



FPT35 CEREMONIAL PERFORMANCE SHOW

"Who? We; Us!"

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CAPSTONE PROJECT CODE: GRA497_G2



ABSTRACT

In contemporary times, employees not only anticipate a competitive salary and a healthy work environment but also seek a sense of belonging to their company. To establish a secure sense of job attachment, employees must feel recognized and valued for their contributions and achievements. Recognizing this need, FPT being one of the largest technology conglomerates in Vietnam, places considerable emphasis on communication activities and events for its employees. Over the years, FPT has organized various programs to honor employees and businesses. This year, the STCo performance show "Who? We; Us!" stands out as a significant event celebrating the establishment of FPT Group.

This year's event is organized by agency Rosemedia in collaboration with the Department of Corporate Culture of FPT Group. The entire preparation and implementation process of the program spanned 63 days, from July 13 to September 15. The program plan was divided into five stages: (1) Ideation and design; (2) Event preparation, team allocation, and drawing lots; (3) Testing and overall program rehearsal; (4) Organizing the "Who? Us; We!" Festival; (5) Event summary and contract conclusion.

With a budget of 2,000,000,000 VND, the event witnessed the participation of 2,500 attendees, including all founding board' members and leaders of the FPT Group, along with employees from its subsidiary companies. The program featured 8 competitive performances, with an average of 60 participants in each, including at least 1 leader in each performance. The results of the Festival included 5 group awards, each valued at 5 million VND, alongside 4 individual awards, each valued at 1 million VND, and recognition of 3 businesses receiving the main prizes of the Festival.

ABOUT US



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CHAPTER I

INTRODUCTION

I. Project Introduction

1. Name of the project

English name: Organizing FPT35 ceremonial performance show: "Who? We; Us!".

Vietnamese name: Tổ chức hội diễn STCo kỷ niệm 35 năm thành lập tập đoàn FPT: "Ai? Chúng tôi; Chúng ta!".

2. Project overview

STCo Show is an annual FPT Corporation event conducted on September 13th. STCo is an abbreviation for "Composition Company." STCo culture is portrayed not only via inventive and hilarious songs, poems, plays, and other kinds of performance, but also through behavior. A genuine and close relationship, like flesh and blood, exists between people in FPT. FPT people understand one another and become closer through STCo culture (FPT, 2013).

This year's STCo13.9 show is a major event with a special milestone, marking FPT Corporation's 35-year development route. This year's STCo concert is projected to be a monumental event, displaying the excellence of FPT and STCo at the highest level, when combined with the slogan "Creating Happiness" across its full series of anniversary activities (FPT, 2023).

3. Problem identification

Each company and corporation will develop its own cultural identity, which will be reflected through work processes, behavioral standards, and activities both inside and outside the company. Organizing an anniversary event is an essential aspect of every organization or firm in order to summarize successes, express gratitude for the significant contributions of individuals and groups, and create strong encouragement for future generations. With 35 years of establishment and development, FPT Corporation has long been regarded as one of the corporations with a rich corporate cultural treasure, such as works of poetry, music, or annual events with remarkable frequency.

STCo 2023 is the legacy of the long-standing STCo culture, now upgraded more comprehensively on an unprecedented large scale, with the desire to unite the FPT family, demonstrating the spirit of always being creative, innovating, catching up with, and developing current trends, while emphasizing the corporation's "We" spirit.

4. Reasons for choosing the project

As students majoring in communication, working at an agency like Rosemedia and participating in the STCo Exhibition project as a communications student is a fantastic opportunity to put theory into practice. We will get the opportunity to learn, gain practical experience, and demonstrate our ability in this profession. For the reasons stated above, we chose to accompany Rosemedia in organizing the STCo exhibition event commemorating the 35th anniversary of the founding of FPT Corporation for our graduation thesis.

5. Team's roles in the project

Throughout the project, the Rosemedia led project team developed and implemented the plan, as well as administered and coordinated the STCo event. The team's responsibility is to guarantee that the event preserves the spirit of the STCo show while making FPT Corporation's 35th anniversary as memorable and magnificent as possible.

The members of the group all take on roles in work items ranging from idea generation to implementation, proposing ideas to the organizing contractor, stage management, and logistics.



Content wirtter:
Đỗ Huyền Linh

Responsible for developing creative event material by capturing clients' requests and crucial event features; accountable for developing a unique tale to discuss with FPT and produce Attendees' attention and participation are piqued by the content.



Planner: Kiên Đào

In charge of the detailed event planning process. Activities include identifying goals, developing timetables, allocating responsibilities, and ensuring logical alignment of sound, lighting, and other aspects from concept to operation to meet the event's objective outcome.



Organizing Committee:
Thành Chung

Among the responsibilities include assisting in the oversight of the implementation process, managing resources, and ensuring that every component of the event works smoothly and according to the previously established script.



Designer: Nguyễn Đức Tiến

As a supporter in creating a distinct and appealing event identity. We try to optimize the visual experience of the audience by combining colors, images, and design, so contributing significantly to the message and overall impression of the event.

6. Statement of the Capstone

A successful organization of the STCo 13.9 show "Who? We; Us!" is critical given the importance of the event to FPT Corporation, agency Rosemedia, and the production team. Team members will work hard to coordinate with units in order to achieve the accomplishment of this noteworthy event.

6.1. The meaning of the project

FOR FPT CORPORATION

- Celebrating a memorable milestone of the group's 35th birthday.
- Deeply develop the group's STCo culture.
- Create opportunities for the group's employees to shine to the fullest on stage as FPT's human principle.
- Inspire the entire FPT generation to have more faith and love in the corporation.
- Develop the image of FPT corporation culture both inside and outside the corporation.

FOR ROSEMEDIA

- Opportunity for Rosemedia to continue affirming its reputation in the field of event organization.
- Promote the company's existing potential and enhance working experience.
- Promote Rosemedia's cooperation momentum with FPT for future events.

FOR THE TEAM

- Have the opportunity to apply learned knowledge into real work.
- Chance to support the growth of FPT with capacity.
- Get further real-world experience in planning events.
- Building connections inside the sector lays the groundwork for further growth.

6.2. Boundaries of the project

The project team interning at Rosemedia is the agency organizing this event for FPT Corporation, the project boundaries solely covers event organization tasks including ideation of scripts, production, and operation. excludes communications for FPT Corporation as well as internal communications. At the same time, the team can contribute to the performance of member companies to ensure it closely follows the event content, but do not participate directly. Perform performances for competing teams.

7. Structure of Capstone

The Capstone Project contains 7 parts, including:

- **Introduction:** Introduce the context of the topic, outline the topic, project scope, and the role of each member in the project.
- **Research:** Utilize a theoretical research basis, paying particular attention to the context and substance of the project.
- **Project planning:** Create an implementation plan for the project based on content analysis and research. Calculate expected expenses and potential hazards for the project.
- **Pre-production:** Production of work items to prepare for the event
- **Project implementation:** Describe the complete procedure from start to finish.
- **Project evaluation:** Evaluations the result of the event
- **Conclusion:** Outline the accomplishments, areas for improvement, and suggestions for the future work.

II. Company Introduction

1. About FPT Corporation

FPT Corporation was established on September 13, 1988, and after 35 years of establishment and development, FPT has grown to become one of the largest information technology service companies in Vietnam. (FPT, 2020).

The FPT ecosystem consists of:

8 direct subsidiaries include:

- FPT Digital
- FPT Smartcloud
- FPT Software
- FPT Information System
- FPT Telecom
- FPT Online
- FPT Education
- FPT Investment

2 direct associated companies

- FPT retail
- SYNEX FPT

FPT ecosystem provide services in three major fields: technology, telecommunications, and education. FPT develops an ecosystem of services, products, solutions, and platforms to stay ahead of technological and industry developments. FPT created it to foster the development and long-term growth of organizations and businesses, as well as to provide users with fresh and unique experiences.

FPT is a major partner offering services/solutions to hundreds of large organizations, with over 60,000 workers and a global network of 290 headquarters, offices, and branches in 29 countries and territories. across a variety of fields, including over 100 customers from Fortune Global 500 list. In addition, FPT is a senior technology partner of top technology firms such as Airbus, Siemens, Microsoft, Amazon Web Services, and SAP..

1.1. Vision and Strategy

FPT maintains its long-term aim of becoming a digital organization and ranking among the world's Top 50 leading corporations in offering comprehensive digital transformation services and solutions by 2030. FPT aspires to become a trusted friend of enterprises and organizations that provide exceptional digital experiences through management and operations based on near real-time data between 2021 and 2023. To attain the aforementioned goal, FPT develops balanced/all-encompassing action plans in all three areas of business, technology, and people (BaocaothuonienFPT, 2022):

- About business: To address the demands of each customer group, including large organizations, small and medium enterprises, and individual businesses, FPT employs a comprehensive strategy.
- About technology: FPT will focus on two areas: building platforms, core technology, and boosting customer experience and operational efficiency through technology. Simultaneously, encourage in-depth research and development to keep up with global technology trends.
- About people: FPT's most valuable asset is its workforce. As a result, the Group is continually focused on developing competitive remuneration policies, fostering innovation and creativity, and establishing training programs to develop generations of employees that are constantly learning and striving. FPT is dedicated to creating a fair, transparent, and non-discriminatory working environment, with the idea of providing each member with the finest conditions for talent development.

1.2. About FPT Corporation's Internal Activities/Events

"If you consider FPT to be a delicious, colorful feast, then the "definitive" dishes such as STCo, Village Festival, September 13 Festival, or Parents' Day... are "specialties" that contribute to the creation of a cultural brand." FPT folks are quite special." (FPT, 2013).

FPT has always been regarded as one of the earliest companies in Vietnam to establish a professional communication system. This system runs smoothly and consistently across all subsidiaries and joint projects. Internal communication, in particular, is always vital in the development orientation of the organization. STCo is a prominent part of FPT's internal cultural resource. STCo 13.9 Festival is an annual event hosted by FPT Corporation to commemorate the company's birthday milestones. STCo's creative culture is showcased here. , sarcasm, and FPT's credo regarding people are strongly displayed. After 35 years of growth, the STCo Show has increased in both scope and program quality, becoming one of the group's most important events.

2. About Rosemedia

Rosemedia is an agency offering services that consist of event organization, multimedia product production, branding, marketing, and corporate culture consulting.

With the motto: "We are not a partner, we are an insider," Rosemedia seeks to become someone who "UNDERSTANDS" - always diving deep to examine the problem of consumer wants. client needs, standing in an internal position of the firm to be able to give product/service orientations that please customers optimally and beyond expectations (Rosemedia, 2018).

With extensive experience in organizing events for large corporations like Vingroup, CMC, Golden Gate in general or in parallel with FPT in particular through events such as: Tec//day, Truong Ca Hanh Phuc, Vui Fest,... Rosemedia always understands FPT's needs through topics to come up with the most optimal and suitable solutions. Rosemedia, together with an outstanding leader, a team of seasoned professionals, and a network of top suppliers and artists in the event organization area, can make any vision, no matter how far-fetched the reality.



CHAPTER II

RESEARCH AND
ANALYSIS

1. Situation Analysis

Vietnam now has 68,800 digital technology firms, many of which have made great efforts in researching, developing and manufacturing devices with an aim of mastering high technologies (Vietnamnet, 2022). It is expected that by the end of 2022, Vietnam would have 1,400 more digital technology firms, raising the total number of firms to 70,200. Employee retention is thus under a lot of strain in technology companies around the country.

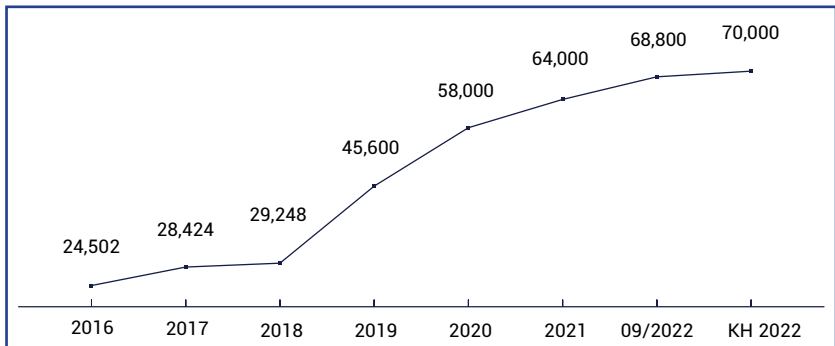


Chart 1: The number of digital technology firms in 2016 - 2022

According to a survey from the human resource consultancy Anphabe, employee turnover has been on the rise in the last three years, reaching an alarming rate of 24% in 2019 (VietNamNet, 2019). Another survey of Anphabe in 2022 shows nearly 14,000 students nationwide, more than 60% of young people decide to switch jobs in the first year of work (Tuoitre, 2022).

During the rapidly moving Industrial Revolution 4.0, technology businesses prioritize the development and expansion of their operations. Building and sustaining a strong corporate communications system is crucial in the current environment of fierce and fast-paced rivalry among technology companies.

The combination between competition for human resources and employees' expectations encourage businesses to focus on employment policies. They need to create an environment that makes employees feel closely connected to the company, and maintain a positive work atmosphere that encourages and motivates employees. These variables are critical for the information technology industry's competitiveness and long-term development. This is also the reason why ceremonial and anniversary events need to be held with enough solemnity, meaning for them to feel appreciated, proud and motivated to stick with the company.

2. Competitor Analysis

Recognizing the significance of event organization, especially regarding anniversary events, the country's top technological businesses have staged large-scale events or series of events such as:

2.1. Vingroup

Vingroup focuses on three primary pillars: Technology - Industry, Real Estate and Services, and Social Enterprise, with the goal of being a pioneer and being able to implement sustainable investment and development plans. The group will continue to develop in order to create an ecosystem of high-quality products and services that will improve people's lives and boost Vietnamese brands' international reputation (Vingroup, 2022).



Figure 1: Vingroup's 2022 revenue

By 2022, Vingroup's total assets have reached 577.4 trillion VND. Vingroup Celebrations, backed by their assets, are frequently organized at VinPearl, with the involvement of prominent stars from around the world, giving a sumptuous experience for internal employees and partners.

VINGROUP'S 30 YEARS ANNIVERSARY CELEBRATION: CONQUER NEW HORIZON



Figure 2: Vingroup's 30 years anniversary celebration

The 30th anniversary of Vingroup was celebrated on August 5, 2023, at Vinpearl Nha Trang. This is a significant occasion that marks a turning point in Vingroup's sustainable development, as well as an opportunity for the Group's more than 1,000 employees to express thanks and work toward higher ambitions.

2.2. Viettel

Viettel constantly pays attention to and concentrates on internal communication initiatives because the company has a sizable workforce – 50,000 employees and over 7,000 member units (Vietteltelecom, 2019) – and they need to establish a connection between the employees and the organization.

The executives at Viettel want the company to fully comprehend the goals and tasks of both individuals and groups through corporate communication initiatives. According to Viettel: Individuals and workers create organizations, and for those organizations to grow, there must be a profound understanding. Employees with similar goals and interests will make the work easier and more convenient.

VIETTEL 30TH ANNIVERSARY: “KHỞI TẠO THỰC TẠI MỚI”



Figure 3: Viettel's 30th Anniversary

The 30th anniversary of Vingroup was celebrated on August 5, 2023, at Vinpearl Nha Trang. This is a significant occasion that marks a turning point in Vingroup's sustainable development, as well as an opportunity for the Group's more than 1,000 employees to express thanks and work toward higher ambitions.

2.3. VNG

VNG is constantly working to foster a culture of embracing challenges within the organization. This is visible in the job style, sporting activities, and specialized events, all of which are demanding. VNG will establish a strong culture as a result of these activities, and participating employees will experience great pride after overcoming challenges.

VNG 15TH ANNIVERSARY: KEEP DREAMING



Figure 4: VNG 15 years anniversary celebration

The VNG anniversary celebration, themed "Keep Dreaming" features a variety of sporting activities during the day and concludes with a ceremony at night. This event consists of: VNG UpRace Day, Sports festival and Talent Contest S-Factor.

For VNG, turning 15 signifies a number of significant turning points, including the decision to pursue greater ambitions and "boldly abandon the challenges of the Vietnamese market, to move towards the challenges of the global market." (VNG 15, 2019).

Since then, it is clear that part of VNG's culture is organizing sports and talent activities to encourage the spirit of employees.

3. Customer Analysis

3.1. FPT's STCo culture analysis

In the 70s and 80s of the last century, at MGU University - the former Soviet Union, there was a group of Vietnamese students studying. They are gifted boys from the late 1950s and early 1960s who were chosen and sent to study by the government. To relieve the loneliness of being in a chilly region distant from home, they "composed" several amusing skits and composed music to sing to each other. When they returned home, some of them joined Mr. Truong Gia Binh's Heat and Matter Exchange group at the Institute of Mechanical Engineering (Chungta, 2021).

Later, they split out to form a corporation, attracting many other talented individuals. They can cultivate their "creative" culture there. The founding of the STCo Academy and the appointment of each other as students was the climax. The "Red Book" is where their "works" are printed and distributed. The yearly STCo performance has become an FPT specialty, with experienced directors and actors always visiting to get ideas for the Weekend Meeting.



Figure 5: STCo Night 2011

STCo's characteristics and ideals include the freedom to write and sing parody songs when meeting and celebrating together, the freedom to mock the boss in works of poetry, music, and art, and the liberty to introduce images of the boss into the workplace. Leaders take the stage to make amusing jokes and freely discuss with other leaders.

These cultural traits of FPT are not only noticeable in the setting of the 1990s, when society was only starting to open up, but they are much more noticeable today when compared to the designs of other huge firms. FPT's efforts are all arranged under the theme "Tôn, Đố, Đồng - Chí, Gương, Sáng". Each event emphasizes the company's regard for its employees and the purpose of providing a healthy, creative working environment in which FPT members can further their careers, be associated with the organization, and feel secure, dedicated to social progress while preserving traditional values.

The phrase “STCo” - short for “Sáng Tác Company” - is always present during these activities.(VTCNews, 2015).

3.2. “Hoi Dien STCo” Analysis

STCo appears in all FPT activities. The STCo culture generates energy, which allows FPT staff to work more joyfully and successfully. STCo contributes significantly to the development of the FPT brand as a young, energetic, creative, and democratic organization. In the Anniversary Celebration, STCo also plays a crucial part. It is considered their invaluable and distinctive spiritual legacy. FPT’s 30th Anniversary Celebration - one of the most invested events of the Group and STCo 34 Show - the most recent anniversary will be analyzed to understand more about FPT ceremonial event

3.2.1 FPT’s 30th Anniversary Celebration - ‘Sống’

The most awaited cultural event on the corporation's birthday each year is the STCo art show. In this year, instead of the yearly art show, the organization chose to host a special art event named FPT’s 30th year Symphony, called ‘Sống’, in honor of the company's 30th year of founding (Chungta, 2018).



Figure 6: FPT’s 30th Anniversary Celebration

‘Sống’ comprises four chapters titled Aspiration, Faith, Reaching Far, and Pioneering, which reflect the life, vitality, style of life, and cause for living of FPT individuals throughout the last three decades. The art program employs a symphony orchestra and semi-classical color remixes of well-known Vietnamese and international music compositions and songs.

The Symphony Orchestra, Choir, and Dance Troupe of the Vietnam Opera and Ballet Theater, as well as a light band of up to 80 artists, will lead the program's performances. FPT will be represented by FPT singers and the FPT choir, which will total 30 people.

3.2.2. Previous “Hoi Dien STCo” - “Fiên chợ 34”

Inspired by the stories in “Arabian Nights” about the mystical nation of Persia, the STCo event to mark FPT’s 34th birthday has the theme “Fiên chợ 34” with the intention to deliver a vibrant night of performances and vivid setting.



Figure 7: Fiên chợ 34

Northern STCo Festival - “Fiên chợ 34” - September 13 - will convey the “breath” of oral folk tales, communal creative works passed down and fostered over many generations. The tone of these folk stories is distinctive, representing the masses’ hopes and dreams - a striking resemblance to the STCo spirit of the “F” family. Member companies will be able to employ a variety of tactics and “tweak” the story to convey to the audience - the inhabitants of “Land of 34.” (Chungta, 2022).

“Rich in content, flexible in form and close in vocabulary are the characteristics of folk mythology. That is also what the organizations hope the teams can demonstrate in their competitions.” - Representative of the organizing committee shared.

It is shown that FPT invested a lot in organizing ceremonial event, during the 30th anniversary celebration, the number of spectators was greatly limited, so to aim for an event with the participation of a large number of personnel, FPT plans to host the STCo show in order to strive for an event with lots of staff involvement. Since FPT30, every ceremonial anniversary event is Hoi Dien STCo. This year has no exceptions, FPT has to bring back the STCo culture in their Anniversary.

4. Target Audience Analysis

4.1. Quantitative Research

FPT's workforce continued to be rejuvenated by recruits with an average age of 28 (compared to an average age of 30 in 2020). The proportion of employees under 30 accounted for 60% of the total workforce. The above-50-year proportion merely accounted for 0.9% of the team. Moreover, 80% of personnel had undergraduate and graduate degrees. Besides this, the number of managers under 40 years old accounted for 71% of the total managerial positions. (FPT Annual Report, 2022).

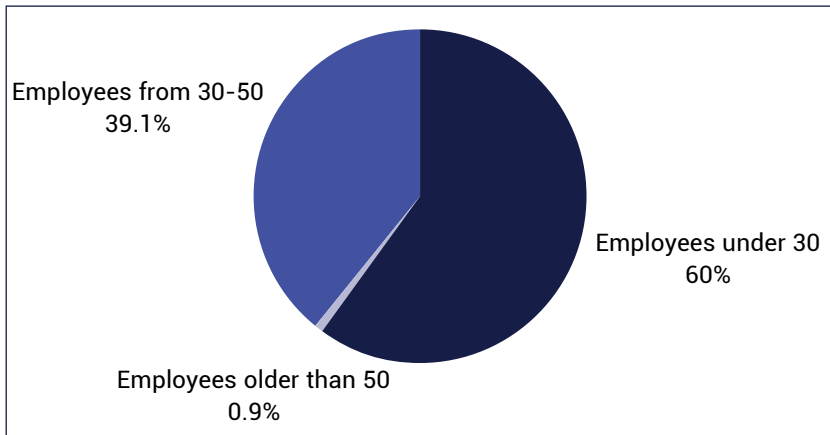


Chart 2: Personnel distribution chart at FPT 2022

Generation Z comprises more than 2 billion people and can be expected to represent the majority of the workforce in the next decade (McCordle & Wolfinger, 2014). It is a generation living in the world of digital technologies and often directly in the virtual world. Using modern technology is part of their lives. (Seemiller, & Grace, 2018). Generation Z prefers diversity, continuous learning and self-fulfillment. Lifestyle is emphasized, well-being and work-life balance are the priority (Kirchmayer & Fratričová, 2020; Miller & Mills, 2019).

As a result, the program must address the needs of both leaders to "maintain STCo culture" and Generation Z to "be more diverse and youthful."

4.2. Qualitative Research

FPT personnel' perspectives on internal occurrences are evaluated via qualitative research. We asked several inquiries of the Organization and the personnel who attended these activities.

Mr. Truong Gia Binh - Chairman of FPT Corporation: *"In fact, the most challenging competition at FPT is undoubtedly the STCo Festival because that culture is the heart. FPT has come to this day because of culture, because of those invisible binding agents. In 35 years of FPT, I am very excited to witness and enjoy those performances."*

Mr. Bui Quang Ngoc, Chairman of the FPT Group's Board of Directors, stated, *"FPT must continue to create, and only then will we be truly happy."*

Ms. Tieu Hai Ninh - Event Manager of FUN (FPT Group's Corporate Culture Department) for the FPT Group Board of Directors: *"Because the 34th anniversary did not leave much of an impression, we hope this time the event will be more special, bigger, and better quality."*

For FPT Group employees:

Le Thuy Duong - an employee of FPT Group (FPT Smart Cloud): *"STCo is a unique culture, the 'quality' of FPT that no other business can copy, I enjoy the humour the most, however the phrases STCo in previous songs seem a little 'odd' to us. Gen Z will appreciate a more diversified and youthful direction."*

Mr. Le Minh Lam - an employee of FPT Corporation (FPT Telecom): *"I still feel nervous, excited, and eagerly anticipate. This is the activity I look forward to the most each year; the feeling when it happens is that everyone becomes more connected. I am excited about the contemporary theme, which is AI and how various units will portray it in an STCo performance. I am looking forward to enjoying this combination of humor and depth characteristic of STCo at FPT."*

Doan Phuc Gia - employee of FPT Corporation (FPT Software): *"STCo is about creativity, so this culture is very suitable for our generation because ideas are something that Gen Z never lacks. And when Gen Z is impressed by anything, they will be ready to give their all since we have a youthful attitude and are willing to try new things."*

Nguyen Thanh Hung - employee of FPT Group: *"If we want to maintain STCo, perhaps it is best to let the young generation of the F family have the space to freely express their thoughts in the most honest way, using contemporary materials." of that generation. STCo does not imply the need to learn a lot of old songs or the history of FPT because doing so holds STCo back, preventing it from developing into versions more fit for Gen Z for many years."*

5. SWOT Analysis

SWOT Analysis is a tool used for strategic planning and strategic management in organizations. It can be used effectively to build organizational strategy and competitive strategy. In accordance with the System Approach, organizations are wholes that are in interaction with their environments and consist of various sub-systems. In this sense, an organization exists in two environments, one being in itself and the other being outside. It is a necessity to analyze these environments for strategic management practices.

The acronym SWOT represents 'strengths', 'weaknesses', 'opportunities' and 'threats'.

Strength	Weakness
<ul style="list-style-type: none"> • National Convention Center was chosen as the location. • Use the latest event technology • Adding to the STCo tradition, it is simple to attract participants/viewers/participants. • New and distinct idea • FPT has a large scale for internal activities/events • The event was supported by FPT branch managers and FPT Corporation leaders. Senior FPT executives actively participated. 	<ul style="list-style-type: none"> • Due to the large number of employees in many nations, it is challenging to incorporate every employee. • Too many internal events may cause some workers to become disengaged. • Organizers of large events may find it challenging to oversee a huge number of attendees.
Opportunities	Threats
<ul style="list-style-type: none"> • Motivate workers and establish a connection between staff and leaders • Attract new employees • Promote each employee's creativity • Demonstrates the "egoist" culture of FPT • Enhance the culture of STCo 	<ul style="list-style-type: none"> • Anniversary events are held by numerous rivals, including Viettel, CMC, VNG, etc. • Employees must participate in 2 consecutive events in one day • Risk of event cancellation or modification owing to unfavorable circumstances like inclement weather or pandemics, etc.

Table 1:SWOT

6. Conclusion

About Situation Analysis: Technology businesses are concentrating on growing and expanding their operations in the midst of the fast-paced Industrial Revolution 4.0. In order to effectively encourage employees, ceremonial and anniversary events need to be held with enough solemnity, meaning for them to feel appreciated, proud and motivated to stick with the company.

About Competitor Analysis: Every business organizes events in a different way and to a different extent, which is a reflection of their own corporate cultures. In contrast to its competitors, STCo places greater emphasis on fostering stronger bonds and interactions between managers and staff in a less formal manner. Anniversary celebrations help build a strong brand and boost employee loyalty to the business.

About Customer Analysis: Despite its strengths as one of the leading technology companies in Vietnam, STCo35 Festival faces challenges in innovation, differentiation and serving young employees. STCo35 will need to uphold the values and customs of STCo. Sarcasm may also be harmful and a source of conflict among coworkers. They anticipate that STCo will grow more imaginative and adaptable for their Gen Z employees.

About Target Audiences Analysis: the board of managers and FPT employees all want the STCo culture to be prominently displayed on the group's anniversaries. FPT personnel are mainly GenZ generation, as for the GenZ department, they hope the performances in STCo will be more diverse and youthful.

In summary, the event needs to clearly demonstrate FPT's strengths in developing corporate culture to create competitiveness in the recruitment field. At the same time, through the event, STCo culture must continue to grow stronger and richer, continuing the existing foundation.

A large, stylized number '3' is the central graphic element. It is composed of two solid blue circles of different shades (a darker blue for the top and a lighter blue for the bottom) connected by a white, curved stem. The number is set against a white background that is part of a larger blue gradient background.

CHAPTER III

Development &
Planning

1. Overview of a Masterplan

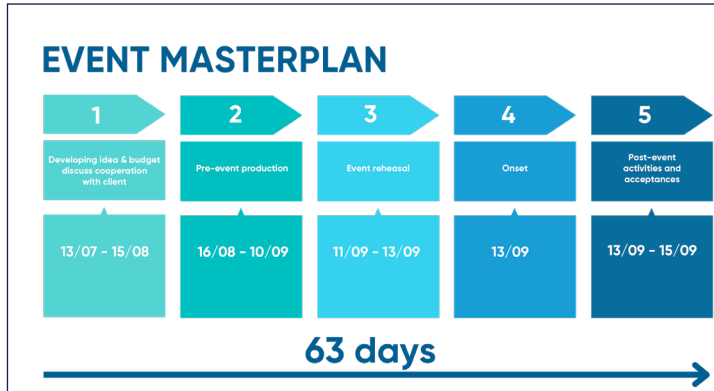


Figure 8: Event masterplan

The deadlines for finishing event items must be decided upon by Rosemedia and FPT. Rosemedia must simultaneously set internal goals for task completion in a cooperative and efficient manner in order to guarantee job quality and address issues as they arise.

When executed, each single work item will have a detailed plan and detailed content, but in order to accomplish the goal, all major items must closely adhere to the masterplan that applies to both parties.

2. Goals & Objectives

2.1. Goals

- Prompted the leadership board of FPT Corporation to participate in the event.
- Brought a sizable contingent of FPT Corporation employees to perform on stage.
- Give numerous staff members the chance to showcase their skills on stage.
- Organizing a successful program to end a series of events celebrating the 35th anniversary of FPT Corporation's establishment, demonstrating the Corporation's STCo culture.
- Through the presentation of "Who? We; Us!" clearly convey the media message for the 35th anniversary celebration series of FPT events with the theme "AI" of FPT.
- Make the FPT personnel feel proud of the event.

2.2. Objectives

- 100% of subsidiaries company performance has at least 1 leader took part in the competing performance.
- >90% of the total invited people attended the event.
- > 90% of the performances in the event demonstrated the theme and the key message of the event.
- >100 post social networking sites with hashtag: #hoidienstco #hoidienstco2023.
- 90% of the actors participating in the performances are FPT personnel

3. Target audiences

Employees in all fields at FPT Corporation are the target audience for the event. Additionally, young individuals inside the Corporation between the ages of 18 and 30 has the highest number.

The target audience persona demonstrated following these categories:

Classification	Audiences
Demographics	
Gender	Male, female
Age	18 - 70
Job	Working at FPT Corporation in all fields and position
Geographic	
Region	Vietnam
City	All cities with FPT companies mainly Ha Noi
Psychographic	
Attitudes	Enthusiastic, open-minded and always ready to accept something news
Attitude to the FPT's internal events	Interested or very interested
Objects that have an influence on	Superiors, colleagues, family
Behaviors	
Behaviors towards company's internal events	Participate and follow the activities
Communication channel used	Workplace, Facebook, Youtube, Tiktok, Zalo

Table 2: Target audiences

3.1. Performer of FPT Corporation

- Member of the board of directors of subsidiaries companies.
- FPT personnel have the ability to perform on stage.
- FPT personnel have a desire to participate in performing on stage.

3.2. Attendance

- FPT personnel in Ha Noi.
- Family members of FPT Corporation executives and leaders.

4. Concept and key message

4.1. Key Message

Name of the event: "Ai? "We; Us!"

Word division:

- AI?: is AI (Artificial Intelligent) and is "who" (question who? in Vietnamese).
- We; Us!: is the ANSWER section following the question who? "Us" is the way FPT people affirm to outsiders and "We" is the general encouragement between FPT people when talking to each other to highlight FPT's TEAM SPIRIT and SOLIDARITY.
- Besides, AI - We - Us shows the connection between humans and artificial intelligence: AI (artificial intelligence) and "We" (humans) will create "Us".

When combining the elements Ai - We - Us and the story of punctuation, we have asked ourselves the question "Who will be the one to create new breakthroughs, pioneer to open new horizons in the future?" The era of technology for humanity? At the same time, in that name we also have the answer to that question: "Us" - a team of FPT people from subsidiaries and functional departments. But most of all, it is "We!" - an affirmation of the solidarity of FPT people. Success belongs to the team, and in the team there are no individuals. The "We" spirit is always engraved in each FPT person.

4.2. Concept

Concept: **The story of punctuation**

A birthday is an opportunity to reflect on the past. FPT holds an annual commemorative event called STCo 13.9 to honor the corporation's new era. From there, it's a chance to reflect on past accounts of FPT's evolution. Key message with the interpretation: "The story of punctuation" is built.

The "Imprints" on FPT's 35-year journey are shown through the "Festival of Punctuations". Punctuation helps paragraphs have meaning, and when paragraphs are connected, they form storylines, which together account

for the 35-year history of FPT. Differently interpreted punctuation connects stories and evokes feelings in the viewer. From there, they give the audience fresh viewpoints by utilizing punctuation, which theatricalizes storytelling. A unique performance for the show.

The meaning of punctuation marks is explained:

PUNCTUATION	SYMBOLS	MEANING
COMMA	,	These "commas" are what break up the chaos of several ideas, tasks, and projects that come one after another.
SEMI-COLON	;	Even though these "semicolons" distinctly divide the roles and responsibilities of the many components, we are still one cohesive whole. At times, we may appear to have given up yet however find the will to continue.
COLON	:	It is a very formal and principled "colon", so we know that next will be a list of many good things in each product, many lands waiting for FPT to bring technology to.
DASH	-	It is a "dash" full of connection
PARENTHESES	" "	They are "parentheses" full of support, words of encouragement for the brothers and sisters - because FPT members are not just colleagues but family members; or quotation marks to quote the captain's words as a guideline for each FPT person.
PUNCTUATION MARK	.	They serve as "punctuation marks" to indicate the conclusion of a campaign or a product. Alternatively, occasionally a "new dot" to indicate that FPT is going to round a corner in the process of development.
QUESTION MARK	?	It is a "question mark" full with difficulties, questions about breaking new ground, and technological issues that need to be solved.

PUNCTUATION	SYMBOLS	MEANING
EXCLAMATION MARKS	!	It is a forceful “exclamation mark” that exudes powerful resolve, much like the affirmations made by FPT employees in the face of challenging circumstances. It also represents a staunch consensus in each shouted daily of the company's slogan.
ELLIPSIS	...	It's an “ELIPSIS” (also known as a “three dots”) when there are too many things to do that cannot be counted; or unfinished plans waiting for one day to be restarted by FPTers; or a little wistfulness and quietness of the leaders who worry day and night to bring FPT further development and bring happiness and true value to the lives of every person...

Table 3: The meaning of punctuation marks

5. Key Visual design

5.1. Sketch ideas



Figure 9: Key Visual sketch idea

Interpret the story “AI” through images of punctuation marks.

FPT's 35 year story will be clearly shown through a history book that opens. A history book including nine “punctuation marks” for each of the exciting stories that begin will effectively illustrate FPT's thirty-five-year history.

FPT Group's 35th anniversary concept and development were inspired by the punctuation system (commas, semicolons, colons, dashes, brackets, periods, question marks, exclamation points, and ellipsis).

The Key Visual, the picture system, and the event performances all make use of the punctuation system. Specifically, nine distinct sets of punctuation will show up to symbolize the eight storylines of the eight competing teams.

5.2. Key Visual Idea

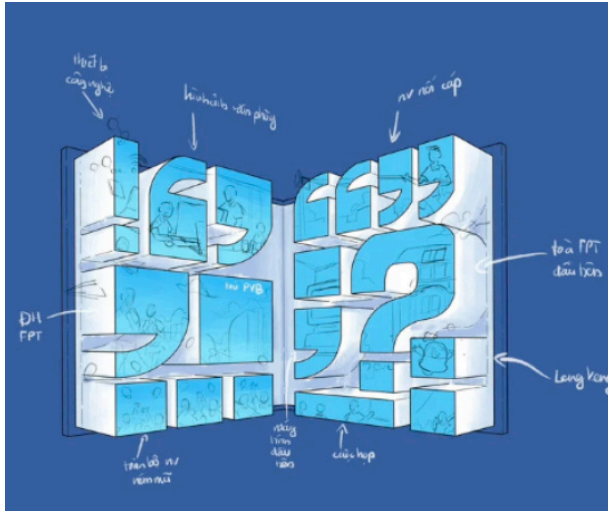






Figure 10: Key Visual idea

The KV idea is an exchange of content wishes between FPT Corporation's Corporate Culture Department and Rosemedia. All images used were provided by FUN and worked with Rosemedia's design team to perfect the design. Rosemedia and FUN want to integrate into the main lines the image of FPT Corporation in the development process.

Starting the development process with 13 enthusiastic people, although they only had simple equipment, with their efforts, they have now turned FPT into a leading technology corporation in Vietnam. Memorable milestones are like sweet fruits, starting with: the first building, the first cable television equipment, the first university and many more. These things seem enormous, but they all just stem from meetings and daily work of the corporation.

And now FPT has reaped the rewards of the corporation's success and growth after a journey of 35 years of development, shown through the happy images of FPT employees.

NO.	Content	Image
1	First Building	
2	First cable device	
3	First computer	
4	First university campus	

NO.	Content	Image
5	FPT businesses	
6	Working space	

NO.	Content	Image
7	FPT people	
8	Leng keng - FPT' mascot	
9	FPT's corporative signing	
10	FPT Cloud	



NO.	Content	Image
11	FPT's headquarter	
12	History of FPT's logo	

Table 4: Keyvisual inspirational image

5.3. Completed keyvisual

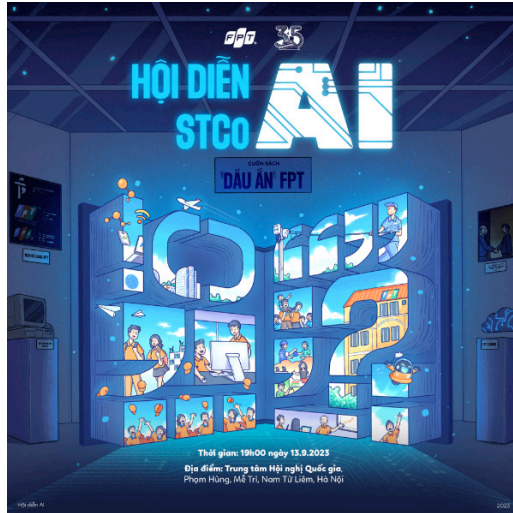


Figure 11: Completed keyvisual

Following collaboration and exchange, the following is the final Key Visual.

Color: The primary visual key is blue, which demonstrates technology and modernism in a straightforward manner. FPT's image is represented by little orange patches.

Font: "Hội Diễn STCo" (SVN-Gratelos Present); "Ai" (illus); other (r0c0i Linotte)

Picture:

The first scene that appears in Key Visual is that of a display board holding valuables, and the image of the FPT history book is prominently displayed at that scenario. The punctuation marks and animated visuals that have been deftly incorporated into each mark to symbolise stories and significant turning points over the 35 year development journey make the history book glow brightly showing the evolution of FPT.

The event name is positioned in a thick font, forcefully and clearly indicating FPT's commitment to thrive in the future.

6. Strategies and tactics

There are three primary tactics used to accomplish the event's goals and objectives, including:

- Applying the motto "Take leadership as an example" of FPT Corporation, by attracting the participation of management, FPT employees will follow leaders and enthusiastically participate in performances and attend events. Specifically, creating an opening performance with the participation of all 13 members of the group's founding council. At the same time, each performance of member companies participating in the competition must have the presence of at least 1 leader, thereby promoting the motivation of personnel to participate.
- Organise the event as a competition amongst member companies, encouraging rivalry amongst businesses to foster employees' motivation to contribute to their units and ultimately achieve outcomes. for the occasion.
- Create satisfaction for the audience when attending the event: Producing unique visual art combined with the use of the most advanced technology in event organization such as 3D Hologram or Kinetic, creating an impressive and unique experience for event attendees.

7. Event activities

NO.	Activities	Activities in details
1	Welcoming audiences	Checkin and welcoming activities
2	Opening performance	The opening performance with key moment
3	Speech from FPT leaders and MC script	<ul style="list-style-type: none"> • MC leads parts of the event • Leader's statement
4	Performances of competing teams	<ul style="list-style-type: none"> • Team's introduction videos. • Team's competing performances
5	Interaction with judges and audience	<ul style="list-style-type: none"> • Minigame Q&A • Minigame lucky draws • Judges commendation
6	Prize award	<ul style="list-style-type: none"> • Awarding STCo performances • Awarding sport competition: "Ai Vui Khỏe" • Awarding final prize.

Table 5: Events content category

7.1. Welcoming activities

The National Convention Center's entire front lobby will be used as the event's reception area, along with a large number of decorative items arranged that will stimulate the desire to share images of the event. The area desires to create the first impression with the audience about the scale of the event. In addition, there will be interactive activities designed to increase the audience's spirit before entering the event.

7.2. Opening performance

Using a big cast and cutting-edge technology, the opening show will be painstakingly orchestrated to maximise the emotions of the audience.

Adding the company's leadership to the performance, in keeping with FPT's philosophy of "take leadership as an example," gives the audience a sense of excitement and novelty.

The art performance is designed with the event's overarching concept in mind, providing the audience with an early sneak peek at its contents.

7.3. Performances of competing teams

The competing teams in the event were informed about the event idea from August 16 to prepare performances that closely followed the program content.

Create guidelines, standards for scoring, and evaluation criteria to fully capitalise on each member company's interest in the success of their team.

In order to guarantee adherence to the programme concept, Rosemedia coordinates and oversees the creation of visual content and performance content.

7.4. Interaction with judges and audience

The goal is to provide a brief intermission for the audience following the performances so that the quantity of interactive elements and their placement within the timeline may be planned to maximise effectiveness and minimise emotional impact on the audience.

Most FPT events include minigames like Q&A or fortunate draws, which never fail to delight the audience.

Minigames will create time for the jury team to score fairly and most effectively.

7.5. Prize Award

Awards will be given out for the sports festival and performance, in addition to a summary prize for the entire team. This contributes to the audience's retention till the end of the event as well.

Plan a surprise for the award ceremony to elicit the strongest feelings from the audience, creating a sense of pride for each team for the effort they have put in, leaving memorable memories and promoting the desire to contribute to the events.

8. Budgets and Resources

8.1. Event budget allocation

The total budget used for the event is 2,000,000,000 VND.

Of which 500,000,000 VND is used to cover the cost of the venue which is the National Convention Center, this part is in charge of FPT Group.

All staging and props of member units will be prepared by the units themselves and are not included in the budget for event organization.

The remaining 1,500,000,000 VND was paid by Rosemedia for the following items:

- All decor products serve the event and pre-event guest reception activities
- Production of stage and event equipment.
- Producing the opening performance.
- Produce event visuals.

8.2. Organizational Structure

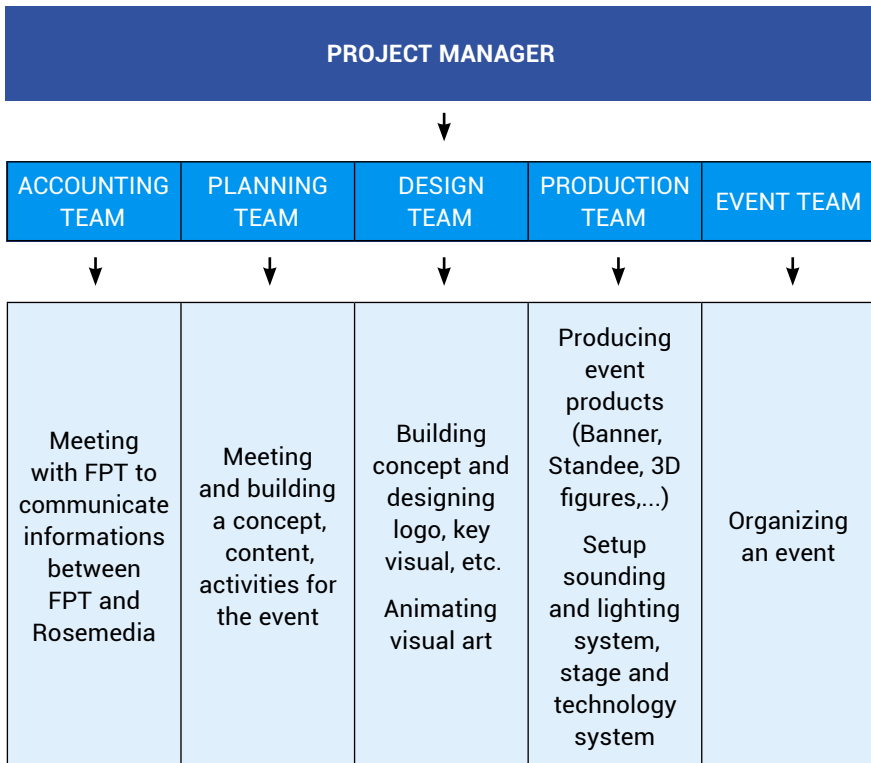


Table 6: Organizational Structure

9. Risk Management

NO.	PARTS	CONTENTS	RISKS	PREVENTIONS	ELIMINATIONS
1	In Event	Script & design	Unable to agree on ideas	Schedule ideas to finalize Discuss specifically about the customer's wishes	OT to complete on time
2			Progress in completing the script and design is slow	Make a specific schedule for each section	
3			Arising about timeline & event content	Finalize the content of the event script before starting It is clearly stated in the contract that there are costs incurred if the program content changes after closing	Check the implementation of the problem and discuss and advise customers if necessary
4			Late or earlier than expected timeline	Rehearse and have a program script detailing the time of each performance as well as the time to set up the stage	Notify the audience as soon as possible

NO.	PARTS	CONTENTS	RISKS	PREVENTIONS	ELIMINATIONS
5	In Event	Key moment performance	Experts and artists cannot be invited to participate	Contact the parties early and finalize participating artists and experts Use available resources of FPT and Rosemedia	Change the performance or have an idea to replace the missing part
6			Actors and singers cannot arrange recording and practice schedules	Finalize the schedule with the parties as soon as possible	Arrange for the actors to practice on their own first Arrange a flexible collection schedule with each person Back to the videos of the performances Arrange a final rehearsal schedule for all actors
7			There are changes in the content of the performance	Check for related issues in the performance Finalize the performance as soon as possible	OT to complete on time Complete everything 2 days before the program date Notify additional costs if any or if the customer wishes to change

NO.	PARTS	CONTENTS	RISKS	PREVENTIONS	ELIMINATIONS
8	In Event	Performances of competing teams	Difficulty in updating information and communicating with FPT and related parties	Set up specific groups for each section on communication platforms like Zalo; Telegram;... Create a specific timeline for each part before starting work	Contact directly, meet face to face to discuss
9			The competition team does not understand the rules	Arrange people to support teams	Communicate as soon as possible so that teams can prepare promptly There are parties that can support the teams
10			The competition team did not complete the performance on time	Discuss specific information before dividing the teams Continuously update information to fix problems promptly	Divide people to support teams in completing deadlines
11			The performance does not meet the requirements (in terms of duration or content)		Join teams or skip performances if necessary

NO.	PARTS	CONTENTS	RISKS	PREVENTIONS	ELIMINATIONS
12	In Event		The competition team did not prepare visuals and costume props in time	<p>Arrange people to support teams</p> <p>Discuss specific information before dividing the teams</p> <p>Continuously update information to fix problems promptly</p>	<p>Divide people to support teams in completing deadlines</p> <p>Join teams or skip performances if necessary</p>
13	Technique	Sound, lighting and stage	Incorrect or unusable	<p>Check and control equipment quality before the event (2 days)</p> <p>Use trusted suppliers and experienced technicians</p>	<p>Plan and prepare backup equipment. Contact the technical team for quick fixes when necessary.</p> <p>Strengthen equipment quality monitoring and control, focusing on quick fixes if problems occur</p>
14		Visual		<p>Testing and rehearsal before the main event</p> <p>Finalize visual content early before the show date</p> <p>Work with FPT on visual orientation</p>	<p>Replace or remove visuals with program visuals</p>

NO.	PARTS	CONTENTS	RISKS	PREVENTIONS	ELIMINATIONS
15	Technique		Intellectual property copyright infringement	Testing and rehearsal before the main event Finalize visual content early before the show date Work with FPT on visual orientation	End the performance or remove the visual, replace the visual
16	Check-in area	Banner	Broken or damaged model	Check quality before the program	Do not use or replace immediately if applicable
17		3D model		There is a setup team to support when needed	
18		360 degree photos	Can not be used	There is a setup team to support when needed	
19	Location	Practice	There is no suitable place to practice	Schedule and arrange with each actor to finalize the number	Record a video to practice yourself Finalize the general rehearsal schedule on the rehearsal day
20			There are not enough seats for the audience to attend	Finalize the number of participants Each invitation must have NCC's seal	Check on FPT's side about the number of attendees Separate security departments to check invitations carefully

NO.	PARTS	CONTENTS	RISKS	PREVENTIONS	ELIMINATIONS
21	Personnel	Rosemedia	Not enough staff at Rosemedia to run the main event	Clearly divide tasks into each area and check again before the event	Hire more quality personnel
22		FPT	Not enough staff at FPT to run the main event		
23		Visual	MC cannot be used for many reasons	Check MC quality Looking for high quality MCs	Hire another MC or practice with an MC
24		PG	Arriving late or missing PG for some reason	Find an experienced PG team PGs arrive 1-2 hours before the program to prepare promptly	Don't use that PG anymore Revise costs if necessary
25			PG wears the wrong outfit or cannot use it for some reason	There is a specific person in charge	Change outfit or stop using that PG
26		Performer	Arrive late or don't come at all	Contact key parties regarding training schedules and clear programs	Check the quality on the last day of rehearsal and do not use it if the quality is not guaranteed Report specific costs to relevant parties

NO.	PARTS	CONTENTS	RISKS	PREVENTIONS	ELIMINATIONS
27	Personnel	Performer	Wrong performance	Record a video for the actors to practice Find experienced actors Rehearse on stage at least 2-3 times	Check the quality on the last day of rehearsal and do not use it if the quality is not guaranteed Report specific costs to relevant parties
28	Copyright and legal issues		Violation of contract with NCC - National Convention Center	Complete the contract with the parties before proceeding with setup	Contact additional terms and conditions with relevant parties Add costs in quotes with customers
29			The Dien Association has not been registered with local authorities and is being investigated by the authorities		
30	Logistic		Not enough items for the performance	Finalize the number of props and costumes before the program There is a specific rental location for easy understanding	Added right before the show

NO.	PARTS	CONTENTS	RISKS	PREVENTIONS	ELIMINATIONS
31			Lost items	There is a complete handover record for any device There are responsible parties from Rosemedia and FPT	Search through the person responsible Added right before the program
32			Lack of meals for personnel	Check the quantity and divide the responsible person	Eat at NCC canteen or buy outside Additional costs if any
33			Problems with logistics partners such as transportation services and equipment suppliers	Use reputable, long-standing logistics parties Check equipment continuously and have someone responsible	Additional items and costs if any
34	Finance	Contract	Incurred expenses	Check the contract carefully	Notify customers early about arising costs and agree on costs
35		Location			
36	Security and health-care	Security	Personnel not part of the organizing committee appeared	Have BTC card and enough number of cards Contact NCC to check BTC card	Contact NCC immediately if necessary

NO.	PARTS	CONTENTS	RISKS	PREVENTIONS	ELIMINATIONS
37	Security and health-care	Security	Security and legal issues arise	Divide tasks and unify security areas Link with NCC to support security assurance	Contact NCC immediately if necessary
38		Medical	Injury during the training program	Have someone take charge and check for injuries	Take to nearby hospitals if necessary Find out why the injury occurred
39			Injury during stage setup		Additional costs if needed
40	Logistic		Injured during performance	Find out about hospitals near the locations Have first aid equipment and transportation ready if needed	Take to nearby hospitals if necessary Find out why the injury occurred Additional costs if needed Stop the program if necessary

Table 7: Risk management

10. Potential achievement

The event aims to provide each audience member with an exceptional experience thanks to a strong operations team and careful planning. Furthermore, this STCo 13.9 with the largest event scale since its founding, promises to accomplish a significant spread and generate a lot of buzz for the Group as a whole as well as for STCo culture in particular.

With a successful event, participants will post pictures and information about it on social media. From there, FPT's reputation grew and STCo's culture deepened, both of which were extremely beneficial to the company.

The background features a large, stylized number '4' formed by white negative space against a blue gradient. The blue gradient transitions from a deep navy at the top to a lighter, vibrant blue at the bottom. The text 'CHAPTER IV' is centered horizontally and partially overlaps the right side of the '4' shape.

CHAPTER IV

PRE-PRODUCTION

1. Place

The 35th anniversary of the establishment of FPT Corporation has gone through many stages with many large and small events across FPT branches to participate in response. The most prominent among them, STCo 13.9 is the main event marking the 35-year milestone of FPT Corporation. Therefore, the organization location will be chosen in the same city as the headquarters, and is also the place with the largest concentration of senior leaders and FPT staff, which is Hanoi city.

The STCo 35 event to celebrate the 35th anniversary of the establishment of FPT Corporation was held in Hanoi with a scale of up to 2,500 guests. Therefore, for the event to run as efficiently as possible, it requires a venue with a large capacity and quality accompanying facilities.

Location selection options:

Location	Capacity	Convenient for travel	Equipment
Ho Guom Theater	The large auditorium can accommodate 900 guests and the small auditorium can accommodate 500 guests	No	Modern facilities, state-of-the-art technical infrastructure, application of world-leading technology in sound, lighting, stage decoration... are capable of meeting the performance requirements of many types of performances. different arts
Athletics Palace	More than 3000 seats	Yes	Mainly serving sports activities
National Convention Center	3800 people	Yes	The space is airy, spacious, and easily accommodates the operation of the most advanced and modern equipment

Table 8: Location selection options

With a capacity of up to 3,800 seats and a spacious, airy space that easily accommodates the operation of the most advanced and modern equipment,

the National Convention Center was chosen as the venue for the STCo Show event this time.

In addition, on the morning of September 13, FPT Corporation organized a sports event as part of a series of events celebrating the 35th anniversary of the establishment of FPT Corporation at My Dinh National Stadium. Therefore, the National Convention Center is only 20 minutes away, becoming the most suitable location to ensure safe travel for the group's staff.



Figure 12: Large hall of the National Convention Center

2. Event Timeline

Phase 1 (July 13 - August 15): Develop ideas and budget - cooperate with customers

NO.	Content	July		August		
		Week 3	Week 4	Week 1	Week 2	Week 3
1	Receive brief from customers					
2	Come up with ideas and make proposals					
3	Pitching and communicating with customers					
4	Closing ideas with customers					
5	Finalize ideas and budget					

Table 9: Timeline for ideas and budget

I Phase 2 (August 16 - September 10): Pre-event production

NO.	Content	August		September		
		Week 3	Week 4	Week 1	Week 2	Week 3
1	Complete the idea					
2	Finalize budget and event components					
3	Design publications					
4	Producing the opening performance					
5	Teams prepare their performances for the competition					
6	Produce visual for the event					
7	Stage production, engineering, landings,...					

Table 10: Production timeline

Phase 3 + 4 (September 11 - September 13): Event rehearsal and event organization

NO.	Content	September		
		Week 1	Week 2	Week 3
1	Set up stage and checkin area			
2	Rehearsal			
3	Perfect visual and light sound			
4	Complete the event script			

Table 11: Rehearsal and performance timeline

- I **Phase 5 (September 13): Organizing the event**
- I Phase 6 (September 13 - September 15): After the event

NO.	Content	September		
		13/9	14/9	15/9
1	Event acceptance			
2	Collect surveys			
3	In-depth interview			
4	Measure performance			

Table 12: Timeline for measurement and summary

After pitching to customers, to ensure that the event follows the concept of FPT Group's 35-year program series and the concept of the STCo show, the team along with Rosemedia set a program orientation that follows the following elements:

- Stage the performance according to the agreed upon program concept.
- Implement the true spirit of STCo culture.
- Ensure duration and optimize quality of the program.
- Create inspiration and excitement for the attending audience.

3. MC Script

According to the program agenda, the event will include 2 parts: the ceremony and the festival, so the MC's script for each part will have to convey the true spirit of each part of the program. Besides, with STCo's unique satirical culture, the MC script will be edited with typical FPT style elements such as: "..." to fit the event.

In addition, the program will have activities such as Minigame Q&A or lucky draw, so the requirements for the MC script will be flexible to create the best effect.

MC:

- Hoang Quan - FPT Play employee
- Thuy Tien - FSoft employee

CONTENT	MC script
<p>10 minutes before the event, MC voice off invited all delegates to move inside the hall so the program could prepare to start.</p>	<p>In just a few minutes, the September 13 STCo Show celebrating FPT's 35th birthday will officially begin. We respectfully invite all delegates, guests and FPT members to quickly move inside the hall and take their seats. Sincerely thank.</p>
<p>Clip highlighting the Sports Festival</p>	<p>Screening clip highlighting the Sports Festival</p>
<p>MC voice off invites all delegates to sit down so the program can prepare to begin.</p>	<p>T: Dear delegates, distinguished guests, and dear FPT brothers and sisters, we have just looked back at the very exciting and exciting images of this morning's Sports Festival taking place at My Dinh National Stadium. Many bonding activities and interesting group games were organized, creating a wonderful atmosphere to celebrate FPT's 35th birthday.</p> <p>Q: And right now, I would like to invite all of you to take your seats, and turn your attention to the stage of the National Convention Center. Let the STCo Show on September 13 with the theme "AI" officially begin!</p>
<p>Performance to celebrate FPT's 35th birthday Opening performance with keymoment Clown song music, welcome music -> MC comes on stage and welcomes + thanks</p>	
<p>MC welcomes Quick introduction to the program, thank you Invite Chairman Truong Gia Binh to speak and open the program</p>	<p>Q: I'm Hoang Quan from FPT PLAY T: I'm Thuy Tien from FSOFT Q: We would like to warmly welcome delegates, distinguished guests, and FPT brothers and sisters who are attending and watching the STCo Show to celebrate FPT's 35th birthday today! T: Thank you to the Choir for an impressive opening performance with the participation of the Board of Directors of FPT Corporation and the lovely angels FPT Small! (Choir withdraws)</p>

CONTENT	MC script
	<p>T: At this time, the organizers would also like to invite Chairman Truong Gia Binh to stay on stage to share with the delegates, distinguished guests and FPT employees who are watching live as well as watching the show through livestream. Sincerely invite you!</p> <p>NOTE: THE SHOW DOES NOT INTRODUCE ANY LEADER OTHER THAN ANH BINH</p>
Chairman Truong Gia Binh spoke	
<p>MC thanked the leaders and introduced the 35th Anniversary Celebration</p> <p>-> special feature this year: 35th birthday + special theme -> please turn your eyes to the LED screen</p>	<p>T: Thank you very much for sharing Mr. Truong Gia Binh. The Chairman will return to the delegates' seats with a very important responsibility today.</p> <p>Q: Ladies and gentlemen, from the 13 founding members of FPT on September 13, 1988; Up to now, the Group has more than 63,000 employees, working in 30 countries around the world. Today, FPT people around the world celebrate a memorable milestone: FPT turns 35 years old.</p> <p>T: 35 years of formation and development is also the same amount of time that generations of FPT leaders and employees have worked hard and innovated in science, engineering and technology to contribute to the country's development. ; bringing FPT to the world stage.</p> <p>Q: A series of activities to celebrate FPT's 35th anniversary have been launched and implemented since the beginning of this year: such as F-Olympics, Happy Tour, business competition programs, Happy Run and other events. Volunteer activities... The final touchpoint in that journey is September 13 today, with the Sports Festival taking place in the morning at My Dinh National Stadium, and the STCo Show taking place tonight.</p> <p>T: STCo - short for Creative Company, represents the unique and interesting culture of FPT. This half-Western, half-American name becomes the glue that binds FPT people, bringing refreshing and innocent moments of entertainment, thereby creating the strength of solidarity for FPT people!</p>

CONTENT	MC script
	<p>Q: Please give a round of applause for the unique STCo culture of FPT people. Wishing the STCo Show on September 13 to celebrate FPT's 35th birthday a great success!</p>
<p>MC introduces the topic of AI</p>	<p>T: Ladies and gentlemen, each show will have its own theme. This year, the group chose a short but meaningful name: AI. "AI" can be the question "WHO?". Who will continue and lead FPT? Who is the "Creator of Happiness" for FPT?</p> <p>Q: AI can also be A-I: Artificial Intelligence - a field of technology with a profound and comprehensive influence on the 4.0 industrial revolution; "Who" is also the transliteration of - the first person in English - I - as a way to clearly affirm the uniqueness and separateness of each individual;</p> <p>T: The interesting thing about this year's Festival is that each theater will draw a punctuation mark, which will then be combined with the word AI as the theme for the home team's performance. If FPT's 35-year journey is a story, its form will be closely connected by punctuation and the content will revolve around the subject of AI. From there, each chapter of FPT's 35-year long story will bring many new perspectives to the audience.</p> <p>Q: The results of the draw and the order of performances of the theaters in the 35-year STCo FPT show are as follows: (2 MCs read alternately)</p> <p>FRT - Exclamation mark</p> <p>T: Joint force FHO – FO- SENDO - Three dots</p> <p>Q: FCI - Dot</p> <p>T: FTG - Semicolon</p> <p>Q: FIS - Question mark</p> <p>T: FTEL - Quotes</p> <p>Q: FSOFT - Dash</p> <p>T: FE - Comma</p>

CONTENT	MC script
<p>MC talked more about the score composition and voting method</p>	<p>Q: The performance score is calculated on a 100-point scale. 80% is the judge's score, 10% is Vote directly from the audience, 10% is the score from the organizers. The way for the audience at the National Convention Center to vote is as follows: The voting portal will open twice: after the first 4 performances and the last 4 performances. Open the MyFPT app, check in and vote for 2 out of 4 favorite performances.</p> <p>T: Please note that you must select 2 performances. If you only vote for 1 performance, the system will not record it. Only the audience who complete the check-in at the beginning of the hour, and fully vote in 2 turns, will be selected by the system for the lucky draw at the end of the program. We will remind you how to vote after the end of the first 4 performances.</p> <p>Q: A new feature of this year's Festival is that in the score component there is 10% of the score from the organizers, decided based on the compliance with regulations and deadlines during the preparation process of the collaborators. And up to this point, this is an extremely wise decision, when for the first time in the show's history, 100% of teams submitted files on time, rehearsed on time and there was no cursing at the organizers!</p>
<p>MC introduces the jury and introduces the teams</p>	<p>T: And now it will be the ingredient that decides 80% of the results of the show - the jury - the people who hold the scales will help us choose the best performances! (MC introduces STCo style, Tien reads GK's name, Quan sells)</p> <p>First judge: Mr. Truong Gia Binh - Chairman of the Board of Directors of FPT, Member of the FPT Founding Council with Mr. Binh as a judge, the organizers don't have to think about scoring criteria, because to him, all criteria or standards are meaningless. If you like a performance, it means it's good!</p>

CONTENT	MC script
	<p>The 2nd judge: Musician of FPT Corporation - Musician Truong Quy Hai! Finding the generation of FPT artists next to Mr. Hai is as difficult as finding the next generation of FPT leaders to Mr. Binh. This is the reason why Mr. Hai always accompanies Mr. Binh in performances!</p> <p>Those are 2 FPT judges. To increase the expertise and objectivity of the judges, the Organizing Committee also invited 2 extremely reputable judges!</p> <p>The third judge, a famous music director, cultural event director, author of many attractive programs and works: Director Viet Tu!</p> <p>To be honest, finding a director who is good at judging this show is not difficult, but finding someone who is both talented and sharp, like the FPT judges, is probably only Mr. Viet. Just Tu!</p> <p>And the last judge, also the only female judge, would like to introduce Meritorious Artist Tran Ly Ly - Acting Director of the Department of Performing Arts, Former Director of Vietnam Opera and Ballet Theater</p> <p>The presence of a head of a state agency is a strong affirmation that: This year's STCo show completely complies with performance regulations and is in accordance with Vietnamese customs and traditions!</p> <p>Please give a round of applause to the judges! Wishing the Board of Directors a successful completion of the task.</p> <p>And now, the 35-year STCo FPT Festival begins!</p>
Trailer	
Trailer finished	<p>Last sentence of the trailer:</p> <p>"Our mission now is to go back to the 35th year of fpt to see exactly... Who is what, the meaning of those strange characters and how our ancestors created happiness. September 13, 2023, location of the National Convention Center. It is now almost 7:00 p.m. earth time. Depart immediately"</p> <p>=> Spaceship flies towards the center of HNQG => MC appears at the corner of the stage: if the introduction welcomes the AI Show September 13, 2023</p>

CONTENT	MC script
The MC introduced the units' competition	<p>Q: And now we invite you to return to the present, September 13, 2023 to prepare for the first performance to open the show tonight! Before we begin, we would also like to share some good news with all of you. With nearly 90% positive reviews from employees, FPT Corporation was awarded the "Excellent Workplace" certificate by the prestigious agency Great Place to Work. (Please give me a round of applause!) Although it is not specifically stated, I guess this survey was conducted after the 10th, the day FPT distributed salaries.</p> <p>T: Indeed, compensation is always the top concern of workers in general, and our F family members in particular. As Mr. Bui Quang Ngoc shared: happiness is something specific. For employees, it is good income and a good working environment. A very interesting perspective on salaries and bonuses will also be brought to the first performance today. We would like to introduce FRT Theater with a performance with an exclamation mark: WHO IS HAPPY!</p>
Team 1 intro	
Team 1: FRT	WHO IS HAPPY! - Exclamation mark
Team 2 intro	<p>Comments sold in the direction: Thank you for FRT's performance - It's not simple to perform the opening performance. Among TV affiliates, FRT is the unit that has the most contact with customers, so they always know how to satisfy customers. Truong Gia Binh's favorite song "Who Can Love Forever?" Being able to recreate the lyrics would definitely be a plus point for this performance.</p> <p>Link: A remarkable achievement of FPT last year was the transfer of domain names and unification of email addresses from FPT.COM.VN to the new address FPT.COM.</p> <p>Ellipses have many uses, such as many things and phenomena that have not yet been listed, unfinished or hesitant speech, suggesting the deposition of emotions that cannot be put into words...</p>
Team 2: CONFEDERATE FHO - FO - SENDO	Happy tour signed: "AI... HAPPY" - Three dots

CONTENT	MC script
Team 3 intro	<p>Selling direction: With GenZ human resources accounting for more than 50% of the number of employees, STCo's culture has also shifted. Young music songs, remix music, appear more often. The leader of FPT HO, Mr. Nguyen Van Khoa - General Director of FPT is also famous for knowing all the hottest TikTok dances today!</p> <p>Link: FCI's next performance - FPT Smart Cloud. 2021 - FCI Theater entered the history of the show, with its first participation and taking home the championship. With this inspiration, in 2022, a series of new or small and medium-sized theaters such as FPT Online or Base are also excited to compete in performances. By this year, these theaters no longer appeared. FO is in the front stage, while Base stops playing.</p>
Team 3: FCI	AI boss level ranking - Dot
Exchange with judges	<p>Directional vase: Creativity in word play. Dot is both a dot and a score.</p> <p>And now is the right time to ask the judges, who judge tonight's performance.</p> <p>The characteristics of the STCo Festival are humor, creativity and self-indulgence. So with the last 3 performances, which theater's performance are these characteristics most clearly expressed from the perspective of artist Truong Quy Hai?</p>
Team 4 intro	Introducing FTG
Team 4: FTG	Who is the magic mirror afraid of - Semicolon
Prompt to vote, after team 4	<p>Selling in the direction: FTG's actor deliberately lisping made GK Ly Ly sweat. You have to strain your ears to hear if there are any dirty words that violate performance regulations!</p> <p>Reminder about the open voting portal</p>
Team 5 intro	<p>T: It must be said that to get 9 minutes on stage today, each team had to discuss, come up with ideas, scripts, prepare props, and practice intensely for a whole month and tonight is when they shine on stage</p> <p>The most anticipated of the year for people F.</p>

CONTENT	MC script
	We have watched 4 performances of FRT with exclamation marks, Lien Quan FHO, HO, SENDO with 3 dots, FCI with dots, FTG with semicolons and now the appearance of dots. in the performance of the FIS team. I believe that those who love the game Werewolf will be impressed with the idea of this performance. Let's welcome FIS with the work "Who "bites" STCo?"
Team 5: FIS	Who "bites" STCo? - Question mark
Free game (QA)	Selling direction: Halloween comes early - FIS actors just cast Zombie Ferry (Zombie Movie)! Invite to play Game
Team 6 intro	T: The performance of the Fox family - Defending champion of the STCo Show. The show is very topical with a very hot topic for FPT Telecom in the past year
Team 6: FTEL	Who is "evicted" - Quotes
Exchange with judges	The jury reviews and comments on the competition team
Team 7 intro	The last group of 4 performances gathered all talented artists. This is a group of strong units, rich in tradition, human resources and financial potential. FSoft is the next unit to perform
Team 7: FSOFT	AI HASH - A dash
Team 8 intro	FE is the final team. Last year, although they only finished second, in terms of prize money, they were the best team. Because FE won the 139 million prize from the STCo Academy. When I asked FE if all this money had been disbursed, they told us that we had finished recruiting students
Team 8: FE	Journey to Artificial Intelligence - Comma
Vote	Invite the audience to open the app to vote for round 2
Free game (QA)	
Lucky draw	Lucky draw (find second, first, third prize) - Third prize: Xiaomi Mi AP 4 Lite air purifier - worth 3,990,000 (awarded fomex) - Second prize: Garmin Forerunner 55 watch - worth 5,290,000 VND - from sponsor Synnex FPT (can be awarded by NTT)

CONTENT	MC script
	<p>- First prize: Lenovo IdeaPad 3 laptop - from sponsor Synnex FPT (can be awarded by NTT)</p>
<p>Presenting performance awards to TV collaborators</p>	<p>1. Secondary prize</p> <p>1.1 Individual sub-prizes (04 individual sub-prizes): each prize is 1,000,000 VND in cash + commemorative medal</p> <p>Ai Do (ISO): Excellent actor with ISO standards</p> <p>Ai Eo (IELTS): Excellent actress with attractive waist</p> <p>Ai Co?: Promising actor who has never appeared on the festival stage</p> <p>Who Stays Loyal Forever: Veteran actor has a cold face</p> <p>1.2 Collective sub-prizes (05 collective sub-prizes): each prize is 5,000,000 VND in cash + trophy</p> <p>+ Sub-prize 1: Who Taps: The most compassionate performance</p> <p>+ Secondary prize 2: Ai An: Most impressive performance (MC teases: read forward or backward, both are fine)</p> <p>+ Sub-prize 3: Ai Doi: The most original performance, incorporating the most unit practices</p> <p>+ Secondary prize 4: Ai Do: The performance with the most elaborate preparation of props and costumes</p> <p>+ Additional prize 5: Ai Class lu: The performance received a lot of applause and cheers from the audience in the hall</p> <p>2. Main prize</p> <p>+ AI Bronze Award: 10,000,000 cash + Trophy: Awarded by NS. Truong Quy Hai</p> <p>+ AI Silver Award: 15,000,000 cash + Trophy: Awarded by director Viet Tu</p> <p>+ Golden AI Award: 25,000,000 cash + Trophy: Awarded by Meritorious Artist Tran Ly Ly</p>

CONTENT	MC script
	<p>Awarding prizes to the entire troupe (In the performance) Mr. Binh and Mr. Khoa presented together</p> <ul style="list-style-type: none"> - Third prize for the entire group: 15,000,000 cash + Certificate - Second prize for the entire group: 25,000,000 cash + Certificate - First prize for the entire group: 50,000,000 cash + Certificate

Table 13: MC Script

4. Preparation of opening performance

The opening performance is an important part of the event that determines the success of the event. For FPT's STCo Show, the opening performance was uniquely designed to open up emotions for the audience right from the first moments. As an event marking the 35th anniversary of the group's formation and development. The contents that need to be conveyed in the Opening performance include:

- STCo nature of the event.
- Event concept.
- Event content to celebrate FPT's 35th birthday.
- Reviewing the milestones on FPT's 35-year journey.
- Demonstrates the connection and inheritance of generations of FPT personnel.

From the above content, items prepared for the Opening performance include:

No.	Content	Method of transmission	Category of preparatory work
1	STCo properties	STCo's typical variety performance form The music is specifically composed based on FPT stories that highlight the characteristics of STCo	Perform: - All music is newly produced and pre-recorded by Rosemedia to ensure the best quality when performing on stage.
2	Concept	The story concept of punctuation marks is clearly shown through the visual images shown during the event. The nature of technology and people are expressed through performances combined with the most advanced event technologies currently available: 3D Hologram and Kinetic.	- The actors are all carefully choreographed and have strict movement plans to ensure smooth operation. - The number of actors is carefully calculated to ensure optimal transmission of content. Manufacture:
3	Reviewing the milestones of 35 years of development	Documentary images of important events on FPT's 35-year development journey will be uniquely recreated with the effect of 3D Hologram technology combined with lullaby music to create remembrance.	- The technology used in the performance is 3D Hologram and Kinetic, which require programming to operate. - Visual is shown on the entire screen system produced in 3D images with visual movement.
4	Happy 35th birthday	Birthday greetings will be expressed directly through singing and performed by artists in conjunction with FPT management and staff.	- The lighting system is programmed with 3 tones of green, blue and orange that perfectly match the visual image and represent FPT's signature colors.
5	The connection and inheritance of FPT generations	The main performers are representatives of generations of FPT personnel: - Founding Council - Leaders - FPT young employees - FPT Edu students - Children from FPT Small	- The entire Backstage staff firmly understands the timeline and the number of actors moving to each wing to always make sure no actors are missed on stage.

Table 14: Items of work to prepare for the Opening performance

5. Preparation of competing teams performances

5.1. Participants

The event's participants include 8 teams, each team has a maximum of 100 participants, and each team has at least one participating leader.

5.2. Format

From the event concept, FPT units will draw 9 punctuation marks of their unit/coalition to be the theme for the contest performance. Equivalent to 8 teams competing on the Festival night.

Competition teams will create more meaningful punctuation in the content of their competition performance, from each unit's perspective, to tell a unique story about their unit and about FPT in their own way.

Rosemedia supports competition teams in producing intro videos to optimize image quality during the event.

Rosemedia carefully monitors and censors the content of each team's performance to ensure compliance with the concept of the entire program.

Each performance includes:

- 1 video intro
- 1 performance

5.3. Introduction videos for the teams

Duration: 30 seconds

Video shows:

- Team punctuation
- Name of unit/team
- Performance name

5.4. Performance

Duration: 10 minutes

The performance is expressed through performances such as:

- Variety show
- Music performance
- Dance
- Comedietta
- Magic trick

6. Preparations for interaction with the audience, judges and lucky draw

Besides the two main parts of the event, the opening performance and the competition performance of the teams, the remaining parts of the event that require preparation include:

No	Activities during events	Prepared content
1	Minigame Q&A	<p>The set of questions posed to the audience is appropriate to the duration and content of the program.</p> <p>The personnel in charge of moving the mic to the audience always closely follows the general director's orders</p> <p>Produce images and sounds for Minigames</p> <p>Contact for sponsorship of the reward for the audience prize.</p>
2	Interview with judges	<p>Preparing questions for the judges both demonstrates expertise and arouses interest in the audience.</p> <p>Personnel in charge of transferring the mic and retrieving the mic from the jury position</p>
3	Lucky lottery	<p>The lucky draw platform is programmed right on the MyFPT app, familiar to the audience.</p> <p>Produce images and sounds for the lucky draw.</p> <p>Contact for sponsorship of the reward for the lucky audience.</p> <p>The PG team is carefully rehearsed on travel plans to award prizes to lucky audiences.</p>

Table 15: Content for preparing the interactive part of the event

7. PPL

In the organizational context of an Anniversary Festival, such as the STCo, several licenses are imperative to ensure legal compliance and uphold safety standards. The responsibility for obtaining these licenses falls upon FPT as the organizing entity. Due to security considerations, the specific details of these licenses are not disclosed here.

Among the critical licenses are the event organizing permit, securing the legal authorization to host and manage the festival. This permit encompasses various aspects, including venue confirmation, safety plans, and compliance with local regulations. Additionally, adherence to fire safety regulations is paramount, necessitating the acquisition of a Fire Safety and Prevention License. This ensures that the event venue is equipped with adequate fire safety measures, emergency exits, and other precautionary protocols.

Furthermore, licenses related to sound and light systems are vital to mitigate potential disruptions to the surrounding community. FPT, as the organizing body, undertakes the responsibility to obtain these licenses, ensuring that the usage of audio and visual elements adheres to established norms.

The venue itself, in this case, the National Convention Center, requires a usage permit that validates FPT's right to utilize the space for the festival. This permit outlines the specific terms and conditions for utilizing the facility.

While advertising the event is crucial, it necessitates compliance with advertising regulations. FPT, as the primary organizer, undertakes the responsibility of ensuring that all advertising campaigns and promotional activities align with local laws and regulations.

These licenses collectively contribute to the lawful and secure execution of the STCo Festival, reflecting FPT's commitment to legal and ethical standards in event management. Due to security concerns, the detailed specifications of these licenses are not disclosed here but are meticulously addressed during the event planning and organizing processes.

8. Production kit: media productions

From the event area, brand identity publications are adapted to the correct ratio and size to ensure synchronization for the entire event, including:

8.1. Tickets and cards

Invitation ticket



Figure 13: Front of invitation ticket



Figure 14: Back of invitation ticket

Organizer card:

Organizer cards are divided into card types including: Director card; MC; Organizer; Backstage; Technique.



Figure 15: Organizer card

8.2. Check-in area

The prospective design of the check-in area is located on landing 2 and landing 3 outside the hall. From that, Rosemedia's design team came up with the following idea:

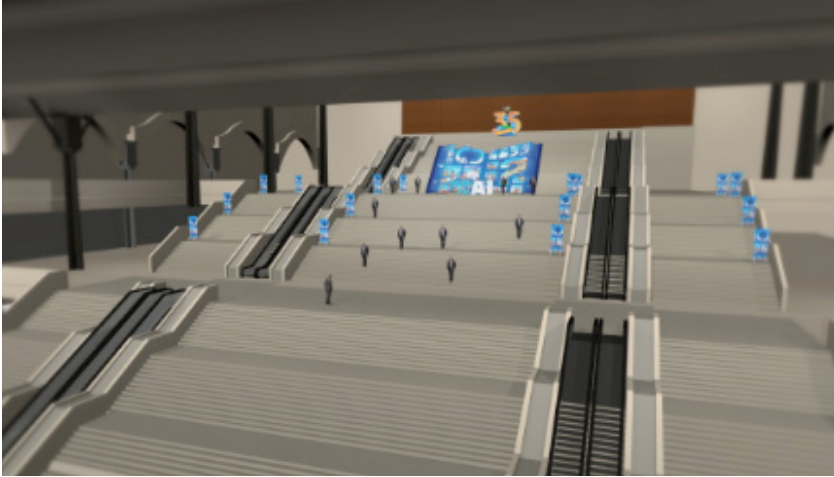


Figure 16: Hall outside the National Convention Center

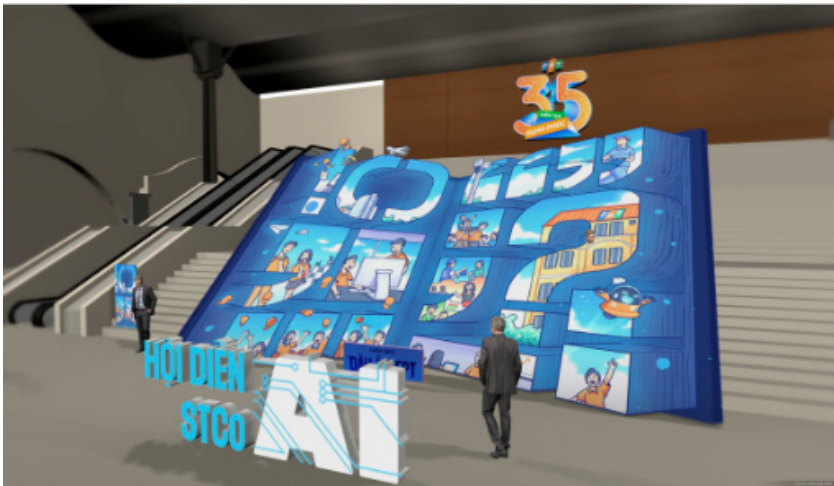


Figure 17: Design of the lobby outside the hall of the National Convention Center

8.2.1. Vertical Standee

Size: 0.8m x 1.8m

Material: Formex

Quantity: 16 pieces



Figure 18: Vertical banner design

8.2.2. 3D models

The exterior design of the main hall space focuses on identifying FPT's event, and is also a check-in area for the audience with a 360-degree photo area with individually designed photo frames for each person.

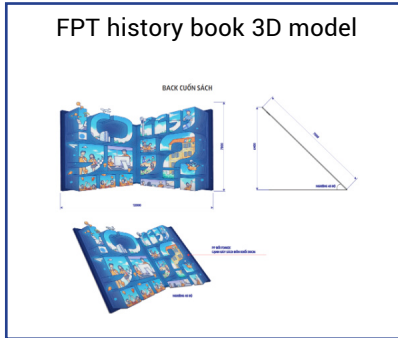


Figure 19: Design of a history book

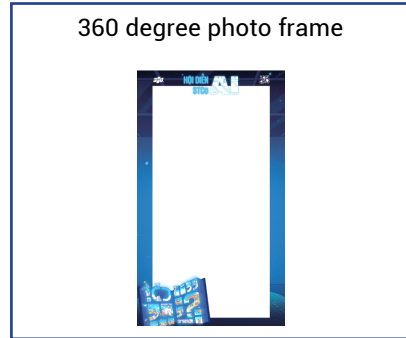


Figure 20: 360 degree photo frame

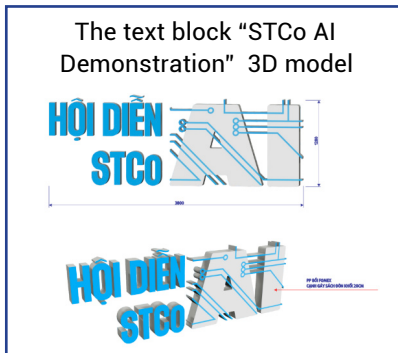


Figure 21: Text design at STCo AI Festival

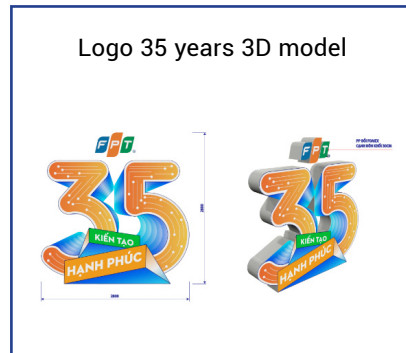


Figure 22: Logo design 35 years



Figure 23: Design of the "FPT Imprint" board

8.3. Stage design

The stage is designed with 3 floors to serve various types of artistic performances:

- The central LED screen area is built with a curved panel to increase the depth of the visual image.
- The LED blocks on both sides are shaped according to the FPT history book shown on the KV.
- Ceiling-mounted LED screens combined with spotlights and kinetic LED bulbs bring a new experience to the audience.
- The stage system includes beam lights calibrated to the correct color tones of FPT's three trademark colors: orange, blue and green.

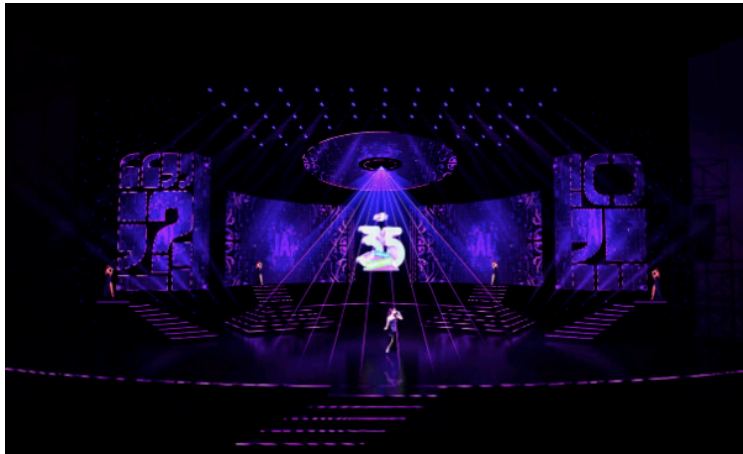


Figure 24: Stage idea

8.3.1. Generality

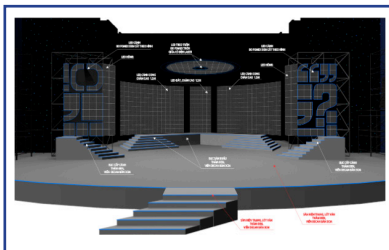


Figure 25: Front stage design

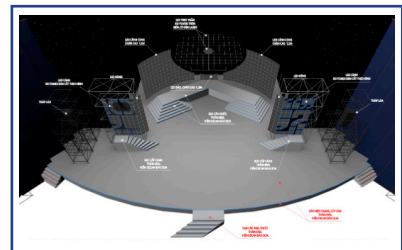


Figure 26: Top-down diagonal stage design

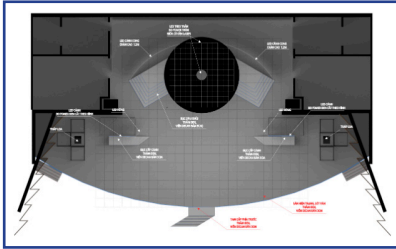


Figure 27: Top view diagonal stage design

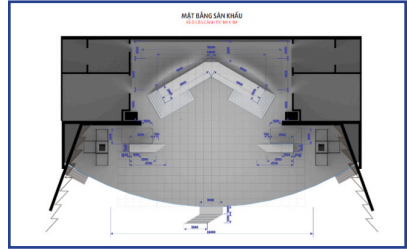


Figure 28: Stage floor plan design

8.3.2. Detailed stage design

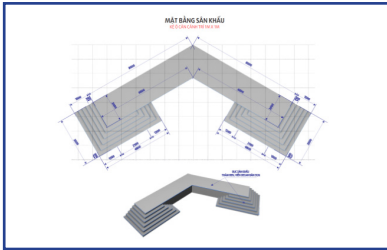


Figure 29: Stage floor - Stage podium

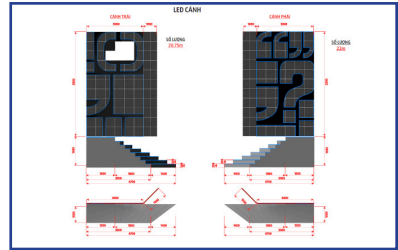


Figure 30: Stage floor plan - wing LED

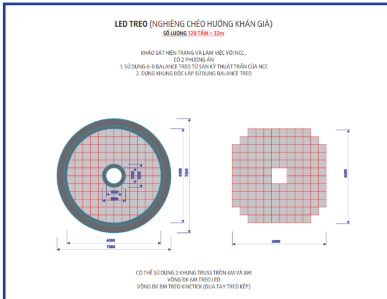


Figure 31: Stage floor - Stage podium

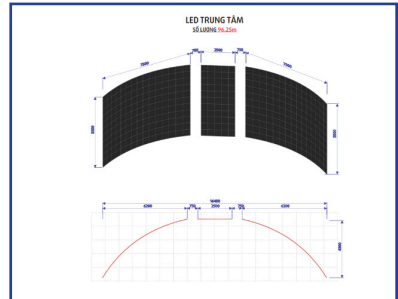


Figure 32: Stage layout - central LED

CHAPTER V

Implementation

1. Overview of the Implementation Plan

In this implementation plan, our team will present the content of each part of the event and the operating cycle of each location in the event according to each corresponding part.

2. Event setup

2.1. Set up check in area

The event check-in area will be the main lobby at the national convention center, setup items will include: standees, 3D model blocks and 360-degree photo booths.

Setup time took place on the afternoon of September 12

After setup, products will be tightly wrapped to preserve quality and protect images before the event.

2.2. Set up stage area

The event check-in area will be the main lobby at the national convention center, setup items will include: standees, 3D model blocks and 360-degree photo booths.

Setup time took place on the afternoon of September 12

After setup, products will be tightly wrapped to preserve quality and protect images before the event.

No	Stage system	Requirement
1	Stage floor system level 2	Load capacity of 500 people + instruments
2	Stage floor carpet	Clean with no light reflection
3	Facing the main stage, L-shaped floor	Load capacity of 100 people + instruments
4	Stairs	
5	LED screen system	Sharp images, curved LED screen increases the effect
6	Cover Led sign 2 wing LEDs	Clearly shows the image of the text block in the event keyvisual
7	LED ceiling hanging	Safe with the load capacity of the ceiling
8	Iron frame system with led bottom	
9	Stage area sound system	Ensures sound coverage to the entire audience, eliminating reverb effect

NO.	Stage system	Requirement
10	Stage area lighting system	Ensure light coverage to the entire stage and judges' positions
11	Truss & layer	Ensuring load safety
12	Star curtain	Non reflections, fully cover the backstage area
13	Kinetic ball	35 fully functional ball represented 35 years of FPT.
14	Hologram	The Gauze screen and projector operate stably. The Hydraulic Balance System eliminates noise and increases curtain pulling speed.
15	Cold smoke machine	Ensuring cold air volume for the 2 days of the event
16	Electric cannon	

Table 16: Stage set-up

3. Event agenda

NO.	Start time	Duration	Content
PREPARATION SECTION			
1	18:30:00	00:30:00	Welcoming guests and checking in
2			Clip highlighting the Sports Festival
MAIN PROGRAM			
I. CEREMONY			
1	19:00:00	00:02:00	MC voice off
2	19:02:00	00:10:00	Performance to celebrate FPT's 35th birthday The opening performance with keymoment had the presence of the founding council
3	19:12:00	00:02:00	MC welcomed the audience to attend
4	19:14:00	00:02:00	Chairman Truong Gia Binh spoke at the opening of the show

NO.	Start time	Duration	Content
II. ASSOCIATION SECTION			
1	19:16:00	00:02:00	MC introduces the Great Ceremony of September 13
2	19:18:00	00:03:00	MC introduces the topic of AI
3	19:21:00	00:02:00	The MC introduces the teams and the judges
4	19:23:00	00:05:00	Trailer "Concert"
5	19:28:00	00:01:00	MC introduces the first unit's competition
6	19:29:00	00:00:30	Team 1 intro
7	19:29:30	00:10:00	Performance Team 1: FRT
8	19:39:30	00:01:00	The MC introduces the next unit's competition
9	19:40:30	00:00:30	Team 2 intro
10	19:40:30	00:10:00	Performance Team 2: LIEN QUAN FHO - FO - SENDO
11	19:50:30	00:01:00	The MC introduces the next unit's competition
12	19:51:30	00:00:30	Team 3 intro
13	19:52:00	00:10:00	Performance Team 3: FCI
14	20:02:00	00:01:00	The MC led the discussion with the judges
15	20:02:00	00:02:00	Exchange with judges
16	20:04:00	00:01:00	The MC introduces the next unit's competition
17	20:05:00	00:00:30	Team 4 intro
18	20:05:30	00:10:00	Performance Team 4: FTG
19	20:15:30	00:01:00	The MC introduces the next unit's competition
20	20:15:30	00:00:30	Team 5 intro
21	20:16:00	00:10:00	Performance Team 5: FIS
22	20:26:00	00:01:00	MC leads into the game
23	20:27:00	00:07:00	Free game (QA)
24	20:34:00	00:01:00	The MC introduces the next unit's competition
25	20:35:00	00:00:30	Team 6 intro

NO.	Start time	Duration	Content
26	20:35:30	00:10:00	Performance Team 6: FTEL
27	20:45:30	00:01:00	The MC led the discussion with the judges
28	20:46:30	00:02:00	Exchange with judges
29	20:48:30	00:01:00	The MC introduces the next unit's competition
30	20:49:30	00:00:30	Team 7 intro
31	20:50:00	00:10:00	Performance Team 7: FSOFT
32	21:00:00	00:01:00	The MC introduces the next unit's competition
33	21:01:00	00:00:30	Team 8 intro
34	21:01:30	00:10:00	Performance Team 8: FE
35	21:11:30	00:01:00	The MC led the discussion with the judges
36	21:12:30	00:02:00	Exchange with judges
37	21:14:30	00:01:00	The MC leads into the game
38	21:15:30	00:02:00	Free game (QA)
39	21:17:30	00:01:00	The MC leads into the Lucky draw part
40	21:18:30	00:08:00	Lucky draw
41	21:26:30	00:01:00	The MC led leads into the award ceremony of the show (Commentary panel comments)
42	21:27:30	00:20:00	Awarding performance awards to member companies
43	21:47:30	00:01:00	MC ends the program
44	21:48:30		Take souvenir photos, finish

Table 17: Program Agenda

4. Event rehearsal

Time: 12:00 Tuesday 12/09/2023

Method: Organizing event

Venue: National Convention Center

Content: Rehearsal of the event with the purpose of rehearsing operations for all personnel and artists participating at the live location of the event. At the same time, troubleshoot problems during preparation if problems arise.

Work items in the review include:

NO.	Job position	Overview content
1	General director	Operational control of entire location. Rehearse and edit the entire performance.
2	Assistant director	Support the director in controlling the content and duration of competition teams.
3	Stage director	Operate stage equipment appropriate to each part of the program (cool smoke machine, gauze curtain,...)
4	Visual Artist	Adjust the visual to match the current location. Stick to the visual transition timeline for each part.
5	Soundman	Adjust channels and audio frequencies to suit each performance.
6	Lighting director	Collaborate with the general director and visual artist to set up all lighting effects for the entire show.
7	Backstage	Receive instructions from the general director to perform the following tasks: <ul style="list-style-type: none"> • Get a position in charge • Understand clearly the performance requirements and move the mic to each wing. • Marking actor positions for each performance • Move props and coordinate actors on each wing.

NO.	Job position	Overview content
8	Catering	Responsible for managing artists and coordinating competition teams. Coordinate with backstage to mark standby times for artists and teams.
9	Takecarer	Create a plan to support the audience, leading the audience through the check-in experience. Leads the audience according to the correct ticket class in the event.
10	PG coordination	Coordinate the order and direction of PG, choose PG costumes for the award ceremony.
11	Competition teams	Browse the performance on the actual stage and adjust accordingly
12	MC	Check the MC duration with the entire program and edit the MC script.
13	Performers	Browse performances on the actual stage, coordinate with other locations to optimize performance quality.

Table 18: Program Agenda

5. Operate the main event

5.1. Welcoming guests and checking in

Duration: 00:30:00

Content: Audiences take photos with event publications and settle into a sitting position. Take photos with event publications including:

- Standee
- 3D model block
- Take photos at the 360-degree photo booth
- The audience takes their seats in the main auditorium

Human resources work:

FUN FPT's Take Care staff is in charge of welcoming audiences and taking photos at event decoration areas. Guide the audience to the event auditorium and divide the audience according to ticket class:

The founding council, the group's leadership board and elite officials: the first 5 rows.

- VIP tickets: next 5 rows.
- Regular tickets: remaining positions.

Rosemedia's Takecare personnel: Operate and guide audiences to participate in 360-degree photobooth.

MC: 10 minutes before, MC voice off invites all delegates to move inside the hall so the program can prepare to start.

5.2. Opening speech and lead

Total duration: 00:18:00

Content: Opening remarks by the MC, opening speech of the show by President Truong Gia Binh, showing the show trailer. MC introduced the contents of the show including:

- Information about the great ceremony on September 13.
- AI theme of the event.
- List of teams.
- Jury team.

MC Script shows the solemnity of the great day and at the same time is close, familiar, and witty in accordance with STCo's cultural characteristics.

Human resources work:

NO.	Job position	Overview content
1	General director	Stick to the MC script to coordinate positions
2	Visual Artist	Run visuals for each respective speech and introduction.
3	Soundman	Adjust channels and audio frequencies to suit each speaker
4	Lighting director	Operate the light following MC and Chairman Truong Gia Binh
5	Backstage	<p>Receive instructions from the general director to perform the following tasks:</p> <ul style="list-style-type: none"> • Move the mic to chairman Truong Gia Binh • Standby ready all actors and props for the next part
6	Catering	Lead artists and competing teams to the backstage position, ready for backstage commands.

Table 19: Human resources work at the beginning of the program

5.3. Opening performance and Key Moment

Duration: 00:10:00

Content: Opening performance for the show with a message to congratulate FPT on its 35th birthday.

In a quiet space, the stage lights were turned off, the hologram curtain was pulled down, the sound of the song "I dreamed a dream" performed by artist To Hang resounded to open up emotions, the visual on the hologram screen showed about the journey. of FPT from the first days. Images of Chairman Truong Gia Binh and his colleagues in the early days of FPT's establishment to the ups and downs in the process of building FPT, memorable milestones. The stage space and music create an emotional feeling for the audience.

After artist To Hang's solo, the Hologram curtain rose, a "âm ca" group with president Truong Gia Binh appeared and accompanied by the sound of the piano, the music rose to a high pitch. The song "I dreamed a dream" (Vietnamese lyrics) mixed with the song "FPT Dòng Sông Lời Thề" in the new mashup. On stage, 13 FPT leaders representing the "FPT family" sang a declaration song for the "oath" to fulfill the "dream".

Right after the "âm ca" group is the part with modern and youthful colors - performed by FPT youth representing FPT youth in the new era. The song "FPT 35" is a remix between Rap and Ballad. The performance's stopping point is when the stage lights begin to fade, and the kinetic light strip

displays the typical colors of FPT Corporation. Standing under the strip of lights and illuminated by the spotlight is the a child artist from FPTSmall sing a song "Happy Birthday to FPT"

The ending of the performance is the combination of all the characters including the founding board, artists, FPT youth and the FPTSmall choir, "They" sing together a song that represents the step into the future of the century. with faith, dreams and happiness and together celebrate FPT's birthday in a bustling, exciting melody.

Human resources work:

NO.	Job position	Overview content
1	General director	Prompt the timeline corresponding to each piece of content for the visual artist and lighting director. Countdown of backstage timelines for actors and props.
2	Stage director	Operate cold smoke machine with gauze screen
3	Visual Artist	Run visual for each corresponding content section as requested by the general director.
4	Soundman	Adjust channels and audio frequencies to suit each part of the performance.
5	Lighting director	Coordinate with the general director to operate lighting according to the program
6	Backstage	Receive instructions from the general director to perform the following tasks: <ul style="list-style-type: none"> • Move the mic to each wing. • Move props and coordinate actors on each wing. • Standby actors for the following performance.
7	Catering	Remind the artist to go to the backstage position and be ready for the backstage's command.
8	MC Takecarer	The standby MC is ready at the end of the performance 30 seconds to connect to the next part, avoiding downtime of the program.

Table 20: Opening performance personnel work

5.4. Competing performances of each teams

Total duration: 01:24:00

Each team has a duration of: 10:30:00

- The performance intro video lasts 30 seconds.
- Variety performance: 10 minutes.

Content: each unit will draw a punctuation mark, which will then be combined with the word "AI" as the theme for the home team's play. Each competing team must have the participation of at least 1 unit leader. If FPT's 35-year journey is a story, its form will be closely connected by punctuation and content revolving around the subject of AI. From there, each chapter of FPT's 35-year long story will bring many new perspectives to the audience.

List of competing teams:

- Team 1: FRT "AI HẠNH PHÚC!" - Exclamation mark.
- Team 2: LIEN QUAN FHO - FO - SENDO Happy tour sign: "AI... HẠNH PHÚC" - Elipsis
- Team 3: FIC "Xếp ải sắp AI" - Dot.
- Team 4: FTG "Gương thần sợ AI" - Semicolon.
- Team 5: FIS "Ai "cẩn" STCO?" - Question mark.
- Team 6: FTEL "Ai là người bị "đuối"" - Parentheses
- Team 7: FSOFT "AI GẠCH NGANG" - Dash.
- Team 8: FE "Hành trình Nhân tạo trí tuệ" - Comma

Scoring structure: The performance score is calculated on a 100-point scale.

- 80% is the judge's score based on the professional quality and content of the performance.
- 10% Vote directly from the audience, the way for the audience at the National Convention Center to vote is as follows: The voting portal will open 2 times: after the first 4 performances and the last 4 performances. Audiences open the MyFPT app, check-in and vote for 2 of their 4 favorite performances. You must choose 2 performances. If you only vote for 1, the system will not record it. Only the audience who complete the check-in at the beginning of the hour, and fully vote in 2 turns, will be selected by the system for the lucky draw at the end of the program.
- 10% is the score from the organizers, evaluated based on deadlines during practice, performance duration is guaranteed to be within the allowable limit of 10 minutes.

Human resources work:

NO.	Job position	Overview content
1	General director	Remind each team's remaining time for all positions.
2	Stage director	Operating a cold smoke machine increases the effect of the teams' performances
3	Visual Artist	Play the intro video of each corresponding team. Run the visual file for each respective team as rehearsed
4	Soundman	Control the number of mics inside and outside the stage to filter sound Adjust channels and audio frequencies to suit each part of the performance.
5	Lighting director	Coordinate with the general director to operate lighting according to the program
6	Backstage	Receive instructions from the general director to perform the following tasks: <ul style="list-style-type: none"> • Strictly control the number of mics on each wing inside and outside the stage, return the mics after each performance to the mic control area. • Control the number of props and actors per wing. • Assist in moving props and setting up stages for competing teams. • Stabilize the order of actors in the backstage. • Coordinate with catering to coordinate the order of teams performing according to the timeline.
7	Catering	Remind standby teams to be ready for backstage commands
8	MC Takecarer	The standby MC is ready at the end of the performance 30 seconds to connect to the next part, avoiding downtime of the program.

Table 21: Staffing work for competition performances of teams

5.5. Interacting with judges and audience

Total duration: 00:29:00

Content: Judges' comments, Audience interaction mini game, lucky draw. The mini-games and interactions with the judges are breaks for the audience, to avoid having the performances follow each other continuously, reducing the audience's excitement. At the same time, mini-games and lucky draws are both familiar activities that are indispensable in any event of FPT Corporation:

5.5.1 Interaction with the judges

The judges will give comments on the performances of the competing teams

NO.	Job position	Overview content
1	General director	Control the duration of the jury exchange session
2	Visual Artist	Play the visual for the judges' interaction.
3	Soundman	Adjust the mic channel corresponding to the judges' mic.
4	Lighting director	The light follows the position of each jury member
5	Backstage	<p>Receive instructions from the general director to perform the following tasks:</p> <ul style="list-style-type: none"> • Move the mic and retrieve the judges' mic. • Coordinate with catering to coordinate the order of the next preparation teams according to the timeline.

Table 22: Personnel work in the jury and audience interaction

5.5.2. Q&A

Minigame was arranged by FUN with interesting questions about FPT's 35 years of development.

NO.	Job position	Overview content
1	General director	Control the duration of the jury exchange session
2	Visual Artist	Play the visual for the judges' interaction.
3	Soundman	Adjust the mic channel corresponding to the judges' mic.

NO.	Job position	Overview content
4	Lighting director	The light follows the respondent's position
5	Backstage	<p>Receive instructions from the general director to perform the following tasks:</p> <ul style="list-style-type: none"> • Move the mic and retrieve it to the respondent's position according to the coordination of the general director • Coordinate with catering to coordinate the order of teams performing according to the timeline.

Table 23: Personnel work in Minigame

5.5.3. Lucky draw

The draw system will be carried out on the MyFPT app with numbers corresponding to the audiences who have checked in on the system in the event.

Prize list:

- Third Prize: Xiaomi Mi AP 4 Lite Air Purifier - worth 3,990,000
- Second Prize: Garmin Forerunner 55 watch - worth 5,290,000 VND - from sponsor Synnex FPT
- First Prize: Lenovo IdeaPad 3 laptop - from sponsor Synnex FPT

NO.	Job position	Overview content
1	General director	Observe the location of the winning audience and coordinate the backstage leading to the stage
2	Visual Artist	<p>Broadcast visuals for the lucky draw</p> <p>Play the music file for lucky draw</p>
3	Lighting director	The light follows the award recipient's position
4	Backstage	<p>Receive instructions from the general director to perform the following tasks:</p> <ul style="list-style-type: none"> • Move and guide the winning audience to receive their prizes • Coordinate with the PG coordinator to bring rewards corresponding to each award to the stage.

Table 24: Human resources jobs in Luckydraw

5.6. Awarding

Total duration: 00:20:00

Content: After the process of judging and synthesizing the results of the entire event, at the end of the program is the awarding of awards to individuals and groups in the festival event, and at the same time awarding awards to all sports activities taking place on the morning and group prizes for the groups with the best overall scores in both competitions, the sports festival and the performance competition.

Prize list:

Extra prize:

- Individual sub-prizes (04 individual sub-prizes): each prize is 1,000,000 VND in cash + commemorative medal:
 - Ai Dỗ(ISO): Excellent actor with ISO standards
 - Ai Eo (IELTS): Excellent actress with attractive waist
 - Ai Cơ?: Promising actor who has never appeared on the festival stage
 - Ai Chung Tình Được Mãi: Veteran actor whose participated multiple times before
- Collective sub-prizes (05 collective sub-prizes): each prize is 5,000,000 VND in cash + trophy
 - Secondary prize 1: Ai Nhấn: The most compassionate performance
 - Additional prize 2: Ai Ấn: Most impressive performance (MC teased: read forward or backward, both are fine)
 - Secondary prize 3: Ai Đời: The most original performance, incorporating the most unit practices
 - Secondary prize 4: Ai Đò: The performance with the most elaborate preparation of props and costumes
 - Secondary prize 5: Ai Lốp lu: The performance received a lot of applause and cheers from the audience in the hall

Main prize:

- AI Bronze Award: 10,000,000 cash + Trophy: NS. Truong Quy Hai gave it
- AI Silver Award: 15,000,000 cash + Trophy: Awarded by director Viet Tu
- AI Gold Award: 25,000,000 cash + Trophy: Awarded by Meritorious Artist Tran Ly Ly

Awarding prizes to the entire team:

- Third prize for the entire group: 15,000,000 cash + Certificate
- Second prize for the entire group: 25,000,000 cash + Certificate
- First prize for the entire group: 50,000,000 cash + Certificate

Human resources work:

NO.	Job position	Overview content
1	General director	Catch information about the award as soon as possible to announce to MC and Visual Artist. Announce the order of awards and the number of people up to receive awards so that backstage can arrange positions on stage.
2	Visual Artist	Run the prize name along with the name of the individual or team winning the corresponding prize. Play music for the award ceremony.
3	Soundman	Adjust the sound frequency appropriately to avoid sound disturbances when the audience cheers and celebrates.
4	Lighting director	The light follows the award recipient's position
5	Backstage	Receive instructions from the general director to perform the following tasks: <ul style="list-style-type: none"> • Move and guide the winning audience to receive their prizes • Coordinate with the PG coordinator to bring rewards corresponding to each award to the stage. • Control to avoid letting excited audiences rush onto the stage to celebrate.
6	MC Takecarer	Fastest update for MC about prize information

Table 25: Personnel work in the awards section

6. Human Resources

As an agency in charge of event organization. The main operating team for the event is Rosemedia's personnel with the support of FPT's team in charge (FUN: FPT Group's corporate culture department). In addition, the agency in charge will cooperate with artists and professional supply partners to ensure the best quality for the event and ensure execution within the assigned budget. This STCo 13.9 is an unprecedentedly large-scale event in FPT's history, so the entire Rosemedia team will participate in the event in different roles, with a team of specialized supply partners. are all leading units in the field of event supply. As follows:

6.1. Preparations before the event

NO.	Unit in charge	Category of work in charge	Personnel in charge
1	FPT	Directing production	Vu Thi Van Hai
2			Tieu Thi Hai Ninh
3	Rosemedia	Account	Tom Tran
4		Content construction	Rosemedia content department
5		Supervising producer	Quoc Trung
6		2D designer	Le Phan, Nguyen Tien
7		3D design	Artist Phung Nam Thang
8		MC script	Nhung Min
9		Logistic	Hai Yen
10		Visual art	Artist Hoang Khanh
11		Contact suppliers	Phil Nguyen
12		Publication production	Pic Production, NCC

Table 26: Personnel assignment before the event

6.2. Operation during the event

NO.	Unit in charge	Category of work in charge	Personnel in charge
1	FPT	Performers	Singer To Hang
2		MC	Hoang Quan - Thuy Tien
3	Rosemedia	General director - Stage director	Hong Nhung
4		Project Manager	Thuy Linh
5		Supervising producer	Quoc Trung
6		Take care MC	Nhung Min
7		Backstage and coordination	Phil Nguyen, Tom Tran, Nhung Min, Thuy Huong, Duc Tien, Chung Nguyen, Kien Dao, Huyen Linh, Tri Dung, Duc Khanh, Tuan Anh, Duy Nguyen, Le Phan, Minh Triet
8		Logistic	Hai Yen
9		Visual art	Artist Hoang Khanh
10		Event photo	Photographer Hoang Anh Minh
11		3D design	Artist Phung Nam Thang
12		Stage system	Seastar
13		Sound, light	B&C Sound and Light
14		Led screen system and shaped LED blocks	Led Brothers
15		Truss frame system for the stage	Hoang Van
16		Kinetic LED technology	Hung DMX
17		3D Hologram technology	Vietimage
18		Stage lighting effects	Manh Cuong
19		Choreography	PL Dance Company
20		Children artist	Muse Academy FPTSmall

Table 27: Personnel assignment at the event

7. Budget/Cost for the event

The real budgetary values have been modified for reasons related to company information security reasons. With a large event scale and high quality requirements for the nature of the program, about The specific budget allocation items are as follows:

NO.	CATEGORY	UNIT	QUANTITY	UNIT PRICE (VND)	COST (VND)
I. CONCEPT/DESIGN/VISUAL					
1	Theme ideas, story concepts & staging ideas	Package	1		
2	Overall design				
	2D design	Package	1	30.000.000	30.000.000
	3D design	Package	1		
	Visual Background	Package	1		
II. MANUFACTURE					
1	Stage system				
	Stage floor system level 2	m2	35,2	200.000	7.040.000
	Stage floor carpet	m2	456	100.000	45.600.000
	Facing the main stage, L-shaped floor	m2	47,2	100.000	4.720.000
	Stairs	Package	6	4.000.000	24.000.000
2	LED screen system	m2	171	500.000	85.500.000
3	Cover Led sign 2 wing LEDs	Package	2	10.000.000	20.000.000
4	LED ceiling hanging	Package	1	20.000.000	20.000.000
		Set	6	5.000.000	30.000.000
		Package	1	15.000.000	15.000.000
		m2	54	500.000	27.000.000
5	Iron frame system with led bottom	Set	2	3.000.000	6.000.000
6	Stage area sound system	Package	1	200.000.000	200.000.000
7	Stage area lighting system	Package	1		

NO.	CATEGORY	UNIT	QUANTITY	UNIT PRICE (VND)	COST (VND)
8	Truss & layer				
	Truss	Package	1	40.000.000	40.000.000
	Layer	Longevity metres	1000	120.000	120.000.000
9	Star curtain	Package	1	20.000.000	20.000.000
10	Kinetic ball	Package	1	105.000.000	105.000.000
11	Hologram	Package	1	250.000.000	250.000.000
12	Laser	Package	1	30.000.000	30.000.000
13	Stage effects				
	Cold smoke	Machine	2	3.000.000	6.000.000
	Electric canon	Machine	8	3.000.000	24.000.000
III. DECOR EVENT SPACE					
1	3D block of check-in lobby area				
	35FPT text block	Set	1	10.000.000	10.000.000
	3D letter "AI"	Set	1	20.000.000	20.000.000
	Photobooth	Set	1	90.000.000	90.000.000
	Backlight area lighting - Rose supports	Package	1	-	-
2	360 degrees photobooth 4 hour package, arising after 4 hours is 1 million/hour	Package	1	19.000.000	19.000.000
IV. PERSONNEL					
1	PG	People	6	850.000	5.100.000
2	Team implementing the program	Package	1	70.000.000	70.000.000

NO.	CATEGORY	UNIT	QUANTITY	UNIT PRICE (VND)	COST (VND)
V. OTHER					
1	Charges for transportation, installation and dismantling	Package	1	47.000.000	47.000.000
2	Printing costs - Rose supports	Package	1	-	-
3	Walkie talkie - Rose supports	Package	1	-	-
TOTAL					1.370.960.000
MANAGEMENT COSTS (5%)					68.548.000
DISCOUNT					50.000.000
TOTAL					1.389.508.000
VAT (8%)					111.160.640
TOTAL (including VAT)					1.500.668.640

Table 28: Detailed budget

A large, stylized number '6' is the central graphic element. It is composed of a white outline and a dark blue fill. The top of the '6' is a semi-circle, and the bottom is a larger semi-circle. The middle section is a dark blue shape that tapers to a point at the top and bottom, resembling a teardrop or a stylized '9'.

CHAPTER VI

Evaluation

1. Methods of measurement - Objects to measure

Following the event, under the role of an agency, measuring quality of the event will be evaluated through three main subjects:

- Customers satisfactions (FPT's Organizing Committee).
- Event objectives completion.
- Attendances satisfactions.

Because of that, we evaluated through two methods: quantitative and qualitative, focusing on customer feedback and communication channels.

2. Customer results

Goal: Evaluate success through customer (FUN) feedback.

Research Methodology: Analyze feedback from customers through surveys and post-event meetings.

Result:

- Evaluation results show that 100% of customers (FUN) rated the STCo Festival as a memorable experience.
- There were no significant costs or risks in the signed contract, showing the effectiveness in event management and operation that fully met customer requirements.
- Rosemedia continues to accompany FPT in events right after the event, especially the successful organization of the FPT 2024 - 2026 strategic conference and the Tec//day 2023 press conference. This proves that the partnership is not only temporary but also sustainable and promising.

3. Objectives completion

NO.	Objectives	Planned results	Actual results	Results in percentages
1	Leaders participate in the competing performances.	8 people	10 people	125%
2	Number of attendances	2600 people	2500 people	96%
3	FPT personnel participated in the contest performance	90%	100%	111%
4	The performance accurately represents the event concept and message	8	8	100%
5	Post on social networks with #hoidienstco #hoidienstco2023	>100	116	116%

Table 29: Event Evaluation

3.1. Results from the audience

The capacity of the auditorium at the National Convention Center is 3,800 seats, however to ensure the quality of the event as well as security, the number of tickets issued to FPT is 2,600.

Evaluation Method: Through the number of check-ins on the MyFPT app and the number of attendees controlled through National Convention Center - NCC security.

At the time the event took place, the actual number of spectators attending the event was recorded as 2,500 people.

The number of people attending the event exceeded the target by 6%. The reason the actual number cannot reach 100% is that the event took place on the evening of September 13, but the Sports Festival - FPT Group's sporting event was also held on the morning of the same day, so some people did not ensure health to attend, besides the weather and rain factors affect the transportations of the audience.

3.2. Results of the opening performance

FPT's STCo 13.9 Event has set a KPI (Key Performance Indicator) for the number of management board members participating in the opening performance, which is 13 people. However, in reality, the number of participating leaders exceeded the KPI, reaching 20 people.

Specifically, the actual number of leaders attending has exceeded 53.8% compared to KPI. The number of board members participating was higher than expected, indicating that the opening performance had good appeal, making many board members want to voluntarily participate. At the same time, the achieved results add value to the performance and impress the attending audience, better sharing the message and spirit of the event with the audience.

3.3. Results through the performances of the competing teams

During the STCo 13.9 Performance Event, FPT staff made an important contribution to the success of the performances. Actual results show that 100% of the actors on stage are FPT personnel. The competition performances fully comply with the rules and regulations, ensuring the quality of the event.

In particular, for each performance, at least one FPT leader actively participated, ensuring the spirit of "Lấy lãnh đạo làm gương" of FPT, inspiring employees to actively contribute to the event.

The performances not only succeeded in presenting the theme "AI" but also diversified and interpreted it creatively. Make sure to stick to the concept of the event. Flexibility in expressing topics helps create strong impressions and positive interactions from the audience.

3.4. Communication after the event

Evaluation methods:

- Through media websites, the press writes about the STCo 2023 Show.
- Through posts on Facebook with the keyword Hoi Dien STCo; hashtags like #hoidienstco #hoidienstco2023.

Data collection for gauging the success of the STCo 2023 Exhibition event extends beyond consumer input, incorporating information from newspapers, media outlets, and FPT's social media accounts.

3.5. Website and Newspaper

We gauge media response to the event by monitoring news, articles, and articles on FPT's official information pages.

In particular, the fact that there were only two posts on the event on the FPT Corporation official website following the event—as opposed to just one piece following the event last year—indicates that the Festival's outcomes

this year were favourable. focus more intently.

Website: <https://chungta.vn/>



Figure 33: Posts after STCo 2023 Show on Chungta.vn



Figure 34: Posts after STCo 2022 Show on Chungta.vn

3.6. Social network

Monitoring Social Network Activity: We evaluate the spread of the event on FPT's main social network platform which is Facebook. Measuring interactions, shares, and comments helps us better understand the spread and engagement of the online community about the event.

Results from measurement across media and social media sources will provide a more comprehensive view of how the event is received and interacted with online. This helps us evaluate the success of the event not only from the live audience but also in FPT's large online community.

According to detailed research, each unit in the FPT system has posted at least one photo or video article related to the event. The average data shows that each post achieves 135 interactions, including likes, comments and shares, and there are 12 shares per post.

This data is not only positive feedback collected from the FPT employee community but also reflects interest and active participation from audiences outside the Group.

4. Attendances results

4.1. Audience opinion

A significant part of assessing the program's quality this year is the procedure of gathering audience feedback at the STCo Show. In this manner, we are able to have a thorough understanding of the elements that our audience finds appealing and those that require development.

This process helps us clearly identify the elements that make the show stand out, from the performances to the organizational and production aspects. The results obtained from the audience's opinions will make an important contribution to developing and upgrading the quality of future events, while creating the best experience for both the audience and the organizer. Below are some comments from the audience attending the program that we asked to describe and comment on the program:

Mr. Truong Gia Binh (Chairman of the Board of Directors of FPT Group) - Jury: "STCo looks like it is both easy and difficult. It must be noted that tonight, 35 years is excellent. In the sense, one is very high technology, impressive problem setting, unique projection music,... We are truly digitizing our STCo Show. And especially, I really like the "AI" part of today's event idea. It is true that STCo culture has been maintained within the FPT Group..."

Meritorious Artist Tran Ly Ly - meritorious artist - judge: "Today was very emotional and surprising. Because FPT only needs to organize this conference once a year, it is no longer a civil servant conference. All of the brothers' thoughts, feelings and aspirations were presented on this stage. And through this stage, the leaders understood the psychology of the brothers, expressed through all forms of expression. From the songs, from the profoundness of the stage planning, from the stories that have been expressed with an implied meaning..."

Mrs. Mai Le (Corporate Brand Manager at FPT Group) - Audience: "This year is so different, the grand stage honors emotions, amazing, oh my god, it turns out Rose did it!"

Mr. Dau Minh Duc (Tester at FSoft) - Audience: "Personally, I was quite impressed with the first performance. The performance had up to 13 co-founders singing in chorus and combined with Hologram technology, it gave me an impressive feeling, and at the same time seeing the people who founded the company I am currently working for, it was amazing. I feel happy and excited about that."

Mrs. Lai Dinh Thu (FRT employee) - audience: "I find today's program very special, meticulously invested by the teams from various units within FPT. I'm impressed by the performance of FTEL and FCI. However, when it comes to the distinctive STCo element in the acts, I prefer FRT. I like the segment 'Cáo trạng' (Report) in the FPT Retail

act; it evoked a lot of emotions for the audience in that presentation. I feel that the STCo essence of the units is expressed in a novel and creative way this year, with a lot of digital elements. It's truly fantastic."

Mrs. Nguyen Quynh Nga (CF Department Head, FE lecturer) - audience: "I find the acts creative, witty, and humorous. Though it might be biased, I like the act of FPT Education the most. The act sketches out the journey from APTECH beautifully. The acts are grand, with many actors participating, and the content is clear."

From detailed comments and suggestions from the audience attending the program, we draw the following conclusions:

- FPT Corporation's culture and "AI" in ideas have been successfully expressed through new performance technologies.
- The performance that made the strongest impression on viewers was the opening performance.

4.2. Opinions of event participants

Collecting opinions from both the organizers and artists participating in the performances in the STCo 2023 Festival plays an important role in the process of evaluating the operation quality of the event, focusing on the level of satisfaction of FPT.

The organizing committee provides insight into event quality, project management and implementation. This opinion helps us better understand the advantages and disadvantages in the event organization process, thereby providing opportunities to improve quality in the future.

In addition, the opinions of performance participants not only evaluate the artistic quality but also relate to the experience of collaborating with Rosemedia. This level of satisfaction not only affects performance performance but also affects the partnership between Rosemedia and FPT. Information was collected through discussions, with sets of questions focusing on detailed feelings about their impressive points about the program:

Mrs. Tieu Hai Ninh (Officer at the Corporate Culture Department of FPT Corporation) - Organizing Committee of the Hoi Dien event: "There is a fundamental factor for the success of performance teams: organization. This year, the Organizing Committee's products were surprisingly good: majestic stage, witty judges, charming MC, coherent timekeeping, exciting opening performance. As revealed by the Organizing Committee, they have changed the way they choose to invite judges, expanding to visual event artists instead of just focusing on plays, providing early information to units and strictly implementing rehearsals, especially time. In particular, they convinced the leaders (who have a reputation for being strict) to invest in a stage truly worthy of the 35th anniversary, at a cost several times

higher than before. All these results are impossible, without a lot of brainpower and preparation invested in them over a long process. The 35-year show has shown the quality of FPT and STCo at their peak. There, unlike events that invite outside artists to perform, it is the bosses and employees who go on stage to sing and dance, to express themselves and their team, perhaps clumsily but honestly. . That is the characteristic of FPT people that cannot be replaced by AI. The short message of the Festival is: STCo is back!"

Mr. Nguyen Hoang Quan (Officer at FPT Play) - Program MC: "For me personally, this is a complete performance, from the organization, the opening performance of the Board of Directors to the quality of the unit's performances. . The entertainment, FPT quality, message... are all just enough, especially without being too wordy. I feel happy and excited when I receive positive feedback from my colleagues after the show."

Mrs. To Thanh Hang (Officer at FPT Group) - participated in the opening performance: "Right from the rehearsal standing behind the holo screen, at the end of the song I Dreamed A Dream, suddenly the image of the 13 founders appeared. covering the entire auditorium space really caused a very strong emotion for me at that time. The surrounding space of the entire auditorium at that time only had the feeling of FPT Spirit. I believe that the audience will also have the same vibrations as me when witnessing that moment."

Ms. Khuong Thi Tuyen (FSoft representative) - team winning the Hoi Dien: "My heart feels like it's about to burst out. This is a dream I don't want to wake up from," she shared. She mentioned that connecting team members, who come from different units, to work on a single act requires meticulous attention to every detail. "The team prepared for exactly one week from 18:30-22:00, but everyone rehearsed enthusiastically, and that is truly precious to me."

Mr. Nguyen Ke Tuyen (FIS representative) - team ranking third in the Hoi Dien: "This year, the FIS synchronized team invested a lot of time and effort, and winning first place is a recognition of the team's collective efforts. I feel proud that the FIS synchronized team performed successfully and won first place. Surprisingly, this year FIS had a team of young people who trained very quickly, capable of executing higher-level techniques. Therefore, compared to other teams, FIS's act will be superior in terms of technique. So, I feel very fortunate that FIS has such factors. If we count the number of practice sessions, we trained for 13 sessions. After this event, I want to gather the whole team, embrace each other, and take a photo together with the award.

Mr. Tran Trung Hieu (FTEL representative) - team winning the Overall First Prize: "I feel overjoyed as I never thought our unit would win the

Overall First Prize. Although our training time was not much, FTEL members practiced diligently and gave their all on stage to achieve today's result."

Mr. Nguyen Pham Dung Anh (Personal Development Officer of Polytechnic College) - participating in the FE team's performance: "This year's STCo Show is really good. The visuals and opening performance were very impressive, creating a more lively and exciting atmosphere than in previous years. Truly an impressive start to the event. There is only one small point to note, which is the bell ringing at the end of the hour. It seems a bit rustic, but it doesn't reduce the joy of the ceremony. Overall, this is a significant improvement and worthy of praise."

Mrs. Pham Kieu Anh (FPT Retail Officer) - participating in the contest entry: "For me, all parts of the program are very impressive because this year is 35 years so all are very invested, however the most impressive part is the opening part. There was the appearance of 13 founders. In this part, the special thing is that everyone used Hologram technology, it is very new and unique. In addition, the content of the performance is also extremely emotional."

STCo 2023 Show received positive reviews from both the organizers and participants. Specifically:

- The innovation in the organization, especially the appearance of the 13 founders in hologram form, has created a special atmosphere.
- In addition, the quality of the performances and the active participation of the board of directors and the employee community highlighted the team spirit and maintained STCo's cultural values.

Positive feedback from the audience and colleagues proves the success of the event, and also lays the foundation for the next actions in FPT's event series.

4.3. Attendances reactions on social network

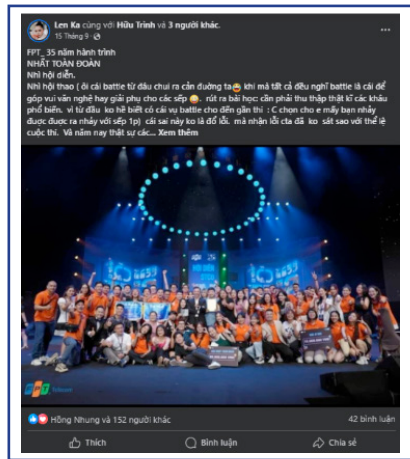
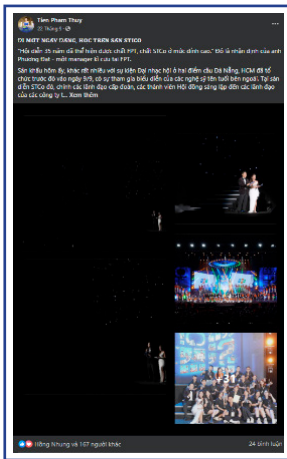
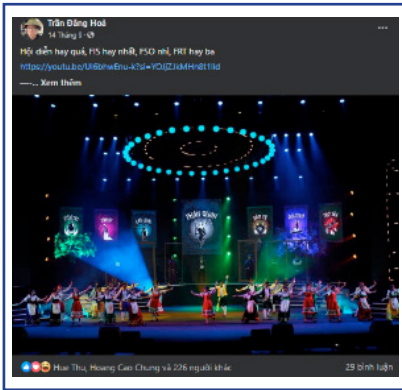
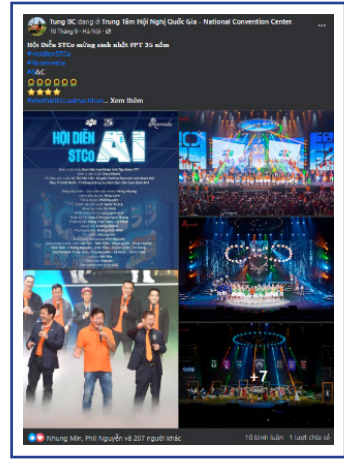
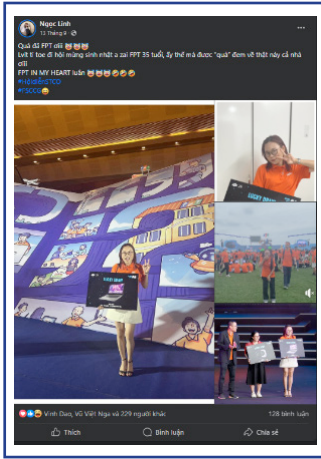
Evaluation methods:

- Through Facebook posts with the keyword Hoi Dien STCo; hashtags such as #hoidienstco #hoidienstco2023.

Compiling comments from FPT members attending STCo 2023, we draw some key points about the quality and experience of participating in the event.

For the audience, the performances and images were evaluated as good and creative, some comments emphasized the improvement of the sound and lighting system, which enhances the visual and visual experience. hearing.

For the organizers and participants, comments mainly focused on the organization process, project management, and creativity in performing arts. Feel positive about Rosemedia's operations and support, and expect continued innovation and development in future events.



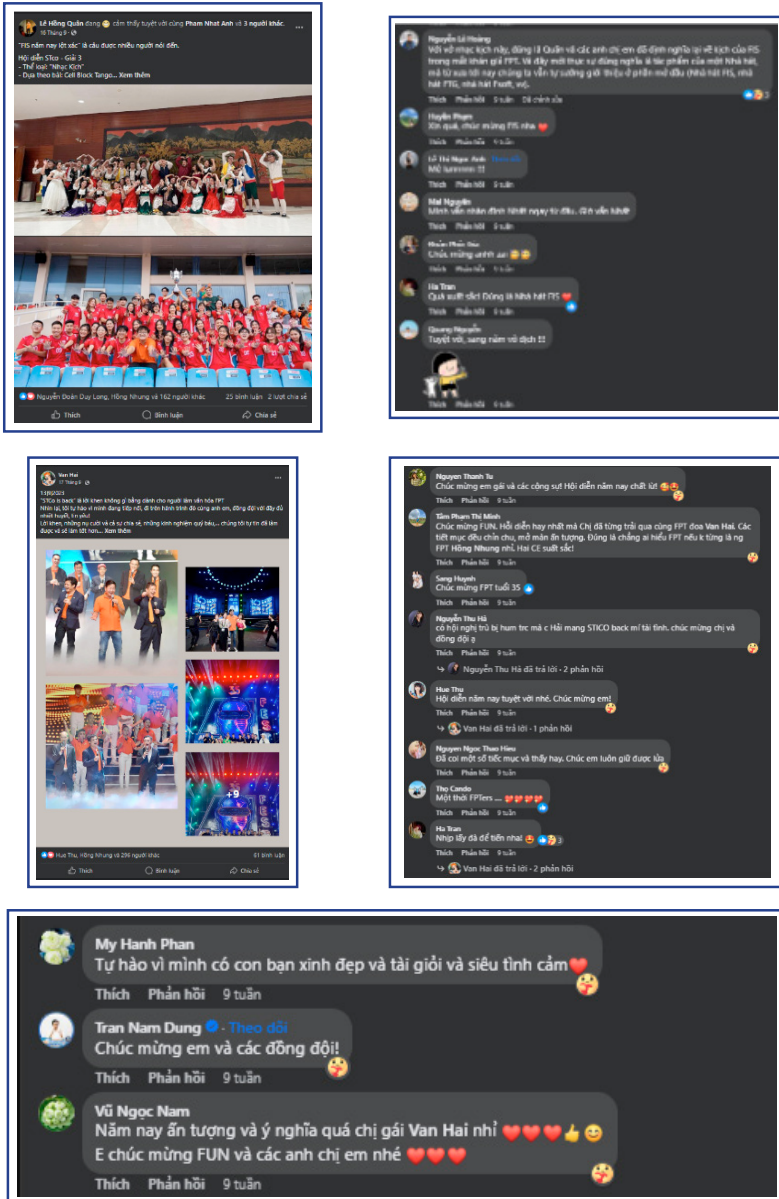


Figure 35: Some Facebook posts and comments after the STCo 2023 Show from the audience

The total number of posts about Hoi Dien is 116 public posts, the average interaction per post is 174 likes, 41 comments and 87% of positive comments about Hoi Dien. This result shows that FPT Group employees feel pleased with the event, as well as bringing up a lot of memories from past exhibitions and being amazed by the size of this year's exhibition.

5. Return on investment result

With a 2,500 participant cap and a total event cost of 2,000,000,000 VND

The cost determined per 1 attendee is approximately 800,000 VND. The benefits obtained after the event are divided into 2 categories:

5.1 For FPT Corporation

- Successfully organized the biggest ceremony of the year, celebrating the 35th anniversary of the corporation's establishment.
- Create buzz for the corporation through images shared on social networking sites.
- Achievements communicate the idea of a robust STCo culture, inspiring staff members to remain with the company. Draw in prospective employees to the company.

5.2 For attendance

- Enjoy unique artistic experiences.
- Having a sense of recognition and appreciation at work.
- Having a chance to have memorable souvenirs..
- Relish a cozy setting with loved ones, coworkers, and family after demanding workdays.

CHAPTER VII

Conclusion

1. Success

- The Festival has oriented the right concept for the program ending the series of activities celebrating the 35th anniversary of FPT Corporation - emphasizing the elements of "AI" and "Creating happiness", creating space for employees to be Show off their talent on stage.
- Besides, Hoi Dien impressed with the performance with the participation of many members of the Group's board of directors as well as touched the audience with the hologram performance at the beginning of the program.
- The result after the event is the commitment of Rosemedia as well as FPT Group as well as the compliments and suggestions from the audience which are the foundation for us to develop subsequent events more completely.
- The Forum provides an opportunity for our group to learn more thoroughly about practical combat skills, giving us the space to creatively apply the knowledge we have learned. At the same time, members also work responsibly, ensuring that assigned tasks are completed on schedule.

2. Limitations

- The collaborative work between customers and Rosemedia still has shortcomings. Seating arrangements and ticket distribution were not reasonable, leading to a situation where some audiences were not arranged in appropriate positions.
- There are still teams that perform beyond the allotted time and lack visuals for the performance. However, Rosemedia did not intervene in time, so the execution time was rushed and not properly organized.
- Outcome indicators have not been optimally measured, and there is no source of quality interview information.

3. Recommendations

Organize and manage the phases of the event in more detail

- To achieve the best qualities in event organization, it is necessary to increase details in management, especially for competition teams. Plans should be made in advance in detail and with clear goals. Process management needs to closely monitor progress, helping to prevent incidents and ensure harmony between different departments.
- Updating the preparation progress of the competition teams needs to be done carefully, helping to ensure that all work goes according to plan and that each team has adequate time and resources.

To attract more people in FPT Group attending the event

- Facing the challenge of always innovating the Hoi Dien to bring new experiences to the audience, additional unique organizational forms and venues should be considered so that STCo culture always maintains its momentum of development and creates new opportunities for audiences to participate in the event.
- Apply online solutions to expand the scope of participation, helping those who cannot attend in person still have the opportunity to participate through media channels. This not only creates flexibility but also promotes connection and interaction in the FPT community.

4. Lessons learned

Having the opportunity to participate in the organization of the "Who? We; Us!", our group not only learned a lot of knowledge and accumulated more practical experience but also learned many lessons for ourselves in building and managing a group and an organization.

When we started the process of developing ideas for the event, we had the opportunity to learn about our customers and the deeper we studied, the more we understood the STCo culture of FPT Group. This is one of the special features of FPT compared to other businesses in Vietnam. Not only does STCo culture consist of Hoi Dien's sarcastic comic writings and parody songs, but it also symbolises the path that FPT has long believed in taking. It aims to foster important qualities for both individual and organisational growth, such as creativity, individualization, freedom of self-expression, and the courage to stand up and take action. FPT, with its special STCo culture, has created an environment where you don't need to be an excellent singer to shine. Sarcasm and freedom of expression in communication not only make the working environment vibrant but also promote creativity and effective transmission of ideas. This makes every member feel like they are part of a meaningful community and actively engage with their daily work. FPT has demonstrated that the STCo identity and spirit can coexist with professionalism in the workplace. The result of this mix is a productive and upbeat work atmosphere.

From the beginning, we faced friction and hesitation in exchanging ideas. However, after the event, I realized that the role of a team leader is important and that each individual is more important than ever. Since every member of the group joined the project group with a different set of objectives and aspirations, we need to get to know one other better. In addition to finishing the project, our goal is to provide a place where people feel free to express themselves, exchange ideas, and develop their own skills.

We are aware that not everyone is willing and confident to participate in group activities from the beginning. Similarly, when coming to FPT, not everyone is outstanding and positive from the first days. However, the

working environment along with FPT's culture has created safety and comfort, allowing each person to confidently express themselves.

"Working" is not only a part of life that I happily experience every day, but it is also a choice. A comfortable working environment is key, and we need to ensure we create a positive and motivating working environment for our team members.

These lessons have taught us the importance of understanding and appreciating individuals in order to create a cohesive and successful team. Each person matters and makes a contribution to the organization's success. We consider ourselves fortunate to have access to FPT's distinctive atmosphere, which fosters innovation, camaraderie, and a sense of independence.

Acknowledgement

First of all, we would like to send our sincerest thanks to our group's instructor - M.A. Nguyen Thi Hue, who wholeheartedly guided and supported us in carrying out this graduation project.

We would also like to express our respect and gratitude to all lecturers at FPT University for giving us valuable knowledge and experience to learn and develop.

Special thanks to Rosemedia - Ms. Hong Nhung and other members of the company for supporting us throughout the working process and implementation of the FPT Hoi Dien project. That support has made our project experience much more meaningful and interesting, and we have also learned a lot of knowledge and skills at work.

Finally, we would like to send a special thank you to our family and friends who have trusted and accompanied us.

Hope we can make everyone proud. Thank you everyone so much for taking the time to read this far!

Commitment

We hereby declare that the thesis is on the topic "Organizing FPT35 ceremonial performance show: "Who? We; Us!" is our personal research project recently. All data used and analyzed in the thesis and research results were researched and analyzed by myself objectively, honestly, with clear origins and have not been published in any form. we will take full responsibility for any inaccuracies in the information used in this capstone thesis.

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