

# FPT UNIVERSITY

## Capstone Project Document

---

### Halloween Festival of The Garden

### Shopping Center

<b>GRA497_G3</b>	
<b>Group Members</b>	Nguyen Phuong Anh - Leader - HS130312 Lam Phuong Anh - Member - HS130298 Hoang Thu Trang - Member - HS130029 Pham Thanh Tam - Member - HS130068
<b>Supervisor</b>	Lecturer: Ms Nguyen Thi Hue
<b>Capstone Project code</b>	

# **I. Introduction - Report No.1**

## **1. Highlights about the Halloween The Garden 2020**

- Cosplay themed Esports was first held in Vietnam.
- Attracted about 16.000 participants.
- Ornate Halloween theme.
- One of the few major events that can take place safely in COVID outbreaks.
- The most anticipated event of the year by the Northern Cosplay community.
- The Garden Shopping Center fanpage has increased by 1000 likes during the event.
- 9 articles were posted about The Garden's Halloween event in the newspaper.
- Over 75% of participants are satisfied with the event.
- 99% of participants agreed to come back for the program next year.

## **2. Internal analysis of The Garden Shopping Center**

### **2.1 Overview**

The Garden Shopping Center is located in the new administrative center of Hanoi, belonging to The Manor urban area of The Garden Group, with an area of up to 27,000 m<sup>2</sup>, including 3 basements, 6 floors for commercial areas. Exciting shopping with favorite brands, unique entertainment world, top events and modern and luxurious architecture of Europe. There are more than 150 fashion, food and entertainment stalls here.

The Garden Shopping Center is honored to be the only retail model that offers top events, including international copyright programs:

- “Vietnam Next Top Model” season 1, 2, 3, 5, 6, 7
- “Vietnam Got’s Talent” season 1, 2
- “Do Re Mi” Show season 6
- “Got To Dance” first season in Vietnam as well as in Asia
- Trade Event 40th Anniversary of Hello Kitty
- Halloween Festival takes place every year
- SantaCon Festival takes place every year

The Garden always aims to bring customers interesting experiences when participating in cultural activities and shopping, especially on holidays and weekends.

## **2.2 Vision**

The vision is to become one of the leading international multidisciplinary economic groups. We establish global competitiveness by implementing international projects, making concrete contributions to the economic development and future of Vietnam.

## **2.3 Mission**

- For economic development: As a pioneer, The Garden establishes and maintains international standards and sustainable values in all business activities. Focusing on macro strategy and vision, The Garden actively contributes to developing key economic regions, building arterial infrastructure, civilized urban construction, future investment in the fields green energy.
- For society: The Garden contributes to the development of society by spearheading economic maintenance in the long-term vision to ensure sustainable values: humanity, respect for nature and preserving the cultural value of the elite.

## **2.4 Core values**

- Striving for market leadership in all of the businesses we operate
- Creativity and efficiency backed by determined actions
- Achieving industry best practices while honoring traditional values
- Accountability in all circumstances
- Teamwork spirit and respect each other's differences
- Staying humble about past achievements and resolute to build a brighter future for our Group and for Vietnam

## **2.5 Brand Resonance / Brand Engagement**

- Facebook fanpage: <https://www.facebook.com/thegardenhanoi/>
- Website: <http://www.thegarden.com.vn/>

## II. Development and Pre-production - Report No.1

### 1. Problem definition

#### 1.1 Project Overview

- **“Halloween The Garden 2020”** - this is an annual event, so the name will be minimized, making it easier for listeners to remember the event.
- ***Type of event:*** Organizational Event type
- ***Concept:*** Halloween carnival - Esports
  - + Esports (also known as electronic sports, e-sports, or Esports) is a form of sport competition using video games.
  - + Popular Esports game genres such as LOL, Dota2, CSGO, Fifa Online 4, PUBG, Assault, COD, Honkai Impact 3, Genshin Impact, Identity V ...
  - + Esports officially flourished from 1990. Since the Internet has gained widespread popularity, and technology has been continuously developed, Esports has become more and more widespread. Therefore, it was only in a short time that Esports developed rapidly.
  - + The year 2016 - 2019 is considered a milestone marking the explosive development of the Esports industry in general and Vietnam in particular. Even in the last SeaGames 30 period, a number of electronic sports were also included in this SeaGames competition.
  - + Is a new and interesting concept, interesting by many young people. In particular, there has never been a cosplay festival about Esports ever in Vietnam.

#### 1.2 Development stage

##### 1.2.1 Halloween development trend

Halloween is an annual festival, held on October 31st. It is considered one of the oldest holidays in the world and widely celebrated in many countries. The main activities around this festival are costume makeover, trick or treat and so on.

- North America

Halloween is widely celebrated in America. On Halloween night, children will go to a neighbor's house, knock on the door and say “Trick or Treat” to ask for candy, cake, fruit, or even money. If they are not given, they will play badly on the host, disturb, and tease.

Halloween is the opportunity for people to put on demonic masks, turn into weird characters and explore bad sides of themselves in a harmless way.

- France

There was a time when the French government did not support this event but it gradually became more popular. The characteristic of Halloween in France is the large masquerade parties on the street. In particular, the French pay special attention to fashion and may accidentally encounter many famous designers if they participate in this Halloween party.

- Germany

Halloween in Germany is also considered the day of the saints. Instead of taking place in just one day like in other countries, Halloween in Germany lasts from October 30 to November 8. Normally, during these days people will come to church to pray and pay homage to the dead Saints and visit the graves of the dead. An interesting feature of this country's Halloween is that families will hide all knives on this day so that the returning souls will not be hurt when they visit home.

- Japan

Halloween lasts from early September and usually comes with cosplay competitions, parades across the street. Tokyo Disneyland also organizes Halloween-themed sightseeing activities. In particular, the famous and biggest "ghost" parade in Japan is the Kawasaki Halloween Parade in Kanagawa with more than a thousand people participating.

### **1.2.2 Halloween event competitors in Hanoi**

- Halloween event at Yen So Park

- Address: QL1A, Hoang Liet ward, Hoang Mai district, Hanoi - slightly far from the city center.
- Yen So Park covers a large space, so it is frequently chosen as a Halloween destination in Hanoi for youngsters in Hanoi. During Halloween, there are many activities such as special DJ, magic, modern dance, singing and especially check-in with many scary and interesting backgrounds.

- Halloween event at Royal City Shopping Mall

- Address: No. 72A Nguyen Trai, Thanh Xuan District, Hanoi - city center, known by many people.
- Participants in this Halloween festival, especially children, will transform into powerful witches, discovering the mysterious Halloween treasures hidden in the

mysterious pumpkin valley, dressing up into famous horror characters, join spooky games, enjoy Halloween-themed creepy films and event Taroting.

- Halloween event at Aeon Mall Long Bien
  - Address: Co Linh Street, Long Bien, Hanoi - slightly far from the city center.
  - A place that attracts young people nowadays which is just across the Red River. The Halloween event here is beautifully decorated in a devil style, with modern sound effects, leaving strong impressions on participants. Participants have the opportunity to experience unforgettable feelings in the mysterious Haunted House, meet up with horror characters from movies and comics, participate in the Halloween Cosplay parade.

### 1.2.3 Internal analysis of The Garden Shopping Center

#### a. Unique Selling Point (USP)

- Located in the new administrative center area of Hanoi, where many buildings and offices are gathered.
- Possessing advantages in terms of holding special events.

#### b. SWOT Analysis

Strengths (S)	Weaknesses (W)
+ Experienced in operating and retailing management systems + Well-invested facilities + Professionally trained staff + Product structure is diversified both at home and abroad + Quality assurance goods. + Large space suitable for organizing events	+ Far from city center + Frequently overload, slow payment + The distribution and supply system is limited + Narrow market share + Slow development of chain stores
Opportunities (O)	Threat (T)
+ Vietnam joined the WTO, expanded	+ The competition is getting fiercer

<p>integration</p> <ul style="list-style-type: none"> <li>+ Consumer demand is increasing</li> <li>+ The retail market is growing</li> <li>+ The economic growth of the country</li> <li>+ Rapid growth of Vietnam market</li> </ul>	<ul style="list-style-type: none"> <li>+ Shopping habits of consumers</li> <li>+ Economic crisis</li> <li>+ Supply of goods from supermarkets</li> <li>+ Barriers on customs procedures and mechanisms, import and export</li> <li>+ The fluctuation of exchange rate and interest rates in Vietnam directly affect business</li> </ul>
--	---

### **c. Brand Positioning**

- At the time of construction, this is a high-end, modern shopping mall with the largest scale in Vietnam.
- At the present time, this is the most prominent mall in the event segment, known for its copyrighted events.

### **d. Competitors**

- Aeon Mall Long Bien

Aeon Mall Long Bien serves all the necessities with reasonable prices, with wide variation, so it attracts a lot of shopping activities. During their visit at Aeon Mall Long Bien, customers must be surprised and admired by the unique design, large scale and especially the surprisingly clean toilet area.

In addition to the convenience of shopping and entertainment, Aeon Mall Long Bien leaves an unforgettable impression on customers about the sparkling beauty of the mall during New Year, Christmas ... If you do not want to go far and hesitate because of crowded traffic, you should choose Aeon Mall Long Bien by getting through Vinh Tuy bridge.

- Lotte Center

Lotte Center is considered as the leading commercial center in Hanoi, located in the Lotte Center Hanoi tower in the Ba Dinh real estate area. Lotte Center - the second tallest tower in Hanoi capital - also considered as a symbol of Vietnam's capital, attracting the attention of the domestic real estate market. Located at the intersection of modern life and the old center

of Hanoi, Lotte Center is surrounded by international lifestyle: international schools, foreign embassies and large enterprises.

- Vincom Royal City

Royal City commercial center (Vincom Mega Mall Royal City) has a total area of up to 230,000 m2, this is the largest commercial and entertainment complex in Vietnam according to the international MegaMall standard.

The largest underground shopping mall in Asia is currently located in the basement B1, B2 and L1 of the tower. Vincom Mega mall Royal City satisfies the shopping needs with 600 stalls, and integrates the entertainment area with: Indoor water park - Vinpearl land water park, indoor natural ice rink - vinpearl ice rink royal city, modern amusement complex: Kizciti, cinema Platinum Cineplex.

### 1.3 The current project

#### SWOT analysis of Halloween The Garden 2020

Strengths (S)	Weaknesses (W)
<ul style="list-style-type: none"> <li>- The festival has been held for many years, becoming one of the biggest events, creating the branding of TTM The Garden</li> <li>- A prestigious event in the cosplayer world, expected by the cosplayer every year</li> <li>- The festival has summarized and learned from the experience of the BTC team with 9 years of experiences.</li> <li>- The booths in the festival are of good quality, directly selected by the organizers, not rampant booth rentals.</li> <li>- The contest Best Coser Of The Year and King &amp; Queen have become brands in the cosplayer world.</li> </ul>	<ul style="list-style-type: none"> <li>- The Halloween Got's Talent Contest is a new one, has not generated much buzz yet, not many people know it yet</li> <li>- The current festival is only popular among cosplayers, not known by everyone yet</li> <li>- The festival takes place in the context of covid avoiding crowds and needing a mask.</li> <li>- Last year, the festival was reported to lose the online contest album, so there were many controversies about the results.</li> <li>- Festivals held in shopping centers have many limitations, it is necessary to ensure security and sound for operating booths, do not affect the business activities of shopping</li> </ul>



<ul style="list-style-type: none"> <li>- The jury team are big names in the cosplayers in VN and the world.</li> <li>- As one of the few events to be held amid the 2020 COVID epidemic</li> </ul>	<p>centers.</p>
<p><b>Opportunities (O)</b></p>	<p><b>Threats (T)</b></p>
<ul style="list-style-type: none"> <li>- The development of information technology, more and more people are exposed to and love Japanese culture, especially cosplaying.</li> <li>- There are not many prestigious events and competitions exclusively for cosplayers in Vietnam</li> <li>- In the context of the epidemic from 2019 to 2020, there are not many events to be held, people need a place to relax after a period of stressful epidemics.</li> <li>- Luckily, Halloween The Garden took place during a period of not too stressful epidemic in Vietnam</li> <li>- The Vietnamese people have gone through 2 epidemics. They have a good sense of prevention.</li> <li>- During 2020, there are not many offline competitions for dance groups in Hanoi.</li> <li>- The costume festival attracts many children and families to participate, coming to The Garden Shopping Center, outside visitors participating in the festival, they will visit the booths in the shopping center.</li> </ul>	<ul style="list-style-type: none"> <li>- The festival may be canceled due to an outbreak of COVID</li> <li>- Getting many criticisms if the plan for epidemic prevention is not strictly guaranteed</li> <li>- The Halloween Got's Talent Contest is not well received, the quality of contestants is not good due to the first year.</li> <li>- The number of participants is not as much as in previous years due to fear of disease.</li> <li>- Geographical barriers due to COVID epidemics, foreign juries cannot attend.</li> <li>- The festival is too crowded, it is easy to become a place where other organizations take advantage of advertising, causing unwanted chaos.</li> </ul>

#### 1.4 The proposed project

##### Halloween The Garden Festival 2020

### 1.4.1 Event Concept

Main concept is E-Sports. This is the first time that E-sports has been included as a main theme for Cosplay in Vietnam.

### 1.4.2 Goals

- Create a playground for young people who have a passion in cosplaying and cover dance.
- Provide a place to play and shop for everyone on Halloween.
- Creating connection and trust of customers with The Garden Shopping Center. Thereby, The Garden will partly understand more about the needs of customers to change and develop accordingly.
- A special thanks from The Garden Shopping Center to the people who have supported Halloween during the past 8 years.
- Enhance the reputation of The Garden Shopping Center.
- Increase interactions for The Garden Shopping Center fanpage on Facebook

### 1.4.3 SMART Objectives

- During the 2 days of the event, 15.000 people will attend the Halloween Festival.
- 1 month after the event being published, there will be 5000 mentions of "Halloween The Garden" in forums, groups about cosplay in Vietnam.
- 90% of customers agree to return to join Halloween Festival 2021.
- 80% of attendees are satisfied with the Halloween Festival 2020.
- Traffic of the main article (rules, kick off the program, judges) on fanpage reached at least 50,000 interactions each post.
- In 25 days of online communication, there will increase 1000 likes on The Garden Shopping Center fanpage.

### 1.4.4 Target audience

<b>Geographics</b>	<i>Local:</i> - Living in the big city - Living near The Garden Shopping Center		
<b>Demographics</b>	- <i>Age:</i> Gen Z (9 - 24 years old) - <i>Income:</i> low income or depends on family - <i>Job:</i> Student	- <i>Age:</i> Gen Y (25 - 39 years old) - <i>Income:</i> stable income, willing to spend money on	- <i>Age:</i> Gen X (40 - 60 years old) - <i>Income:</i> high income, willing to spend money on

		entertainment activities - <i>Job:</i> Office workers, freelancers...	entertainment activities for family - <i>Job:</i> Office workers, manager,...
<b>Psychographic</b>	<ul style="list-style-type: none"> <li>- Enjoys playing games (watching streams, tournaments)</li> <li>- Care about Japanese manga, anime and Japanese culture</li> <li>- Love cover dance, kpop..</li> <li>- Enjoy exciting activities</li> </ul>	<ul style="list-style-type: none"> <li>- Young families, couples enjoys weekend entertainment activities</li> <li>- Want to explore, learn the cultures of the countries</li> <li>- Enjoy exciting events join friends and relatives</li> </ul>	<ul style="list-style-type: none"> <li>- Enjoy weekend activities for the whole family, especially for their children</li> <li>- Enjoy entertainment activities combined with education</li> <li>Enjoy integrated activities: entertainment, shopping, eating</li> </ul>
<b>Behavior</b>	<ul style="list-style-type: none"> <li>- <b><i>Gamer:</i></b> Often have a very close, private community online and want to meet each other in real life, often on special occasions. Like to buy items that are weapons, accessories in the game. Spend a lot on buying games, loading games, ingame items</li> <li>- <b><i>Cosplayer:</i></b> Having its own close community, both online and in real life, has a wide influence. Some have economic potential, willing to pay for things they like, especially big brand products with anime and manga images. Usually up to the festival all day Saturday and Sunday (beneficial for cafes, cafes of The Garden)</li> <li>- <b><i>Dancer:</i></b> Most fans of music groups love songs and are passionate about choreography. Spend a lot of time practicing, wanting to perform and express yourself in competitions</li> <li>- <b><i>Families:</i></b> Parents with young children often want to let their children go out near the weekend to have time to relax and relieve stress. Want to take pictures to keep family memories. Like to go shopping,</li> </ul>		

	<p>especially baby goods (when they were young, they grew up quickly so they changed many clothes and toys)</p> <p>- <b><i>Others:</i></b> want to go to special activities on weekends, like to check in, take pictures with the characters and receive free gifts. Enjoy watching competitions, exciting performances with friends and families.</p>
--	--

#### **1.4.5 Communication message**

Spreading the meaning of Halloween festival to the community.

#### **1.4.6 Budget**

The full cost of the two-day program includes estimated costs of 345 million VND.

### **1.5 Boundaries of the project**

- Build a halloween-themed visual merchandise at The Garden Shopping Center for the festival.
- Contribute ideas, create content, themes for the whole festival and 2 contests "Halloween Got's Talent: Dance Cover Challenge" and "Best Coser Of The Year 2020"
- Develop and implement a communication plan, seeding script for 2 competitions of the festival
- List the singers, dancers as judges for the event, contact the manager for a detailed quote
- List dance groups from high schools and universities in Hanoi.

## **2. Pre-production stage**

### **2.1 Setting up an organizing committee**

The Organizers include:

- Marketing Department of The Garden Shopping Center
- The Graduation Project team:
  - + Nguyen Phuong Anh - Leader
  - + Lam Phuong Anh - Member
  - + Hoang Thu Trang - Member
  - + Pham Thanh Tam - Member

## 2.2 Checklist

Day	Items	Detail	P.I.C
PRE EVENT	<b>Zone check in 1+2</b>	Design by concept Presentation VM Display accessories: spider silk, big spider, tree, ...	Team design + construction
	<b>Judges</b>	Contract, payment Time management Gifts for judges	Hoai
	<b>Partner booth</b>	List of partners Booth rental contract Time management + stall setup	Hoan
	<b>Event Organizing Committee Meeting</b>	Assign work, leader to each group Work with ekip media	Van
	<b>Documentation - Content</b>	Agenda program Organizing Committee card Winning gift + trophy	Cuong
	<b>Disinfection table</b>	Table layout Masks, hand sanitizer	Van
	<b>Trick or Treat</b>	Free gift (pen, balloon) Lucky wristlet	Amy
	<b>Set up</b>	Monitor stage setup + lighting + radio speaker + podium for judges	Cuong
	<b>Free gifts for guests</b>	Assign gift delivery, enter data, record the number of bracelets	Project team
	<b>Trophy + Certi + Flowers</b>	Print by design	Design team + Hoan

<b>REHEARSAL</b>	<b>Contact exam teams in 2 days</b>	Email notifying the total approval time Organize audio and visual files	Project team
	<b>Test / rehearsal</b>	Prepare radios for team BTC + MC	Cuong
	<b>Overview</b>		Van
<b>ONSITE</b>	<b>Reception of the jury</b>	Contact, lead the judges into the waiting room	Hoa
	<b>Final night 1</b>	monitor, check the mic...	Cuong
	<b>Final night 2</b>	monitor, check the mic ...	Cuong
	<b>Security</b>	Security position as assigned	Van
<b>POST-EVENT</b>	<b>Collect photos, event clips</b>	Photos from ekip media Clip key moment	Project team
	<b>General media news</b>	The press has reported	Project team
	<b>Synthesize, evaluate quality</b>	Survey and evaluation	Project team

### 2.3 Risk management

<b>The Garden Halloween Festival 2020</b>				
	<b>No.</b>	<b>Risk</b>	<b>Preventive measures</b>	<b>Handling measures</b>
<b>Off line</b>	<b>1</b>	The government has ordered to wear masks in crowded places	<ul style="list-style-type: none"> <li>- Create a media plan for requesting a mask at the festival</li> <li>- Make sure the number of people joining the festival is</li> </ul>	<ul style="list-style-type: none"> <li>- Everyone is required to wear a mask when participating in the event.</li> <li>- It is recommended</li> </ul>

		<p>not decreasing</p> <ul style="list-style-type: none"> <li>- Post seeding polls in cosplay groups agree to wear masks</li> </ul>	<p>that cosplayers wear transparent masks or customize their own</p> <ul style="list-style-type: none"> <li>- Make a disinfection table to give guests free masks and hand sanitizer</li> <li>- Post pictures of foreign cosplayers wearing masks while participating in cosplay festivals in their home countries.</li> <li>- Foreign jury instructs how to make a transparent mask.</li> </ul>
2	The government issued a directive to cancel all gatherings of people	<ul style="list-style-type: none"> <li>- Constantly updated information on disease outbreaks</li> <li>- Keep track of government regulations</li> <li>- Prepare contingency plans, prepare contracts with suppliers.</li> </ul>	<ul style="list-style-type: none"> <li>- Notice of event cancellation on fanpage due to epidemic</li> <li>- Work with suppliers.</li> </ul>
3	Someone needs an accident at the event	<ul style="list-style-type: none"> <li>- Prepare a basic first aid kit: bandages, cotton swabs, antiseptics.</li> <li>- Disseminate the requirements to manage the order of people around</li> <li>- If there is any problem, take the patient to Hong Ngoc</li> </ul>	<ul style="list-style-type: none"> <li>- <b>Case 1:</b> Minor accident (Bleeding, sprains, cramps ...) =&gt; Give first aid with the prepared first aid kit</li> <li>- <b>Case 2:</b> Moderate</li> </ul>

			<p>Keangnam Hospital, 1km from The Garden.</p>	<p>accident (fainting, fainting, accident while participating in the game ...) =&gt; Contact the dispatcher to move to the nearest medical facility. Event continued</p>
	<p>4</p>	<p>The ingredients were friction, causing chaos at the event</p>	<ul style="list-style-type: none"> <li>- Social listening, follow the posts on social networks about events</li> <li>- Tighten security during the event, the organizers supervise and always monitor the activities of the event participants.</li> <li>- If there is information about the above components, provide the security team, strictly forbidden to enter the event.</li> </ul>	<ul style="list-style-type: none"> <li>- <b>Case 1:</b> Knowing in advance of the target who plans to fight, fight at the event =&gt; Put information, images of the subject for all security personnel, do not allow the subject to enter the shopping mall</li> <li>- <b>Case 2:</b> Detecting the object's act of arguing and chaos during the event =&gt; Security department interferes, asking the subject to leave the event. If the matter is big, harm someone else. The security department controls the subject, gives first aid</li> </ul>



				to the victim and calls the police to deal with it
	5	The fraudster takes advantage of stealing and groping participants in the event	<ul style="list-style-type: none"> <li>- Always follow the event discussions on social networks</li> <li>- Strict security arrangements, make sure every area has at least 1 guard</li> </ul>	<p>- <b>Case 1:</b> Knowing in advance of objects stolen and groping through everyone's comments =&gt; Put information, images of the subject for all security personnel, do not allow the subject to enter</p> <p>- <b>Case 2:</b> Detecting the object of theft or molestation in the event =&gt; The security department controls the object to call the police to resolve.</p>
On line	1	Spreading false information about events	Always follow the event discussions on social networks	<ul style="list-style-type: none"> <li>- Correct false information on fanpage</li> <li>- Seeding discussions in a positive direction</li> </ul>
<b>Best Coser Of The Year 2020 and King &amp; Queen</b>				
Off line	1	Candidates wear revealing outfits in the King & Queen	Indicate clothing requirements when attending the event	Do not allow people to wear offensive, too revealing makeup into

	competition		shopping centers
2	COVID epidemic effects, international judges could not attend	<ul style="list-style-type: none"> <li>- Track and update information on disease developments and government regulations.</li> <li>- Prepare for the livestream form with the jury</li> </ul>	<ul style="list-style-type: none"> <li>- Live stream contest with the judges</li> <li>- Live stream the entire contest and the judges' grading process on The Garden Shopping Center fanpage</li> </ul>
3	Technical problems: sound, light, image during performance	<ul style="list-style-type: none"> <li>- Work with the supplier to ensure the quality of the lighting and sound systems.</li> <li>- Ask your vendor to have a backup set up if a problem arises</li> <li>- General review of sound, light, and visual with the team before the competition.</li> <li>- Organize the organizers to be on duty at the technical area of the event to quickly fix any problems.</li> </ul>	<ul style="list-style-type: none"> <li>- Supervisory organizers at the technical area of the event. If there is a technical problem, notify the Head of the Organizing Committee and the supplier</li> <li>- MC reassured the team and audience, and found a solution.</li> <li>- After being overcome, asking the team to perform again, the program is still going on normally</li> </ul>
4	Contest team lost or damaged props before the show	<ul style="list-style-type: none"> <li>- Arranging the sending area, supporting sending items for candidates</li> <li>- Create a zone for contestants</li> </ul>	<ul style="list-style-type: none"> <li>- Encourage candidates to overcome and repair props</li> <li>- Accept the test that</li> </ul>

			only before the show, do not allow outsiders to enter this area	lacks the candidate's props if not corrected
	5	The contest team did not come, late to show	<ul style="list-style-type: none"> <li>- Notice about the time regulation for contestants on fanpage</li> <li>- Organizers grasp the candidate's contact phone number, call to remind contestants</li> <li>- Announce the order of performance and time of attendance for each contestant</li> <li>- Post the performance order board in the competitor's area. Paste the number of representation on each competitor of each team</li> <li>- Before each group's repertoire, the organizers gathers that group into the preparation position</li> </ul>	<ul style="list-style-type: none"> <li>- The organizers contacted the contestants</li> <li>- Eliminate the contest if candidates are late, affecting the program progress.</li> </ul>
<b>On line</b>	1	Not enough teams participate in the competition	<ul style="list-style-type: none"> <li>- Actively seeding in cosplay groups</li> <li>- Run contest rules ads on fanpage</li> </ul>	All registered teams are finalists. The contest is still going on normally
	2	Lost photos for online round contest	Post pictures directly on the page, not upload to the album.	Record the results of each team playing at 9am daily. If a candidate's photo is

				reported, it will be uploaded again and the results will be calculated from 9am.
	3	Controversy about competition results	Always follow the event discussions on social networks.	Correction on cosplay groups
<b>Halloween Got's Talent: Dance Cover Challenge 2020</b>				
<b>Off line</b>	1	The contest team did not come, late to show	<ul style="list-style-type: none"> <li>- Notice about the time regulation for contestants on fanpage</li> <li>- Organizers grasp the candidate's contact phone number, call to remind contestants</li> <li>- Announce the order of performance and time of attendance for each contestant</li> <li>- Post the performance order board in the competitor's area. Paste the number of representation on each competitor of each team</li> <li>- Before each group's repertoire, the organizers gathers that group into the preparation position</li> </ul>	<ul style="list-style-type: none"> <li>- Supervisory organizers at the technical area of the event. If there is a technical problem, notify the Head of the Organizing Committee and the supplier</li> <li>- MC reassured the team and audience, find a solution.</li> <li>- After being overcome, asking the team to perform again, the program is still going on normally</li> </ul>

	2	The contest team lacks, wrong person with the preliminary round	<ul style="list-style-type: none"> <li>- Ask the contest team to send IDs of each contest member</li> <li>- The team needs to attend the review session to check on the roster</li> <li>- The organizers check the number and the contestants before the show.</li> </ul>	<ul style="list-style-type: none"> <li>- Do not accept the contest team with wrong original lineup. Ask the group to add the right people before the show starts.</li> <li>- Type of group, cannot go to perform if the show is still out of line</li> </ul>
	3	Wrong choreography, wrong music with preliminary round	<ul style="list-style-type: none"> <li>- The organizers check the group's choreography and music during the rehearsal</li> <li>- The group needs to send music before the review and cannot change it.</li> </ul>	The organizers inform the judges to deduct choreography points if the group performs choreography different from the rehearsal
	4	Malfunction of sound and light during performance	<ul style="list-style-type: none"> <li>- Work with the supplier to ensure the quality of the lighting and sound systems.</li> <li>- Ask your vendor to have a backup set up if a problem arises</li> <li>- General review of sound, light, and visual with the team before the competition.</li> <li>- Arrange the Organizing Committee to be on duty at the technical area of the event to fix problems as quickly as possible.</li> </ul>	<ul style="list-style-type: none"> <li>- Supervisory organizers at the technical area of the event. If there is a technical problem, notify the Head of the Organizing Committee and the supplier</li> <li>- MC reassured the team and audience, find a solution.</li> <li>- After being overcome, asking the team to perform again, the program is</li> </ul>

				still going on normally
<b>On line</b>	<b>1</b>	Not enough teams are involved	<ul style="list-style-type: none"> <li>- Make a list of famous dance groups in Hanoi. The organizers send email inviting you to participate in the contest.</li> <li>- Actively seeding in groups for dancers</li> <li>- Run contest rules ads on fanpage</li> </ul>	All registered teams are finalists. The contest is still going on normally
	<b>2</b>	Controversy about competition results	Always follow the event discussions on social networks.	Correction on cosplay groups

## 2.4 Communication planning

### 2.4.1 Overview

<b>IN 25 DAYS - ONLINE</b>			
<b>PHASE</b>	<b>DATE</b>	<b>PURPOSE</b>	<b>DETAIL</b>
<b>BEFORE THE EVENT</b>	<b>12/10 - 30/10</b>	<ul style="list-style-type: none"> <li>- Spread and attract everyone's attention to the event</li> <li>- Increase awareness and traffic for The Garden Shopping Center</li> </ul>	<ul style="list-style-type: none"> <li>- Official announcement of the event's time, venue, and cosplay theme</li> <li>- Launch the dance cover competition</li> <li>- KOLs, famous cosers post their comments about the event, introduce the event to many people</li> <li>- Cosplay groups share news about event</li> <li>- Introduce activities that take place in the event: receive gifts when</li> </ul>

			<p>participating in the event, lucky numbers, cover dance contests, Cosplay King &amp; Queen ...</p> <ul style="list-style-type: none"> <li>- Announced the list of teams participating in 2 contest to the Final round</li> <li>- Official announced about the judges of 2 contest</li> </ul>
<b>DURING THE EVENT</b>	<b>31/10 - 1/11</b>	Update the latest news about the event	<ul style="list-style-type: none"> <li>- Countdown + Remind participated</li> <li>- Update throughout the 2 days of the event</li> <li>- Update photos of cosplayers + share posts in cosplay groups to increase voting interaction</li> </ul>
<b>AFTER THE EVENT</b>	<b>1/11 - 4/11</b>	<ul style="list-style-type: none"> <li>- Summarize the event</li> <li>- Update the best images of the event</li> </ul>	<ul style="list-style-type: none"> <li>- Album 2 days of event</li> <li>- Clip of event review</li> <li>- Send a thanks by organizers</li> </ul>

#### 2.4.2 KOLs list

KOLs post feedback on Halloween The Garden from the previous years and introduce this year's event, enhancing communication for the event.

No.	Name	Specialize	Detail	Followers
1	Đinh Thị Cẩm Vân	Marketing and Communication Specialist	Head of the Organizing Committee Halloween The Garden for 9 consecutive years, has a reputation in the cosplay community in Vietnam	6.400

2	Liz Kim Cuong	Singer	Jury of Halloween Got's Talent: Cover Dance Challenge 2020 competition	88.036
3	Đoàn Ngọc Anh (Dan Gyokuei)	Cosplayer	Member of the judge during the 9 years of Best Coser Of The Year competition, has 12 years of experience in cosplay	11.088
4	Vũ Việt Vuong	Photographer/C osplayer	The main judge of Best Coser Of The Year contest has over 10 years of experience in cosplay	11.795
5	Trần Uyên Nhu (Zing Ruby)	Cosplayer	Longtime member of Coser King & Queen contest, 12 years of experience in cosplay	11.288
6	Linh Chi	Cosplayer	Coser Queen 2019, has a reputation in the cosplay community.	5.235
7	Mahio (Japanese)	Cosplayer	15 years of experience in Cosplay, good at costumes and participating in planning and organizing cosplay programs at some Japanese companies.	5.899
8	Mariko (Japanese)	Cosplayer	Participating in Cosplay has been 32 years. Mariko has participated in many events and cosplay competitions and achieved many impressive results.	7.193



## 2.5 Financial preparation

No.	Content	Cost estimates
1	VM	10,000,000
2	PR, Media	30,000,000
3	02 Special events	130,000,000
4	Fringe activities	10,000,000
5	Addition support	20,000,000
6	LED screen, stage	100,000,000
7	Cost contingency	45,000,000
<b>Total</b>		<b>345,000,000 VND</b>

## 2.6 Masterplan

Event name	Halloween The Garden	Time
<b>Purpose/ Target</b>	<ul style="list-style-type: none"> <li>- During the 2 days of the event, 15.000 people attended the Halloween Festival.</li> <li>- 1 month after the event to be public, there will be 5000 mentions of "Halloween The Garden" in forums, groups about cosplay in Vietnam.</li> <li>- During the week of the event, there were 15 articles covering Halloween The Garden 2020.</li> <li>- 90% of customers agree to return to join Halloween Festival 2021.</li> <li>- 80% of attendees are satisfied with the Halloween Festival 2020.</li> <li>- Traffic of the main article (rules, kick off the program, judges) on fanpage reached at least 50,000 interactions each post.</li> </ul>	

	- In 25 days of online communication, there will increase 1000 likes on The Garden Shopping Center fanpage.	
<b>Communication messages</b>	Spreading the meaning of Halloween festival to the community	
<b>Đối tượng</b>	- Cosplayers - Gamers - Families with young children want to find some places to entertain on the weekend. - Shoppers at Mall	
<b>Main activities</b>	Lucky Trickster Award and Halloween Got's Talent: Cover Dance (Final Round)	31/10
	Complimentary face painting & Halloween tattoo art and Best Coser of The Year (Final Round)	01/11
<b>Main communication channels</b>	Communication on all the channels of The Garden Shopping Center	
	Communication via external press	

## 2.7 Event 1 (31/10): Halloween Got's Talent: Cover Dance Challenge 2020

### 2.7.1 Goal

- The contest provides opportunities for dance cover groups to perform.
- Besides, creating a vibrant atmosphere for the festival.
- Increased visitors to the festival, from ordinary people, K-Pop lovers, dance lovers, young people and kids ... (not limited to cosplayers anymore).
- Increasing customers' emotions when seeing the Halloween festival The Garden which is a creative, interesting event with many different activities, not just cosplay.

### 2.7.2 Target audience

<b>Sex</b>	<b>Male/ Female</b>
------------	---------------------

<b>Age</b>	<ul style="list-style-type: none"> <li>- Children (under 14 years old)</li> <li>- Student, college student (15 - 21)</li> <li>- Married people (22 - 45)</li> </ul>
<b>Income</b>	Low/ Medium/ High
<b>Demand</b>	<ul style="list-style-type: none"> <li>- <b>Children:</b> Need a place for weekend entertainment, with exciting activities such as music, games, gifts, and makeup with the family</li> <li>- <b>Students and young people:</b> need a place to have fun, Halloween costumes. check-in with friends. Dancers, fans of kpop and dance covers need a playground to express themselves, especially in 2020 because of Covid's influence, there are not many dance competitions.</li> <li>- <b>Married people:</b> Need a place for your kids to enjoy weekends and holidays, away from TV and social media</li> </ul>
<b>Geographics</b>	Hanoi and surrounding areas
<b>Interests</b>	<ul style="list-style-type: none"> <li>- <b>Children:</b> love exciting events, music, and new costumes</li> <li>- <b>Students and young people:</b> Love beautiful, artistic places for taking pictures and events with lively music, beautiful boys and girls. Want to show yourself, high team spirit</li> <li>- <b>Married people:</b> Enjoy activities that connect family members together, suitable for many ages. Want a healthy playground for their children to show their talents, like to show off their children and be proud of their children when participating in competitions.</li> </ul>

## 2.8 Event 2 (1/11): Best Coser Of The Year 2020

### 2.8.1 Purpose, goal

<b>Purpose</b>	<ul style="list-style-type: none"> <li>- Create an annual playground for those who have a passion for cosplay.</li> <li>- Increase traffic for The Garden Shopping Center.</li> </ul>
----------------	---

	<ul style="list-style-type: none"> <li>- Selection of judges for Best Coser of the Year 2021</li> <li>- Looking for a Vietnamese representative to participate in World Cosplay Summit</li> </ul>
Goal	<ul style="list-style-type: none"> <li>- Attracted 10 submissions</li> <li>- Maintaining the event is always held every year</li> </ul>

### 2.8.2 Target audience

Sex	Male/ Female
Age	<ul style="list-style-type: none"> <li>- Children (under 14 years old)</li> <li>- Student, college student (15 - 21)</li> <li>- Married people (22 - 45)</li> </ul>
Income	Low/ Medium/ High
Demand	<ul style="list-style-type: none"> <li>- <b>Children:</b> Need a place for weekend entertainment, with exciting activities such as music, games, gifts, and makeup with the family</li> <li>- <b>Students and young people:</b> need a place to have fun, Halloween costumes. Check-in with friends. The Cosplay playground is most anticipated every year on Halloween, especially after a period of social distance due to disease.</li> <li>- <b>Married people:</b> Need a place for your kids to play on weekends and holidays, away from TV and social media.</li> </ul>
Geographics	Hanoi and surrounding areas
Interests	<ul style="list-style-type: none"> <li>- <b>Children:</b> love exciting events, music, and new costumes</li> <li>- <b>Young people:</b> Love beautiful, artistic places for taking pictures and events with lively music, beautiful boys and girls. Want to express yourself, integrate into the cosplay community, learn and interact with everyone in the community.</li> </ul>

	<ul style="list-style-type: none"> <li>- <b>Married people:</b> Enjoy activities that connect family members together, suitable for many ages. Want a healthy playground for their children to show their talents, like to show off their children and be proud of their children when participating in competitions.</li> </ul>
--	--

### 2.9 Event 3 (1/11): Coser King & Coser Queen

Purpose, goal, target audience

<b>Purpose</b>	<ul style="list-style-type: none"> <li>- Create an annual playground for cosplay enthusiasts</li> <li>- Increase traffic for The Garden Shopping Center</li> </ul>
<b>Goal</b>	<ul style="list-style-type: none"> <li>- Attract at least 10 subscribers</li> </ul>
<b>Target audience</b>	<ul style="list-style-type: none"> <li>- Young people love cosplay</li> <li>- People who love to read manga, watch anime</li> <li>- People who want to learn about cosplay culture</li> <li>- Want to attend the event after the quarantine series</li> </ul>

## III. Production - Report No.2

### 1. Communication program before the event

#### 1.1 Action plan

DAY	CONTENT	TYPE	CHANNEL
<b>BEFORE THE EVENT</b>			
13/10	Event announcements	Post + Photo	Fanpage The Garden, Group Cosbiz, Group Cosplay FC

14/10	"BEST COSER OF THE YEAR 2020" contest rules	Post + Photo	Fanpage The Garden, Group Cosbiz, Group Cosplay FC
15/10	"HALLOWEEN GOT'S TALENT: COVER DANCE CHALLENGE" contest rules	Post + Photo	FB The Garden, Seeding group: Vũ trụ dancer, K Crush Động, Dancer Hà Nội
16/10	Create a Facebook event	Event Facebook	Fanpage The Garden
	Examiner's introduction: Minh Kien	Post + Photo	Fanpage The Garden
	KOLs post about the event	Post + Photo	Facebook / Personal Fanpage of KOLs
17/10	Liz Kim Cuong Teaser	Minigame + Gif	Fanpage The Garden
18/10	Examiner's introduction: Dan Gyokuei	Post + Photo	Fanpage The Garden, Group Cosbiz
19/10	Examiner's introduction: Liz Kim Cuong	Post + Photo	Fanpage The Garden, Fanpage Liz Kim Cuong, Facebook Event
20/10	Examiner's introduction: Mahio & Mariko	Post + Photo	Fanpage The Garden, Fanpage Mahio & Mariko
	Examiner's introduction: Vu Viet Vuong	Post + Photo	Fanpage The Garden
21/10	Examiner's introduction: Hmnyang	Post + Photo	Fanpage The Garden, Fanpage Hmnyang
	Examiner's introduction: Amaris Photography	Post + Photo	Fanpage The Garden

22/10	Storage registration form	Post	Fanpage The Garden, Facebook Event
	Special examiner's introduction: Ms. Dinh Thi Cam Van	Post + Photo	Fanpage The Garden, Facebook Event
23/10	Update the situation of teams + remind the deadline to receive the test	Post + Photo	Fanpage The Garden
	Question & Answer "CẨM nang Halloween vui, Halloween khỏe"	Post + Photo	Fanpage The Garden, other seeding groups
24-25/ 10	Post the contest entries to vote online	Post + Photo	Fanpage The Garden
26/10	Closing notice to receive the contest	Post	Fanpage The Garden
27/10	Announcement of The Most Popular Prize in "Best Coser Of The Year" contest	Post + Photo	Fanpage The Garden, Facebook Event
	Notice required to wear a mask when participating in the event	Post	Fanpage The Garden, Facebook Event
28/10	Introduce free gifts	Post + Photo	Fanpage The Garden
	Announce 10 teams to be finalists	Post + Photo	Fanpage The Garden
29/10	Remind	Post + Photo	Fanpage The Garden, other seeding groups
<b>DURING THE EVENT</b>			

31/10	Notification: Event started	Post + Photo	Fanpage The Garden
	Livestream + Update event photos	Video + Photo	Fanpage The Garden
	Thanks from the organizers + Announcing the team won the Halloween Got's Talent	Post + Photo	Fanpage The Garden
	Update event photos on the first day	Photo album	Fanpage The Garden
1/11	Remind people joins the second day of event	Post + Photo	Fanpage The Garden
	Livestream	Video	Fanpage The Garden
	Updated photos of cosplayers wearing beautiful masks at the event	Post + Photo	Fanpage The Garden
	Livestream final night of "Best Coser Of The Year 2020"	Video	Fanpage The Garden
	Thanks from the organizers	Post + Photo	Fanpage The Garden
<b>AFTER THE EVENT</b>			
2/11	Announcing the winner of Coser King and Coser Queen	Post + Photo	Fanpage The Garden
	Clip review Halloween Festival The Garden 2020	Post + Video	Fanpage The Garden
3/11	Updated photo album "Halloween Got's Talent: Cover Dance Challenge"	Photo album	Fanpage The Garden
	Updated photo album "Coser	Photo album	Fanpage The Garden



	King & Coser Queen 2020"		
	Update photo album "Best Coser Of The Year 2020"	Photo album	Fanpage The Garden
10/11	Album artwork of King and Queen	Post + Photo album	Fanpage The Garden, Cosbiz

## 1.2 Communication tools

COMMUNICATION TOOLS					
ONLINE					
No.	Chanel			Traffic	Details
1	Social Media	Fanpage Facebook	The Garden Shopping Center	104.928 followers	<ul style="list-style-type: none"> <li>- Announce program theme 2020</li> <li>- Announcing the rules of HLW Got Talent and Best Coser of the Year</li> <li>- Create an event on the program's FB page</li> <li>- Update pictures of teams, open voting gate</li> <li>- Putting information on the program judges</li> <li>- Update program photos during the event</li> <li>- Video highlight of the event</li> </ul>
			Cosbiz	14.424 members	<ul style="list-style-type: none"> <li>- Share articles from fanpage</li> <li>- Post other shared articles</li> </ul>
	Group Facebook	Cosplay FC	96.542 members		
		Vũ trụ dancer	27.851members		
		K Crush Động	324.000 members		
			Dancer Hà Nội	3.700 members	

2	Website	Information on page of The Garden Shopping Center	<a href="http://thegarden.com.vn/">http://thegarden.com.vn/</a>		- Putting information on the program. - Thanks after the show ended, beautiful photos of the event
3	Online Press		<a href="http://tinn.vn">tinn.vn</a> ; <a href="http://kenh14.vn">kenh14.vn</a> ; cosplayer.vn; VNExpress; giadinhvietnam.com		Update information from event
<b>OFFLINE</b>					
1	Printed collateral, digital poster		Banner, poster, standees, backdrop		Introduction about the program widely promoted to everyone. Located at The Garden Shopping Center, outside The Manor building, BigC Supermarket entrance, lifts & other buildings in Hanoi

## 2. Visual design concept

### Design concept

- Key visual: Giant spiders and pumpkins
- Concept: Spooktacular Halloween
- Visual: giant spider, pumpkin, cobweb, orange leaf maple tree ...
- Main colors: orange, black
- Implementation plan: Decorate the check-in area with trees, leaves, cobweb, giant spiders, gifts of spider-shaped balloons, media publications complying with the program's visual.

### 3. Deploy booths + store layout

- “Interesting booths” take place in 2 days: October 31 and November 1
- The shops will rent the premises of The Garden : Joker Face, Habozimo, C.A.T, Corn Cosplay
- The rental fee (not including VAT) includes the cost of using and decorating the shelf
  - + Big booth (Habozimo & Joker Face): 5 million VND (18m2)
  - + Small booth (C.A.T, Corn Cosplay): 2 million VND (9m2)

### 4. Agenda

Date	Time	Activities
31/10	10h00 - 11h00	Rehearsal of Dance Cover contest
	14h00 - 15h30	Trick or Treat: Halloween balloon giveaway
	15h45 - 16h30	Trick or Treat: Halloween pen giveaway
	16h30 - 17h00	Lucky trickster award
	17h15 - 18h30	Rehearsal of Best Coser Of The Year 2020
	20h00 - 21h30	Halloween’s Got Talent: Dance Cover Challenge 2020
1/11	10h30 - 12h00	Trick or Treat: Free face painting and halloween tattoo art
	14h00 - 17h30	
	19h30 - 21h30	Best Coser Of The Year 2020

### 5. “Trick or Treat” activities

#### 5.1 Organizational plan

The “Trick Or Treat” counter includes activities: free gift, lucky draw, free face painting, tattoo, open hourly, on 2 days 31/10 and 1/11 of the festival.

## **5.2 Free gift giving activities**

- + Time: 14:00 - 16:30 on October 31st
- + Purpose: Collect customer database for marketing activities of The Garden Shopping Center. In addition, measuring the number of people participating in the event
- + Implementation method: Building booths give free gifts to everyone participating in the festival. Divide into 2 distributions with different gifts: balloons and pens. Customers must line up to provide information: Name, phone number, email address to receive free gifts. After receiving the gifts, each guest will be given a paper bracelet with the number for the Lucky draw activity at the end of the event.
- + Note: Each customer can only receive 1 gift. Staff reminded everyone to hold their paper bracelet and stay until the end of the session for the Lucky draw activity.

## **5.3 Lucky Draw activity**

- Time: 16:30 - 17:00 on October 31st
- Purpose: Keeping attendees stay until the end of the show, increasing audience for Halloween Got's Talent: Cover Dance Challenge
- Implementation method: Draw based on the number that was writing on the customer's bracelet
- Prizes: 03 Grand Prize, each prize has 500,000 VND and a Halloween goodie bag; 05 Consolation Prize, each prize has a Halloween goodie bag.
- Note: Activities took place on stage with the guidance of MC, lucky number is filmed by web: Random.com. Each number is called up to 3 times, if the owner is not present, a new number will be dialed.

## **5.4 Free tattoo art and face painting activities**

- Time: 10:30 - 12:00 and 14:00 - 17:30 on November 1
- Purpose: Create activities for the festival, collect customer information into the database.
- Implementation method: All participants of the event can sign up for free. People lined up, filled in information, and waited for their turn
- Note: Each customer information can only be drawn once for free

The stage, sound, and lighting layout at the festival received the highest rating for satisfaction from attendees. This year, the festival used an LED display for the first time and had a positive response. From that draw, LED screens, stage layouts, especially exciting music

activities should be maintained in the following years of the festival. Besides, the program content also received satisfaction from the majority of participants (52%). The festival should maintain the program's content, receive comments from participants to improve. From the results of the survey, additional festival side issues such as storage area, parking lot need to be added to avoid overload. In addition to increasing the variety of booths at the festival, the organizers should consider adding 2 to 3 booths for Halloween The Garden 2021. Halloween The Garden 2020 was a success with 99% of the respondents saying they wanted to join Halloween The Garden 2020.

## IV. Post-Production - Report No.4

### 1. Online media report

- Fanpage The Garden Shopping Center

<b>Post</b>	46
<b>Reach</b>	837,638
<b>Reaction</b>	14,048
<b>Share</b>	1901
<b>Comment</b>	3645

### 2. Online press reported on the event (no fees)

	<b>Name</b>	<b>Number of articles</b>	<b>Link</b>
<b>Before the event</b>	VNExpress	1	<a href="https://vnexpress.net/dia-diem-choi-halloween-o-ha-noi-sai-gon-4183407.html">https://vnexpress.net/dia-diem-choi-halloween-o-ha-noi-sai-gon-4183407.html</a>

	giadinhvietnam.com	2	<a href="https://giadinhvietnam.com/halloween-the-garden-2020le-hoi-duoc-mong-cho-nhat-nam-cua-tttm-the-garden-d162765.html">https://giadinhvietnam.com/halloween-the-garden-2020le-hoi-duoc-mong-cho-nhat-nam-cua-tttm-the-garden-d162765.html</a> <a href="https://giadinhvietnam.com/tttm-the-garden-tang-cuong-kiem-soat-phong-chong-dich-h-covid-19-mua-le-hoi-d162993.html">https://giadinhvietnam.com/tttm-the-garden-tang-cuong-kiem-soat-phong-chong-dich-h-covid-19-mua-le-hoi-d162993.html</a>
	ticketgo.vn	1	<a href="https://ticketgo.vn/blog/le-hoi-halloween-the-garden-2020">https://ticketgo.vn/blog/le-hoi-halloween-the-garden-2020</a>
	cosplayer.vn	1	<a href="https://cosplayer.vn/su-kien/halloween-the-garden-13422232271289582605/">https://cosplayer.vn/su-kien/halloween-the-garden-13422232271289582605/</a>
	sgtiepthi.vn	1	<a href="https://www.sgtiepthi.vn/5-diem-vui-choi-halloween-o-ha-noi/">https://www.sgtiepthi.vn/5-diem-vui-choi-halloween-o-ha-noi/</a>
<b>After the event</b>	tiin.vn	3	<a href="http://tiin.vn/chuyen-muc/GameZ/hoa-than-thanh-cac-vi-tuong-game-chu-de-hoa-trang-sieu-hot-tai-halloween-2020.html?id=1976648">http://tiin.vn/chuyen-muc/GameZ/hoa-than-thanh-cac-vi-tuong-game-chu-de-hoa-trang-sieu-hot-tai-halloween-2020.html?id=1976648</a> <a href="http://tiin.vn/chuyen-muc/GameZ/hoa-than-nang-cong-chua-game-ngoi-sao-thoi-trang-coser-queen-tiet-lo-dau-tu-trang-phuc-gan-20-trieu-dong.html">http://tiin.vn/chuyen-muc/GameZ/hoa-than-nang-cong-chua-game-ngoi-sao-thoi-trang-coser-queen-tiet-lo-dau-tu-trang-phuc-gan-20-trieu-dong.html</a> <a href="http://tiin.vn/chuyen-muc/GameZ/cosplay-hai-vi-tuong-game-khac-nhau-doi-ban-tre-dung-trong-mot-khuon-hinh-hoa-quyen-luc-den-la.html">http://tiin.vn/chuyen-muc/GameZ/cosplay-hai-vi-tuong-game-khac-nhau-doi-ban-tre-dung-trong-mot-khuon-hinh-hoa-quyen-luc-den-la.html</a>
<b>TOTAL</b>	<b>9 articles</b>		

### 3. Financial report

No.	Content	Unit	Quantity	Unit price	Total	Note
<b>I</b>	<b>Decorate/VM</b>					
1	Banner outside	piece	2	500,000	1,000,000	
2	Banner in-house	piece	2	350,000	700,000	
3	Sticker (gift)	set	1	200,000	200,000	
4	Poster	piece	1	50,000	50,000	
5	A4 paper	ream	3	45,000	135,000	
6	Standee	piece	8	80,000	640,000	
7	Sticker on window	set	2	400,000	800,000	
8	Visual Merchandiser	set	1	5,000,000	5,000,000	
Subtotal					8,525,000	
<b>II</b>	<b>PR, media</b>					
1	SMS	message	15.000	520	7,800,000	
2	Viber message	message	15.000	450	6,750,000	
3	OOH Goldsun Frame (The Garden, 2 slide)	week	1	2,070,000	2,070,000	
4	OOH Goldsun Frame (48 others building, 1 slide)	week	1	770,000	36,960,000	
5	OOH LCD (hallway)	week	1	5,175,000	5,175,000	
Subtotal					58,755,000	
<b>III</b>	<b>Halloween's Got Talent</b>					
1	Halloween's Got Talent prize	package	1	25,000,000	25,000,000	included trophy &

							dummy set
2	Board of judges						
a	Liz Kim Cuong	person	1	35,000,000	35,000,000		included 1 performance
b	Minh Kien	person	1	5,000,000	5,000,000		included 1 performance
3	MC	person	1	3,000,000	3,000,000		
4	Flowers bouquet for panel of judges	bouquet	2	400,000	800,000		
Subtotal						68,800,000	
<b>IV</b>	<b>Best Coser of The Year 2020</b>						
1	Best Coser of The Year 2020 prize	package	1	32,000,000	32,000,000		included trophy & dummy set
2	Board of judges						
a	Local judges	person	4	3,000,000	12,000,000		
b	Foreign judges	person	3	4,000,000	12,000,000		
3	Flower bouquet for panel of judges	bouquet	4	400,000	1,600,000		
4	MC	person	2	2,000,000	4,000,000		
5	Japanese special translator	person	1	1,500,000	1,500,000		
Subtotal						63,100,000	
<b>V</b>	<b>Fringe Activities</b>						

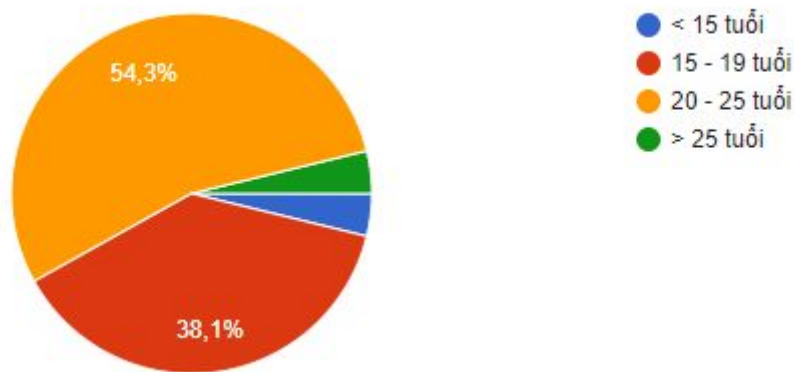


1	Trick or Treat giveaway	package	1	7,500,000	7,500,000	included pen & balloon
2	Talent for face painting & tattooing (including material)	person	2	1,500,000	3,000,000	
3	Lucky trickster grand prize	package	1	2,500,000	2,500,000	
Subtotal					11,500,000	
<b>VI</b>	<b>Headcount / Additional support</b>					
1	Professional cosplay photographers	day	2		free	
2	Live Streaming: camera, mixer, image director, livestream tool, Internet 4G Viettel	package	1	5,000,000	5,000,000	
3	Additional security	hour	46	200,000	9,200,000	only during evening event
Subtotal					14,200,000	
VII	Stage, LED screen, professional lighting & sound system	package	1	98,450,000	98,450,000	for 2 days, included VAT
<b>TOTAL</b>					<b>323,330,000 VND</b>	

## 5. Evaluate effectiveness after the event

### 5.1 Survey

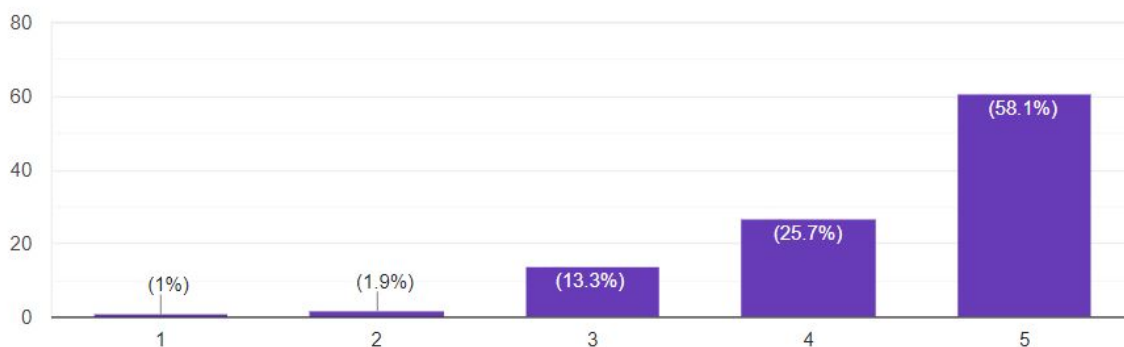
- Age



*(Survey on age)*

The age rankings show that, in this survey, the majority of the audience belongs to the 2-year-old group: 15-19 (20%), 20-25 (54%). The remaining 26% includes subjects under the age of 15 or over 25. From there, the main number of participants is the group of Z and Y young people aged 15-25 years. In which, Gen Z with the age from 25-19 accounts for the largest number.

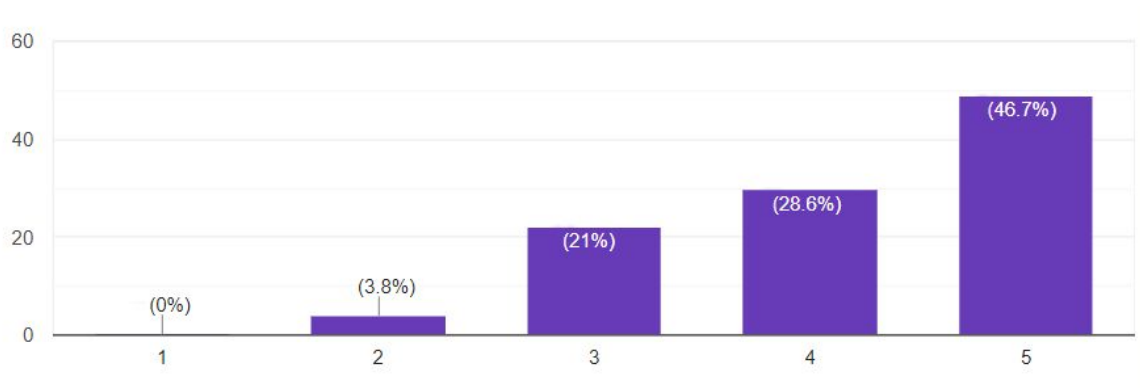
**- Evaluation of the E-Sport theme of the Best Coser Of The Year 2020 contest**



*(Evaluation of the E-Sport theme of the Best Coser Of The Year 2020 contest)*

E-sport is a new topic, less exploited and there has not been any major event about this content. However, Halloween The Garden 2020 with the theme of E-Sport attracted nearly 83.3% of the attendees to support. In which, 58.1% of the participants were very satisfied and 25.7% of the participants were satisfied. In addition, about 3% of the participants did not support the theme of E-sport.

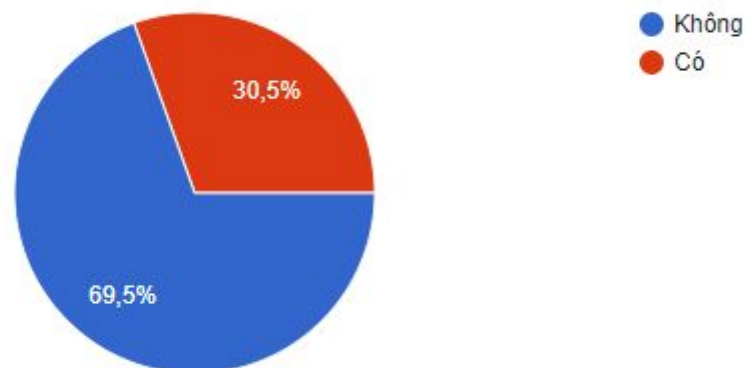
**- How do you rate the quality of the booths at the festival?**



*(Evaluate the quality of the Festival)*

- + 46% of attendees are very satisfied with the booths.
- + 49.6% of the participants were satisfied with the quality of the booth and 3.8% of the participants were not satisfied with the quality of the booth.
- + Many comments on the number of booths are few and not abundant.

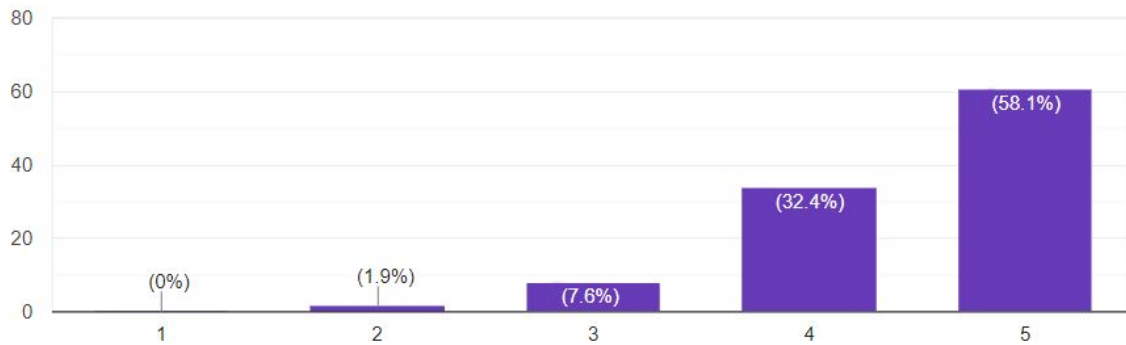
**- Does wearing a mask affect the experience of attending the Festival?**



*(The proportion of participants who responded to wearing a mask affected the experience of attending)*

During the COVID-19 pandemic, wearing a mask in public is a must. However, the participants were also fully obedient and 70% of the participants were not affected by wearing a mask. Approximately 30% of participants affected the experience due to having to wear a mask that complies with epidemic prevention rules.

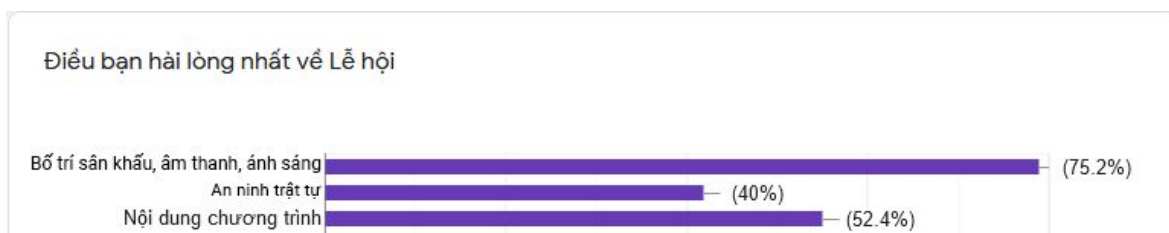
**- Evaluation of the organization**



*(Evaluation of the organization)*

The organization has received quite positive reviews from the participants. 90,5% of the participants feel satisfied. Of which 58% were very satisfied and 32,4% were satisfied. In addition, 1,9% of participants felt dissatisfied with the organization's work.

**- What you are most satisfied with about the Festival**



*(Satisfaction level survey of participants)*

- + Over 75% of survey participants were satisfied with the stage, sound and lighting layout of this year's Festival.
- + 40% of participants feel satisfied with security and safety
- + The program content is loved by over 52%

**- What you are most dissatisfied with about the Festival**

Điều bạn chưa hài lòng về Lễ hội

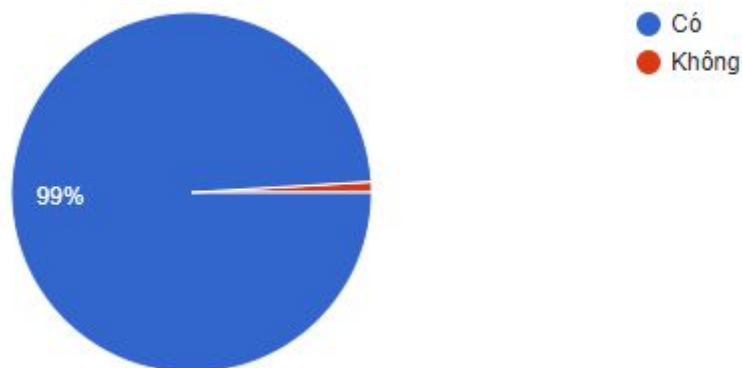


*(Survey of the participants' dissatisfaction level)*

- + 6.7% were not satisfied with the layout of the stage, the sound and the lighting

- + 29.5% are not satisfied with the safety of the Festival
- + 63.8% of the participants were not satisfied with the fact that many people did not comply with the booths were not plentiful, there was a lack of storage space, ...

- **Will you be attending next year's The Garden Halloween Festival?**



*(Rate of return to program)*

99% of attendees this year agree to return next year as the program's extensive investment has grown markedly over the years.

**Conclusion, lessons learned and suggestions**

The festival receives great attention from young people. This is reflected in the number of respondents in the survey, nearly 80% of the participants in the 15 to 25 year old team. Of which, 90% of the participants answered that they were very satisfied with the event. Both the topics of the 2 competitions are: Esport and Cover Dance received over 80% satisfied votes from the participants. In particular, the E-sports-themed cosplay has always received great attention from the participants, the survey also gathered many suggestions on games to be used mainly for the festival next year. This indicates that the theme of the Esport has been interesting to the festival participants.

In the context of COVID-19, the festival required all participants to wear masks. This has a great impact, especially for cosplayers who are very important in appearance when attending a costume event like Halloween The Garden. However, the majority of participants (70% of participants) chose not to find it inconvenient to wear masks at the event.

The stage, sound, and lighting layout at the festival received the highest rating for satisfaction from attendees. This year, the festival used an LED display for the first time and had a positive response. From that draw, LED screens, stage layouts, especially exciting music

activities should be maintained in the following years of the festival. Besides, the program content also received satisfaction from the majority of participants (52%). The festival should maintain the program's content, receive comments from participants to improve. From the results of the survey, additional festival side issues such as storage area, parking lot need to be added to avoid overload. In addition to increasing the variety of booths at the festival, the organizers should consider adding 2 to 3 booths for Halloween The Garden 2021.

Halloween The Garden 2020 was a success with 99% of the respondents saying they wanted to join Halloween The Garden 2020.

## **V. Distribution - Report No.4**

What we did for event “Halloween The Garden Shopping Center 2020”

- Building contents and concepts for Halloween The Garden 2020
- Building contents and rules for 2 contests
- Visual merchandising for the festival
- External relations
- Create media plan (both offline and online)
- Risk management, crisis.