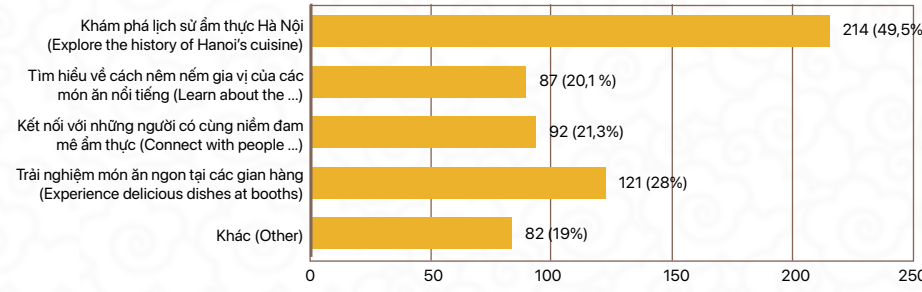


Figure 24: What do you expect when participating in the event?

Based on the results, it can be observed that 49.5% of people wish to explore and learn more about the etiquette of Hanoi cuisine. This indicates the need for us to share articles and information about the origin and stories behind the dishes with the audience. Additionally, 28% of people desire to experience delicious food at the event, highlighting the importance of ensuring high-quality, tasty food to enhance the overall customer experience.

4. PROJECT SWOT ANALYSIS

SWOT Analysis of the event “Hanoi Culinary Space 2023” reveals important strengths, weaknesses, opportunities, and threats that need to be considered to ensure the success of the event. Overall, understanding these factors will help the organizers gain insights into the opportunities and challenges, enabling the development of flexible and effective strategies to optimize the success of the “Hanoi Culinary Space 2023” event.

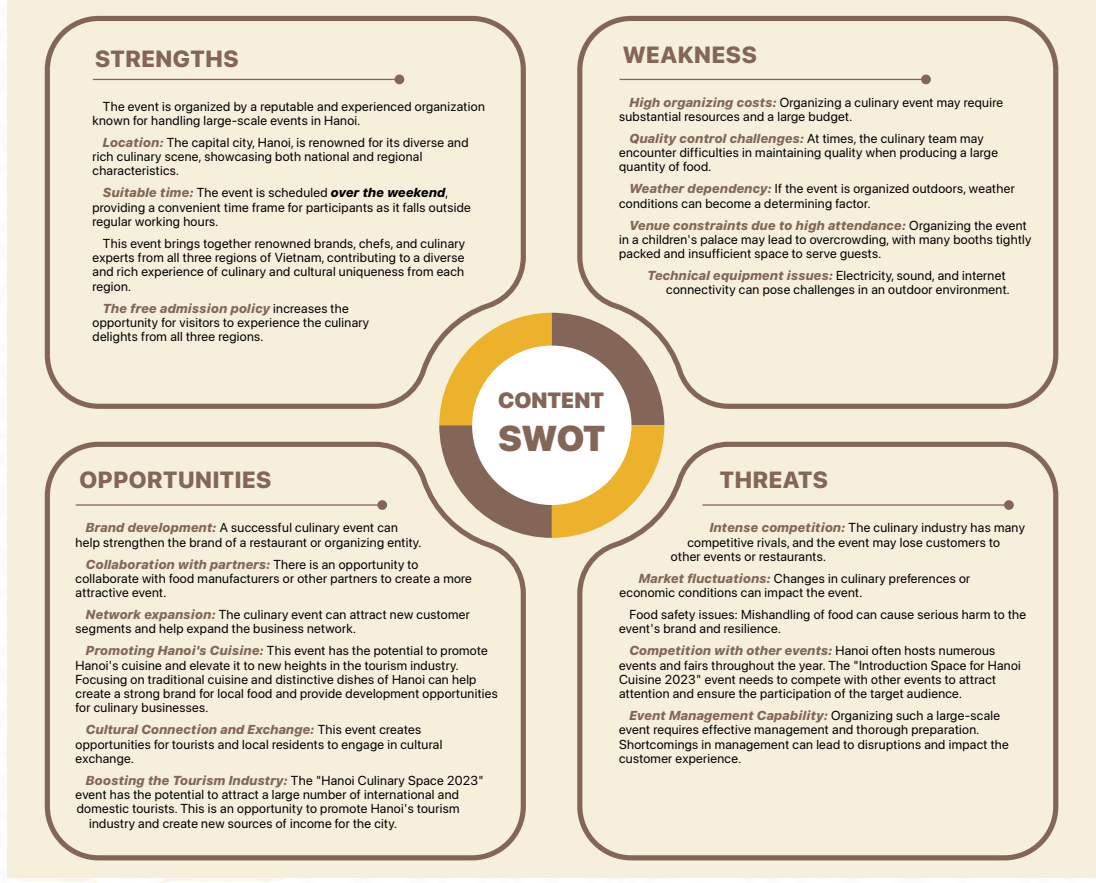


Figure 25: Project SWOT analysis

5. STAKEHOLDERS

Internal Stakeholders	External Stakeholders
<div>Hanoi Promotion Agency</div> <div>Blue VN Agency</div>	<div>Collaborating entities:</div> <div><ul style="list-style-type: none"><li>Department of Tourism, Culture and Sports, Health</li><li>Hanoi city's public security</li><li>People's Committees of districts, towns and cities: Hoan Kiem, Tay Ho, Thanh Tri, Dong Anh, Thanh Oai, Dan Phuong, Son Tay</li><li>Vietnam Culinary Culture Association (VCCA)</li><li>Vietnam Chef Association (VICA)</li><li>Hanoi Youth Union, Hanoi Children's Palace.</li></ul></div> <div>Main sponsors</div> <div><ul style="list-style-type: none"><li>Habeco</li><li>Vietnam Association of traditional fish sauce</li><li>Bluezone</li></ul></div>

Table 3: Stakeholders



# III. DEVELOPMENT/ PROJECT PLANNING

1. Goals & Objectives
2. Target audience
3. Concept
4. Key message
5. Media strategies
6. Media Tactics
7. Budget & Resources
8. Risk Management
9. Planning of Each Event



## I. GOALS & OBJECTIVES

### 1.1 Goals:

The event “Hanoi Culinary Space 2023” is designed to fulfill dual objectives, aiming to promote and closely examine the culinary panorama of Hanoi. Simultaneously, it endeavors to revive the traditional flavors of the city within the unique composition of each dish.

**Promotion of Hanoi Cuisine as a Cultural Aspect of the City and a Product of Hanoi Tourism:** This objective marks a significant step in portraying Hanoi cuisine as an inseparable part of the city's culture and tourism. It creates an opportunity for both tourists and local residents to recognize the value of cuisine as a precious resource for Hanoi's tourism and culture.

This goal is not only about creating an event for food tasting but also establishing a comprehensive platform for promoting Hanoi cuisine. From conveying the message through various media to introducing Hanoi cuisine into the city's tourism activities and advertising programs, this objective emphasizes that cuisine is a distinctive cultural product of Hanoi.

**Reviving Traditional Flavors in the Most Authentic Manner in Each Signature Dish of Hanoi:** This objective focuses on preserving and reviving the traditional flavors of Hanoi cuisine. It requires profound knowledge of cooking techniques and the culinary traditions of the city. Chefs and artisans participating in the event must master not only the recipes but also

the spirit of each dish. This goal is not only about cooking but also about passing on knowledge and skills from one generation to the next. The event provides a platform to experience these traditional flavors optimally, helping tourists appreciate the precision and uniqueness of Hanoi cuisine. Chefs and artisans participating in the event need to have a solid understanding of local culinary knowledge and traditions. They must recreate traditional flavors with precision and depth.

These goals not only provide a valuable opportunity to promote and preserve Hanoi cuisine but also represent a crucial step in boosting the tourism industry and ensuring that the city's culture and cuisine are fully utilized.





1.2 Objectives:

Event			
Content	Time	Unit	Objectives
Attended the event	29/9 - 1/10	Participants	10.000
Remembered the message of the event, “Cultural beauty through ancient Hanoi cuisine.”		Participants	90 %
Understood the significance and purpose of the even		Participants	100%
Attendees were captivated by the key moment performance		Attendees	80%
The distributed coupons were utilized		Coupons	100%
Gave positive reviews about the food		Participants	80%
All booths were fully occupied		Booths	51

OOH (Out - of - Home)		
Content	Unit	objectives
Location reserved	Number of locations	42
The conversion rate through QR codes	Rate	80%

Table 4: Objectives

Fanpage Facebook			
Content	Time	Unit	Objectives
The total of post	15/9 - 11/10	Post	50
The total of Fanpage's Likes		Like	13,000
The total of Fanpage's Followers		Followers	14,000
Total of reach		People	10,000
Total engagement among		Engagement	6000
Total of Reactions		Reactions	3600
Total of Comments		Comments	300
Total of Shares		Share	100

Media Coverage		
Content	Unit	objectives
Articles about the event are in line with positive trends.	Articles	100%
The invited individuals attended the press conference	Attendees	100%
National headline newspapers covered the event.	Newspapers	20
National television channels reported on the event	Television channel	20

2. TARGET AUDIENCE

2.1 Public Audience

CUSTOMER PERSONA		
Demographic	Age: 18 - 60 (High School Graduate - College Student - Employees - Elders)	
	Gender: Male/Female	
	Outcomes: No limits	
	Education: No educational level limits. Individuals with knowledge and an interest in learning about Vietnamese culture in general and Hanoi in particular. Those with knowledge and an interest in exploring culinary arts.	
	Occupation: No Limits	
Geographic	No Limits	
Behavior	Foreign tourists	Love local food
		Seek unique culinary experiences
	Domestic tourists	Keen on local food
		Want to explore traditional dishes
		Interested in culinary culture
	Cuisine lovers	Passionate about food and cooking
		Want to try new and unique dishes
		Pursue culinary arts as a hobby
		Want to experience the most authentic flavors of traditional Hanoi dishes
	Locals	Loves local dishes
		Frequently eat at local restaurants
		Learn about traditional cuisine history
	Want to explore Hanoi's traditional dishes	

Table 5: Public Audience



CUSTOMER PERSONA	
Psychologic	They seek a unique and interesting experience in exploring local cuisine. They are curious and eager to try local dishes.
	They cherish and take pride in local cuisine. They want to learn and contribute to the preservation and development of local cuisine.
	They have a passion for food and culinary experiences. Food is an integral part of their lives, and they frequently seek new and unique culinary experiences.
	They take pride in local cuisine and aim to sustain and preserve the local culinary heritage. They are interested in trying traditional dishes and learning about their history.
Pleasure	Food enthusiasts and culinary pleasure seekers (Hedonists): This group typically seeks pleasure from enjoying delicious food. They value culinary experiences and appreciate experimenting with unique and tasty dishes. Key source of happiness: They feel happy when satisfied with their taste buds and relishing delightful meals. This event provides an opportunity for them to experience the joy derived from the distinctive cuisine of Hanoi.
	Food lovers and lifestyle enthusiasts (Epicureans): This group enjoys experimenting with delicious dishes as a part of their lifestyle. They have a passion for exploring food and local culinary culture. Key source of happiness: They feel happy when engaging in events and activities related to food and cuisine. This event caters to their passion and enhances their level of happiness.
	Individuals proud of local culture (Cultural Enthusiasts): This group takes pride in the local culture and cuisine. They want to actively participate in the preservation and development of the local culture and cuisine. Key source of happiness: They

		feel happy when engaged in activities related to the preservation and development of local cuisine. This event helps satisfy their pride in the culture and cuisine of Hanoi.
		Tourists who love local experiences (Experience Seekers): This group seeks interesting and unique experiences while traveling. They want to genuinely connect with the local culture and cuisine. Key source of happiness: They feel happy when they have the opportunity to engage in local activities and try the distinctive cuisine of the places they visit. This event provides an exciting local experience for them.
	Fear/Anger	Individuals with fears or concerns about food safety standards (Food Safety Concerned Individuals): This group is concerned about food safety standards and fears that food may pose health risks. They may feel disgusted and uneasy about trying local dishes due to concerns about food safety.
		Individuals with limited palate or a preference for international cuisine (Culinary Preferences): This group has a limited palate or a preference for international cuisine and is not interested in local cuisine. Emotions: They may feel frustrated if they cannot find dishes they prefer or may not want to try local dishes.
		Individuals with fears or concerns about food hygiene (Hygiene Concerned Individuals): This group is concerned about food hygiene issues and fears coming into contact with food that is not hygienic. Emotions: They may feel disgusted and uncomfortable participating in local culinary events due to concerns about food hygiene.
		Individuals with food allergies (Food Allergy Sufferers): This group has concerns about coming into contact with allergenic foods. They fear the risk of allergic reactions to local foods they are unfamiliar with. Emotions: This event may make them feel fearful and uneasy about trying local dishes.



2.2 Customer Empathy Map

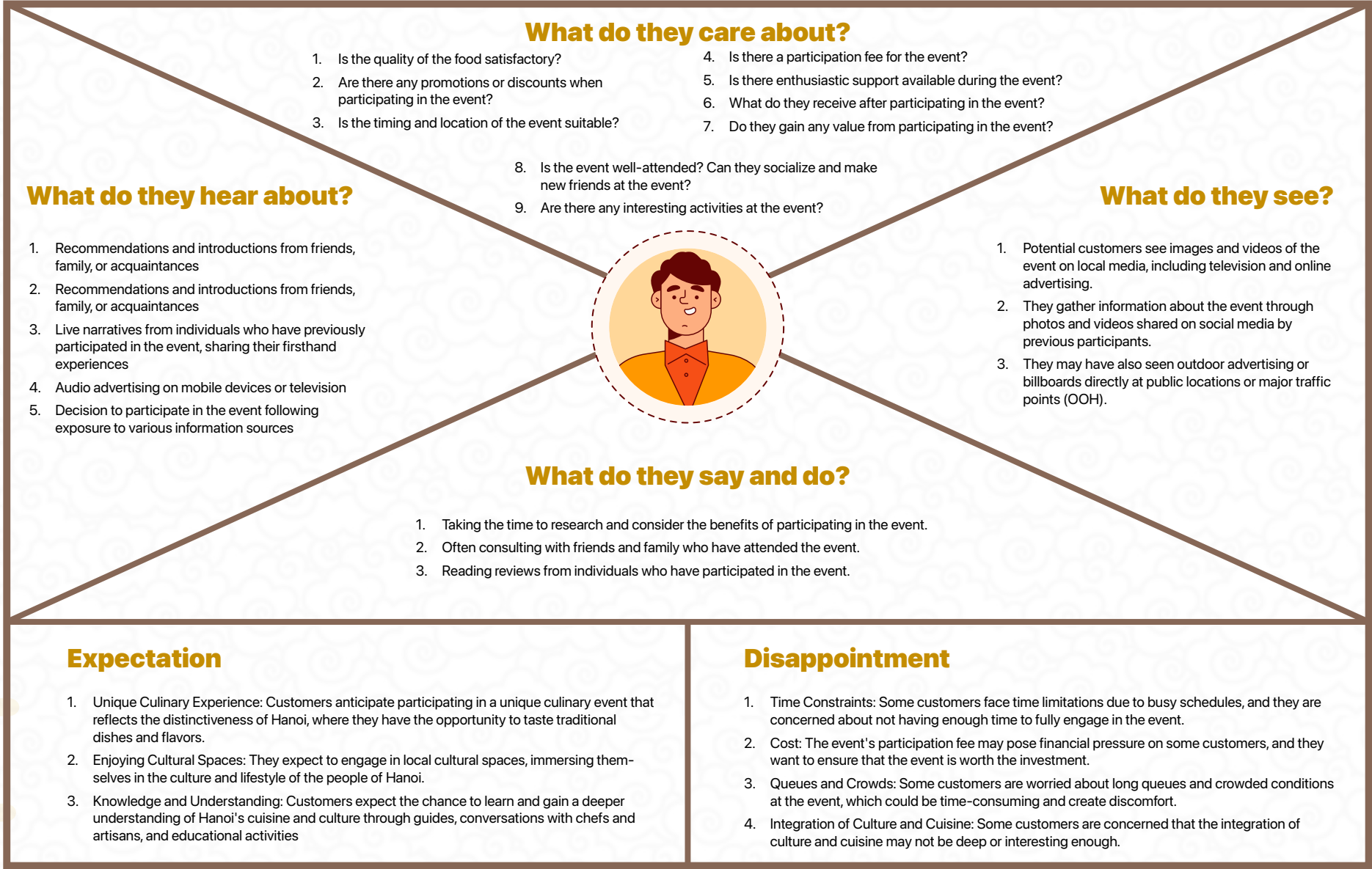


Figure 26: Customer Empathy Map

2.3 Truth - Tension - Motivation Framework

Table 6: Truth - Tension - Motivation Framework

TRUTH - TENSION - MOTIVATION FRAMEWORK			
Mục	TRUTH	TENSION	MOTIVATION
Expectation	Expect a unique and distinctive culinary and cultural experience in Hanoi.	Time constraints might prevent them from fully experiencing the event.	Customer expectations drive them to participate in the event to satisfy their curiosity and desire for a culinary experience.
Pain	Concern about the cost of participation and financial pressure.	Long queues and crowded conditions at the event can create discomfort.	The integration of culture and cuisine may not be deep or interesting enough, causing latent dissatisfaction.
Motive	Customer expectations drive them to participate in the event to satisfy their curiosity and desire for a culinary experience.	The stress of time constraints can motivate customers to find ways to rearrange their schedules to attend the event.	The motivation of customers to enjoy and explore the unique culinary and cultural aspects of Hanoi may propel them to overcome any latent dissatisfaction.

Table 7: 3C - Framework

3C - Framework		
Consumer	Company Truth	Category Truth
Customers are those who love culinary experiences and are interested in the culture of Hanoi. They expect to have a unique and distinctive culinary and cultural experience in Hanoi.	The event organizing company is responsible for planning and promoting the "Hanoi Culinary Showcase 2023" event. The company's goal is to create a unique event that capitalizes on the culinary and cultural potential of Hanoi and attracts customers and supporting local culinary businesses.	The event operates in the field of cuisine, particularly focusing on local and traditional cuisine of Hanoi. It proposes a fusion of cuisine and culture, ensuring that the flavors and cultural experiences are distinctive and unique to the region.

Table 7: 3C - Framework

2.4 3C - Framework

In the 3C model, the success of the "Hanoi Culinary Showcase 2023" event hinges on the event organizing company's thorough understanding of the customer (Consumer) and a deep comprehension of the operational field (Category). The company must deliver to the customers a memorable culinary and cultural experience in a unique and distinctive environment representative of Hanoi to meet their expectations and motivations.



2.5 Customer Persona



Name

:

Nguyen Emma

Age

:

28

Gender

:

Female

Occupation

:

Working at an international company in Hanoi

Customer Persona

Hobbies

Passionate about cuisine and travel, enjoys exploring unique dishes from different countries

Goal

Seek new and unique experiences in Hanoi and want to learn about the local culture and cuisine.

Personality

Enthusiastic, dynamic, loves discovering new things, enjoys interacting and connecting with local people.

Strengths

Passion for cuisine and travel, adventurous spirit, willing to share experiences on social media.

Weaknesses

May find it challenging to communicate due to language and cultural differences.

Social Media

Follows travel and food pages on Instagram and Facebook.

Figure 27: Customer Persona

46 PRODUCTION BOOK

3. CONCEPT

Theme:  
"Essence of Vietnamese Cuisine"

Description:

The "Hanoi Culinary Space 2023" event offers a nostalgic journey for tourists and locals, immersing them in the city's culinary heritage through a creatively curated theme, "Vietnamese Culinary Essence." The space showcases traditional flavors, classical architecture, and the historical significance of each dish.

Big Idea:

**Recreating the Old Hanoi Ambience:** The event will transport visitors to a recreated old Hanoi, featuring ancient alleys, traditional houses, and classic coffee shops. Guests will immerse themselves in a vibrant historical tapestry through architecture and decor.

**Distinctive Flavors:** Renowned chefs and artisans will intricately prepare traditional dishes with precision and passion, ranging from Hanoi pho, Lã Vọng grilled fish, snail noodle soup, ladder-like noodle soup, to other local specialties.

**Cultural Landscape Recreation:** The event includes scenes depicting the history and culture of Hanoi, capturing the ambiance of bygone eras and iconic streets like Ta Hien and Buoi market.

**Showcases and Experiences:** Visitors can participate in experiential cooking activities, watch artisans demonstrate the creation of Hanoi's signature dishes live, and taste them right on the stage.



Hanoi Culinary Space 2023 47



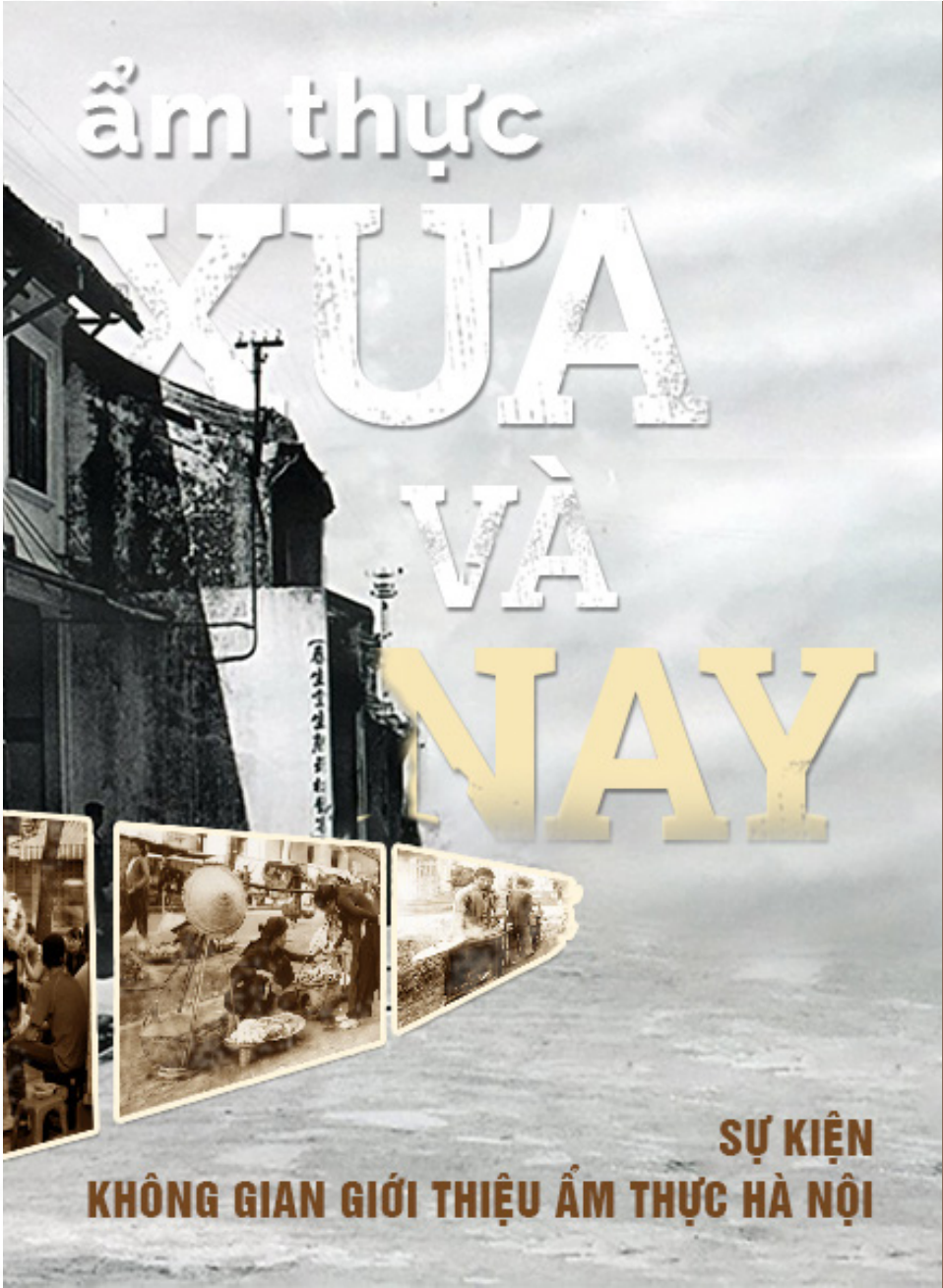
4. KEY MESSAGE

“EXPLORE HANOI THROUGH FLAVORS SO FINE, WHERE CULTURAL BEAUTY AND TRADITIONS ALIGN!”

In thinking of Hanoi, one's mind naturally drifts to the city's rich culture and delightful flavors that grace its streets. The lively streets, cozy coffee corners, and unique tastes are woven into the very soul of Hanoi, creating an intoxicating essence. The “Hanoi Culinary Space 2023” event carries a poignant message: “Recreate Hanoi's Old Flavours”.

The phrase “Explore Hanoi through flavors so fine, where cultural beauty and traditions align!” deepens the connection between Hanoi's history and its food. This event goes beyond savoring delicious dishes; it encourages participants to dive into the stories and narratives behind each culinary creation. Whether you're a wanderer or a local, it offers a chance to step into a journey through time and be part of the city's timeless story.

This theme doesn't just invite travelers to taste the culinary delights; it speaks to their souls, urging them to discover the diverse world of Hanoi's cuisine in a space that echoes the sentiments of the past. Every dish and cobblestone is carefully designed to revive the spirit of old Hanoi, promising an experience that is not only captivating but also deeply meaningful.



5. MEDIA STRATEGIES

MEDIA PLAN				
BSC	WHY	WHAT	HOW	STATUS
				NOTES
Online	FB	Paid  1. Ads 2. Booking	<b>1. Ads</b> <ul style="list-style-type: none"><li>- Introduction to the highlighted activities of the event (artisan showcases, cultural activities, minigames, etc.)</li><li>- Information about the culinary offerings at the program</li><li>- Details about the program timeline</li></ul> <b>2. Booking</b> <ul style="list-style-type: none"><li>- Fanpage:<ul style="list-style-type: none"><li>- <b>Hà Nội News</b> <a href="https://www.facebook.com/Theanh28.Hanoi">https://www.facebook.com/Theanh28.Hanoi</a></li><li>- <b>Vietnamnet.vn</b> <a href="https://www.facebook.com/vietnamnet.vn">https://www.facebook.com/vietnamnet.vn</a></li></ul></li><li>- *Note: When booking, we will provide the key ideas and content, which will be written by the admins.</li></ul>	During, Before, and After
			Facebook social posts must be well-edited and consistent	

Table 8: Media strategies



Online	FB	Owned	Fanpage	Use links to enhance visibility:	Before the event Estimated time: 1 week before
				1. Share on various media platforms and social networks.	
				2. Attach links in the bio.	
				Posting based on media timeline	
				Content angles:	
				- Introduction to the event	
				- Story of Hanoi's cuisine	
				- Exploration of the journey of Pho from Hanoi to other provinces and cities	
				- Introduction of artisans participating in the showcase	
				- Vietnamese Spice Map journey	
				- Program's coupon distribution	
				- Event Countdown	
				Before the event (Sneak Peek)	
				Hashtags: #KhonggiangioithieulamthucHanoi #Hanoiculinaryspace #Khamphaamthuc #HPA #Vietnam #Vanhoaamthuc #VCCA #Truyenthongvietnam #hiephoinuocmamvietnam #Habeco #Bluezone #phởstory #Chinsu	
				Fanpage Livestream on the D-Day	
				<b>First day: Continuously update the ongoing activities during the event and intensify advertising and bookings to attract visitors for the following two days.</b>	
				Updates during the event	
				Media coverage of <b>the charity campaign and its proceeds</b> on the day of the event.	
				Post-event video upload:	
				1. Recap event highlights.	

Table 8: Media strategies

	Offline	Press Relation	Paid	2. Share customer posts with hashtags. 3. Posts from Key Opinion Leaders (KOLs) and Key Online Contributors (KOCs). 4. Express gratitude to sponsors. 5. B-Roll video of artisan showcases.	During the event
				Earned	After the event
				Audiences from paid media	During, Before and After the event
				Attract engagement to the fanpage	During, Before and After the event
				Vietnam.vn Báo Dân tộc và Phát triển Báo Kinh tế đô thị Việt Nam Hội Nhập Báo văn hóa Hanoionline.vn Báo Lao Động Nhân dân điện tử Công thương	During, Before and After the event
					During, Before and After the event
					During, Before and After the event
					During, Before and After the event
					During, Before and After the event
					During, Before and After the event

Table 8: Media strategies



6. MEDIA TACTICS

6.1 Master plan

HANOI CULINARY SPACE 2023 (29/09-01/10)						
Phase	Phase 1 (Before the event)		Phase 2 (During the event)			Phase 3 (After the event)
Time	Week 1 - 3	Week 4	Day 1	Day 2	Day 3	Week 1
Objective	<ul style="list-style-type: none"><li>- Introduction to the event "Hanoi Culinary Culture Festival."</li><li>- Social content revolving around the event: dishes, culinary culture, renowned restaurants, ...</li></ul>	Elaborate on details about the activities that will take place during the event to attract participants.	<ul style="list-style-type: none"><li>- Update activities during day</li><li>- Share memorable moments of event participants.</li><li>- Attract more participants.</li></ul>			<ul style="list-style-type: none"><li>- Summarize the activities during the event.</li><li>- Express gratitude and fulfill benefits for sponsors.</li></ul>
Target audience	<ul style="list-style-type: none"><li>- Primary target audience: The general public within the inner city of Hanoi, including students, families with young children, adults, and individuals interested in culture and cuisine.</li><li>- Extended target audience: Domestic and international tourists.</li></ul>		<ul style="list-style-type: none"><li>- Hanoi residences</li><li>- Individuals are already aware of the event.</li></ul>			<ul style="list-style-type: none"><li>- Individuals who have participated in or are aware of the event.</li><li>- Sponsors and organizations/groups participating in the event.</li></ul>
Insight	<ul style="list-style-type: none"><li>- Individuals are interested in and passionate about local cuisine, desiring a deeper understanding of culture through regional dishes.</li><li>- Families seek to educate their children about culinary culture.</li><li>- Individuals look for an entertaining weekend destination while also gaining enriching experiences.</li></ul>	Individuals with an interest in Vietnamese culinary culture.  Those who are already aware of the event information and wish to delve deeper.	<ul style="list-style-type: none"><li>- Individuals are already familiar with the event and seek to gain a deeper understanding of the activities and cultural atmosphere on the day of the event.</li><li>- People have participated in the event and wish to find images of themselves during the occasion.</li></ul>			<ul style="list-style-type: none"><li>- Individuals follow or participate in the event and wish to review the activities.</li><li>- Sponsors: Expecting to receive full media rights and benefits.</li></ul>

Table 9: Master plan

Key message	Vietnamese Culinary Journey 2023			Introducing Vietnamese Cuisine to the World				
Pillar	Event "Hanoi Culinary Space 2023 - Essence of Vietnamese Cuisine"	Northern Pho's Flavor	Central and Southwest Vietnamese Cuisine North-western Flavors	Hanoi Culinary Artisans Essence of Vietnamese Spices Teasers for the activities that will take place during the event	Information about the event's opening ceremony.  Capturing moments of event participants, especially during the Mid-Autumn Festival pastry-making activities.	Content for promotional activities.  Memorable moments of the day.	Content for promotional activities.  Impressive moments during the day.	The imprint of the Hanoi Culinary Festival 2023.  Communication for sponsors.
Content direction	General introduction to the event, highlighting key points and the vision for cultural and culinary development through the event. Opening the series of articles on the Culinary Cultural Journey of Vietnam.	Nam Dinh - the cradle of traditional pho Traditional Hanoi Pho - a distinctive feature of Hanoi's cuisine The "1000 Bowls of Pho" activity and the heartwarming story behind it.	Explore the culinary culture of the Coastal Central region and the Southwest region of Vietnam.	A series of articles on culinary artisans in Vietnam across various regions or craft villages.	Share information about the opening ceremony of the Hanoi Food Festival: organizing unit, participants Information and images of the Mid-Autumn Festival pastry-making event. Teasers for the activities of the following day.	Cultural content from promotional activities.  Teasers for the activities of the following day.	Cultural content from promotional activities.  Summarize the overall atmosphere, emotions, and activities throughout the 3-day festival.	Images/interviews conducted during the 3-day event.  Special images from the culinary week.  Media articles for sponsors.

Table 9: Master plan



Description	The first Culinary Cultural Festival in Hanoi organized by HPA	Hanoi Phở's Spice	The roots culinary culture of the sea: Fish sauce in making	Vietnamese Spices Map (the influence between culture, people, and the spice usage habits of different regions)	Official event opening	Illustrate the essence of Vietnamese cuisine through promotional displays.	Capture the essence of Vietnamese cuisine through promotional displays.	Participants' feedback
	The historical story of Hanoi's specialty dishes and those from neighboring regions	Phở Storytelling - adding a poetic touch to the dish	The cuisine of the Central region is a gift from the sea.	Famous restaurants known for standout dishes worldwide. Renowned establishments embodying the culinary essence of a specific dish or region.	Activity: Making Mooncakes	Restaurants for tourist destinations (suggested: interviewing participants for star ratings).		Extraordinary dishes
	Explore the traditional culinary culture of Hanoi with standout dishes such as Pho, Bun Thang, Banh Xu Xe, various sweet soups, and more..	Interviewing locals to gather their perceptions of Hanoi's cuisine and comparing it to other regions.	Posts about specialties of the Northwest(S smoked buffalo meat, can wine,...) Kitchens in Northwest households => cultural origins.	Series of social posts on activities and cultural aspects that will be implemented during the event.	Moments of the day	Impressive moments of the day (minigame, food game)		
Quantity	5 posts/week	6 posts/week	5 posts/week	7-8 posts/week	4 posts/week	4 posts/week	4 posts/week	
Channel	Facebook fanpage	Facebook fanpage	Facebook fanpage	Facebook fanpage	Facebook fanpage	Facebook fanpage	Facebook fanpage	Facebook fanpage
				Seeding group	Booking group	Booking group	Booking group	Press
				Press	Press			
					Broadcast	Broadcast	Broadcast	

Table 9: Master plan

## 6.2 Timeline

		T2	T3	T4	T5	T6	T7	CN
		11/9	12/9	13/9	14/9	15/9	16/9	17/9
ADS POSTS	9h30		Introduction to the 'Hanoi Culinary Culture Festival' event.		The historical story of Hanoi's specialty dish: Traditional Lotus Tea.			
SOCIAL POSTS	15h			The first Culinary Cultural Festival in Hanoi organized by HPA	The historical story of the specialty dish: Mooncakes	Vietnamese Culinary Journey: The Flavor of Northern Pho	Vietnamese Culinary Journey: Nam Định - The origin of traditional Phở  Hanoi Traditional Pho - a distinctive feature of Hanoi's cuisine	
	17h		Updating posts during the event					
	20h	Updating posts during the event						
			Exploring the traditional culinary culture of Hanoi with notable dishes: Phở, bún thang, bánh xu xê, các món chè,...	The historical story of Hanoi's specialty dish: Phu Thuong Sticky Rice.	The historical story of Hanoi's specialty dish: Chả cốm làng vòng	Leaked Information: 1000 bowls of Phở are distributed at the event.	Phở Storytelling - adding a poetic touch to the dish	1000 bowls of Phở and golder heart story
	21h							

Table 10: Timeline



		T2	T3	T4	T5	T6	T7	CN
		18/9	19/9	20/9	21/9	22/9	23/9	24/9
ADS POSTS	9h30			Interview with the artisans		Interview with the artisans		
SOCIAL POSTS	15h	A poet with the soul of Hue and the essence of Zen - Renowned expert in the culinary world - Artisan Ho Dac Thieu Anh	Artisan Nguyen Ho Tieu Anh: The next-generation artisan face in the Culinary Culture of Vietnam	Artisan Nguyen Thi Hien: Former soldier preserving the traditional culinary essence of Hanoi through the brand 'Bun oc Ba Ngoai'	"Chè Thái – Gái Tuyên" - Head Chef of May Plaza Hotel: Nguyen Van An.	Visit a family meal of the Thai ethnic group.	How to eat Quang noodles properly	Come to the Food Festival to 'dip' into "Dipping Phở Gà"
	17h		Updating posts during the event					
	20h	Updating Fanpage's Story/Tiktok						
		Phở Thìn - Nostalgic Pho Restaurant	Authentic Hanoi Phở: Phở Gà Street Vendor	Nam Dinh's Cuisine- Culinary beauty that cannot be replaced!	Savoring "Ha Giang" flavor in Hanoi  <a href="https://www.facebook.com/khonggianAmthucHanoi/posts/pfbid0daLeNGkPW8kUCSko6Rcmoxew4dj8khgcVDMDFRS4asjjnaG2YahNa8TrMFe3XyBI">https://www.facebook.com/khonggianAmthucHanoi/posts/pfbid0daLeNGkPW8kUCSko6Rcmoxew4dj8khgcVDMDFRS4asjjnaG2YahNa8TrMFe3XyBI</a>	Have you heard of the famous dish in Gia Lai - the mountainous city?	The unique yet familiar "phở"	Video interview with the pho artisan Nguyen Thi Thiet.
	21h							

Table 10: Timeline

		T2	T3	T4	T5	T6	T7	CN
		25/9	26/9	27/9	28/9	29/9	30/9	1/10
<b>ADS POSTS</b>	<b>9h30</b>	Leaked information of Day 1	Leaked information of Day 2	Leaked information of Day 3	Posting Event's Layout	- Opening ceremony event information.  - Moments of the day (especially in the Mid-Autumn Festival cake-making activities).	B-roll video of the artisans' performance.	Updating Event's activities
<b>SOCIAL POSTS</b>	<b>15h</b>	The Spice Journey - Northern Destination	The Spice Journey - Central Region	The Spice Journey - Southern at last	Images introducing the artisans in the event.	Updating event's photos	Updating event's photos	Updating event's photos
	<b>17h</b>		Countdown Post: 3 Days left	Countdown Post: 2 Days left	Countdown Post: 1 Days left	Remind Day 2 activities	Remind Day 3 activities	B-roll video of the artisans' performance.
	<b>20h</b>	Updating Fanpage's Story						
		Mid-Autumn Festival Story	Images introducing the artisans in the event.	Images introducing the artisans in the event.	Images introducing the artisans in the event.	Remind "1000 bowls of Phở" story	Content of Event's performance	Updating post during the event
	<b>21h</b>	Interviewing the opinions on various types of pho from people on the street.	Images introducing the artisans in the event.	"1000 bowls of Phở" story	How to participate and receive 1000 bowls of Phở	REMIND Day 2 activities	B-roll video of the artisans' performance	

Table 10: Timeline



7. Budget & Resources

Budget

**Budget:** Excerpt from the financial source of the Investment Promotion, Trade, and Tourism Program of Hanoi City in 2023 assigned to the Hanoi Promotion Agency according to Decision No. 4969/QĐ-UBND dated December 10, 2022, of the People’s Committee of Hanoi City on the assignment of targets for the economic and social development plan and the budget estimate for revenues and expenditures in 2023 of Hanoi City, the contributions of units participating in the program, and the sponsored sources, in accordance with the regulations on socialization.

Note: This is not a detailed link, please see more in the appendix

STT	HẠNG MỤC	ĐƠN GIÁ	STT	HẠNG MỤC	ĐƠN GIÁ
A	TỔ CHỨC KHÔNG GIAN QUẢNG BÁ, TRẢI NGHIỆM ẨM THỰC HÀ NỘI	574.417.000	D	CÔNG TÁC THÔNG TIN, TRUYỀN THÔNG LỄ HỘI	442.460.000
	CÔNG CHÀO ẨM THỰC HÀ NỘI - KHU VỰC ĐƯỜNG LÝ THÁI TỎ	18.370.000	I	Công tác truyền thông, in ấn	28.900.000
	CÔNG CHÀO ẨM THỰC HÀ NỘI - KHU VỰC ĐƯỜNG LÊ LAI	15.433.000	II	Chi phí sản xuất tập gấp giới thiệu Không gian ẩm thực	2.700.000
	KẾT TINH ẨM THỰC VIỆT	130.999.000	III	Tổ chức tuyên truyền trên báo chí, đài truyền hình và các phương tiện thông tin đại chúng	410.860.000
	KHÔNG GIAN BÀN ĐỒ GIA VỊ VIỆT	52.120.000			
	KHÔNG GIAN TÌNH TÚY ẨM THỰC HÀ NỘI	77.361.000	E	CHI PHÍ ĐIỆN, NƯỚC, VỆ SINH, BẢO VỆ TOÀN BỘ SỰ KIỆN	211.400.000
	KHÔNG GIAN ĐÊM HỘI TRĂNG RẰM	57.745.000	I	Hệ thống điện:	140.000.000
	ĐIỂM QUẢNG BÁ BOOTH BÁNH MÌ	85.519.000	II	Vệ sinh	28.400.000
	KHÔNG GIAN DẠO QUANH THẾ GIỚI	79.426.000	III	Bảo vệ	43.000.000
	MINI BOOTH ẨM THỰC HÀ NỘI	33.844.000			
	KHÔNG GIAN TRÚNG BÀY TRANH ẢNH	23.600.000	E	CHI PHÍ CÁC HOẠT ĐỘNG	21.923.000
B	KHU VỰC TRẢI NGHIỆM ẨM THỰC	601.206.000	I	HOẠT ĐỘNG TRẢI NGHIỆM LÀM BÁNH TRUNG THU	1.060.000
I	KHÔNG GIAN TRẢI NGHIỆM	80.862.000	II	HOẠT ĐỘNG TRAO YẾU THƯỞNG - NHẬN HẠNH PHÚC	1.240.000
II	KHÔNG GIAN ẨM THỰC TRUYỀN THÔNG HÀ NỘI	475.344.000	III	TIẾT MỤC "MÂM CỖM CỦA NGƯỜI THÁI ĐIỆN BIÊN"	1.900.000
III	CHI PHÍ VẬN CHUYỂN	45.000.000	IV	TIẾT MỤC "BÁNH HOA HỒNG"	6.550.000
C	TỔ CHỨC CÁC HOẠT ĐỘNG QUẢNG BÁ TẠI LỄ HỘI ẨM THỰC	1.292.265.000	V	TIẾT MỤC TRÀ XANH THÁI NGUYÊN	3.400.000
I	SÂN KHẤU	670.000.000	VI	TIẾT MỤC CHÀ ỐC ĐỀN LỎNG	2.600.000
II	MÀN HÌNH LED	262.800.000	VII	TIẾT MỤC CÁ LẮNG TRỘN HÀNH TÍM LÝ SƠN	3.823.000
III	HỆ THỐNG ÂM THANH, ÁNH SÁNG	65.000.000	VIII	TIẾT MỤC CHÀ CÁ HÀ THÀNH	1.350.000
IV	TRANG THIẾT BỊ KHÁC	71.250.000	G	CHI PHÍ KHÁC	11,000,000
V	LỄ KHAI MẠC	223.215.000	H	Chi phí dự trù	100,000,000

Table 11: Budget

Resources

EVENT COMMUNICATION						
NO.	CATEGORY		SCOPE OF WORK		MAIN TEAM	SUPERVISOR
1	Facebook Fanpage Growth	Paid	Hire Agency Seeding	Execute Facebook ads at 1.5 billion VND per 28 days.	BlueVn Agency	BlueVn Agency
				Seeding on Fanpage + Pages with a good reputation.	BlueVn Agency	
			Collaborate with Fanpages Fanpage "Không gian giới	"1. Find 5 potential Fanpages and 5 Groups every day.	VVN team	
				2. Negotiate prices based on comments/views.		
				3. Post on the Pages that have been negotiated.		
				4. Book the Seeding team under the comments."		
		Owned	thiệu ẩm thực Hà Nội 2023"  Create discussions in	Generate ideas for textual, visual, and video content.	Mai - VVN team	
				Write posts for publishing on the fan page.	VVN team	
				Control the quality and content of the posts.	Ngọc - VVN team	
				Publish the posts.		
		Earned	related community groups	Upload posts in groups to generate media coverage & engagement	Huy - VVN team	
2	Offline Activities	Direct offline activity with FPT Students		Prepare banners, taglines, logos, etc.	Huy - VVN team	
				Print banners, taglines, logos, etc.		
				Offline communication to each layer of FPT University students.	VVN team	
				Collect images.	Yến - VVN team	
	Press Relations	1. Announce the objectives, content, time, and location of the event.  2. Announce news and relevant information that the organizing party wishes to disclose.		Organize a press conference to introduce and promote the "Hanoi Culinary Space 2023" event.	BlueVn Agency	
				Hire a newspaper to write articles.		
				Write articles.	VVN team	

Table 12: Resources



8. RISK MANAGEMENT

Human Resources			
Risk identification	Risk Analyze	Prevention	Precautionary Plan
Lack of resources	The shortage of resources makes it difficult for the force to complete the event in the period before and after the event.	Hire or recruit additional support personnel in the period before and after the event takes place.	Develop an appropriate resource contingency plan.  Contact partners or volunteers
Guest-related issues	A significant concern because if guests do not arrive on time, it can potentially disrupt the event timeline.	Contact continuously with guest	Regularly communicate, exchange, and update schedules with guests to ensure they arrive on time
Security risks	In an event, theft, improper cultural propaganda, or terrorism may occur.	During the event, security positions; the security team promptly arrives to handle incidents, prevent actions that compromise security, and ensure the safety of guests, artists, singers, etc. Notify the organizing committee and the rapid response team of the Security Department for coordinated resolution, and if necessary, immediately report to the local police.	Ensure security, order, property safety, and control of people entering and leaving the protected area.  Continuously update event information on media sites for effective security prevention

Table 13: Risk Management

Equipments			
Risk identification	Risk Analyze	Prevention	Precautionary Plan
Risk of safety and electrical usage	As it is a large event, the use of many electrical-related devices is significant.  This can lead to cases of electrical overload.	Using electricity reasonably helps minimize damage and prevents electrical short circuits	The total power supply is provided by Hoan Kiem Power Company, with a total capacity of about 100KW/h, including lighting. All booths use electricity, including industrial electric stoves and residential electricity.  Electricity usage: The organizing unit will send guidelines to all booths, recommending the safe and efficient use of electricity, ensuring no additional costs.  Contingency plan for electrical issues is the responsibility of Hoan Kiem Power Company.
Equipment shortage (customer dining tables and chairs)	The shortage of dining tables and chairs may occur due to an overwhelming number of customers, and booths may not have enough space to accommodate them.	Constantly supplement and rearrange seating to provide dining space for customers.	Contact the supplier to receive timely additional supplies.
Technical risks of event equipment	There is a risk of technical issues with event equipment due to the extensive use of various items during the event. It may be challenging to manage all, leading to continuous equipment failures.	When equipment malfunctions, make every effort to troubleshoot.	Ensure the setup of a backup electrical cabinet so that in case of a power outage, it can maintain operation for a few additional minutes while electrical issues are being addressed.

Table 13: Risk Management



Food safety			
Risk identification	Risk Analyze	Prevention	Precautionary Plan
Food safety and hygiene	Ensure food safety and hygiene for customers attending the event.	Inspect and approve all booths before the event starts.	Booth units must have a food safety certification (valid during the event).  Ensure food safety and hygiene according to the regulations of the People's Committee during the program.  Booth units are responsible for keeping food samples throughout the day.
Water source usage	Ensure the hygiene of the water source used by everyone.	Sponsors inspect the water source for the event.	Drinking water and water used for cooking are entirely sponsored by Southern Invest, with the Bluezone pure water brand (19L bottles and 500ml bottles).  Water used for cleaning, pre-processing, and cooking food uses water from the processing area (18m2) at the Hanoi Children's Place.

Table 13: Risk Management

Press/Media			
Risk identification	Risk Analyze	Prevention	Precautionary Plan
Media issues	Ineffective communication can result in fewer people being aware of the event, leading to a lower participation rate than the set goal.	Increase coverage through reputable media channels.	Use accurate and reliable media channels.  Improve communication strategies or consult with communication experts.
Lack of transparency	Distributing coupons for charity purposes for children may be misunderstood as taking advantage for personal gain.	Verification and transparency regarding how the funds will be used for charity.	Provide transparent information about charity activities.  Set specific goals, measure and evaluate effectiveness to demonstrate transparency.

Table 13: Risk Management

During the event			
Risk identification	Risk Analyze	Prevention	Precautionary Plan
Weather conditions	As the event is organized outdoors, its quality will be significantly affected by weather conditions. Given the size of the event, rescheduling to another day is not feasible due to weather constraints.  Prevent any weather-related event delays.	Prevent any weather-related event delays.	Anticipate possible weather scenarios and plan accordingly. Continuously monitor weather forecasts at least 7 days before the event.  Ensure that awnings, tents, or sheltered spaces for sun and rain protection are available and functional.
Exceeding the program timeline	Many issues can lead to exceeding the program timeline.	When faced with such situations, time flexibility is necessary.	Prepare a list of activities that can be reduced or eliminated if time is limited.  Allocate additional time for contingency situations in the plan.
Risk of unanticipated issues with a large number of children.	The presence of unaccompanied children can lead to getting lost or disruptive behavior that may damage equipment.	Publicize to inform parents to supervise their children.	Establish a public address system to locate lost children.  Consistently remind parents to watch their children carefully.  Technical equipment and exhibition areas should be placed out of the reach of children.

Table 13: Risk Management



## 9.1 Opening Ceremony

**Place:** Event's main stage

	Risk identification	Level of risks	Effect	Prevention	Responsible party
1	Bad weather	High	Obstructive	Find an area with a roof or canopy.	Event Organizers
2	Partnership cancelation	Mid	High	Build stringent contract terms.	Partner Relations Department
3	Customer Disappointment	High	High	Ensure food and service quality.	Management Department
4	Technical and Infrastructure	Mid	Obstructive	Thoroughly inspect technical aspects before the event and have backup equipment on standby.	Technical Department
5	Security Guarantee	Mid	High	Hire a professional security team, ensuring the safety of the event.	Security Department
6	Communication Mistake	Mid	Mid	Develop a comprehensive communication plan and provide thorough training for staff.	Communication Department

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Figure 15: Opening Ceremony's Budget

**Place:** Event's booth

Chi phí hoạt động - Làm bánh Trung thu				
STT	KHÔNG GIAN ĐÊM HỘI TRĂNG RẰM	Đơn vị tính	Số lượng	Đơn giá
1	<b>Module lồng đèn</b>			13,525,000
2	<b>Module tranh</b>	m2	13,77	1,200,000
3	<b>Module cầu thang</b>	Bộ	2,00	1,500,000
4	<b>Decor:</b>			3,600,000
5	<b>"Sàn:</b> Sàn chịu lực hộp Thảm trải sàn"	m2	27,04	27,000,000
6	<b>Hệ thống điện</b>			10,920,000
7	<b>Nguyên liệu làm bánh dẻo trung thu</b>			1,060,000
<b>Tổng</b>				<b>58,805,000</b>

	Risk identification	Level of risks	Effect	Prevention	Responsible party
1	Bad weather	High	Obstructive	Find an area with a roof/canopy.  Prepare contingency plans.	Event Organizers
2	Ingredients Problems	Mid	Mid	Determine and contact the supplier.	Raw Materials Department
3	Partnership cancelation	Mid	Mid	Build stringent contract terms.	Partner Relations Department
4	Food Safety	High	Mid	Strictly adhere to food safety regulations	Food Safety Department
5	Health Issues	Mid	Mid	Provide first aid equipment and conduct health checks for employees.	Medical Department
6	Technical and Infrastructure	Mid	Obstructive	Thoroughly inspect technical aspects before the event and have backup equipment on standby.	Technical Department
7	Negative feedbacks from customers	Mid	Mid	Proactively communicate and build relationships with customers	Marketing Department
8	The event organization accidents	Mid	Mid	Conduct event rehearsals beforehand and develop contingency plans.	Event Organizers

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9.3 Charity Fund
“Trao yêu thương - Nhận hạnh phúc”

Time: Day 2 - 3
Part 1: 11:00 – 12:00
Part 2: 17:00 – 18:00
Place: Event’s main stage

Budget

Table with 5 columns: STT, Hoạt động Trao yêu thương - Nhận hạnh phúc, Đơn vị tính, Số lượng, Đơn giá. It lists two items: 'Ảnh trưng bày' and 'Hộp đựng tiền quỹ', with a total budget of 1,240,000.

Table 18: Charity Fund “Trao yêu thương - Nhận hạnh phúc” ’s budget

Risk:

Table with 6 columns: Risk identification, Level of risks, Effect, Prevention, Responsible party. It lists six risks including lack of attention, logistics problems, lack of volunteers, bad weather, security guarantee, and negative feedbacks.

Table 19: Charity Fund “Trao yêu thương - Nhận hạnh phúc” ’s risk management

9.4 Event’s Performances

Table with 3 columns: Name of the performance, Time, Place. It lists five performances: Traditional Feast, Rose Dumplings, Hanoi’s Chả Cá, Thai Nguyen Green Tea, and Steamed Chả Ốc.

Table 20: Event’s performance

Budget:

Table with 5 columns: Tên hoạt động, Tên đầu mục, Đơn vị tính, Số lượng, Đơn giá. It details the budget for two types of promotional activities, listing items like posters, food, and staff.



Tiết mục quảng diễn “Bánh hoa hồng”	“Tiết mục biểu diễn Xứ Huế của ca sĩ chuyên nghiệp Ca sĩ: 01 người, diễn viên múa phụ họa: 10 người”	Tiết mục	1,00	5,000,000
	In ấn poster và banner cho tiết mục quảng diễn	Cái	4,00	1,000,000
Tiết mục quảng diễn Chà Cá Hà Thành	Nhân viên làm chà cá	Người	1,00	500,000
	Đồng hồ đo giờ	Cái	1,00	50,000
	Đèn lồng	Cái	6,00	600,000
	Lăng hoa trang trí	Lăng	2,00	200,000
Quảng diễn “Trà xanh Thái Nguyên”	Bình trà và dụng cụ pha trà	Bộ	1,00	500,000
	Nhân viên phục vụ và giải đáp về trà	Người	1,00	500,000
	“Trang trí không gian quảng diễn ( tranh, cây cảnh).”	Cái	4,00	600,000
	Đèn trang trí	Cái	3,00	300,000
	Mẫu ly trà và đĩa ăn kèm	Bộ	1,00	500,000
	In ấn poster và banner cho tiết mục quảng diễn	Cái	4,00	1,000,000
Quảng diễn “Chà ốc hấp đèn lồng tiến vua”	Đèn lồng trang trí	Cái	6,00	600,000
	Nhân viên làm chà ốc và phục vụ	Người	1,00	500,000
	Mẫu đĩa và dụng cụ ăn kèm	Bộ	1,00	500,000
	In ấn poster và banner cho tiết mục quảng diễn	Cái	4,00	1,000,000
Quảng diễn “Cá Lăng trộn hành tím Lý Sơn”	Dụng cụ trộn và phục vụ	Bộ	1,00	280,000
	Trang trí không gian quảng diễn (cây cảnh, bảng thông tin)	Bộ	1,00	1,543,000
	Nhân viên làm món và phục vụ	Người	1,00	500,000
	Mẫu đĩa và dụng cụ ăn kèm	Bộ	1,00	500,000
	In ấn poster và banner cho tiết mục quảng diễn	Cái	4,00	1,000,000
<b>Tổng</b>				<b>19,623,000</b>

Table 21: Event’s performance’s budget

• **Risk:**

Table 22: Event’s performance’s risk management

	Name of the performance	Risk identification	Level of risks	Effect	Prevention	Responsible party
1	Traditional Feast Performance of the Thai Ethnic People in Dien Bien	1. Lack of ingredients, lack of facilities (chairs, tables,...) 2. Technical problems when performing the feast.	1. Mid 2. High	Obstructive	Maintain close communication with suppliers, plan, and establish a contingency technical team.	Raw Material Department Supplier Department Food Safety Department
2	Rose Dumplings Performance	1. Technical issues in the making process 2. Insufficient quantity of pastries for customer sampling 3. The making process takes longer, causing delays in the timeline.	1. Mid 2. Mid 3. Low	Mid	Prepare event rehearsal, material reserves, and staff training.  Hire a professional security team.	Technical Department Food Safety Department
3	Hanoi’s Chà Cá Performance	1. Food safety and security incidents. 2. Shortage of fish cakes or ingredients. 3. Negative customer feedback regarding product quality.	1. High 2. High 3. High	High	Strictly adhere to food safety regulations.  Find an area with a roof/canopy.	Security Department Food Safety Department
4	Thai Nguyen Green Tea Performance	1. Insufficient decorating tools. 2. Tea brewing equipment malfunction. 3. Bad weather may disrupt the outdoor tea brewing process.	1. Mid 2. High 3. Mid	Obstructive	Prepare decorations for the performance.	Event organizers
5	Steamed Chà Ốc in Lanterns for The King	1. Lack of snails as ingredients; lantern issues. 2. Possible loss of snails during the cooking process. 3. Ingredients may develop an odor and spoilage.	1. Mid 2. Low 3. High	Mid	Thoroughly inspect lanterns before the event, maintain communication with the snail supplier.  Ensure food safety and hygiene.	Technical Department Logistic Department
6	Hemibagrus with mixed scallion Lý Sơn	1. Ingredient issues, adverse weather conditions. 2. Supply disruptions of Hemibagrus could impact the success of the performance. 3. Inconsistent opinions on the taste of the dish.	1. Mid 2. High 3. Low	Mid	Maintain communication with the Hemibagrus supplier, prepare material reserves.	Food Safety Department Raw Materials Department



# IV. PRE - PRODUCTION

1. Event Agenda
2. HR: VVN TEAM + BLUE VN AGENCY
3. Event's Timeline
4. Event kit
5. Design kit



## I. EVENT AGENDA

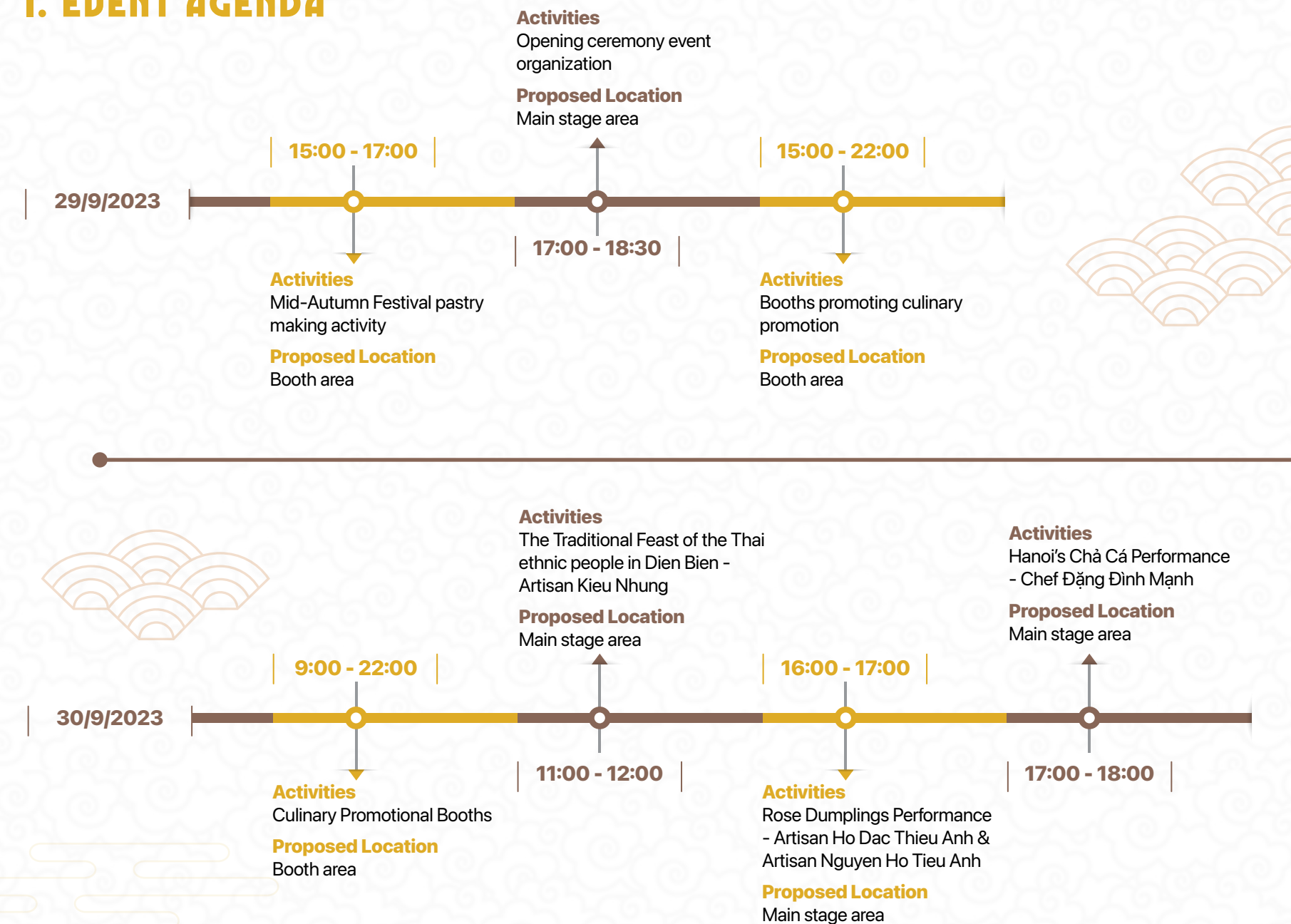


Figure 28: Event's Agenda



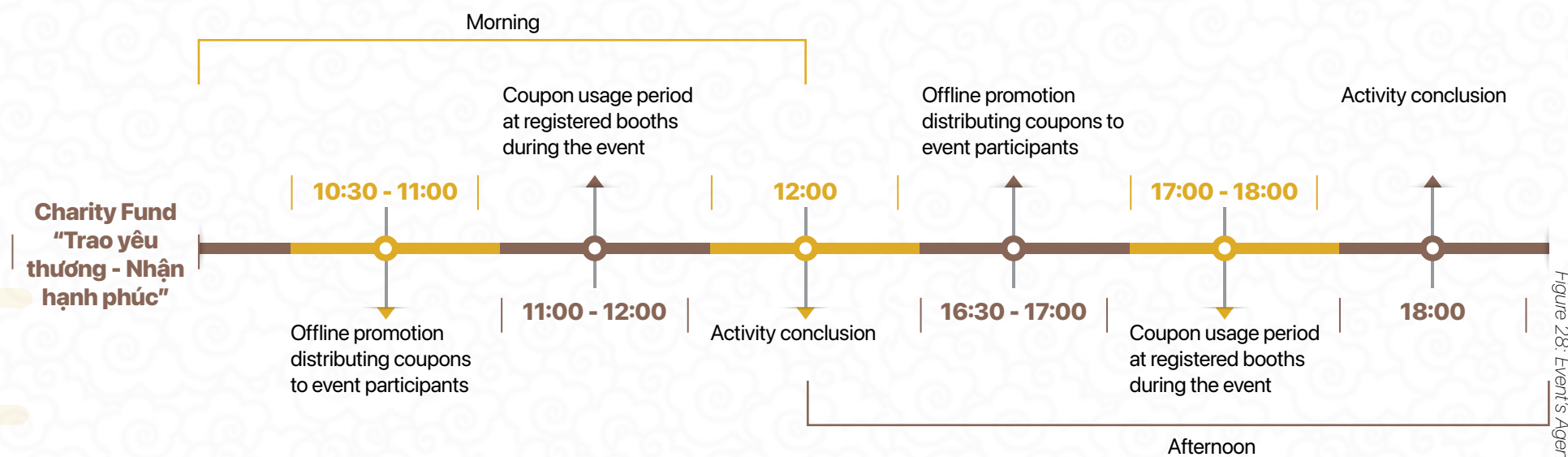


Figure 28: Event's Agenda

## 2. HR: VVN TEAM + BLUE VN AGENCY

Team Content: **VVN team - Blue VN: Loan**

Team Media: **VVN team - Blue VN: Vũ Nguyễn Duy Uyên**

Team Design: **Team Design**

Team Client Service Event Manager

Team Logistic

Team Take Care

## 3. EVENT'S TIMELINE

### Day 2:

#### Chapter 2: Hanoi Traditional Essence

- Traditional Feast Performance of the Thai Ethnic People in Dien Bien.
- (11:00 - 12:00) Main Stage
- Banh Hoa Hong Performance
- 16:00 - 17:00 Main Stage
- Hanoi's Cha Ca Performance
- 17:00 - 18:00 Main Stage
- Other activities: Give Love - Receive Happiness
- Part 1: 11:00 - 12:00 Main Stage
- Part 2: 17:00 - 18:00 Main Stage

### 3 Days:

#### Activities in Booths

- Food Games
- 18:00 - 20:00
- Mini game: Lucky draw with prizes, gift voucher
- 19:00 - 20:00
- Promoting Cuisine
- 9:00 - 22:00
- Entertainment activities, performances, and culinary promotion introduction.
- 9:00 - 22:00
- Culinary Experience Space
- 9:00 - 22:00

### Day 1:

#### Chapter 1: Hanoi Cuisine: Where Excellent Essence Gathers

- Making Mooncakes Experience
- 15:00 - 17:00 Booths Area
- Opening "Hanoi Culinary Space 2023"
- 17:00 - 18:30 Main Stage

### Day 3:

#### Chapter 3: Vietnamese Cuisine Journey

- Thai Nguyen Green Tea Performance
- 10:00 - 11:00 Main Stage
- Steamed Cha Oc with Lantern-Like for the King
- 11:00 - 11:30 Main Stage
- Hemibagrus with mixed Lý Sơn shallots
- 11:30 - 12:00 Main Stage
- Other activities: Give Love - Receive Happiness
- Part 1: 11:00 - 12:00 Main Stage
- Part 2: 17:00 - 18:00 Main Stage

Figure 29: Event's Timeline



## 4. EVENT KIT

### 4.1 Logo

The word **“ẨM THỰC”** is written in a robust font, reflecting the sustainable development history of Hanoi’s culinary tradition. This is a way to honor and forge a strong connection with the long-standing cultural and culinary values of the capital.

The Pho Bowl and Chopsticks Icon: The imagery of the pho bowl and chopsticks is creatively derived from the letter **“Ô”** and the dot **“.”**, symbolizing the traditional dish whenever Hanoi is mentioned. It’s a way to express the uniqueness and allure of Hanoi’s cuisine, always enticing diners to indulge.

Replacing the letter **“I”** with the image of a girl in traditional attire is a tribute to the warmth and hospitality of the people, culture, and cuisine of Hanoi. This is a method to establish a connection and emphasize the human aspect in the culinary experience.

**The dragon icon from the Ly Dynasty**, a complementary element to the logo, signifies the tribute to the historical value of Thang Long - Hanoi. This is a way to narrate the city’s developmental journey and honor its cultural heritage.

### 4.2 Key Visual

**The image of Tạ Hiện Street** has long been synonymous with Hanoi’s culinary scene. In contrast to the bustling high-rises, Tạ Hiện maintains its old charm with closely arranged traditional houses and humble corners. Tạ Hiện remains venerable and tranquil, bearing the profound imprint of an ancient Hanoi, now only lingering in the memories of generations of native Hanoians.

Prominent on this street are signs showcasing distinctive dishes such as Tráng Tiền Ice Cream, Hanoi Phở, and Hanoi Craft Beer. Accompanying these renowned brands are the images of street food stalls and familiar eateries, attracting culinary enthusiasts for a delightful experience.

Designed with a significance that honors and takes pride in Hanoi’s culinary heritage, the architecture revives the classical elements through aged brown tiles and the narrow structure of houses - typical features of the ancient architecture found in the Old Quarter. In the distance, the iconic Dong Xuan Market further glorifies the millennium-old charm inherent to the capital city of Hanoi.



Figure 30: Event’s Logo



Figure 31: Event’s Key visual

### 4.3. Brand Identity



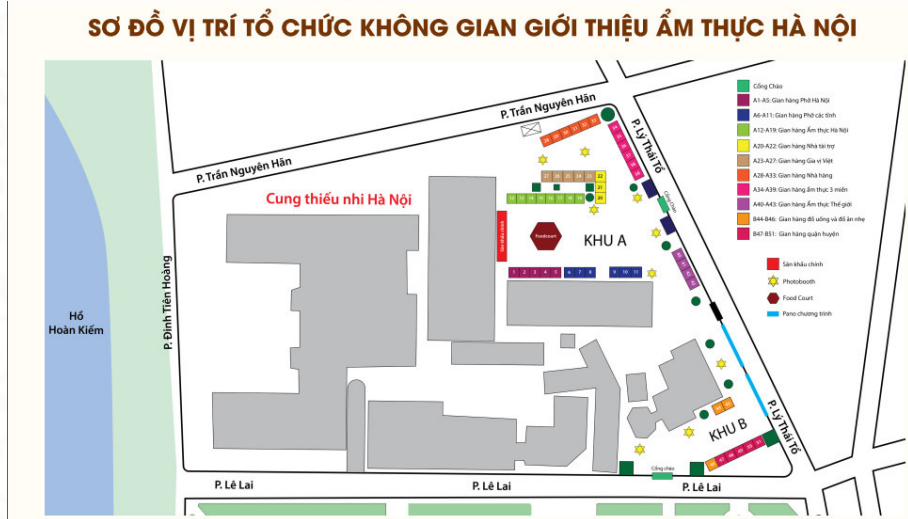




Figure 32: Brand Identity

## 5. DESIGN KIT

### 5.1 Event's Map



### SƠ ĐỒ VỊ TRÍ KHÔNG GIAN FOODCOURT



Figure 33: Event's Map

### 5.2 3D Design

#### MẶT BẰNG TỔNG THỂ KHU VỰC CUNG THIẾU NHỊ - KHU A VÀ KHU B



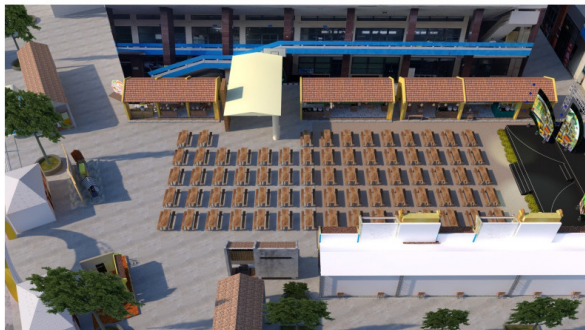
#### MẶT BẰNG TỔNG THỂ KHU A - GIAN HÀNG VÀ CÁC BOOTH CHECKIN



Figure 34: 3D Design



**MẶT BẰNG TỔNG THỂ**  
**GIAN HÀNG PHỞ HÀ NỘI VÀ CÁC TỈNH THÀNH**



**KHÔNG GIAN ẨM THỰC HÀ NỘI**  
**ẨM THỰC TRUYỀN THỐNG HÀ NỘI**



**GIAN HÀNG PHỞ CÁC TỈNH THÀNH**

**TIỂU CẢNH**  
**TINH TỬY ẨM THỰC HÀ NỘI**



**KHÔNG GIAN ẨM THỰC HÀ NỘI**  
**ẨM THỰC TRUYỀN THỐNG HÀ NỘI**



**GIAN HÀNG PHỞ HÀ NỘI**

**THIẾT KẾ 3D**  
**SÂN KHẤU CHƯƠNG TRÌNH**



**TIỂU CẢNH**  
**KẾT TINH ẨM THỰC BA MIỀN**



**KHÔNG GIAN ẨM THỰC HÀ NỘI**  
**ẨM THỰC TRUYỀN THỐNG HÀ NỘI**



**GIAN HÀNG PHỞ NAM ĐỊNH**

**KHÔNG GIAN ẨM THỰC HÀ NỘI**  
**ẨM THỰC TRUYỀN THỐNG HÀ NỘI**



**GIAN HÀNG ẨM THỰC HÀ NỘI**

**TIỂU CẢNH**  
**KẾT TINH ẨM THỰC BA MIỀN**



**TIỂU CẢNH**  
**ĐẠO QUAN THẾ GIỚI**



**GIAN HÀNG TIÊU CHUẨN**



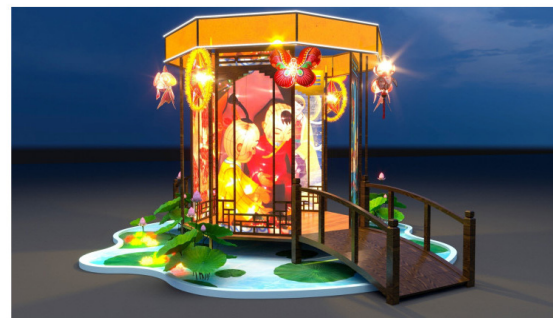
**MẶT BẰNG TỔNG THỂ**  
**KHU B - ĐẢO BÁNH MÌ - MINIBOOTH**



**MẶT BẰNG TỔNG THỂ**  
**CỔNG CHÀO - GIAN HÀNG TIÊU CHUẨN - ĐÊM HỘI TRĂNG RẰM - BÀN ĐỒ GIA VỊ**



**TIỂU CẢNH**  
**ĐÊM HỘI TRĂNG RẰM**



**TIỂU CẢNH**  
**ĐẢO BÁNH MÌ**



**Cổng chào**



**TIỂU CẢNH**  
**BÀN ĐỒ GIA VỊ**



**TIỂU CẢNH**  
**MINIBOOTH ẨM THỰC**





# V. EVENT EXECUTION

1. Overview of Implementation
2. Implementation analysis
3. Outline of Deliverables (set of logos, pages, film, poster, typical post from different channels...)
4. Main activities
5. Cost for event



## 1. Overview of Implementation

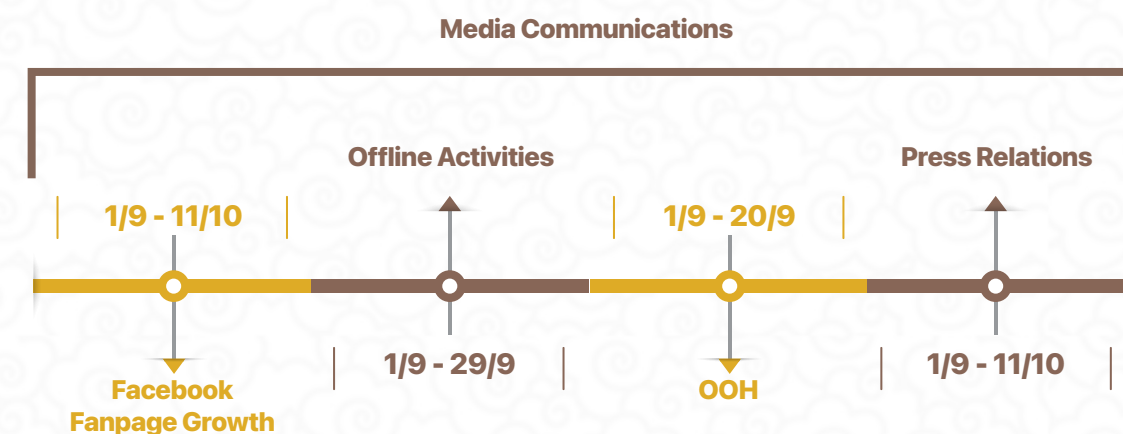
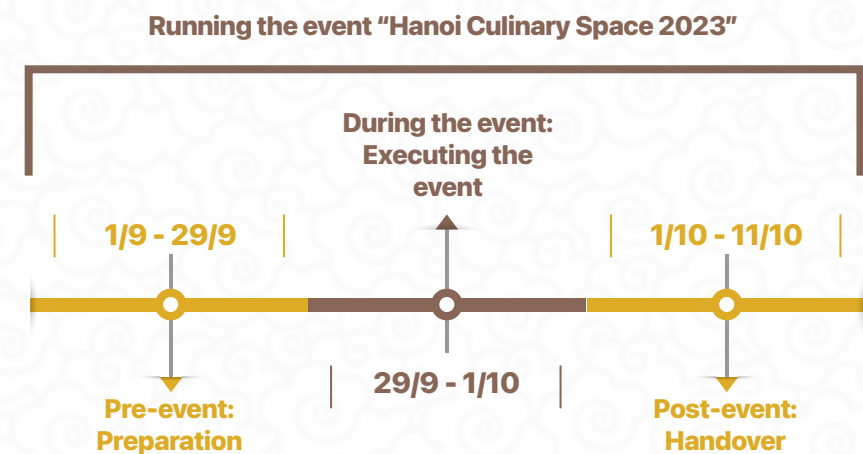


Figure 35: Overview of Implementation





2. Implementation analysis

Event Organization											
Implementation analysis											
No.	Why	What		How	Who			When		WHERE	STATUS
					MAIN	SUPER-VISOR	SUPPORT	START	END		
1	Running Hanoi Culinary Space 2023	Pre-event: Preparation		"- Develop the event organization plan and allocate tasks to the organizing team. - Inspect the event space at the venue. - Plan for security and safety measures for the event. - Collect and prepare all necessary documents, presentations, and equipment. - Plan advertising and marketing for the event beforehand."	Blue vn agency + VVN team	Blue VN agency	Blue VN agency	1/9	29/9	Hybrid: BlueVN Agency + Online	V
2	Hanoi Culinary Space 2023	During the event: Executing the event	Coordination	Coordinate and review all items in the program.	Ngọc leader - VVN Team		VVN Team	29/9			V
			Production	Review and ensure the production categories.	Blue vn agency + VVN team	Blue Vn agency	V				
				Handle arising issues: electricity, water, production at the booth...			V				
				Booths and stands.			V				
				Sound, stage lighting; food court, opening ceremony seating...			V				
				Promotional Booths			Hand over the booth				Blue vn agency + VVN team
			Control information and the number of booths.		VVN team	X	V				
			Address any issues that arise at the booth.		Blue vn agency + VVN team	Blue Vn agency	V				
			Hygiene: Ensure overall cleanliness and the cleanliness of the food court area.				V				
			Security: Ensure security and safety in the general area.				V				
			Health: Manage health and food safety in the program.				V				
			Opening Ceremony		Coordinate and review all categories in the program.	VVN team	X				V
				Ensure the technical aspects, sound, and lighting for the stage area.	Blue vn agency + VVN team	X	V				
				Manage personnel (promotional girls, performers, MC).	VVN team	VVN Team	V				
				Prepare logistics categories.	VVN team	VVN Team	V				
				Print identity materials, 2D publications.	Blue vn agency + VVN team	X	V				
				Set up tables, chairs, sound, and lighting.	Blue vn agency + VVN team		V				
Responsible for content and MC.	VVN team	VVN Team		V							
Electricity	Blue vn agency + VVN team	X		V							

3		During the event: Executing the event	Media Communi- cation	Post content, update activities, and events throughout the day.	VVN team	Blue VN agency	X			Hybrid: BlueVN Agency + Online	V	
				Interview artisans and booth representatives.							V	
				Film and edit videos according to the media plan. Control information and the number of booths.							V	
			Promotional Booths	Address any issues that arise at the booth.	Blue VN Agency + VVN Team		X				V	
				Hygiene: Ensure overall cleanliness and in the food court area.							V	
				Security: Ensure security and safety in the general area.							V	
				Health: Manage health and food safety in the program.							V	
			Charity Fund “Trao yêu thương - Nhận hạnh phúc”	Check-in and sell coupons to customers.	VVN team		X	Blue Vn agency				V
				Guide customers in queueing and receiving coupons.			V					
				Provide assistance at the booth to guide customers in receiving Phở.			V					
				Ensure general hygiene and cleanliness in the food court area.			V					
			Perfor- mances	Ensure technical aspects, sound, and lighting for the stage area.			X				V	
				Manage personnel (promotional girls, performers, MC).			X				V	
				Responsible for content and MC.			X				V	
				Prepare logistics categories.			X				V	
		Post-event: Handover	Collect feedback from customers and participants after the event: Gather opinions and feedback from customers to evaluate performance and make improvements for the future.	VVN team	X		1/10	11/10		V		
			Evaluate event results: Compare results with goals and set KPIs to determine success and areas for improvement.									
			Create an event report: Generate a summary report of the event to document information and learn from the experience.									
			Plan for the next event (if applicable): Based on results and feedback, identify aspects for improvement and plan for the next event if applicable.									

Table 23: Implementation analysis - Event Organization



Event Communication													
Implementation analysis													
No.	Why	What		How	Who			When		WHERE	STA-TUS		
					MAIN	SUPER-VISOR	SUPPORT	START	END				
1	Facebook Fanpage Growth	Paid	Hire Agency Seeding	Execute Facebook ads at 1.5 billion VND per 28 days.	BlueVn agency	Blue VN agency	VVN Team	1/9	11/10	Online + Of-fline Agency	V		
				Seeding on Fanpage + Pages with a good reputation.	BlueVn agency		BlueVn Agency	DAILY					
			Collaborate with Fanpages	"1. Find 5 potential Fanpages and 5 Groups every day. 2. Negotiate prices based on comments/views. 3. Post on the Pages that have been negotiated. 4. Book the Seeding team under the comments."	VVN team							V	
		Owned		Fanpage "Không gian giới thiệu ẩm thực Hà Nội 2023"	Generate ideas for textual, visual, and video content.							Mai	Team VVN
			Write posts for publishing on the fan page.		Team VVN		V						
			Control the quality and content of the posts.		Ngọc		Ngọc	V					
			Publish the posts.					V					
		Earned	Create discussions in related community groups	Upload posts in groups to generate media coverage & engagement	Huy		X	V					
2	Offline Activities	Direct offline activity with FPT Students	Prepare banners, taglines, logos, etc.	Huy	Lecturers & Students		1/9	15/9	FPT University Hanoi	V			
			Print banners, taglines, logos, etc.				16/9	20/9		V			
			Offline communication to each layer of FPT University students.	Team VVN			21/9	29/9		V			
			Collect images.	Yến			29/9	V					
3	OOH	Plan Out-of-Home (OOH) communication	Determine the timeframe for OOH advertising to be displayed.	Mai	Team VVN		1/9	8/9 20/9	Online	V			
		Design OOH advertising	Determine the locations for OOH advertising to be displayed.	Designer of BlueVN agency						V			
		Purchase OOH advertising space	Order the design of OOH advertising.	BlueVN agency						V			
		Implement OOH advertising billboard	Assist in finding and contacting OOH advertisers.	Huy			X	25/9	28/9	Hoàn Kiếm Walking Street	V		
4	Press Relations	1. Announce the objectives, content, time, and location of the event. 2. Announce news and relevant information that the organizing party wishes to disclose."	Print and display OOH advertising.	BlueVN agency	Team VVN		20/9	1/9	11/10	Imperial Citadel of Thăng Long  Online	V		
			Organize a press conference to introduce and promote the "Hanoi Culinary Space 2023" event.	Team VVN							X		
			Hire a newspaper to write articles.										
		Build relationships with the media	Write articles.	BlueVN agency			BlueVn Agency	Throughout the event	X	V			

Table 24: Implementation analysis - Event Communication

System Process										
Implementation analysis										
No.	Why	What	How	Who			When		WHERE	STA-TUS
				MAIN	SUPERVI-SOR	SUPPORT	START	END		
1	Adhere strictly to the work process (reporting - planning - evaluation)	Day	Planning the day before 9 AM and reporting before 11 PM	Team VVN	Instructor	X	DAILY		Online	V
		Week	"1. Weekly report, latest by 11 PM every Saturday. 2. Set up the work timeline for the previous week on Monday."				Weekly			V
2	Optimize work processes	Prepare a repository of documents always ready	Create a document repository including: Clip about customers and products, Clip + PDF about the process.					X		1/9

Table 25: Implementation analysis - System Process


Learning & Development										
Implementation analysis										
No.	Why	What	How	Who			When		WHERE	STA-TUS
				MAIN	SUPERVI-SOR	SUPPORT	START	END		
1	Attend all training sessions provided by the company	Take notes on the lessons after every training session	Take notes according to the formula: 5 most memorable things - 3 most liked things - 1 applicable thing.	Team VVN			Daily		Online	V
		Revise previous material	Review previous lessons for 7 consecutive days after studying - 10 minutes each day.							V
2	Improve three work skills	"1. Improve Negotiation Skills 2. Enhance Writing Skills 3. Develop Teamwork Skills"	"1. Watch YouTube videos - 10 minutes per day. 2. Read the book ""Bạn có thể đàm phán bất cứ điều gì"" (You Can Negotiate Anything) - 40 minutes per day. 3. Read the book ""Viết đi đừng sợ"" (Write Without Fear) - 40 minutes per day (after September 15). 4. Continuously write for assessment and guidance."							

Table 26: Implementation analysis - Learning & Development



### 3. Outline of Deliverables

#### Logo



#### Poster



#### Booths



#### Background



#### Welcome gate



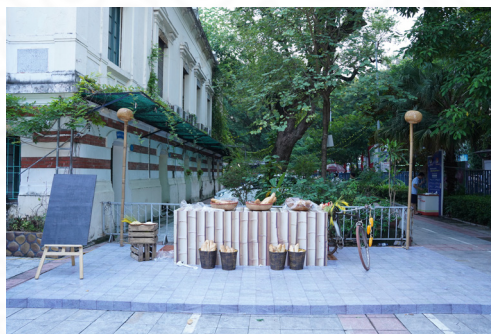
#### Mini Booth



#### Main stage



#### "Bánh Mì Island"



#### Mid-Autumn Festival Booth



Figure 36: Outline of Deliverables



# 4. Main Activities

## 4.1 Opening Ceremony

### Main activities:

The opening ceremony was attended by leaders at various levels, departments, committees, sectors, and representatives from businesses participating in the ribbon-cutting ceremony, officially kicking off the introduction of Hanoi Culinary Space to tourists. After the opening ceremony, delegates will proceed to visit the exhibition booths.

### Timeline

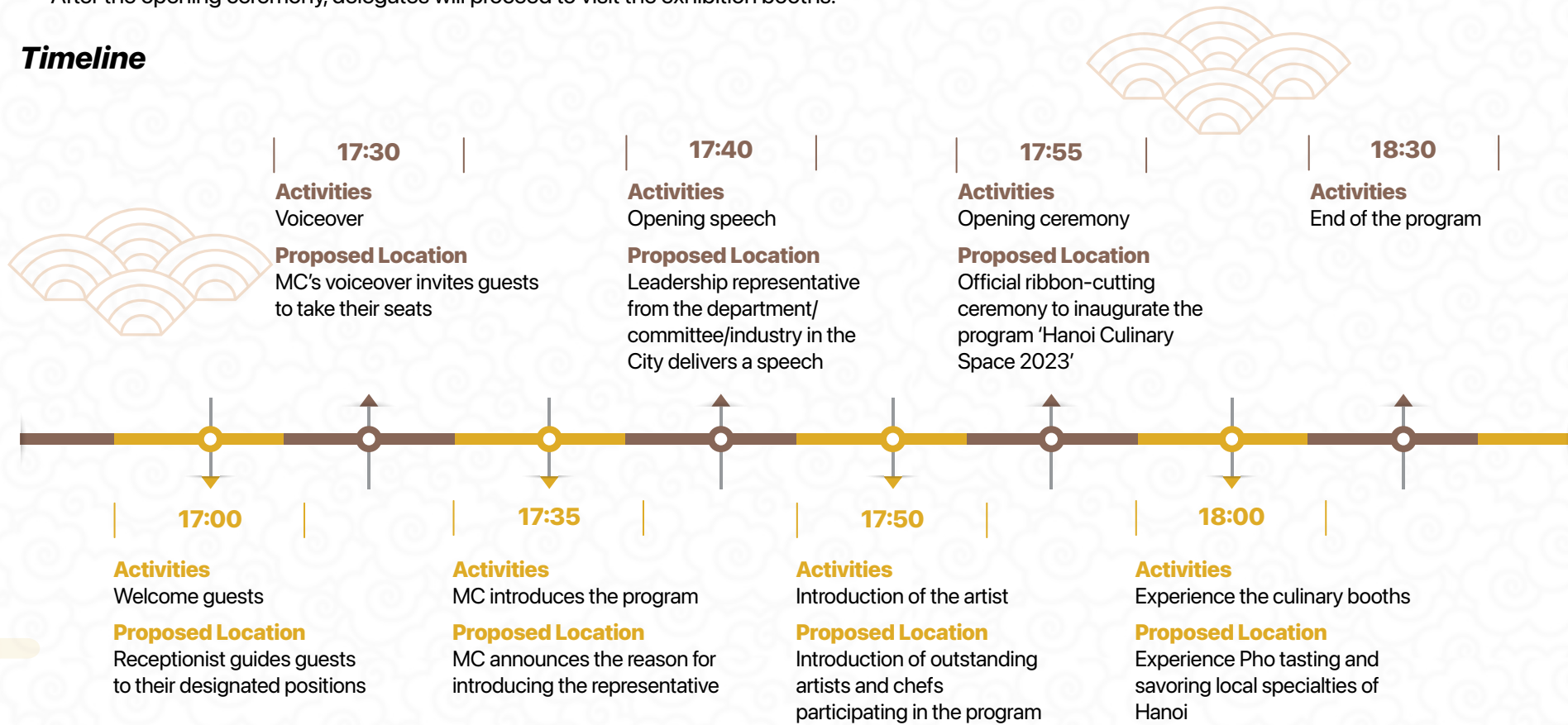


Figure 37: Opening Ceremony's Timeline

### Participants:

- Mr. Nguyen Anh Duong - Director of Hanoi Investment, Trade and Tourism Promotion Center
- Mrs. Nguyen Thi Mai Anh - Deputy Director of Hanoi Investment, Trade and Tourism Promotion Center
- Mrs. Nguyen Thi Anh Tuyet - Culinary artist
- Mrs. Nguyen Thi Van - Deputy General Director of Hanoi Tourism Corporation (Hanoitourist)
- Mr. Chef Dang Minh Duc from Sofitel Legend Metropole Hanoi hotel, part of Hanoi Tourism Corporation (Hanoitourist)
- Culinary artist Nguyen Thi Anh Tuyet participates with the traditional noodle soup dish
- Artisan Ho Dac Thieu Anh and Artisan Tieu Anh with Hue's Rose cake
- Artisan Ms. Le Thi Thiet - President of VCCA Nam Dinh, owner of the Pho Xua Nam Dinh brand
- Artisan Nguyen Cao Son and the Royal Chefs Association with Hanoi Fish Cake
- Ms. Nguyen Thi Hien - owner of Oc Ba restaurant with Chả Ốc in Lanterns

### Image



Figure 38: Opening Ceremony's Images



Rationales for Amendments

Rationales for Amendments			
Order	Incident Occurrence	Event Arising	Solution Approach
1	Opening Ceremony	Security issue	Add more personnel
2	Opening Ceremony	MC Mic Malfunction	Rent new equipment
3	Opening Ceremony	Poor lighting	Hire a more professional audio equipment provider
4	Pho Talkshow	Weather change, raining	Cancelled

Table 27: Opening Ceremony's Rationales for Amendments

ADDITIONAL EXPENSES			
No.	Category	Reasons	Price
1	MC's Mircrophone	Purchased a spare microphone	500.000
2	Script Holder	Purchased insufficient quantity.	50.000

Table 28: Opening Ceremony's Additional Expenses



4.2 Mid-Autumn Festival's Mooncake Activity

Main activities:

Participants, particularly young children, engaged in the festival by personally experiencing the creation of their own mooncakes. The children exhibited great enthusiasm and eagerness as they participated in this hands-on experience, gaining insight into the ingredients, tools, and steps involved in crafting a mooncake.

Timeline



Figure 39: Mid - Autumn Festival's Mooncake Activity's Timeline

Participants

- Mooncake booths area
- Children and parents



Image



Figure 40: Mid - Autumn Festival's Mooncake Activity's Images



Rationales for Amendments

Rationales for Amendments			
Order	Incident Occurrence	Event Arising	Solution Approach
1	Mid-Autumn Festival's Mooncake Activity	Weather change, raining	Reschedule for the following day

Table 29: Mid-Autumn Festival's Mooncake Activity's Rationales for Amendments

ADDITIONAL EXPENSES			
No.	Category	Reasons	Price
1	Hire refrigerators to store mooncake ingredients	Postponed the activity due to weather conditions.	500.000 per day
2	Mooncakes boxes for children	Purchased insufficient quantity.	1.000.000 for 200 boxes
3	Instructors	Replacement due to an unexpected departure	300.000 per a person

Table 30: Mid-Autumn Festival's Mooncake Activity's Additional Expenses

4.3 Charity Fund “Trao yêu thương - Nhận hạnh phúc”

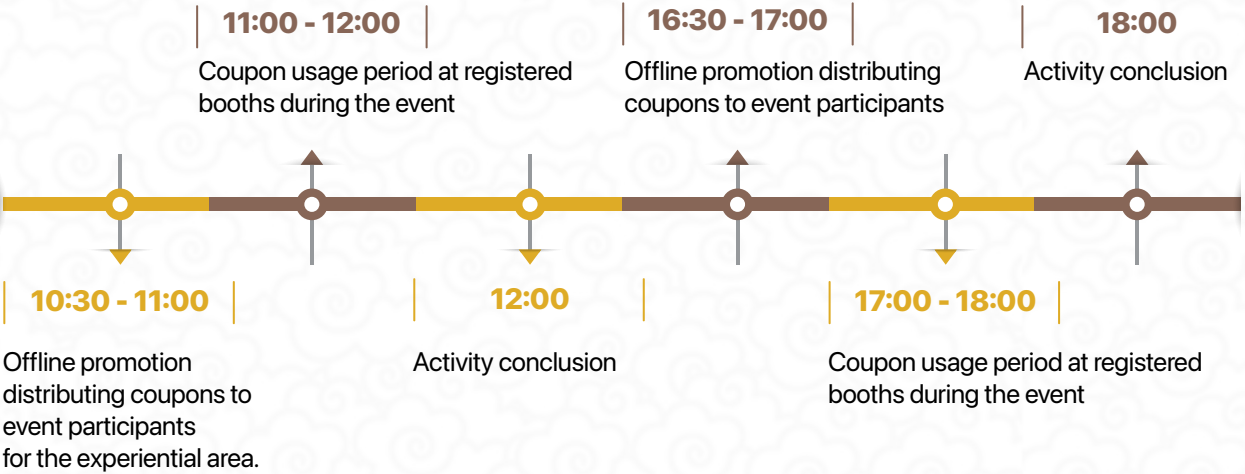
Main activities:

In the Hanoi Culinary Space, there will be designated golden hours during **which 1000 bowls of pho** will be offered free of charge to customers through coupon redemption. The proceeds generated from this activity will be donated to a charity fund.

**Certificates and gifts** will be presented to the accompanying artisans who contribute to the success of the program. The initiative “Trao yêu thương - Nhận hạnh phúc” is part of the Hanoi Culinary Space 2023. This activity is a collaborative effort with participating pho vendors in the program, **contributing 1000 coupons**, equivalent to 1000 bowls of pho, to the charity initiative. The total revenue from this activity will be directed towards the Charity Fund, aiming to enhance and uphold positive values, demonstrating a humane and community-oriented responsibility.

Each coupon is valued at 20,000 VND, allowing customers to enjoy one bowl of pho, valued between 30,000 VND to 50,000 VND, at a selected booth. The pho served must meet quality standards, and the selling price should not exceed 50,000 VND per bowl.

Timeline



Participants

- Staff
- Participants
- Pho booths

Figure 41: Charity Fund “Trao yêu thương - Nhận hạnh phúc” ‘s Timeline

Rationales for Amendments

Rationales for Amendments			
Order	Incident Occurrence	Event Arising	Solution Approach
1	Mid-Autumn Festival's Mooncake Activity	Weather change, raining	Reschedule for the following day

Table 31: Charity Fund “Trao yêu thương - Nhận hạnh phúc” ‘s Rationales for Amendments

ADDITIONAL EXPENSES			
No.	Category	Reasons	Price
1	Staffs distributing coupons	Addition	600.000/3 people
2	Staffs Promoting coupons		600.000/3 people

Table 32: Charity Fund “Trao yêu thương - Nhận hạnh phúc” ‘s Additional Expenses



# 4.4 Traditional Feast Performance of the Thai Ethnic People in Dien Bien (Key moment)

## Main activities:

During the performance, the artisan will share about the traditional feast of the Tày ethnic community in Dien Bien. They will showcase the preparation of a simple yet delicious traditional feast, providing a flavorful experience

## Timeline

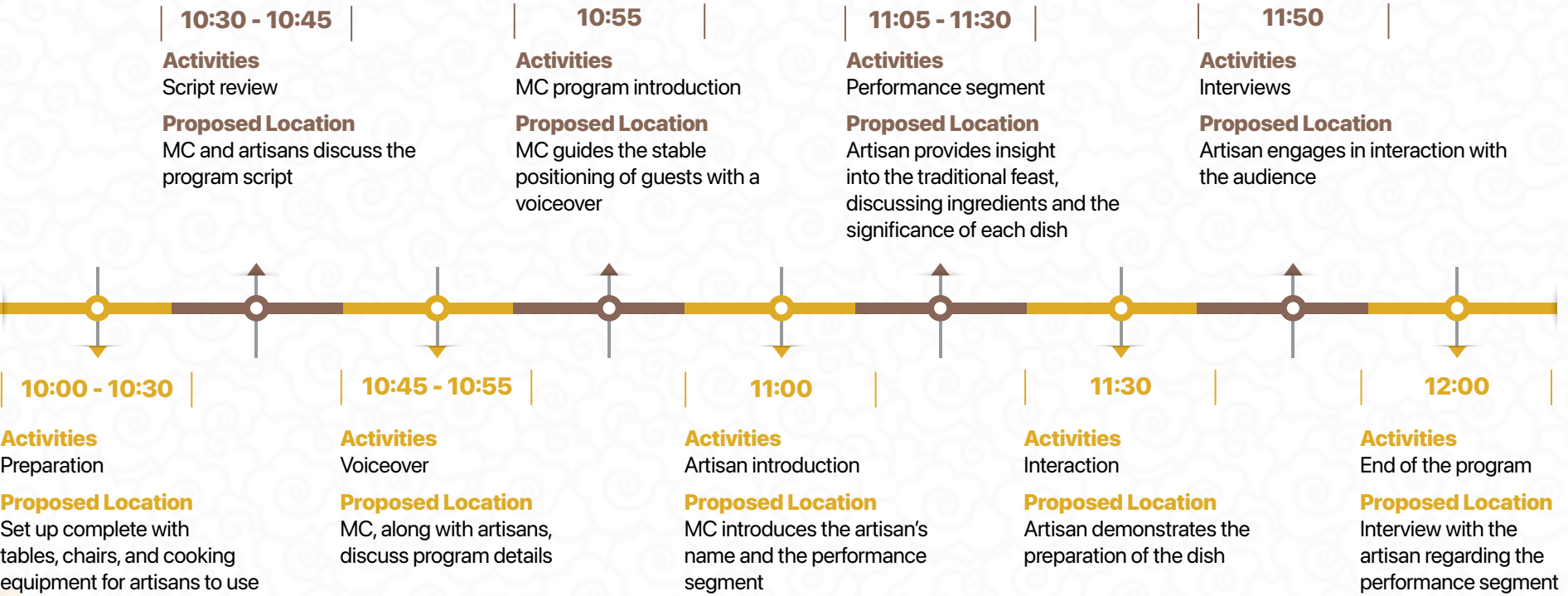


Figure 42: Traditional Feast Performance of the Thai Ethnic People in Dien Bien

## Participants

- Artisan Kieu Nhung
- Audiences

## Image



Figure 43: Traditional Feast Performance of the Thai Ethnic People in Dien Bien's Images



4.5 Rose Dumplings Performance (Key moment)

Main activities:

Artisan Hồ Đắc Thiều Anh shares insights into nutritional balance and ingredients in vegetarian dishes – a rising trend. Demonstrating simple yet delectable vegetarian pastries, he showcases the delectable side of plant-based cuisine.

Timeline

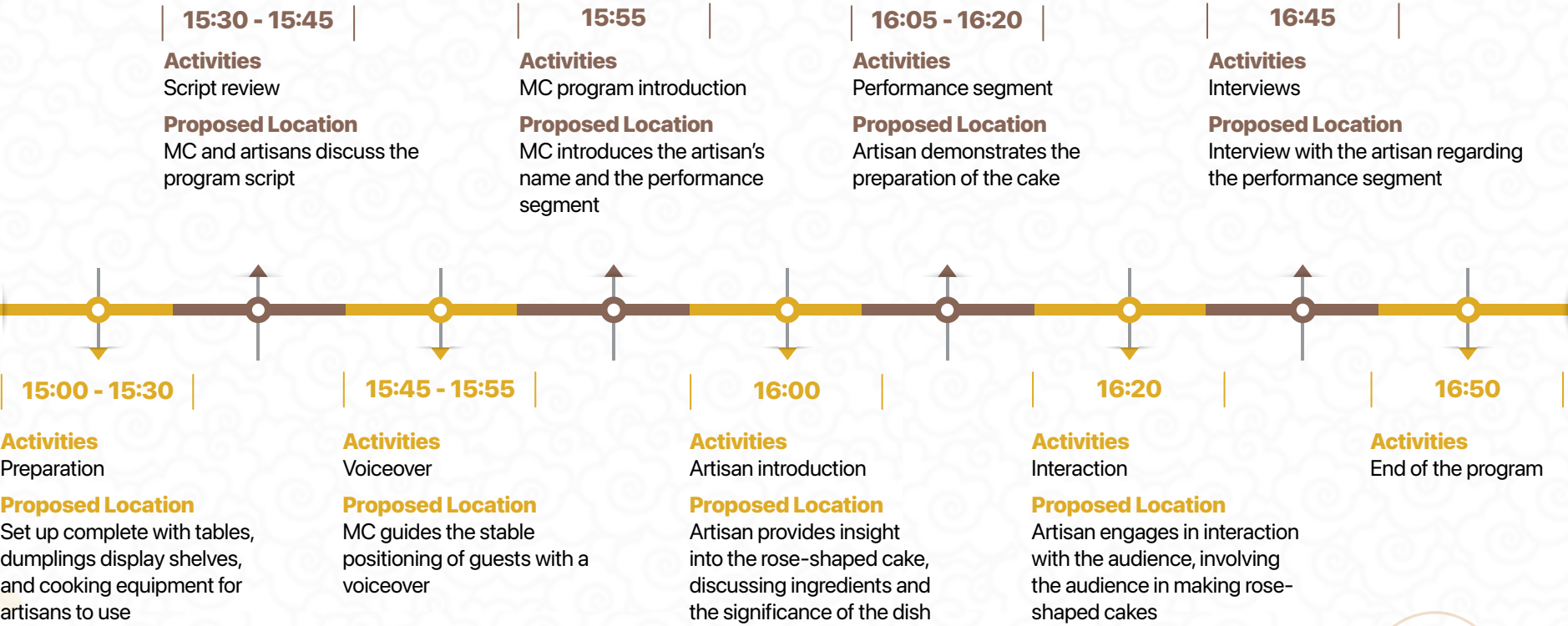


Figure 44: Rose Dumplings Performance

Participants

- Artisan Ho Dac Thieu Anh & Artisan Nguyen Ho Tieu Anh
- Audiences

Figure 44: Rose Dumplings Performance

Image



Figure 45: Rose Dumplings Performance's Images

Rationales for Amendments

Rationales for Amendments			
Order	Incident Occurrence	Event Arising	Solution Approach
1	Rose Dumplings Performance	Lack of steaming pots	Rent additional small steaming pots

Table 33: Rose Dumplings Performance 's Rationales for Amendments

ADDITIONAL EXPENSES			
No.	Category	Reasons	Price
1	Equipment	Purchase of steaming pots	1.300.000
2	Rose dumplings Preservation	The artisan presented a gift to the organizers at the closing ceremony	600.000

Table 34: Rose Dumplings Performance 's Additional Expenses



## 4.6 Hanoi's Chả Cá Performance (Key moment)

### Main activities:

Artisan Đặng Đình Mạnh talks about the traditional and authentic method of preparing Hanoi-style fish cakes

### Timeline

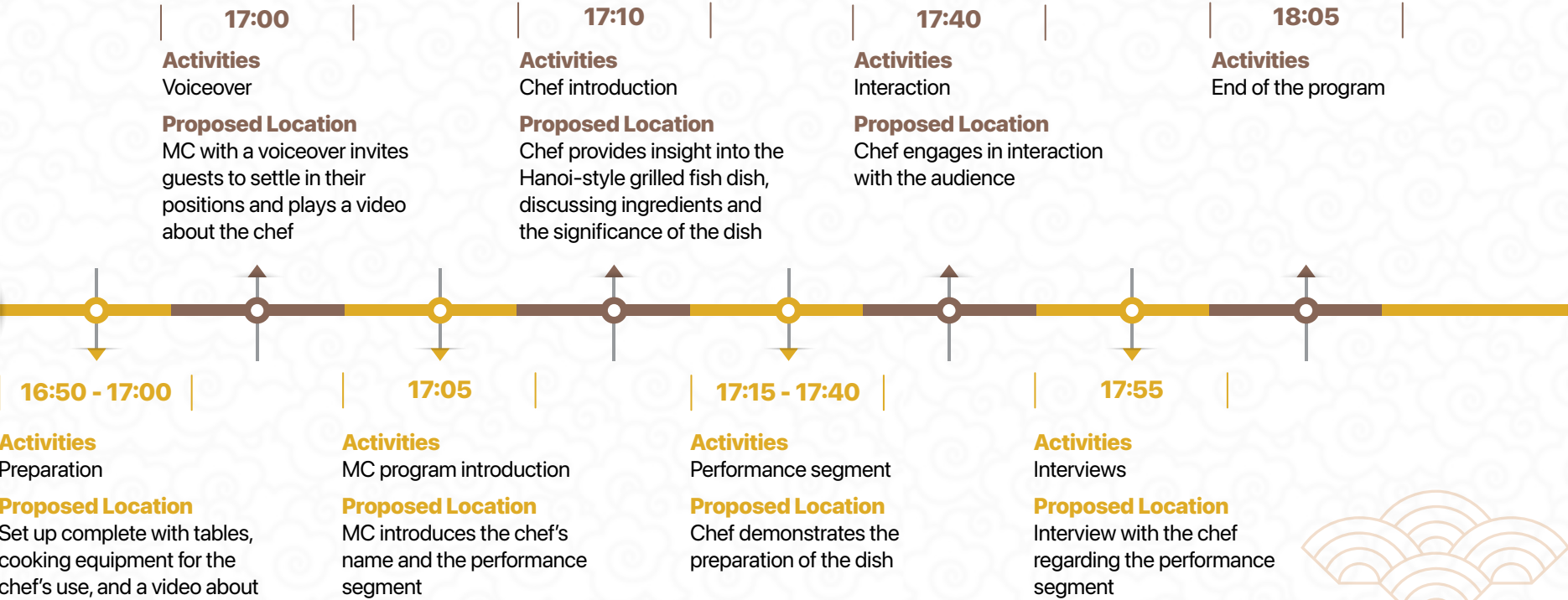


Figure 46: Hanoi's Chả Cá Performance's Timeline

### Participants

- Chef Đặng Đình Mạnh
- Audiences

### Image



Figure 47: Hanoi's Chả Cá Performance's Images



4.7 Thai Nguyen Green Tea Performance (Key moment)

Main activities:

The artisan uses Thai Nguyen green tea to infuse familiar dishes with a unique and enticing flavor. Dishes such as “xôi trà xanh” and “chè trà xanh” are presented by the artisan in the program, showcasing their culinary creativity.

Timeline



Figure 48: Thai Nguyen Green Tea Performance's Timeline

Participants

- Head Chef May Plaza (Nguyễn Văn n) & colleague
- Audiences

Image



Figure 49: Thai Nguyen Green Tea Performance's Images

Rationales for Amendments

Rationales for Amendments			
Order	Incident Occurrence	Event Arising	Solution Approach
1	Thai Nguyen Green Tea Performance	Performance overlap with another	Reschedule for the next day

Table 35: Rose Dumplings Performance 's Rationales for Amendments

ADDITIONAL EXPENSES			
No.	Category	Reasons	Price
1	Equipment: Non-stick pans	Extra	700.000
2	Equipment: Cooking oil		60.000
3	Equipment: Slotted ladle		50.000
4	Human Resources		500.000

Table 36: Thai Nguyen Green Tea Performance's Additional Expenses



4.8 Steamed Chả Ốc in Lanterns for The King (Key moment)

Main activities:

A rustic and simple dish, yet imbued with the delicate charm of Hanoi, is brought to life by artisan Nguyễn Thị Hiền through the presentation of steamed vermicelli and cold vermicelli prepared in the traditional style of ancient Hanoi. The refinement in both preparation and enjoyment allows diners to reminisce about the timeless values of old Hanoi

Timeline

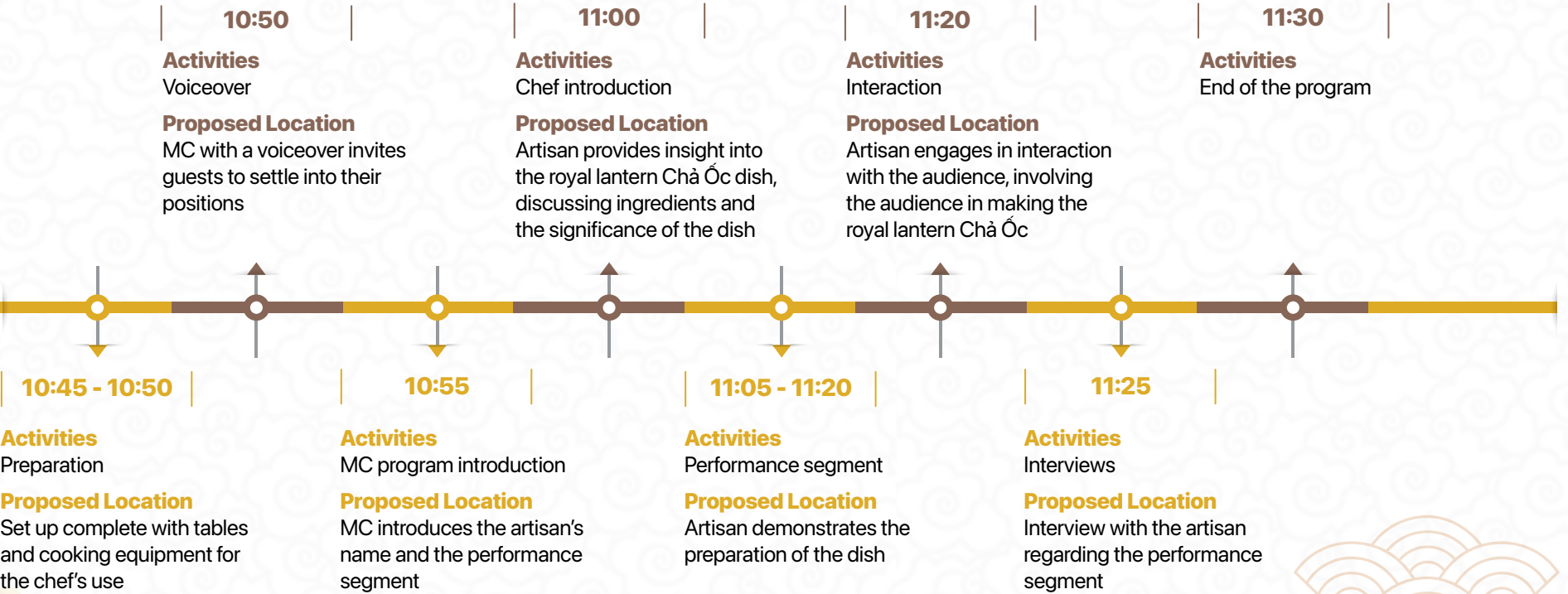


Figure 50: Steamed Chả Ốc in Lanterns for The King's Timeline

Participants

- Artisan Nguyễn Thị Hiền
- Audiences

Image



Figure 51: Steamed Chả Ốc in Lanterns for The King's Images

ADDITIONAL EXPENSES			
No.	Category	Reasons	Price
1	Equipment	Purchase of big steaming pots	1.320.000
2	Assistants	Supplementing staffs	300.000

Table 37: Steamed Chả Ốc in Lanterns for The King's Additional Expenses

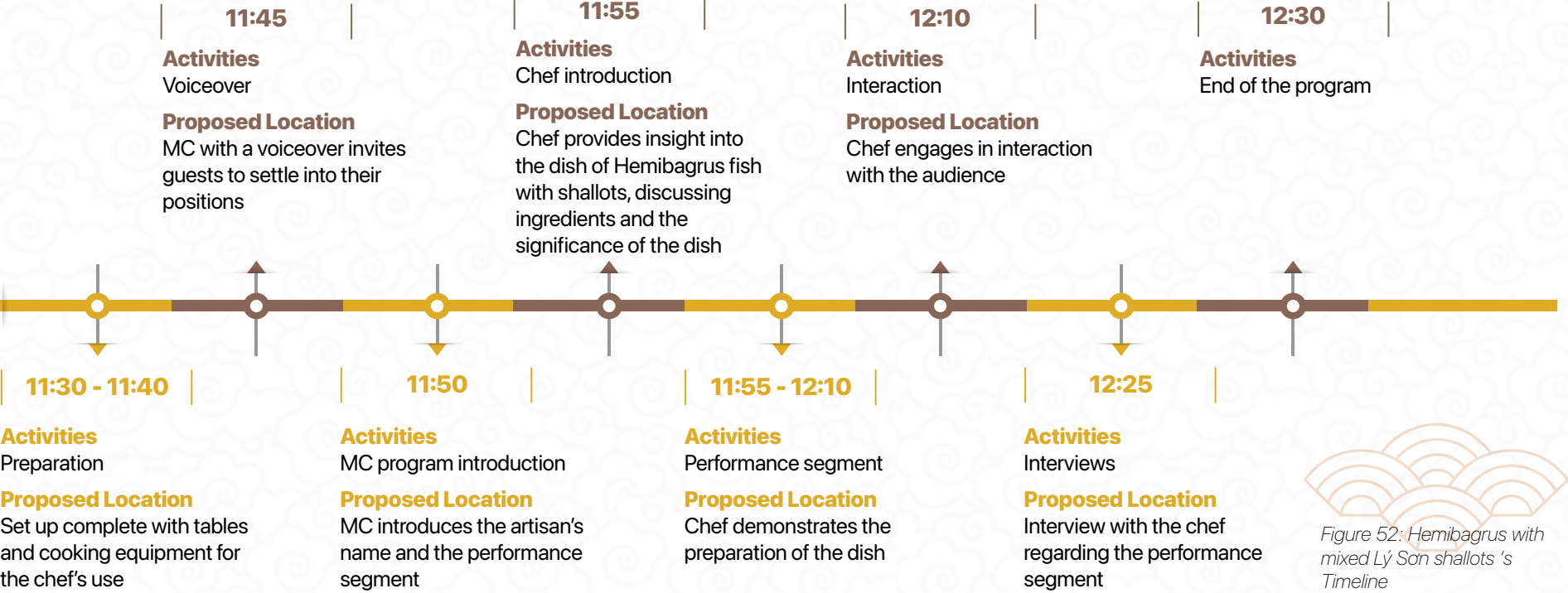


4.9 Hemibagrus with mixed Lý Sơn shallots (Key moment)

Main activities:

Artisan Đặng Đình Mạnh recreates the dish of Hemibagrus mixed with Lý Sơn shallots. The artisan shares the secrets of selecting ingredients, from Hemibagrus to complementary elements

Timeline



Participants

- Artisan Đặng Đình Mạnh
- Audiences

Rationales for Amendments

Rationales for Amendments			
Order	Incident Occurrence	Event Arising	Solution Approach
1	Hemibagrus with mixed Lý Sơn shallots	Additional registered act	Add the act on the last day

Table 38: Hemibagrus with mixed Lý Sơn shallots's Rationales for Amendments

Image

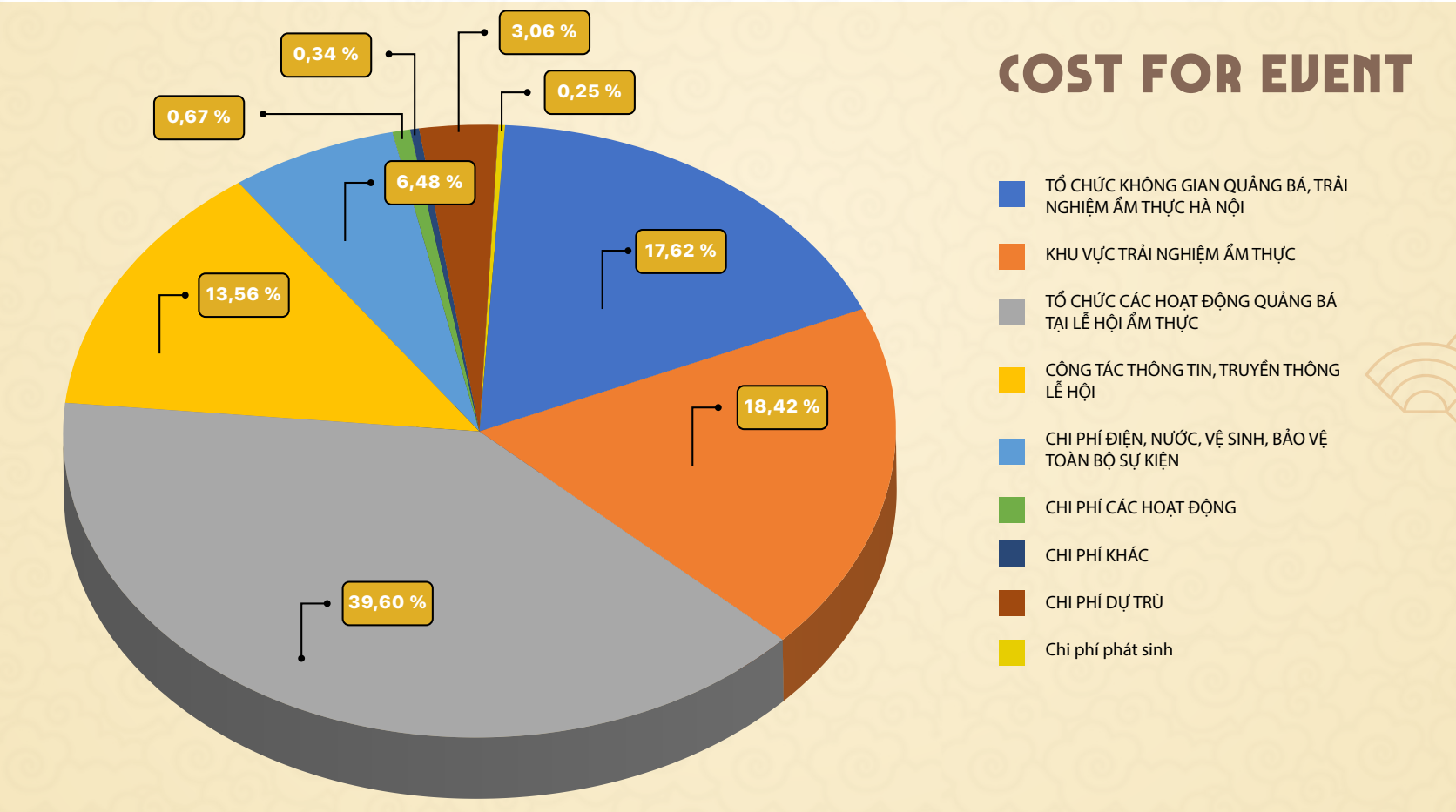


Figure 53: Hemibagrus with mixed Lý Sơn shallots 's Images





5. Cost for event



In summary, following the event, cost analysis is a crucial aspect for performance evaluation and financial management. In the overall picture, the largest cost was allocated to the promotional activities of the Culinary Festival, **accounting for 39.6%**. The culinary experience area and the organization of promotional spaces in Hanoi are also significant factors, with corresponding rates of 18.42% and 17.62%. Costs for communication and festival promotion only constitute 13.56%, yet the results obtained surpass the event's initial objectives. It is noteworthy that the total budget initially planned was 100,000,000 VND, but post-event, the actual incurred costs amounted to only 8,380,000 VND (0.25%), which is less than 91,620,000 VND compared to the initial estimate. The meticulous control of incurred costs demonstrates maximum cost management flexibility and the ability to cope with unforeseen challenges.

VI. POST – LAUNCH – PROJECT & REFLECTION

1. Collecting and analyzing outcome(s) of the project

- 1.1 Event's result (KPI)
- 1.2 Media result
- 1.3.Quantitative results
- 1.4 Qualitative results

2. Evaluation

- 2.1 Evaluation of Each Event's activities
- 2.2 Evaluation of Event Organizers
- 2.3 Evaluation of Our Supervisor

3.Reflection





# 1. Collecting and analyzing outcome(s) of the project

## 1.1 Event's result (KPI)

Event			
Content	Time	Unit	KPI
Attended the event	29/9 - 1/10	Participants	203% (Based on sticker count)
Remembered the message of the event, "Cultural beauty through ancient Hanoi cuisine."		Participants	100% (Based on survey results)
Interactions and feedback were positive		Participants	100% (Based on survey results)
Gave positive reviews about the food		Participants	100% (Based on survey results)
Attendees were captivated by the key moment performance		Attendees	100%
The distributed coupons were utilized		Coupons	100%
All booths were fully occupied		Booths	100%
Award "Bùi Xuân Phái - For the love of Hà Nội"			

Table 39: Event's result



Figure 55: Award "Bùi Xuân Phái - For the love of Hà Nội"

## 1.2 Media result

Facebook				
Category	Time	Unit	Result	KPI
Number of posts	15/9 - 11/10	Post	56	112%
Like fanpage gain		Like	15.590	120%
Actual follower		Follow	15.547	111%
Total reach		Reach	11.300	113%
Total engagement among our post		Reaction/ Comment/ Share	6087 Reaction: 4106 Comment: 145 Share: 84	101% Reaction: 114% Cmt: 48% Share: 84%
Total view among our post		View	8748	109%

Table 40: Media's result

### 1.2.1 Media on Facebook Fanpage

- Increasing Interaction: The event has garnered significant attention on the official Facebook fan page. Posts related to the event have received numerous likes, shares, and comments, creating a positive wave of interaction from the online community.
- Quality of Images and Videos: The images and videos shared on the fan page are of high quality and engaging. Photos and videos showcasing the event space, delicious dishes, and lively moments have increased the overall appeal and left a positive impression.
- Brand Spread: The event has successfully built a positive image for the "Hanoi Culinary 2023" brand on social media. Users frequently mention and tag friends while sharing their joy of participating in the event.
- Increasing Follower Count: The event has contributed to an increase in the number of followers on the fan page. This particular interest may serve as motivation to sustain and grow the online community in the future.

OOH				
Category	Time	Unit	Result	KPI
Numbers of places	15/9 - 11/10	Place	42	100%

Table 41: OOH

Báo chí				
Category	Time	Unit	Result	KPI
Press coverage	15/9 - 11/10	Article	122	610%
TV News coverage		Video	9	45%

Table 42: Press coverage - TV News coverage





Fanpage Posts: Top 3 Facebook Posts that have the most engagements

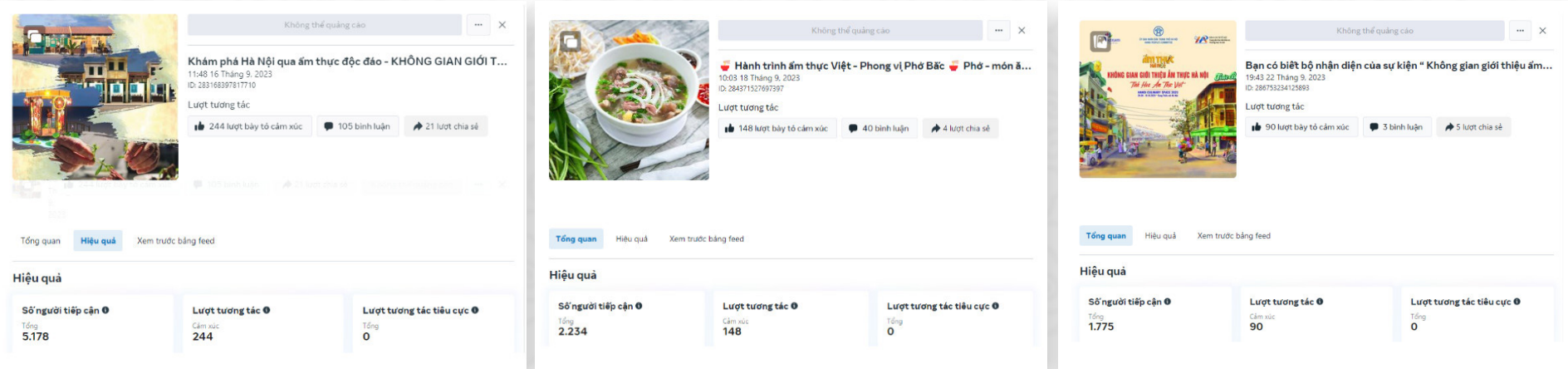


Figure 56: Top 3 Facebook Posts

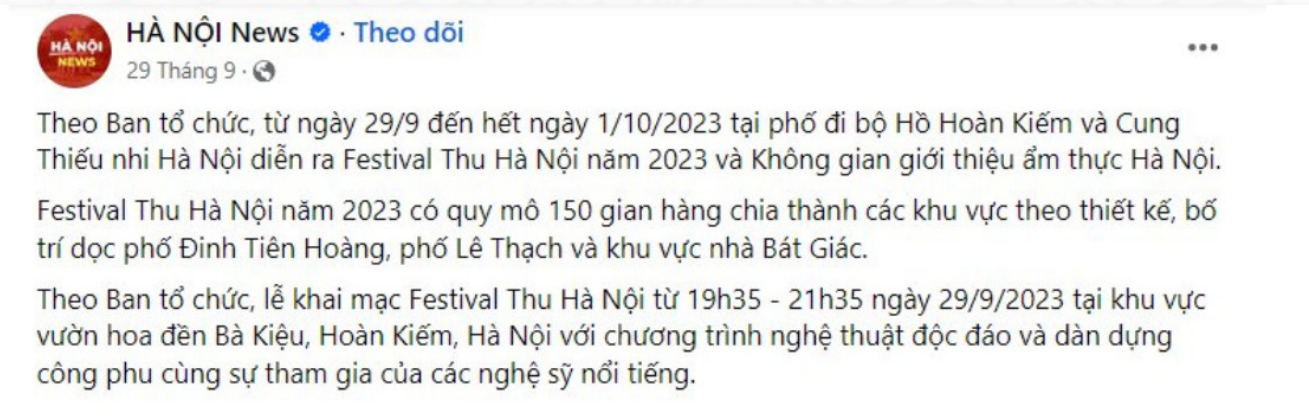


Figure 57: Post on Ha Noi News

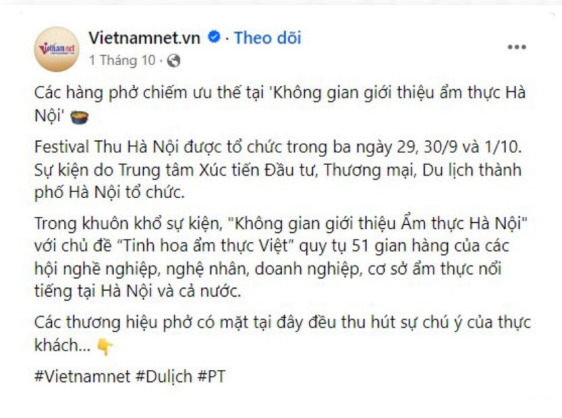


Figure 58: Post on Vietnamnet.vn

1.2.2 Press Media Coverage

- Media Diversity: The event received high praise for its extensive coverage across leading online newspapers in Vietnam. Articles were published on various platforms, creating an authentic and multidimensional image of the event.
- Prominent Articles: Several outstanding articles about the event were featured in well-known newspapers, providing detailed insights into the venue, standout dishes, and unique activities. This contributed to a deep understanding of the event.
- Positive Reader Feedback: Readers expressed positive feedback about the event through the articles. Many showed enthusiasm and interest in participating after reading detailed coverage of the event.

Recap Photos for the Press Conference



Figure 59: Recap Photos for the Press Conference

Press Articles from before, during and after the event

- Before the event

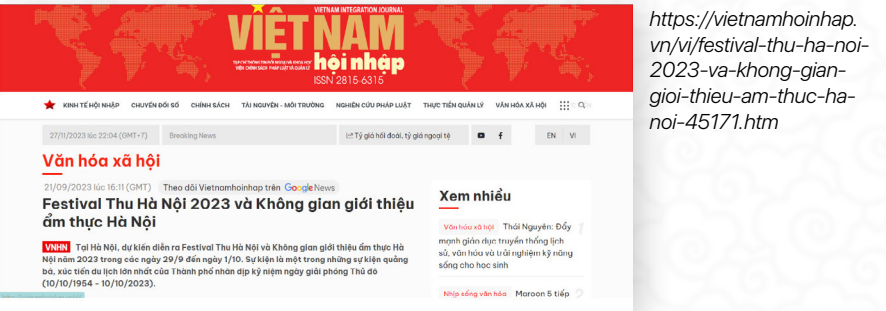


Figure 60: Press Article on Viet Nam Hoi Nhap Newspaper

- During the event



Figure 61: Press Article on Nhan Dan Newspaper

- After the event



Figure 62: Press Article on Cong Thuong Newspaper



### 1.2.3 TV News coverage



Figure 63: Press Conference on HTV

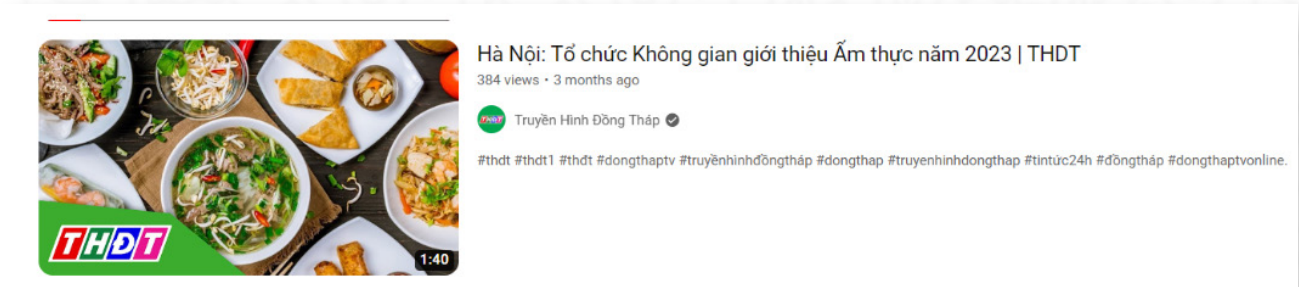


Figure 64: Press Conference on Dong Thap Television



Figure 65: Press Conference on HTV News

### Conclusion

The event “Hanoi Culinary Space 2023” received excellent feedback from both Facebook and online media outlets. The fact that the event, organized for the first time, received extensive media coverage in major newspapers is considered a significant success.

### 1.3 Quantitative results

This section will focus on evaluating the quality results of the program through a detailed survey. This survey is not only a measurement tool but also an opportunity to listen to the community's opinions and assess more deeply the success of the program. The opinions and experiences of the community will help us understand more about the actual impact and their satisfaction with the implemented activities. Some introductory questions will not be included in the report, and below are the most general results.

*Dưới đây là một số câu hỏi liên quan đến mức độ hài lòng/ không hài lòng của du khách khi tới trải nghiệm tại sự kiện “ Không gian giới thiệu ẩm thực Hà Nội 2023”*



#### Miêu tả mức độ hài lòng của bạn về ban quản lý tổ chức sự kiện (level of satisfaction with the event management)

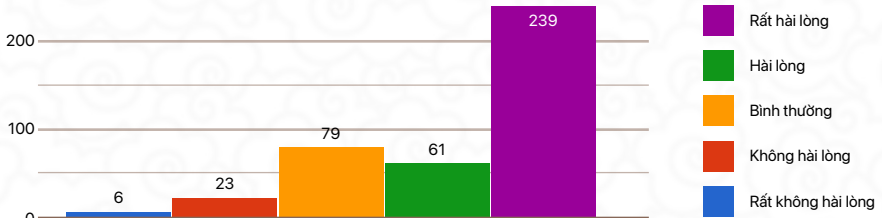


Figure 66: Satisfaction ratings for event management

Through statistical results, it can be observed that more than 2/3 of the participants responded with satisfaction to very satisfaction with the event organizers, with over 1/3 of the total being very satisfied. From this, it can be considered the success of the event.

#### Miêu tả mức độ hài lòng của bạn về đồ ăn tại sự kiện có hợp khẩu vị của bạn không? (Does the food at the event suit your taste?)

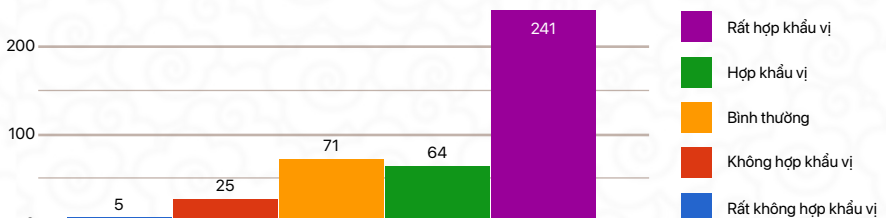
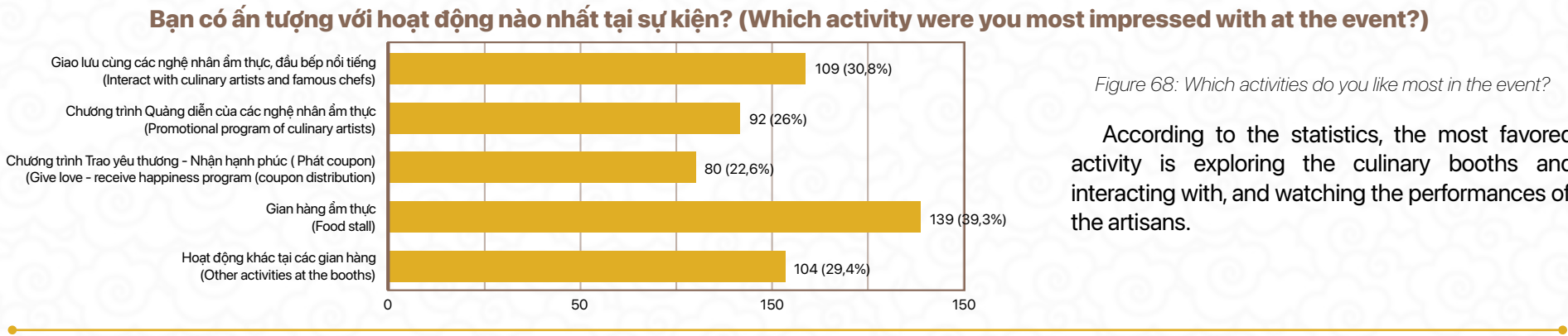


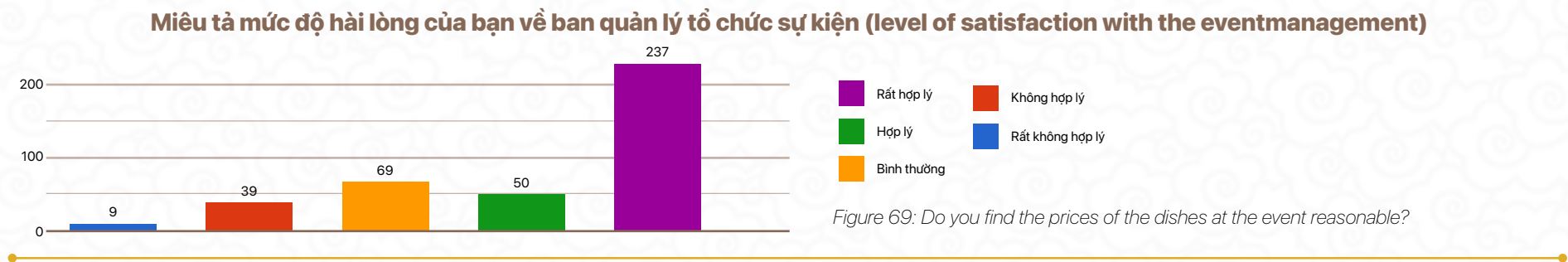
Figure 67: Satisfaction ratings for the food of the event

“Hanoi Culinary Space 2023” is a culinary introduction event, hence food is important. As observed, the satisfaction level with the food at the event is 2/3 of the survey respondents. This is considered a satisfactory result.





According to the statistics, the most favored activity is exploring the culinary booths and interacting with, and watching the performances of, the artisans.



Theo bạn, sự kiện này có góp phần thúc đẩy và tạo cơ hội cho ngành ẩm thực địa phương không? (In your opinion, does this event contribute to promoting and creating opportunities for the local culinary industry?)

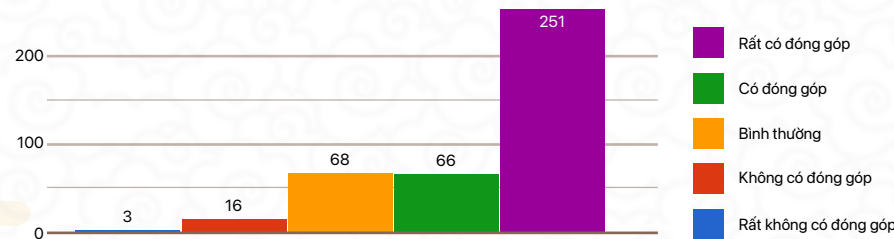


Figure 70: Assessment of the event's contribution level.

According to survey participants' opinions, more than 200 people believe that this event will contribute to the promotion of the local culinary industry, with only about 10 people thinking that the event does not contribute to culinary promotion. This is considered a good result, aligning with the event's pre-defined goals.

Bạn thấy sự kiện này có đem lại giá trị văn hóa và giới thiệu đặc sản của Hà Nội đến bạn không? (Do you think this event brings cultural value and introduces Hanoi's specialties to you?)

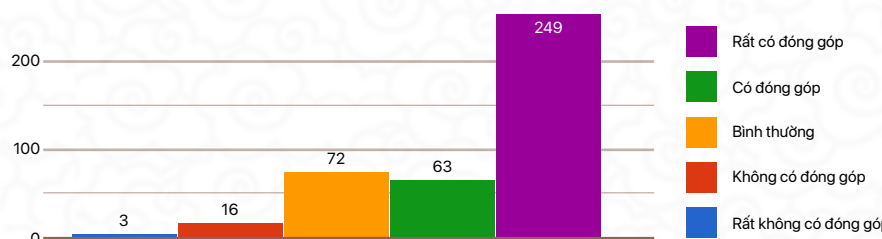
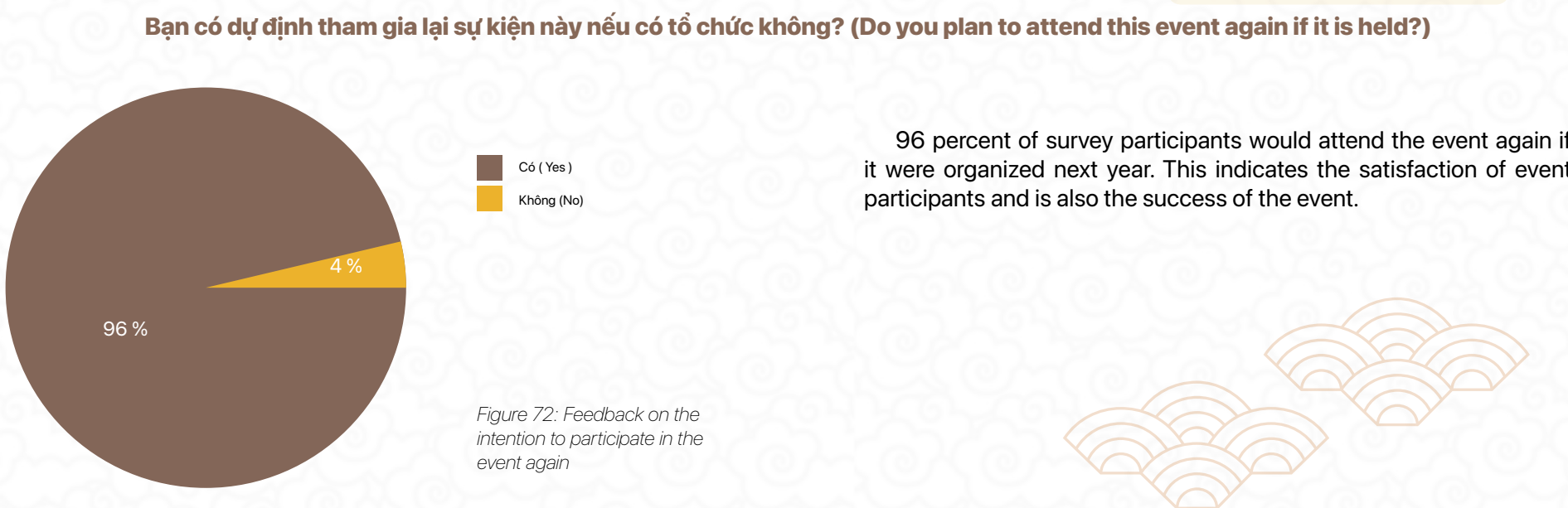


Figure 71 Assessment of the event's contribution level

According to survey data, more than 200 people believe that this event adds value to the promotion of Hanoi's culinary culture. More than 100 people think that the event is rated from good to normal in promoting culinary culture. This is considered a good result, aligning with the event's pre-defined goals.



96 percent of survey participants would attend the event again if it were organized next year. This indicates the satisfaction of event participants and is also the success of the event.

Xin vui lòng chia sẻ bất kỳ ý kiến hoặc phản hồi khác về sự kiện này. (Please share any other comments or feedback about this event.)

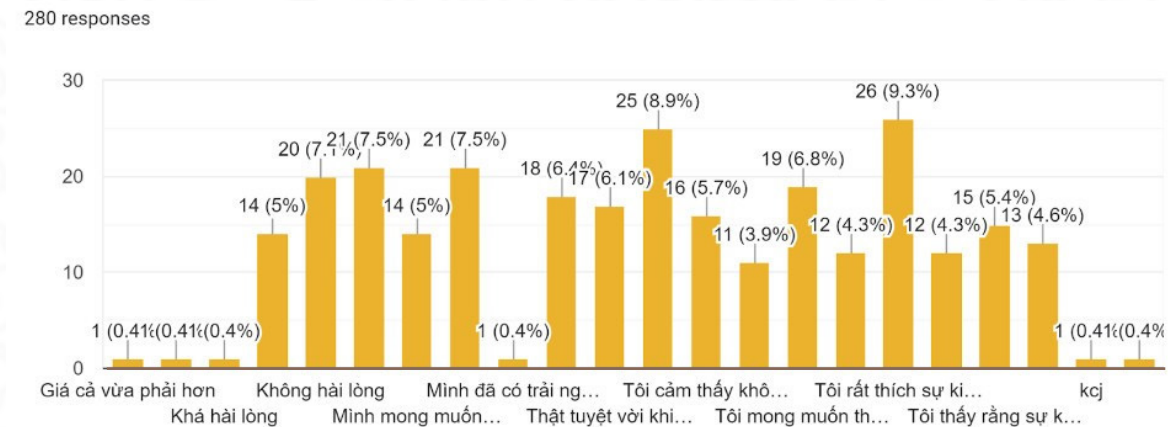


Figure 73: Share thoughts about events

These are feedback contributions for the event. It can be seen that the majority are positive feedback. However, there is still some not very positive feedback regarding pricing issues. This will be acknowledged and adjusted for the next organization.

## CONCLUSION

In summary, we can see that out of 408 survey participants, more than 90% of the results are positive (Normal - Very satisfied). This is the success of the survey.



# 1.4 Qualitative results

## 1.4.1 For organizer

According to Mr. Nguyen Anh Duong, Director of Hanoi Promotion Agency: “The event, though organized on a modest scale, the Organizing Committee has made efforts to showcase the outstanding culinary culture, representing the convergence of the essence and diversity of Hanoi’s cuisine, creatively presented by talented Vietnamese chefs. Many impressive points were conveyed through the culinary story, building the beauty of Hanoi’s distinctive cuisine and showcasing the value of Vietnamese cuisine. This allows domestic and international tourists to appreciate the precious culinary culture and the prominent culinary essence from both the North and the South.”



Artisan Nguyen Thi Anh Tuyet stated: “Every year, I participate in the culinary fair, but this year the program’s scale is more magnificent. The Organizing Committee has created a sophisticated and well-established space for Hanoi’s cuisine. The event, lasting for 3 days, has attracted many visitors. This shows that cuisine always accompanies and never separates from tourism.”



Ms. Khanh Van, a member of the Vietnamese Craft Villages Association, shared: “I personally love cuisine, especially regional cuisine, and Hanoi is undoubtedly one of the places with an extremely delicate culinary culture, gathering all regions. Coming to the program, I am delighted because it not only features famous dishes of Hanoi but also brings together many dishes from different regions such as the Northwest, Binh Dinh, Quang Nam, etc. I think this is also one of the successes of the Organizing Committee of the ‘Hanoi Culinary Space 2023’ event when it connects all regions, allowing diverse exchanges and interactions among culinary artisans from various regions. This turns Hanoi’s cuisine into a distinctive tourism product amid the common characteristics of each locality.”



## 1.4.2 For Event Participants

I am Lan, 28 years old, from Ho Chi Minh City. I am not just a participant in the event, but I feel like a cultural researcher. The discussions and demonstrations have truly expanded my perspective on Hanoi’s cuisine and culture. Each meal, each story, creates profound impressions on me.



Hi, I’m Vy, 18 years old, from Hanoi. For me, the event has truly broadened my vision of Hanoi’s culture. I love how each meal and story is a window into history and tradition. I feel happy to have the opportunity to explore these things

Hello everyone, my name is An, 19 years old, from Quang Ninh. The biggest strength of the event is diversity. I like how the program offers various types of food and activities. However, I also realize that some young people feel there is too much information and activities happening at once, making them feel a bit confused and not fully grasping, such as the coupon distribution activity that some almost missed if not reminded by their friends.



Hi, I’m Tuan, 21 years old, from Hai Phong. I find the event really wonderful as everyone shares about unique dishes they know. I’ve heard a lot about corn noodle soup, and finally, I had the opportunity to taste it. Honestly, if it weren’t for the event, I wouldn’t know where to find corn noodle soup in Hanoi.

My name is Hai, 23 years old, from Hanoi. The event has broadened my view of hometown cuisine. Thanks to it, I got to know and enjoy unique dishes like corn noodle soup, a new but delightful combination. Besides, there are dishes in Hanoi that I haven’t experienced the true traditional taste of, such as cold snail vermicelli.



I’m Minh, 30 years old, from Hanoi. For me, the event has truly exceeded my expectations. It’s not just a culinary introduction program; it’s an adventure into ancient culture that I cannot forget. The feeling of immersing myself in the atmosphere of my city, rediscovering long-lost familiar dishes, is something I cherish.



## 2. Evaluation

### 2.1 Evaluation of Each Event's activities

#### 2.1.1 Opening Ceremony

EVALUATION TABLE SUMMARY OF THE EVENT OPENING CEREMONY			
No.	CRITERIA		EVALUATION
1	The Orientation of the People's Committee of Hanoi City		Enhance the preservation and development of cultural and historical heritage, along with the establishment of supportive tourism development policies, creating favorable conditions for both residents and tourists.
2	Planning	Feasibility	The entire process was executed according to the plan; however, a limitation was encountered with an overcrowded audience, and there were not enough seats for guests to sit and dine.
		Attractiveness	With a variety of delicious food offerings, the event attracted the audience and guests. There were also diverse activities, including a mooncake-making session that drew the participation of many families.
		Design	Unique and beautiful design, with harmonious colors suitable for the culinary event.
3	Venue		A beautiful, spacious, and clean venue near the city center, though transportation is not convenient for commuting.
4	Media Communication	Content of the published article.	The article provides diverse information about the event, not only focusing on the program but also including details about sponsors, booth information, and information about the artisans.
		Real-time Coverage	The posters are distributed widely across districts in Hanoi.
		Social Media Posts' Engagement	The articles, images, and videos on the Fanpage are positively evaluated based on the engagement metrics, as reflected through likes, shares, and constructive comments, with positive feedback from the community.
5	Decoration	Check-in Area	Clean and Spacious
		Set-up and Decorations	Objective aesthetic level, harmonious color decor, beautiful backdrop, and suitable content.
		Seating arrangement for guests and audience members	Beautiful seating positions, front-row seating to clearly distinguish VIP guests.
		Sound and Lighting System	Professional sound and lighting; however, there was a microphone malfunction during the ribbon-cutting ceremony at the opening.

EVALUATION TABLE SUMMARY OF THE EVENT OPENING CEREMONY			
No.	CRITERIA		EVALUATION
6	Technic	Projector Screen	Clear, sharp with no interruptions.
7	Logistic	Materials for performances	Professional-grade materials.
		Invitation letters	Professional, very positive, and satisfied attitudes.
8	Human Resources	Guests	Professional, very positive, and satisfied attitudes.
		Member's attitudes	Positive attitude, with a high level of teamwork and professionalism.
		PG's attitdudes	The attire is beautiful, suitable for the program Elegant, professional, and serious attitude
9	External	MC	Fluent speech, flexible behavior, and engaging the audience.
		Sponsors	Direct sponsors provide financial support to cover event expenses, including venue rental, decoration, sound equipment, lighting, staff salaries, and other costs. In addition to financial support for the event, sponsors may also contribute to social and charitable activities related to the event
10	Executing "Opening Ceremony"	Budget	Incurred additional expenses.
		Welcome and greetings to guests	Good preparation time, with adequate seating and water available. Team members had good coordination to manage designated areas effectively
		Official Opening Ceremony	The welcome speech from the MC was slightly flawed, and a malfunctioning microphone during this crucial moment resulted in a negative impact, affecting the mood of the guests
		Speeches and Honoring Ceremony	There were acknowledgments honoring the partners, sponsors, and important individual guests, demonstrating a sense of respect.
		Instructions of activities after the ceremony	Clear guidance on the schedule and upcoming activities in the event, providing guests with a better understanding of the program
		End of the Ceremon	Concluding the opening ceremony with heartfelt thanks for the deep and prompt participation of the guests.
11	Internal	Networking	The networking time provided a convenient space for attendees to interact, fostering opportunities for learning, idea-sharing, and expanding relationships.  However, there were areas for improvement, such as the 'Communication-Stimulating Activities' (Utilizing games, puzzles, or discussion sections) to stimulate communication and interaction among participants.

Table 43: Evaluation table summary of the event Opening Ceremony



2.1.2 Mid-Autumn Festival's Moon-Cake Activity

SUMMARY EVALUATION TABLE OF MID-AUTUMN FESTIVAL MOONCAKE ACTIVITY			
No.	CRITERIA		EVALUATION
1	Planning	Attractiveness	The Mid-Autumn Festival Mooncake-making activity not only produced the final product of a cake but also provided an enjoyable experience, social interaction, and an opportunity to learn about the cultural aspects of the Mid-Autumn Festival. This made the activity an indispensable and attractive part of events.
			This activity also provided an opportunity to learn about the art of traditional mooncake making, the culture, and the history of the Mid-Autumn Festival.
		Design	Complete all design products around the experiential area
		Content of press articles	The article provided diverse information about the event, not only focusing on the program but also including details about sponsors, booth information, and information about the artisans
2	Media Communication	Real-time Coverage	Provided an opportunity to create a space for interaction and conversation among participants, family, and friends
		Social Media Posts' Engagement	High engagements through likes and comments
		Check-in area	Clean and spacious
3	Decoration	Stage Set-up and Decoration	Unique and beautiful design, attractive backdrop with harmonious colors suitable for the culinary event.
		Seating arrangement for guests and audience members	Beautiful seating positions, front-row seating to clearly distinguish VIP guests.
4	Human Resources	Member's attitudes	Positive attitude, with a high level of teamwork and professionalism.
		Audiences' attitudes	Excited especially the kids
5	Technic	Sound and Lighting System	Lively sound, clear microphone, professional lighting, operated smoothly throughout the performance
		Projector Screen	Clear, sharp with no interruptions.
6	Logistics	Materials for performances	Professional-grade materials.
		Invitation letters Guests	Professional, very positive, and satisfied attitudes.
7	External	Budget	Incurred additional expenses.
		Implementation Timeline	No timeline disruptions occurred
8	Executing	Handling incidents and malfunctions	Few incidents occurred
		Time allocation	The program proceeded within the scheduled timeline

SUMMARY EVALUATION TABLE OF MID-AUTUMN FESTIVAL MOONCAKE ACTIVITY			
No.	CRITERIA		EVALUATION
9	Real-time feedback during the event	The number of engaging participants	Higher than expected
	Summary Evaluation	Types of participants	Higher than expected
		The effectiveness of message and idea delivery through the event	The message and idea are delivered perfectly. The Mid-Autumn Festival's Mooncake activity typically creates a close-knit space, fostering a sense of connection as people come together to make mooncakes and create memorable moments
10	End of the performance	The alignment between the time, schedule of the event organization plan, and the actual execution during the event	Aligned with the schedule

Table 44: Summary evaluation table of Mid autumn Festival Mooncake activity

2.1.3 Hanoi's Chả Cá Performance

EVALUATION OF HANOI'S CHA CA PERFORMANCE			
No.	CRITERIA		EVALUATION
1	Planning	Feasibility	The entire process was carried out according to the plan, in coordination with the head chef
		Attractiveness	The dish was well-known when it came to the culinary of Hanoi.
		Design	The unique and beautiful design featured a large displayed Hemibagrus fish, harmoniously colored to suit the audience.
2	Media Communication	Content of social media's posts	The Fanpage posts included complete images of the dish, clear videos, and comprehensive pictures of the head chef. They were regularly updated and on time.
		Real-time Coverage	The clear poster was displayed on stage during the chef's performance.
		Social Media Posts' Engagement	There was high interaction, such as likes and shares, along with interesting comments from the audience.



EVALUATION OF HANOI'S CHA CA PERFORMANCE			
No.	CRITERIA		EVALUATION
3	Decoration	Check-in area	Spacious enough for the audience to take photos with the head chef.
		Stage Set-up and Decoration	The stage was beautifully decorated with unique colorful utensils.
		Seating arrangement for guests and audience members	The seating position was close to the stage, but it was crowded, leading to a shortage of seats.
4	Human Resources	Member's attitudes working with the chef	Positive attitude, with a high level of teamwork and professionalism.
5	Technic	Sound and Lighting System	Lively sound, clear microphone, professional lighting, operated smoothly throughout the performance
		Projector Screen	Clear, sharp with no interruptions.
6	Logistics	Materials for performances	Professional-grade materials.
		Invitation letters Guests	Professional, very positive, and satisfied attitudes.
7	External	Budget	Insufficient budget
			While waiting for the performance, special ingredients, especially the fish, must be preserved with ice due to transportation from another location and the hot weather.
			The cost for two assistant chefs to complete the dish.
8	Executing	Implementation Timeline	Lack of time, needing an additional 15-20 minutes.
		Handling incidents and malfunctions.	No issues at all
		Time allocation	Unreasonable, with little time to prepare, so the dish must be prepared with many ingredients in advance of the performance.
9	Real-time feedback during the event.	Artisan's reactions during the performance	Excitement because the artisan believed this was the first culinary performance in Hanoi.
		The number of engaging participants	The delicious dish attracted a large, enthusiastic audience who wanted to try it.
		Types of participants	Children especially liked the artisan's dish.
10	The performance	Welcome and greetings to guests	Prepared good seating, tables for the audience.
		Prepare utensils & ingredients	Prepared quickly with assistance
		Time	Sufficient time for a 30-minute performance
		Professionalism	The artist meticulously and carefully prepared from choosing ingredients to performance techniques
		Performing and Adjusting	Performing according to the pre-established script.
		Collecting and giving feedbacks	Positive feedback from the audience

Table 45: Evaluation table of Hanoi's Cha ca performance

#### 2.1.4 Rose Dumplings Performance

EVALUATION OF THE ROSE DUMPLINGS PERFORMANCE - PETALS OF LOVE			
No.	CRITERIA		EVALUATION
1	Planning	Feasibility	The entire process was carried out according to the plan, in coordination with the head chef
		Attractiveness	The rose-shaped dumplings represented the sophistication, skill, and artistry in the craftsmanship of the people in Huế
		Design	On the stage, there was a rose-shaped dumpling attached to the Vietnam map-shaped board in the form of the letter S.
2	Media Communication	Content of social media's posts	The Fanpage posts included complete images of the dish, clear videos, and comprehensive pictures of the head chef. They were regularly updated and on time.
		Real-time Coverage	High engagement rate
		Social Media Posts' Engagement	There was high interaction, such as likes and shares, along with interesting comments from the audience.
		Check-in area	Spacious enough for the audience to take photos with the head chef.
3	Decoration	Stage Set-up and Decoration	The stage was beautifully decorated with various unique and vibrant accessories, such as pink and green hues
		Seating arrangement for guests and audience members	The seating position was close to the stage
4	Human Resources	Member's attitudes	The two artisan duo work together in perfect harmony
		Guest's attitudes	Professional and delicate
4	Technic	Sound and Lighting System	Full-equipped
		Projector Screen	Full-equipped
6	Logistics	Materials for performances	The materials were professionally provided by the artisan from Huế, but there is a shortage of steaming pots. Subsequently, they requested the event organizers to borrow a steaming pot
		Invitation letters Guests	Professional, very positive, and satisfied attitudes.
7	External	Budget	Incurred additional expenses.
		Timeline	Due to a lack of time, the show needed an additional 15-20 minutes
8	Executing	Handling incidents and malfunctions.	No issues at all
		Time allocation	Reasonable



EVALUATION OF THE ROSE DUMPLINGS PERFORMANCE - PETALS OF LOVE			
No.	CRITERIA		EVALUATION
9	Real-time feedback during the event.	The number of engaging participants	High engagement incl. parents and children
		Types of participants	Customers loved new dishes from Huế
10	The performance	Welcome and greetings to guests	With warmly and attentively greetings
		Prepare utensils & ingredients	Additional steaming pots needed to be supplemented due to a shortage
		Time	The performance needed additional 10 minutes
		Performing and Adjusting	Performing according to the pre-established script.
		Artisan's feedbacks	The artisan delivered an expressive speech, leaving a lasting impression on the audience.
		Collecting and giving feedbacks	Positive feedback from the audience

Table 46: Evaluation table of Rose Dumplings performance - Petals of love

### 2.1.5 Traditional Feast Performance of the Thai Ethnic People in Dien Bien

EVALUATION OF THE TRADITIONAL FEAST PERFORMANCE OF THE THAI ETHNIC PEOPLE IN DIEN BIEN			
No.	CRITERIA		EVALUATION
1	Planning	Feasibility	The entire process was carried out according to the plan, in coordination with the head chef
		Attractiveness	Traditional Feast Performance of the Thai Ethnic People in Dien Bien
		Design	The unique colors and flavors came together with multicolored sticky rice and “Chả giò” dipping sauce, served in a bamboo tray.
2	Media Communication	Content of social media's posts	The Fanpage posts included complete images of the dish, clear videos, and comprehensive pictures of the head chef. They were regularly updated and on time.
		Real-time Coverage	The clear poster was displayed on stage during the chef's performance.
		Social Media Posts' Engagement	Low engagement rate without shares and comments
		Check-in area	Spacious enough for the audience to take photos with the head chef.

EVALUATION OF THE TRADITIONAL FEAST PERFORMANCE OF THE THAI ETHNIC PEOPLE IN DIEN BIEN			
No.	CRITERIA		EVALUATION
3	Decoration	Stage Set-up and Decoration	The stage was beautifully decorated with unique colorful utensils.
		Seating arrangement for guests and audience members	The seating position was close to the stage, but it was crowded, leading to a shortage of seats.
4	Human Resources	Member's attitudes working with the chef	Positive attitude, with a high level of teamwork and professionalism.
5	Technic	Sound and Lighting System	Lively sound, clear microphone, professional lighting, operated smoothly throughout the performance
		Projector Screen	Clear, sharp with no interruptions.
6	Logistics	Materials for performances	Professional-grade materials.
		Invitation letters Guests	Professional, very positive, and satisfied attitudes.
7	External	Budget	Sufficient budget
		Timeline	Enough time to prepare the dish, and most of the items were pre-cooked, so it's mainly about presentation.
8	Executing	Handling incidents and malfunctions.	No issues at all
		Time allocation	Reasonable
		Artisan's feedbacks	Excitement because the artisan believed this was the first culinary performance in Hanoi.
9	Real-time feedback during the event.	The number of engaging participants	The delicious dish attracted a large, enthusiastic audience who wanted to try it.
		Types of participants	Attracted old people
10	The performance	Welcome and greetings to guests	Prepared good seating, tables for the audience.
		Prepare utensils & ingredients	Fast prepared with assisants
		Time	Sufficient time for a 30-minute performance
		Professionalism	The artist meticulously and carefully prepared from choosing ingredients to performance techniques
		Performing and Adjusting	Performing according to the pre-established script.
		Collecting and giving feedbacks	Positive feedback from the audience

Table 47: Evaluation table of Traditional Feast Performance of Thai Ethnic People in Dien Bien



2.1.6 Steamed Chả Ốc in Lanterns for The King

EVALUATION OF THE PERFORMANCE “STEAMED CHẢ ỐC IN LANTERNS”			
No.	CRITERIA		EVALUATION
1	Planning	Feasibility	The lantern Chả Ốc was not only a traditional food but also a symbol of joy, happiness, and unity within the community. It often evoked a sense of nostalgia for traditions and special memories for the Vietnamese people during important occasions
		Attractiveness	The creative and artistic nature: Shaping the chả ốc into various forms, often resembling beautiful and innovative lantern shapes, demonstrates the cleverness, artistry, and creativity of the artisan
		Design	The lantern Chả Ốc dish was made during traditional festivals such as the Mid-Autumn Festival in Vietnam. Lanterns were generally considered symbols of happiness and warmth
2	Media Communication	Content of social media’s posts	The Fanpage posts included complete images of the dish, clear videos, and comprehensive pictures of the head chef. They were regularly updated and on time.
		Real-time Coverage	The clear poster was displayed on stage during the chef’s performance.
		Social Media Posts’ Engagement	Low engagement rate without shares and comments
3	Decoration	Check-in area	Spacious enough for the audience to take photos with the head chef.
		Stage Set-up and Decoration	The stage was beautifully decorated with unique colorful utensils.
		Seating arrangement for guests and audience members	The seating position was close to the stage, but it was crowded, leading to a shortage of seats.
4	Human Resources	Member’s attitudes	Positive attitude, with a high level of teamwork and professionalism.
5	Technic	Sound and Lighting System	Lively sound, clear microphone, professional lighting, operated smoothly throughout the performance
		Projector Screen	Clear, sharp with no interruptions.
6	Logistics	Materials for performances	Professional-grade materials.
		Invitation letters Guests	Professional, very positive, and satisfied attitudes.
		Budget	Incurred additional expenses.
7	External	Timeline	Enough time to prepare the dish, and most of the items were pre-cooked, so it’s mainly about presentation.
		Handling incidents and malfunctions.	No issues at all
8	Executing	Time allocation	Reasonable
		Artisan’s feedbacks	Excitement because the artisan believed this was the first culinary performance in Hanoi.

EVALUATION OF THE PERFORMANCE “STEAMED CHẢ ỐC IN LANTERNS”			
No.	CRITERIA		EVALUATION
9	Real-time feedback during the event.	The number of engaging participants	Too crowded, not enough seats available because of the dish’s flavour
		Types of participants	Attracted old people
10	The performance	Welcome and greetings to guests	Prepared good seating, tables for the audience.
		Prepare utensils & ingredients	Fast prepared with assistants
		Time	Sufficient time for a 30-minute performance
		Professionalism	The artist meticulously and carefully prepared from choosing ingredients to performance techniques
		Performing and Adjusting	Performing according to the pre-established script.
		Collecting and giving feedbacks	The feedback from the audience is extremely positive, and we produced around 170 special lantern Chả Ốc pieces that particularly attracted the families

Table 48: Evaluation table of the performance “ Steamed Cha Oc in Lanterns”





2.1.7 Thai Nguyen Green Tea Performance

EVALUATION OF “THÁI NGUYÊN GREEN TEA PERFORMANCE”			
No.	CRITERIA		EVALUATION
1	Planning	Feasibility	Thai Nguyen green tea was typically cultivated in highland areas with favorable climates, resulting in a tea variety with a fresh, pure flavor that reflected the natural and pristine qualities of the surrounding environment.
		Attractiveness	Green tea is known for its health benefits and relaxing effects. Enjoying green tea can provide a sense of relaxation, reduce stress, and enhance mood. Green tea is paired with the unique and delicious tofu dish crafted by the chefs in Thai Nguyen.
2	Media Communication	Content of social media’s posts	The Fanpage posts included complete images of the dish, clear videos, and comprehensive pictures of the head chef. They were regularly updated and on time.
		Real-time Coverage	The clear poster was displayed on stage during the chef’s performance.
		Social Media Posts’ Engagement	Low engagement rate without shares and comments
3	Decoration	Check-in area	Spacious enough for the audience to take photos with the head chef.
		Stage Set-up and Decoration	The stage was beautifully decorated with unique colorful utensils.
		Seating arrangement for guests and audience members	The seating position was close to the stage, but it was crowded, leading to a shortage of seats.
4	Human Resources	Member’s attitudes	Positive attitude, with a high level of teamwork and professionalism.
5	Technic	Sound and Lighting System	Lively sound, clear microphone, professional lighting, operated smoothly throughout the performance
		Projector Screen	Clear, sharp with no interruptions.
6	Logistics	Materials for performances	Professional-grade materials.
		Invitation letters Guests	Professional, very positive, and satisfied attitudes.
7	External	Budget	Incurred additional expenses.
		Timeline	Excess time
8	Executing	Handling incidents and malfunctions.	A lot of dead time No issues at all
		Time allocation	Unreasonable due to dead time
		Artisan’s feedbacks	Excitement because the artisan believed this was the first culinary performance in Hanoi.

EVALUATION OF “THÁI NGUYÊN GREEN TEA PERFORMANCE”			
No.		CRITERIA	EVALUATION
9	Real-time feedback during the event.	The number of engaging participants	Too crowded, not enough seats available because of the dish’s flavour
		Types of participants	Attracting a moderate number of participants
10	The performance	Welcome and greetings to guests	Prepared good seating, tables for the audience.
		Prepare utensils & ingredients	Fast prepared with assistants
		Time	Sufficient time for a 20-minute performance; 10 minute early
		Professionalism	The artist meticulously and carefully prepared from choosing ingredients to performance techniques
		Performing and Adjusting	Performing according to the pre-established script.
		Collecting and giving feedbacks	Positive feedback from the audience

Table 49: Evaluation table of “Thái Nguyên Green Tea” performance

2.1.8 Hemibagrus with mixed Lý Sơn shallots

EVALUATION OF THE “HEMIBAGRUS WITH MIXED LÝ SƠN SHALLOTS” PERFORMANCE			
No.		CRITERIA	EVALUATION
1	Planning	Feasibility	This dish may be appealing to a target audience of adults.
		Attractiveness	The visually stunning presentation of the mixed Hemibagrus fish with shallots, and the harmonious blend of colors between the fish and shallots create a superbly aesthetic picture, making the dish immediately attractive at first glance
2	Media Communication	Content of social media’s posts	The Fanpage posts included complete images of the dish, clear videos, and comprehensive pictures of the head chef. They were regularly updated and on time.
		Real-time Coverage	The clear poster was displayed on stage during the chef’s performance.
		Social Media Posts’ Engagement	Low engagement rate without shares and comments



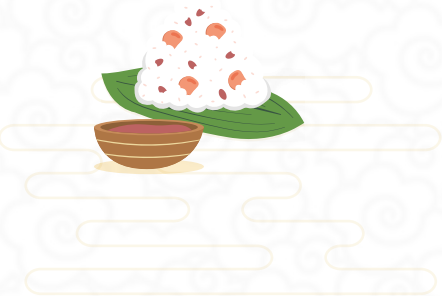
EVALUATION OF THE “HEMIBAGRUS WITH MIXED LÝ SƠN SHALLOTS” PERFORMANCE			
No.	CRITERIA		EVALUATION
3	Decoration	Check-in area	Spacious enough for the audience to take photos with the head chef.
		Stage Set-up and Decoration	The stage was beautifully decorated with unique colorful utensils.
		Seating arrangement for guests and audience members	The seating position was close to the stage, but it was crowded, leading to a shortage of seats.
4	Human Resources	Member’s attitudes	Positive attitude, with a high level of teamwork and professionalism.
5	Technic	Sound and Lighting System	Lively sound, clear microphone, professional lighting, operated smoothly throughout the performance
		Projector Screen	Clear, sharp with no interruptions.
6	Logistics	Materials for performances	Professional-grade materials.
		Invitation letters Guests	Professional, very positive, and satisfied attitudes.
7	External	Budget	No incurred additional expenses
		Timeline	Excess time A lot of dead time
8	Executing	Handling incidents and malfunctions.	No issues at all
		Time allocation	Unreasonable due to dead time
		Artisan’s feedbacks	Excitement because the artisan believed this was the first culinary performance in Hanoi.
9	Real-time feedback during the event.	The number of engaging participants	Too crowded, not enough seats available because of the dish’s flavour
		Types of participants	Attracting a moderate number of participants
10	The performance	Welcome and greetings to guests	Prepared good seating, tables for the audience.
		Prepare utensils & ingredients	Fast prepared with assistants
		Time	Sufficient time for a 20-minute performance; 10 minute early
		Professionalism	The artist meticulously and carefully prepared from choosing ingredients to performance techniques
		Performing and Adjusting	Performing according to the pre-established script.
		Collecting and giving feedbacks	Positive feedback from the audience

Table 50: Evaluation table of the “Hemibagrus with mixed Lý Sơn shallots” performance

## 2.1.9 Charity Fund “Trao yêu thương - Nhận hạnh phúc”

EVALUATION OF THE CHARITY FUND “TRAO YÊU THƯƠNG - NHẬN HẠNH PHÚC”			
No.	CRITERIA		EVALUATION
1	Planning	Feasibility	The Coupon was a message of love, a wish, an encouraging message, or an expression of gratitude and care.
		Attractiveness	The gift voucher had a promotional value of 20,000 VND
2	Media Communication	Content of social media's posts	The Fanpage posts included complete images of the dish, clear videos, and comprehensive pictures of the head chef. They were regularly updated and on time.
		Real-time Coverage	Being well-known, the Pho festival attracted a large crowd, and the promotional vouchers were not sufficient.”
		Social Media Posts’ Engagement	High engagement for each post
3	Decoration	Check-in area	Check in with the available coupon right near the event entrance.
4	Human Resources	Member’s attitudes	Enthusiastic staffs sold coupons and provided dedicated guidance to the tourists
		Guest’s attitudes	Curious about the coupons
5	Executing	The number of engaging participants	Too crowded to purchase coupons.
Types of participants		Attracted a large number of participants	
6		The number of distributed coupons	Prepared good seating, tables for the audience.
		The initial quantity of coupons	1000 coupons
		The quantity of used coupons	1000 coupons
		Time	Attracting a large number of participants, all 1000 coupons were distributed within an hour
		Effectiveness of coupons	Providing great value for customers, giving them the opportunity to experience a greater variety of dishes.
		Increase sales revenue	The increase in sales when using coupons exceeds the KPIs
		Collecting and giving feedbacks	Positive feedback from the audience

Table 51: Evaluation table of the Charity fund “Trao yêu thương - Nhận hạnh phúc”



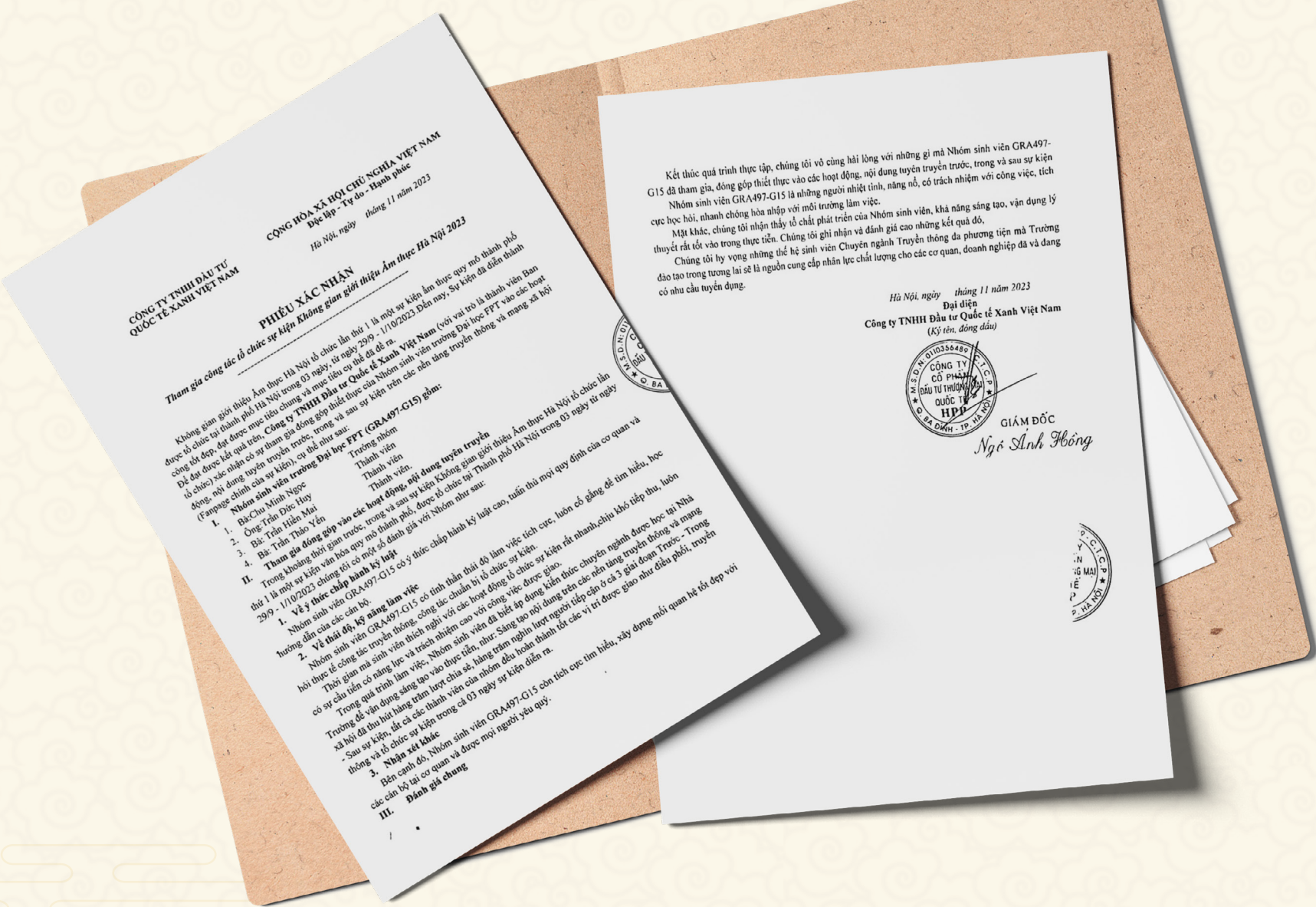


2.1.10 The Culinary Promotion Booth

EVALUATION OF THE CULINARY PROMOTION BOOTHS			
No.	CRITERIA		EVALUATION
1	Marketing Objectives	Achieving the promotion goals for culinary products	Successfully achieved the goal of promoting the food to the audience
		Creativity and uniqueness	Created a lasting impression on customers through the customer experience
2	Design and Presentations	Aesthetic appeal and attractiveness of the booth, arrangement, and product presentation	The booths were decorated beautifully and harmoniously. Each with its style showcasing the traditional essence of the dish's origin
3	Communication and Engagement	Enthusiasm and friendliness in communication	Enthusiastic and friendly towards customers
		Information response and advisory skills	
4	Sale Effectiveness	Quantity of sold products Generated revenue	Reached a wide audience of tourists, resulting in high revenue.
5	Customer Feedbacks and Evaluation	Customer feedback on products and services	Received positive feedback for the pho and bun booth, though not as favorable for the Nam Dinh pho booth due to the mismatch between price and quality.
		Evaluation of the booth experience	Provided an excellent experience for the booth visitors.
6	Media Communication	Social media and advertising	Increasing social media interaction can help spread the message and generate interest in the product.
7	Impressive Capability	Overall attraction of the booth, drawing in visitors	The goal of a product promotion booth may also be to attract the attention of visitors, creating curiosity and stimulating their exploration of the product.”

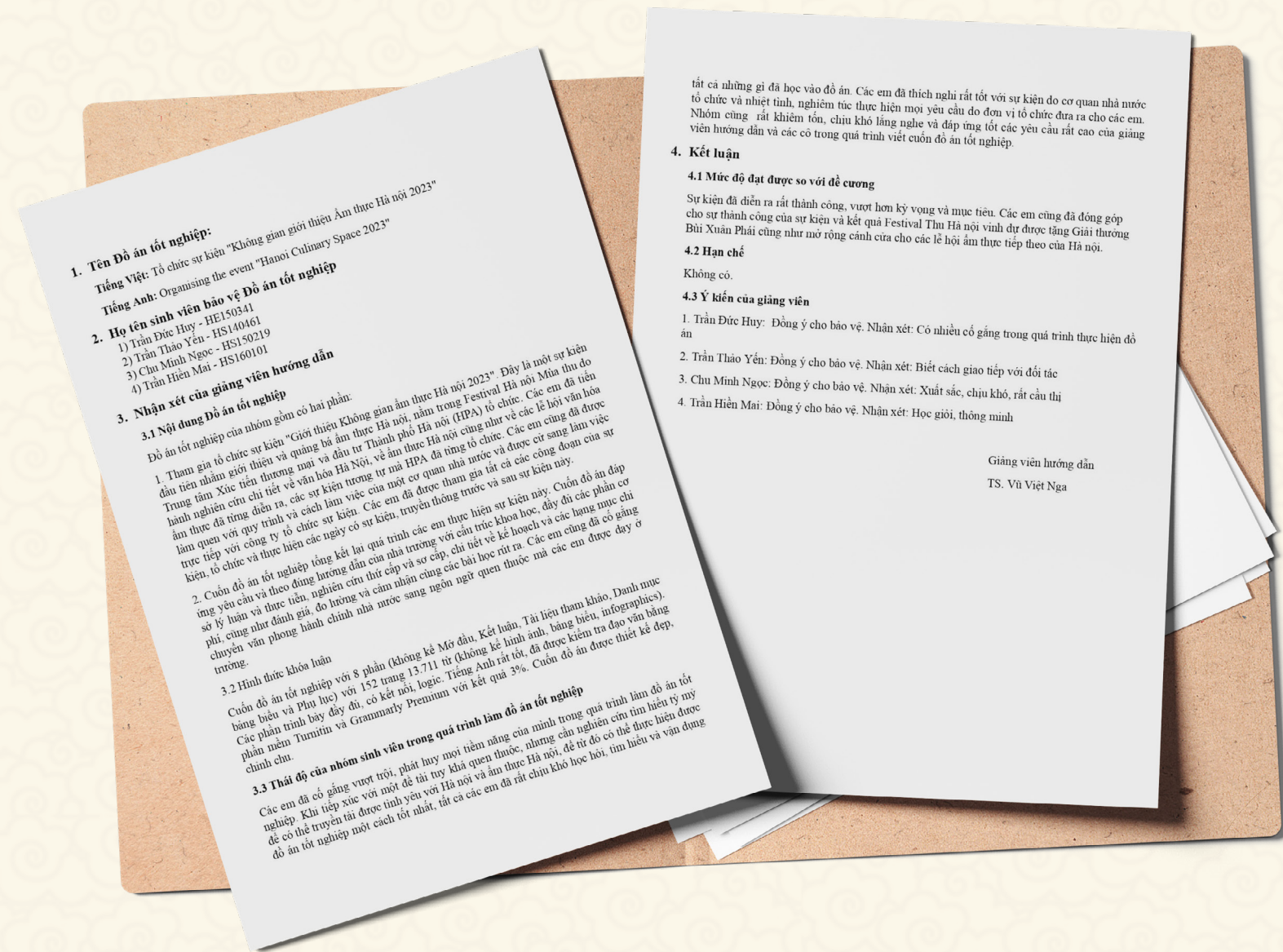
Table 52: Evaluation table of the Culinary Promotion Booths

2.2 Evaluation of Event Organizers





## 2.3 Evaluation of Our Supervisor



## 3. Reflection

### 3.1 Positive points

#### Meaning:

- The event brings about a significantly meaningful contribution to enhancing the cultural identity of Hanoi through its culinary heritage. It offers a diverse culinary experience, ranging from familiar traditional dishes to innovative creations.
- This creates an engaging space for exploration and appreciation of Hanoi's culinary delights. The introduction of diverse dishes from all across Vietnam, especially those distinctive to Hanoi, reaffirms the culinary prominence of the nation as a whole and the capital city in particular.

#### Activities:

- The activities, panel discussions, and thematic performances on culture help participants delve deeper into the history and cultural essence of Hanoi.
- Traditional Hanoi dishes and delightful cuisines from various regions of the country add value to the event, transforming it into not only a culinary experience but also a cultural exploration journey.
- The event is organized with a clear and clever plan, systematically arranging areas and activities for participants' convenience.

#### Design:

- The event's spatial design is highly creative and sophisticated, fostering a comfortable and interactive atmosphere.
- Flexible arrangements of areas create interesting focal points that emphasize the goals and values the event aims to deliver.
- The recreation of Hanoi's historical scenes underscores the event's objectives and values.

#### Organizing Team:

- The organizing team demonstrates professionalism and dedication to customer satisfaction. They are always ready to address inquiries and assist participants, creating a comfortable and content atmosphere.
- The event attracts reputable culinary partners, providing participants with opportunities to savor delicious dishes from renowned restaurants and eateries.
- Stringent safety measures, including zone differentiation, medical services, and security control, are implemented to ensure a secure environment for everyone involved.



### 3.2 Negative points

**Timeline and Activity Scheduling:**

- Some participants have expressed concerns about the tight schedule, which reduces their ability to participate in activities fully. Additionally, the overwhelming schedule on the first day was noted as a lesson to be learned.
- Simultaneous events and activities without careful coordination lead to missing out on important experiences, such as the coupon distribution activity.

**Human Resources Management (HR Management):**

- Feedback on the lack of professionalism in personnel suggested a need to enhance the evaluation and training of staff to handle unforeseen situations more effectively.

**Cultural Awareness Factor:**

- Insufficient communication about culture left some participants feeling uninformed about the cultural background and history of the dishes.

**Budget Allocation:**

- The challenge laid in finding a balance and coordination between optimizing costs and ensuring the effectiveness of activities.
- A carefully planned and coordinated strategy, considering timing, target audience, and resources, could help achieve both cost optimization and successful outcomes for activities.

**Are Management and Participant Flow:**

- Area management was not always efficient, resulting in chaotic and difficult-to-regulate areas, diminishing the overall positive experience.
- Discrepancies in participant flow in some areas affected everyone's collective experience.

### 3.3 Thoughts about project manager and stakeholders

#### 3.3.1 Thoughts about project manager

This event was truly a fantastic opportunity for us to explore and savor the unique flavors of the three regions of the country, and it fostered understanding and respect for our culinary culture. We not only indulged in delicious meals but also enjoyed engaging and interactive activities.

We would also like to acknowledge the careful preparation and organization by your team, from selecting the venue to taking dedicated care of each customer. The service team demonstrated professionalism and readiness to assist, creating a warm and friendly atmosphere.

This event created memorable experiences and serves as an exemplary model of how

investment promotion can seamlessly blend culture and economy. We are very grateful and hope that in the future, there will be many similar events for us to continue participating in.

Overall, it was a successful start. The audience came to the event with various expectations, feeling preferences based on the program that aligned with their desires.

So, although Ms. Nguyen Thi Mai Anh (Director of Hanoi Promotion Agency) mainly worked based on the opinions of partners and subjective views, it still aligned with the desires of the majority of participating audiences. However, Ms. Nguyen Thi Mai Anh might still need to examine specific reasons and implement effective solutions aiming for higher development steps.



#### 3.3.2 Thoughts about stakeholders

##### 3.3.2.1 Positive Points

We would like to share some thoughts about our partner, Blue VN Agency. The company provides human resources and necessary services for project implementation. The team members collaborate well and work harmoniously. Task assignments were clear, and the team was divided into departments to support artisans and customers effectively. In terms of collaboration spirit, people were relatively cheerful and cooperative, with new members being warmly welcomed. The ability to meet the needs of Blue VN, our partner, made us extremely satisfied as they provided sufficient services to facilitate event organization.

Sometimes, external stakeholders, such as management agencies and the local community, also showed harmony and strict management. Authorities managed road closures, and security personnel guided everyone to follow alternative routes to avoid traffic safety issues.

In addition, the factor that we found most important was the customer. Customer satisfaction with the food and overall event was a crucial aspect that helped our team learn from experiences for future projects. The contributions of our valued customers also motivated us to successfully complete the project.



### 3.3.2.2 Negative Points

At times, there was a lack of alignment in the management capabilities and teamwork within the staff. Due to the shortage of personnel, sometimes one team had to handle 3-4 tasks simultaneously, leading to reduced efficiency.

The sound production team was not well-prepared, resulting in potential risks such as microphone drops. Occasionally, the MC coordination was slow, and there was a lack of professionalism in handling certain situations



## 3.4 Team's reflection (VVN Team)

### 3.4.1 Positive Points

On the first day we received this project, our team felt proud to be part of such a grand-scale event. We received information and collaborated with Blue VN Agency to build this project. Our team was involved in planning tasks, production plans, and communication plans.

In addition, we recognized from the beginning that organising the event would take a lot of time, and effective event organisation requires attention to many aspects, from content to participant experience, to bring high value to the project.

Speaking of interaction, our team supported and respected each other; team members worked well together. Team members were willing to adjust their schedules, even having late-night meetings, without hesitation, to sit down and work on reports.

In the 3 months of running the project, our team has collaborated with Blue VN Agency, to develop project activities. For all tasks related to content production and event communication, we apply what we have learned and are ready to absorb contributions to complete this phase of the project in the best way possible.

### 3.4.2 Negative Points

This was also our first time building an event organisation project on a national scale with a small number of personnel. We still faced many difficulties, and the team lacked experience in event organisation, leading to the inability to predict some important aspects. Additionally, we managed the budget loosely, which could lead to financial shortages and unnecessary waste (for example, ...).

We had not yet managed risks well, and external factors influenced the delay in communication schedules. This directly affected the production team and creative content. Not working closely with the operations team led to many people not envisioning the final product, thus unable to meet the requirements of content creators.

The filming equipment sometimes encountered issues, affecting the quality of videos, and the images posted on the fan page were inconsistent. We prepared compatible backup equipment to ensure continuity in the upcoming seasons.

Content posted on social media platforms was affected because the content department lacked knowledge of professional audio, requiring collaboration with the sound production team. To have many approved posts on knowledgeable content, we had to edit a lot, spending a considerable amount of time and effort learning technical terms and filtering information.

## 3.5 Reflection on project's methodologies

- First, **define the project's goals and scope:** This showed clearly defining the project's goals and specific scope. It included determining what the team wants to achieve and the limitations of the project. Initially, the team was a bit directionless about setting project goals, but then sought guidance from the instructor.
- **Project planning:** After determining the goals and scope, planning was a crucial step. The team conducted meetings to outline the necessary steps and set meeting schedules to avoid impacting ongoing coursework. The team also met with the instructor to discuss required resources and identify potential sources of sponsorship.
- **Gather information and documents:** Begin collecting information and documents related to the project. Analyze data from the internet, company documents, and conduct interviews with event participants.
- **Project execution:** We implemented the planned tasks, ensuring adherence to the established timeline and allocated resources.
- **Check and evaluate:** We assessed the progress and results of the project; checked whether we had achieved the initial goals, and if not, we tried to find ways to adjust plans to achieve those goals.
- **Project completion:** After completing the necessary steps and ensuring that the project met the initial goals, finalized the project and performed final tasks, such as writing reports or giving presentations.
- **Organize and manage documents:** We carefully stored all documents, data, and information related to the project so that others could easily search for and use them in the future.
- **Final evaluation:** After completing the project, we conducted a self-evaluation of the implementation process and results. Learn from this experience to improve project implementation methods in the future.





### 3.6 Reflection on the event

Hanoi's culinary essence extends far beyond the delight of savory dishes, capturing a glimpse of cultural, historical, and unique spiritual values with people. The evolution of our cuisine isn't just a showcase of delectable flavors; but an essential part of preserving and spreading Hanoi's cultural values.

This culinary affair in Hanoi took place from September 29th to October 1st, 2023, unfolding at the enchanting Hanoi Children's Palace. This ethereal event presented a splendid chance to uncover and savor the poetry of Hanoi's unique culinary — each dish carried the delicate flavors crafted by the skilled hands of renowned artists and chefs.

This gathering wasn't only a magnet for our local epicureans but also a symphony that harmonized with the hearts of international wanderers. With an ambiance crafted, where the flavors and culinary heritage harmonized in vibrant hues, the event created a vibrant atmosphere and fostered a sense of community among food enthusiasts.

In particular, the event connected and showcased the excellence of renowned artists and chefs who have significantly contributed to introducing and popularizing Hanoi's cuisine to the world. Their presence not only painted an enchanting portrait for attendees but also laid the foundation for this event to blossom into an ideal sanctuary, a haven echoing the soulful rhythm of Hanoi's culinary culture.

With the success and appeal of this event, it could serve as a solid platform for organizing future events. The established database, relationships built, and experiences gained from organizing this culinary event can be applied to upcoming projects and events.

The partners, sponsors, and other resources gained from this event can continue to support future projects, opening up new opportunities and enhancing the quality of subsequent events, such as the 'Hanoi Culinary Culture Festival 2023' with the theme 'Cultural Exchange of Hanoi Cuisine with International Friends,' organized by the Hanoi Department of Culture and Sports from December 1st to 3rd, 2023, at Thong Nhat Park (Hanoi). This festival whispers the sweet promise of honoring, preserving, and flourishing in the embrace of Hanoi's cultural and culinary embrace. It's a dance of flavors, a celebration of essence that twirls between cultures, enriching the story of Hanoi with every delectable note. This festival is not merely a gathering; it's a serenade of unity, an intimate dance where Hanoi invites the world to join in a celebration that transcends borders, a love affair between flavors and hearts that beats in unison with the vibrant spirit of international friendship.



## VII. CONCLUSION

1. Conclusion
  2. Limitations
  3. Lesson Learnt
  4. Recommendation
- Appendix







# 1. Conclusion

With the theme “The Essence of Vietnamese Cuisine,” the space showcased Hanoi’s culinary culture to promote its value as an outstanding tourism product of the capital to the people and tourists at home and abroad on the occasion of the 69th anniversary of the Hanoi Liberation Day (10/10/1954 - 10/10/2023). The space introduced Hanoi’s cuisine, providing an opportunity for units, artists, and culinary villages of Hanoi and Vietnam to promote and showcase traditional and modern culinary products and crafts to domestic and international tourists. This culinary introduction space this year will take place from September 29 to October 1, 2023, at the Hanoi Children’s Palace (36-38 Ly Thai To Street, Hoan Kiem District).

The Hanoi Promotion Agency developed a promotional program script, introducing culinary culture, inviting prominent culinary artists and restaurants from Hanoi and provinces and cities nationwide to participate. The Hanoi Department

of Tourism collaborated in inviting artists from the three regions and chefs from reputable restaurants and hotels to meet the standards of tourist service to promote and introduce at the event to attract visitors for sightseeing, experience, and exploit the potential of the event destination.

- The culinary introduction event was a great opportunity to combine the unique culinary culture with social and recreational experiences. It was an interesting way to stimulate the senses and gain a deeper understanding of the diversity of cuisine. Below were some concluding points about this event:
- Cultural Connection: The culinary introduction event provided an opportunity to connect cultures through food. Attendees had the chance to experience the characteristic dishes and menus from various regions, promoting understanding and respect for different cultures.

- Exploration of New Tastes: Through this event, customers could explore new and unique dishes that they may not have tasted before. It was an opportunity to expand their palate and discover unique culinary experiences.
- Interactive Experience: Culinary introduction events often included interactive activities such as live cooking, participation in cooking classes, or visits to food exhibitions. This created an interesting experience and encourages customers to interact and participate in activities.
- Food Quality: This event was often characterized by high-quality food and a focus on professional menu preparation and execution. Customers usually experienced delicious and unique dishes.
- Learning and Interaction: Customers had the opportunity to learn about the history and origin of dishes, meet talented chefs, and share

experiences with each other. This event encouraged interaction and social exchange.

Additional Points about the Culinary Introduction Event in Hanoi:

- Exploring the Diverse Culinary Culture of Hanoi: This event provided an excellent opportunity for diners and tourists to explore and experience the rich and diverse culinary culture of Hanoi. Traditional dishes from Hanoi and the three regions were introduced and enjoyed in this space.
- Creating Meeting and Interaction Spaces: Culinary introduction events often created an interesting space for food and culinary enthusiasts to interact and socialize. This was an opportunity to create connections, share food experiences, and enjoy time together.
- Promoting Local Tourism and Economy: This event attracted tourists and generates interest in local cuisine, contributing to the promotion of tourism and local economic development. It helped introduce new destinations and dishes to a large audience attending the event.
- Conveying Messages about Local Culture and Identity: Culinary introduction events conveyed messages about local culture, identity, and history. It demonstrates the values and unique characteristics of Hanoi through its cuisine.

# 2. Limitations

Although the culinary introduction event has many advantages, it also has some limitations:

- Crowdedness: The event can be overly crowded, leading to long waits to try a dish and making the space uncomfortable.
- Weather Challenges: As the event takes place outdoors, weather conditions can impact the experience. Sun, rain, high or low temperatures can make the event more challenging.
- Parking Difficulties: The event location may pose challenges for finding parking spaces, especially in urban areas.
- Limited Performance Time: Events often have limited timeframes, meaning artists must conduct experiments and enjoy the cuisine within a restricted time.
- Limited Variety of Dishes and Specialties: Despite diversity, a culinary introduction event may still be limited in the number of dishes and specialties introduced, possibly missing out on certain regional or cultural cuisines. Despite these limitations, the culinary introduction event still provides exciting experiences for food and culinary culture enthusiasts.

# 3. Lesson Learnt

Organizing a culinary introduction event in Hanoi can provide valuable experiences. Here are some important lessons that the project team can draw from organizing this event:

- Understand the local market: Have a solid grasp of culinary culture, food preferences, and emerging trends in Hanoi. This helps the project team identify the types of dishes, styles, and values that local customers appreciate.
- Detailed planning: Create a detailed organizational plan, including venue selection, menu, space design, decoration, music, and program. Ensure there is always a backup plan for unexpected situations.
- Reliable partnerships: Collaborate with reliable partners, such as restaurants, chefs, food suppliers, and event services, to ensure quality and good performance.
- Communication: Invest time and resources in advertising and marketing your event. Use social media channels, websites, and local media to create awareness and attract customers.
- Customer care: Ensure excellent customer service. Listen to customer feedback and understand their desires to improve the event experience.

By learning from these lessons and always seizing opportunities for growth, the team can successfully organize culinary introduction events in Hanoi and create memorable experiences for participants.



## 4. Recommendations

### 4.1 For the Capstone Project

**Human Resource Arrangement**

- Allocate time more effectively for alternating activities, determine priority levels, and clearly assign personnel with associated tasks.
- The organizing committee should schedule meetings with the leadership of the Group and member companies to clarify the tasks, assign targets, and emphasize the importance of participating in the event series.

**Budget Allocation and Time Management**

- It is essential to allocate the budget clearly, referencing other similar events from the outset.
- It is crucial to develop the event program early and accurately based on directives from the Leadership Board

**Expand Scope and Diversify Culinary Offerings**

- Create opportunities for various distinctive culinary styles of Hanoi, allowing the audience to experience more diversity.
- Expanding the scope can add additional appeal and attract a more diverse audience.

**Enhance Interaction and Attendee Experience**

- Create interactive activities and deeper experiences for the audience to engage with ingredients, cooking processes, or traditional food artisans.

### 4.2 For Students in Multimedia Communications Department at FPT University

In today's dynamic and interconnected world, effective communication is the key to success in various fields. The multimedia landscape has rapidly evolved, becoming the foundation of modern society.

Recognizing the importance of mastering communication strategies, the Multimedia Communication Department of FPT University is well-equipped to embark on a communication campaign for their capstone project. These communication campaigns represent strategic efforts to convey messages, shape attitudes, and inspire specific behaviors within the target audience. They serve as powerful tools to empower individuals and organizations to achieve various goals, including raising awareness, fostering engagement, promoting understanding, and even driving social change.

For students specializing in Multimedia Communications, immersing themselves in communication campaigns for their capstone projects provides an excellent opportunity to translate theoretical knowledge into tangible skills, enhancing experiential learning and laying the groundwork for professional development.





Appendix

Budget



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Implementation



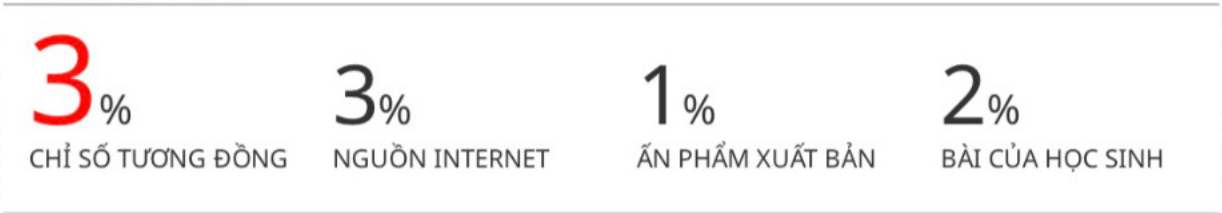
Cost

Stt	Hạng mục	Thành tiền	Số %
A	TỔ CHỨC KHÔNG GIAN QUẢNG BÁ,	574.417.000	17,65
B	KHU VỰC TRẢI NGHIỆM ĂM THỰC	601.206.000	18,47
C	TỔ CHỨC CÁC HOẠT ĐỘNG QUẢNG BÁ	1.292.265.000	39,70
D	CÔNG TÁC THÔNG TIN, TRUYỀN	442.460.000	13,60
E	CHI PHÍ ĐIỆN, NƯỚC, VỆ SINH, BẢO VỆ	211.400.000	6,50
F	CHI PHÍ CÁC HOẠT ĐỘNG	21.923.000	0,67
G	CHI PHÍ KHÁC	11.000.000	0,34
H	CHI PHÍ DỰ TRÙ	91.620.000	2,81
I	Chi phí phát sinh	8.380.000	0,26
TỔNG		3.254.671.000	100%

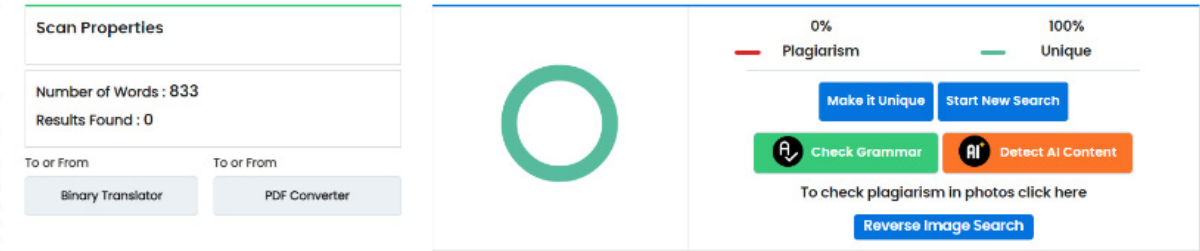
https://s.net.vn/l5kv

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Event recap image







# Communications at FPT University





# VIII.

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## REFERENCE

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