

FPT UNIVERSITY

Capstone Project Document



Chain of events of CMC's 28th ANNIVERSARY

| GPA497_G2 | | | |
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I. ABSTRACT

Currently, Information Technology is a major driving factor in supporting economic growth and increasing innovative capability for the global economy in general and each country's national economy in particular. The advancement of information technology contributes to the creation of a slew of new vocations with high added value, creating many job opportunities.

With relatively rapid advancement and robust development, Vietnam has risen to the top of the global information technology map, ranking first in the outsourced software services market. on the ASEAN's six most developed nations' mobile application economic index. To achieve those proud achievements, it is undeniable that the significant contribution of our country's information technology enterprises.

CMC, one of Vietnam's top Technology Groups, has been reaffirming its position in local and international markets after 28 years of building and growth. With the motto "Aspire to Inspire the Digital World" (desire to conquer the digital world), and a philosophy centered on ambition (Aspire), inspiration (Inspire), CMC is always working to earn the trust of its consumers. goods, and inspiration for technophiles.

Human resources in information technology are entering a time of high demand in all areas. However, Vietnam's IT personnel resource is severely underutilized. As a result, in addition to seeking great human resources, technology firms place a premium on the spiritual well-being of its staff and workers. Investing in internal communication not only promotes employee attachment to the Group, but also provides a significant competitive edge in terms of each Group's human resources. CMC constantly makes attempts, invests in, and cares for internal programs and activities because it understands the importance of company culture.

This thesis is about the process of arranging and implementing the CMC Group's 28th Anniversary - one of the Group's largest and most important internal events. CMC's commemoration activities, which include numerous component events such as the Golf tournament, Running tournament, an MV making contest, CMC index competition, and CMC's 28th Anniversary Gala night, mark an important milestone. These celebratory events all begin with development and pre-production. We will analyze the current situation and details of CMC, including S.W.O.T and from there plan the time, budget and what is needed for the event. The following stage is manufacturing; this series of commemoration events provides an excellent chance for CMC to recognize the accomplishments of the Group's executives and workers, as well as the collaboration of loyal customers. Finally, in post-production, we will summarize KPIs and budgets. Despite significant challenges, particularly owing to the effect of the Covid 19 pandemic, the series of events was a success.

II. INTRODUCTION

1. PROJECT INTRODUCTION

1.1. Name of the Capstone Project

- English name: **Chain of events of CMC's 28th ANNIVERSARY**
- Vietnamese name: **Chuỗi sự kiện kỷ niệm 28 năm thành lập Tập đoàn CMC**

1.2 Project Introduction

CMC Group commemorates its founding anniversary every May. During this birthday month, the Group will host a series of commemoration activities in which all officers and workers will be invited to participate. On the occasion of CMC Group's 28th anniversary, a series of events lasting approximately 40 days with response and celebratory activities were organized in 2021. Football and running tournaments help to improve the sportsmanship and solidarity of employees and officers of the company. The Golf Tournament is a playground for the Group's loyal customers, in order to strengthen the sustainable and good cooperation. In addition, the MV making contest is a new point in the series of events to celebrate CMC's 28th birthday, helping the group's employees to promote their artistic abilities. Besides, the "CMC Index" Company Research Contest and the CMC Awards Ceremony are indispensable components of this series of events. In particular, the highlight of the series of events is the 28th Gala night established CMC Group.

This year's series of activities began on April 20, and the Gala night on May 26 concludes the series of events - the birth day of CMC Group. The series of events was organized in both online and offline formats because to the unanticipated effect of the Covid 19 pandemic.

The theme of CMC Group's 28th anniversary series was "Inspire the Future - Kickstart Big Moves." This is the message chosen for the 2021 Strategy Conference, which will take place in the first year of the strategy plan for the breakthrough period 2021-2025. With the impact of the Strategy Conference, Organizing Committee hopes that "Inspire the Future" will become the slogan for the rest of the year. This message helps to emphasize the spirit of "Creating the future" of CMC people, forging the fire of desire to inspire towards the set goal in the future - to become a billion-dollar corporation, scale 10,000 personnel. With the desire and spirit of solidarity, CMC people will together build a great future for CMC and for each CMC person.

1.3. Why we choose this project?

Purpose: Organizing events is a necessary skill in the Media industry, our whole team wants to work in this Event Organizing field. CMC, on the other hand, is one of Vietnam's major technological firms; its activities and events are meticulously planned and executed. Every year, CMC hosts a slew of interesting activities to commemorate the Group's foundation anniversary. As a result, our team intends to gain professionalism while working here, gaining more hands-on experience in the media sector in general and event management in particular by directly participating in the group's birthday celebration series.

Relevancy: With a rich and diversified series of events in the group's birthday celebration series, we can promote all of the information and skills gained in the media business. SSG 201, DTG 102, EVN 201, MPL, or CCO, for example... This is the ideal chance for us to put what we've learned into practice while also gaining practical experience in a corporate setting.

Meaning: Group birthday is the biggest activity of the year of CMC. This is an opportunity for all companies in the group to gather and participate in the birthday celebrations. Thereby creating a solid solidarity of the group and increasing the working spirit of employees by exciting and attractive activities.

Our graduation project is the 28-year CMC Group birthday series of activities. As a result, this is a critical event for us to integrate all of the information we have gained over the last four years and therefore make the greatest use of this Series of Events. This is a fairly huge project with a scale of 3000 people; therefore, it is both a challenge and a practical experience for my team in this graduation project.

1.4. Project Overview

1.4.1. The Current project

Background:

Vietnam is in the period of being affected as well as recovering from the epidemic. Large corporations like CMC have been significantly affected by the epidemic. Although officials and employees still come to the company to work, due to the developments of the epidemic, internal activities here have been greatly limited in recent times to ensure the safest for everyone.

The plan to arrange a series of activities to commemorate the 27th anniversary of the creation of CMC Group was precise and explicit last year, but it was significantly disrupted owing to the impact of the pandemic. Among them was the Football Tournament, which had always drawn a lot of interest was also canceled. The CMC Award ceremony, as well as the largest Gala night of the year for all officers and workers, had to be moved to an online format, with attendance limited to top executives.

Group requirements:

This year, during a series of activities commemorating the Group's 28th anniversary, Vietnam has basically controlled the epidemic, and people's lives have gradually returned to normal as before. As a result, CMC Group intends to arrange a comprehensive series of events this year to commemorate the Group's 28th anniversary and to create new activities to encourage officials and workers to participate as much as possible. This will be a celebration of the Group's birthday as well as a means of uniting the solidarity of officials and employees who have been significantly impacted by the epidemic. CMC Group also wishes to establish a link amongst CMC's enterprises as far apart as Saigon, Japan, in order to celebrate the birthday month together.

1.4.2. The Proposed project

Event Concept:

The main theme of the series of events to commemorate CMC's 28th birthday is "Inspiring the Future". This is also the Group's goal, since CMC is continuously looking to the future of technology. CMC's

ambition is to grow into a billion-dollar technology business with 10,000 employees. Therefore, taking that as inspiration and motivation to always strive and dedicate.

Goals:

The purpose of the series of events in response to the 28th anniversary of the establishment of CMC Group is the desire to create a useful playground for all employees of the Corporation, helping people relieve stress during working time as well as attach more together. Thereby building affection as well as close solidarity between subsidiaries in general and all employees of the group in particular. In addition, this is also a good opportunity to express gratitude to the people who have contributed to CMC, together with CMC going through the past difficult period. Assuring that CMC Group is progressively recovering to the "new normal" and becoming stronger in order to pursue significant goals in the future. Not only does this imply internal Group events, but it also implies that the series of events will be a very good source of communication for recruiting talent for the Group in the future.

Communication messages:

Messages from communication

With the sequence of activities to commemorate CMC's 28th anniversary of founding In this tough moment, CMC Group aims to strengthen the importance of pride and unity among CMC employees. Promoting fundamental principles and instilling CMC pride and tradition among all officials and workers.

1.4.3. Boundaries of the project

The series of activities commemorating CMC Group's 28th anniversary is an internal event for all officials and workers of CMC Group. There are unique events in this series for the Group's significant customers and partners to attend with CMC's senior management.

The Marcom Board of CMC Group developed and supervised the organizing committee for this series of events, with assistance from various departments within CMC Corp. There are activities organized and implemented by the Organizing Committee, who are officers and workers of the Group, in this series of events. In addition, there are events organized and produced in collaboration with third-party agencies.

2. THEORIES

2.1 Definition & purpose of event

According to the book Successful Event Management, the definition of an event is: Special events are that phenomenon arising from those non-routine occasions which have leisure, cultural, personal or organizational objectives set apart from the normal activity of daily life, and whose purpose is to enlighten, celebrate, entertain or challenge the experience of a group of people.

2.2. Types of events

- Leisure Events (Leisure, sport, recreation)

- Personal Events (weddings, birthdays, anniversaries)
- Cultural Events (Ceremonial, sacred, heritage, art, folklore)
- Organisational Events (Commercial, political, charitable, sales)

2.3. Characteristics of events

Events have many other characteristics in common with all types of services, and in particular with hospitality and leisure services of many kinds. According to the book *Successful Event Management*, These characteristics can be grouped together as being uniqueness; perishability; labour-intensiveness; fixed timescales; intangibility; personal interaction; ambience; and ritual or ceremony.

a. Uniqueness

The key element of all special events is their uniqueness: each one will be different. This is not to say that the same kind of event cannot be repeated many times, but that the participants, the surroundings, the audience, or any number of other variables will make the event unique. Even where we have looked at those special events that are very frequent, such as weddings, all are different because different people are involved, the choice of location, the invited guests, the timing, and so on. The same is true of events that may have followed the same format for years and years.

The uniqueness of special events is therefore the key to them. We are not doing something that is routine, nor are we producing the same item of work repetitively. Nevertheless, it is important to recognize that certain types of event do recur; they may recur in the same kind of format (such as weddings – each wedding is different but the format or structure is similar), or they may recur on the basis of time interval (such as an annual conference – again the format or structure is the same, but the participants and the subject will be different). Uniqueness alone, however, does not make a special event. Events have a number of characteristics and their uniqueness is closely related to aspects of perishability and intangibility.

b. Perishability

If we regard events as ‘unique’, then the event is tremendously perishable. It cannot be repeated in exactly the same way. Two birthday parties at the same location, with the same number of people, will not be the same. Even where a reasonable level of standardization is possible, for example, with activities such as training seminars, each will be different and will be very time dependent. They exist briefly and cannot be repeated in precisely the same way. Perishability also relates to the use of facilities for events. Let us suppose we have a banqueting room. It may be used to its peak capacity only on Saturdays, for weddings, so the rest of the week its revenue-generating potential may not be exploited. If the room is empty for even one day of the week, the revenue generating potential of that day is lost for ever – it is perishable. The room can be used on a different day, but the day it is empty cannot be replayed and used for an event.

One of the key issues, therefore, in the events manager’s role, is the extent to which facilities and services can be used effectively, given the uniqueness or irregularity (perhaps better to say infrequency) of use. In consequence, events can be expensive to provide. Many items will have to be produced on a one-off basis and cannot be used again.

The issue of perishability also means that events venue managers may have to use a variety of techniques, such as differential pricing, to try to encourage activities in quiet periods when a facility or service on offer might not sell.

c. Intangibility

With events, however, the activity is more or less intangible. If you go to a wedding, you will experience the activities, join in, enjoy and remember it, but there are only a few tangible things that you might have got from it – perhaps a piece of wedding cake and some photographs, or a video clip you took of the happy couple and the rest of the guests. This intangibility is entirely normal for service activities: when people stay in hotel bedrooms they often take home the complimentary soaps and shampoos from the bathroom or small gifts left for them. These are efforts to make the experience of the event more tangible; a memento that the experience happened and to show friends and family. It is important for event organizers to bear this in mind, and that even the smallest tangible item will help to sustain people's idea of how good an event has been. A programme, a guest list, postcards, small wrapped and named chocolates, even slightly more ambitious give-aways such as badged glasses or colour brochures help the process of making the intangible more tangible.

d. Ritual and ceremony

Ritual and ceremony are the key issues about special events, the major characteristics that make them special. In historical examples it was very evident that ritual and ceremony often played an important part. Many modern ceremonial activities are 'fossilized' or reinvented versions of old traditions. The original tradition might have had some key role in the ceremony, now forgotten, but the ritual of doing it still continues. The ritual ceremony does in fact emphasize the continuity of the tradition, even though the reason for the tradition has gone.

This 'specially created' event is true of all kinds of events; in fact, it is often the case that a town or city wishing to attract tourists might do so by creating a new special event, containing a wholly new ceremony, something for the visitors to watch. This can be done for all kinds of special events, and the creation of new ceremonies and 'new' traditions is very common, although it can be argued that for a special event to have a 'traditional' element in it, that element should have some basis – however tenuous – in historical reality.

e. Ambience and service

Ambience is one of the most important to the outcome. An event with the right ambience can be a huge success. An event with the wrong ambience can be a huge failure. It is very important to realize that ambience may help to make an event go well but it doesn't guarantee that things will go well. One of the roles of an events manager is to try and ensure an event succeeds by careful attention to detail and by trying to encourage the desired outcome.

f. Personal contact and interaction

People attending events are frequently themselves part of the process, they not only watch the event but also help to create the atmosphere; it is interacting with itself, with participants and staff and is part of the whole experience. Therefore, in considering how to make an event successful, event managers must be fully aware that this is largely dependent on the actions and reactions of people attending. It is

perfectly possible to have the same event twice in a row, such as a pageant or procession, and one may be a complete success and the other a complete failure, due to audience reactions, interactions or backgrounds. It is vital that event planners have a thorough understanding of their attendees.

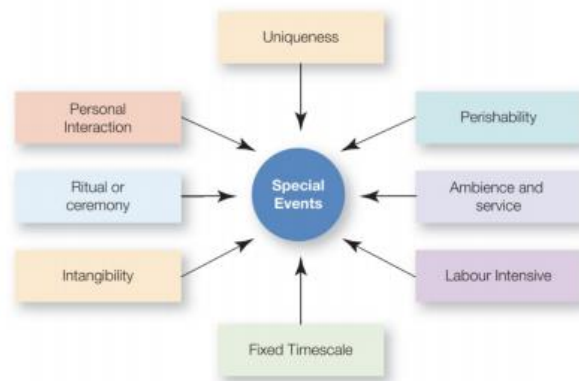


Figure 1 - Characteristics of special events as a service

g. Labour-intensiveness

The more complex and the more unique an event is, the more likely it is to be more labour-intensive, both in terms of organization and of operation. Managers can forecast staffing needs for these types of events from experience, depending on the number of guests, the types of service, the experience and quality of the staff, the time required to complete the service and even the layout of the building. The labour-intensiveness of special events is rather less predictable, as it depends entirely on the type of event in addition to all the above conditions. An event such as an athletic competition will require a completely different staffing structure to support it (including competitors, judges, timekeepers, etc.) than a company annual outing to a theme park. An event manager will have to forecast staffing needs directly from the requirements of running the event, based on what the organizer specified as the event's objectives and needs, and on the experience and forecasts of departmental leaders.

h. Fixed timescale

Events run to a fixed timescale, it could be very short (an opening ceremony) or very long. For those planning events, this issue of timing must be kept in mind. For an event to be successful and striking, it will need to hold people's attention and interest them, and it is better that this is broken up into sections than it takes place all at once, without a respite. This is not to say that the fixed time timescale cannot be varied. Some events, such as a birthday party, may carry on longer than intended because 'it just happened', other events may even be extended in a planned way, for some special reason, e.g. to recover the costs or to deal with extra demand, or, of course, they may be shortened because of lack of interest.

2.4 Determinants and motivations

Historically, the demand for events can be seen to have been determined largely by social factors (the need for social integration, interaction between individuals and communities, mutual support, bonding and the reinforcement of social norms and structures). Issues of status, the need for public celebration and the development of religious, civic, trade and community rituals and ceremonies. Events are also driven by economic, organizational, political, status, philanthropic and charitable needs.

2.5 Process of Event Organization

Basic operational activities, work in event organization, more specifically include:

FIGURE 5.10
The planning process for events management

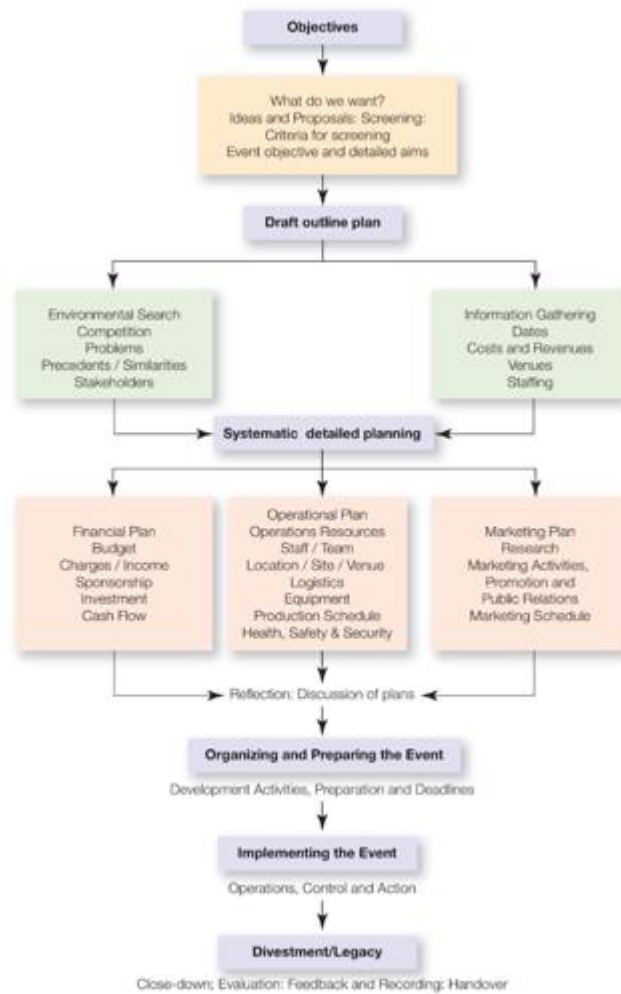


Figure 2 - The planning process for events management

2.5.1. Objectives

A plan is essentially a predetermined course of action based on given objectives. The objectives have to be carefully, precise and clear enough to ensure that the purpose of the event is obvious to all those involved in it.

The objectives should not be too complicated, perhaps consisting of only one or two primary objectives, and these can be broken down into no more than 6 detailed aims.

2.5.2. Draft outline plan

The draft plan cover six key issues:

- Why is the event being undertaken?
- Who will be involved in the process and the event?
- What will take place and what research is needed to make decisions?

- How will it be done?
- Where will it happen (main location and additional locational needs)?
- When will it take place (dates and expected outline times)?

2.5.3. Systematic detailed planning

Systematic detailed planning is a planning process that draws on what is gathered in draft planning and organizational capabilities to produce a detailed event plan. The first step of systematic planning is to understand the goals of the event and to list the processes needed to achieve this goal. These processes should cost the least amount of money and be realistic enough to execute, while also reaching the right target audience. Next, it is necessary to have a plan of the elements involved in the plan such as personnel, location, etc. Finally, we need to have an effective communication plan. Communication is an indispensable factor in every event, it not only helps attract the target customers of the event but also helps spread its image to everyone.

2.5.4. Organizing and Preparing the Event

Based on the pre-planned plans, the departments must strictly follow the previous plan to avoid unexpected things. An event when organizing will usually have to prepare the following activities: Setting up the stage, banner, backdrop, standee, uniforms, renting event support equipment, sound and light, liaising with stakeholders visit and sending invitations. In addition, the event should also be tested 1 to 2 times before the organization to avoid any shortcomings. During the event, department heads always have to follow the checklist and timeline of the program to facilitate monitoring of work.

In practice, the most important resource for event managers is time. There has to be enough time to plan the event properly, to meet deadlines and cut-off points, and to achieve the set-up, run the event and break down its various elements afterwards. Events organizers need to pay attention to the reservation time. Many venues require a year in advance and often require a deposit

2.5.5 Implementing the Event

The process of preparing and implementing the organization before the event takes place takes at least 2 weeks. It is necessary to work continuously, closely monitor the process and promptly have backup plans, timely handling to ensure the progress of the event.

The department heads will coordinate staff according to the plan set out according to the plan. When unexpected problems arise, it is necessary to gather everyone in one place to solve them together, not to act separately and especially not to let conflicts between the organizers happen under the witness of attendees. .

During the course of the event, it must always be done based on the checklist and timeline of the program to facilitate tracking of the work being done.

2.5.6. Divestment/ Legacy

After the event is completely over, we need to do the last step which is the Divestment/Legacy. In this step, we need to complete close-down, evaluation, feedback and recording and handover. These will

help the organizers get objective assessments, from many sides with many attitudes. Through the comments and suggestions, we can draw valuable experiences to improve and organize better events.

3. COMPANY OVERVIEW

3.1 About the CMC

3.1.1 Information about Corporation

CMC Technology Corporation (CMC) is a prominent Information Technology - Telecommunications enterprise in Vietnam with nearly 30 years of establishment and development, with a staff of approximately 3,000 employees. CMC has affirmed its position in the market of Vietnam and many countries around the world through key business activities in 3 blocks: Technology & Solution Division, International Business Division (Global Business), Telecommunications Services Division (Telecommunications). CMC is well-known in Vietnam as a dependable and respected partner in medium and large ICT projects including the following sectors: Government, Education, Tax, Treasury, Customs, Insurance, Electricity, Banking, Finance, and Enterprises.

3.1.2. The process of establishment and operation.

CMC Technology Group Joint Stock Company, formerly known as Computer and Communication Company Limited, was established on May 26, 1993. Over 28 years of continuous transformation and development with 10 member companies, joint venture as a business and research institute operating in Vietnam and many countries around the world, CMC has been affirming its position in the domestic market and towards the international market.

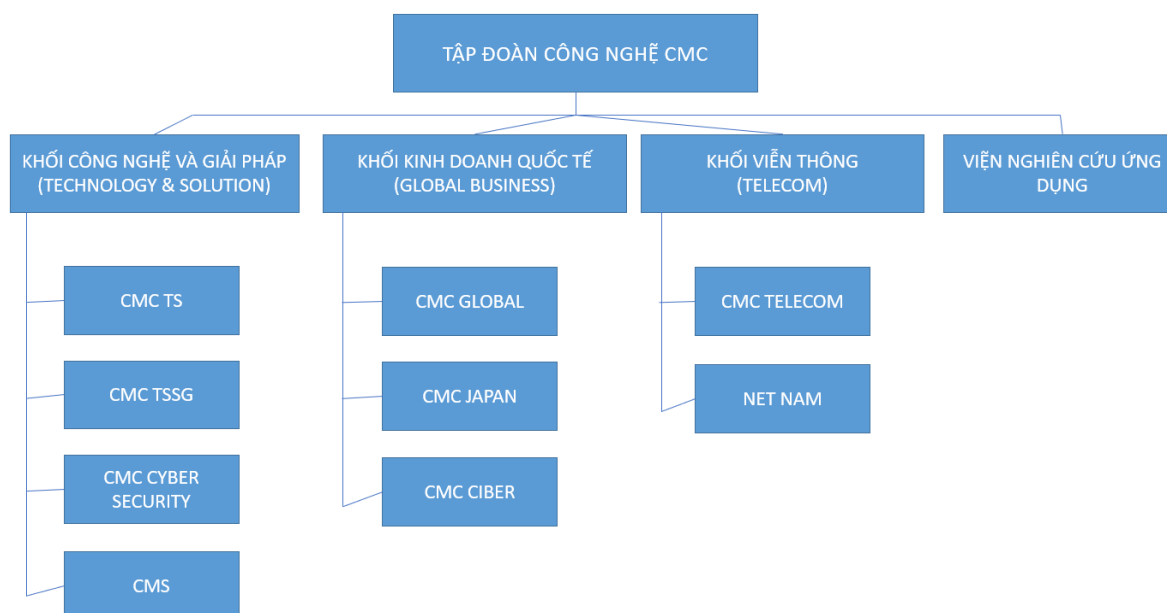


Figure 3 -Current organizational structure of CMC Technology Corporation

3.2. Vision, mission and core values.

3.2.1. Vision and mission:

Vision

CMC aspires to be the world's top Information Technology and Telecommunications Group with ambition and enthusiasm.

Mission

Leading the new wave of technology, aiming to produce world-class technology products - services - solutions, providing exceptional value to clients, and contributing to Vietnam's position in the new era, and contributing efforts to build a powerful, thriving country.

4C (Creativity, C-Speed, Commitment, Customer Centricity). Every action of CMC people comes from the heart of Customer Center. With a constant desire and passion for Creativity, CMC people are determined to reach the fastest speed, the Speed of Light (C-Speed), in both thinking and action to inspire and fulfill our Commitment.

3.3. Brand Identity

3.3.1. Meaning of brand's symbol.

The CMC logo is derived from the initials of the founders' names, Mr. Nguyen Trung Chinh, Mr. Ha The Minh and associates. The new Logo version is inspired by the diversity and continuous development of the Information Technology and Telecommunications industry, connecting the past, present and future. The logo is a balanced and harmonious mix of the letters C, M, C with delicate but substantial lines, representing long-term growth, distinctive elements, and a creative and inventive attitude. Blue symbolizes dependability, excellence, and professionalism. Blue is also the color of youth, energy, the blue planet - our earth, and the color of permanence - eternity.

3.3.2 Logo



Figure 4 - CMC's logo

3.3.3 Slogan

“Aspire To Inspire The Digital World”



Figure 5 - CMC's slogan

3.4 Overview of the company's event organization

Organizations within the enterprise

CMC Technology Group has a company trade union, Party cell, and Women's Union regularly organize movement activities for employees, timely implement welfare regimes for staff, employees such as giving gifts to female staff on International Women's Day March 8, Vietnamese Women's Day October 20, giving gifts to all employees on International Labor Day May 1, National Day September 2, giving gifts to employees' children on Children's Day, Mid-Autumn Festival, Christmas and many other activities to show their interest in employees during the working process.

Building corporate culture activities

CMC Group has shown to be a vibrant enterprise during its 27-year history, as seen by its workers' cultural, sporting, and spiritual activities. Cultural festivals, emphasizing emulation, and sports competitions like football, tennis, golf, marathon running, as well as photo contests, music clip creation, are held on a regular basis to assist employees develop attachment, closeness, and to establish a more sustainable corporate culture. Furthermore, the CMC Group conducts activities and emulation movements for production and business to encourage and develop the creative values of its workers, such as the contests "Creativity for the Future CMC," "Ideas for the Future - Idea For Future," and many other events.

Especially the series of activities held annually on the occasion of the Group's founding anniversary with the organization's scale and unexpected parts to increase the pride and solidarity of CMC people. With activities such as Running tournament, Football tournament, Golf tournament, Information contest about CMC, music MV making contest, Honoring Ceremony and especially the celebration of the Corporation's founding anniversary, this series of activities has always been enthusiastically welcomed and responded by CMC people in recent years because this is also the place for all employees to join together and promote the traditions and the core values while also serve as a reminder about traditional pride of CMC Group.

III. DEVELOPMENT & PRE-PRODUCTION

1. DEVELOPMENT

1.1 PESTEL Analysis

A PESTEL (or PESTELE) analysis is a framework used by marketers to analyze and monitor the external marketing environmental factors that have an impact on products, campaigns, projects or companies. The result of which is used to identify threats and weaknesses which are used in a SWOT analysis.

- Political: The stable political background is favorable for the development of the corporation
- Economic: • The economy is growing, and as the company expands, the lives of its employees become more important.
- Social: Employees of the firm must not only go to work to meet material needs, but they must also participate in recreational and spiritual activities. Moreover, young people demand a beautiful location to check in and professionally organized internal events to show off.
- Technological: Because of the rampant Covid epidemic, gatherings are confined to being hosted offline. However, as technology advances, there are numerous possibilities for organizing online events while maintaining assuring quality.

1.2 Competitors Analysis

In the flourishing and quickly evolving digital era 4.0, an increasing number of local and foreign technology businesses are expanding and developing the size of their operations. As a result, human resources in the field of ICT in the field of information technology are expected to be a major human resource in the future development of the technological sector. Therefore, technology companies always pay attention to internal activities for their employees, so that they can accompany and develop with the business in a consistent and sustainable way. CMC Technology Group is considered as the 2nd largest ICT corporation in Vietnam, known as a reliable and reputable partner in medium and large ICT projects in areas such as: Government, Education, Tax, Treasury, Customs, Insurance, Electricity, Banking and many more. Along with developing the field of ICT, some competitors that are considered to be direct competitors in the industry with CMC can be mentioned as FPT, BKAV or Viettel. In which, FPT is considered as a direct competitor to CMC in each field and operation.

- **FPT – Direct competitor of CMC**

Cultural activities are considered as the specialty of FPT culture, which is the organization of activities through festivals. It is the activities of this festival that are considered as a catalyst to increase solidarity, create useful playgrounds and also to spread positive values to the staff. It is possible to come to days that are popular and well received by everyone such as Community Day (March 13), FPT Sports Day (March 26), Day to the Roots (March 10 of the lunar calendar), FPT Family Day (the third Saturday of November), New Employee's Day on the first Saturdays of the month. Besides, the activities in FPT Village Festival (December 22 of the lunar calendar) are held every time the New Year arrives with the

desire to build a traditional Vietnamese festival space as well as for everyone to share, congratulate each other after a working year.

Especially on FPT's founding day (September 13), which is celebrated with concerts and sporting events to maintain and promote FPT's positive traditions. FPT thinks that through doing such frequent activities, it may strengthen the spiritual values, solidarity, and knowledge of FPT members about the meaning of life in general.

Furthermore, FPT Corporation arranges several events to enhance the spirit of creativity, exercise the capacity to think, learn, and develop themselves, as well as awarding activities for workers who have the greatest talents and excellent performance while working. These can include talk shows, seminars with many excellent speakers and guests in each field, or the movement of giving books to 100 individuals with outstanding activities.

Thus, it can be seen that the organization of internal communication activities of FPT Corporation is very diverse, creative, and continuously innovates, but still maintains the consistency of the Group's values. Activities are implemented continuously and regularly in a year to ensure that employees are always taken care of, creating useful playgrounds that can be connected, increasing solidarity and pride values. people and to express FPT's culture.

| CMC | FPT |
|---|---|
| Similarities | |
| <ul style="list-style-type: none"> • Are interested in organizing internal activities for employees • There is a general tendency to commemorate the Group's anniversary and consider it the most important event of the year. • Activities that take place regularly and continuously • The Board of Directors always cares and supports the organization of internal activities for employees • All show the culture and values and identity of the business | |
| Differences | |
| There is agreement when Marcom Division organizes all Group events and activities | There are two Organizing Committees: Communication Department and Mass Culture Department |
| Will pay attention and focus on arranging activities regarding employees' life | Tend to be interested and organized to festivals |
| Will primarily focus on disseminating event activities on Fanpage and internal Group | Regularly communicate on the Group's internal website |

Figure 6 - Comparison between CMC and FPT

- **BKAV – Another competitor of CMC**

Activities for BKAV's employees are also always interested by the Board of Directors and they would directly supervise the organization with the goal to connect, build solidarity and create an attractive working environment toward the staff.

Extracurricular activities that take place regularly for employees such as summer travel programs, camping trips, and sightseeing tours for employees. Besides, activities on public holidays such as Mid-Autumn Festival, Children's Day, ... are also organized to attract staff and families to attend. Not only that, many sports activities are also organized to improve the spirit of exercise by establishing clubs and organizing tournaments to connect people with each other. There are many sports clubs in BKAV such as football club, badminton club, BKAV Yoga club, BKAV chess club

In addition, training courses for leaders or employees to improve communication skills as well as at work are also regularly organized to help with personal development of the staff. More specifically, the organization of activities to celebrate the anniversary of BKAV's establishment is often organized by BKAV on a large scale with many sports festivals, special performances by the members of BKAV themselves. BKAV staged and organized. These activities will usually be expected and responded strongly by BKAV people in the year.

1.3 SWOT Analysis

| Strengths | Weaknesses |
|--|---|
| <ul style="list-style-type: none"> • The Group is returning to a new normal after being affected by the Covid pandemic • All activities organized with a large number of participants have been authorized by the Government • The Group's internal activities are always concerned and accompanied by the Board of Directors • CMC's employees are all very excited about this series of events | <ul style="list-style-type: none"> • Many activities that have been held continuously throughout years could be boring • Due to the recent epidemic, it will affect the budget for the whole chain of events • Timeline will not be stable when the Group has a lot of work to bring itself to a stable state |
| Opportunities | Threats |
| <ul style="list-style-type: none"> • Can be creative and implement many new plans when the Government has lifted most of the bans due to Covid • The opportunity to organize a huge birthday Gala night for 3000 employees after 2 years. (fix) • 2020-2021 is the explosive time of funny and creative videos on social networks, creating a premise to apply to the series of events. | <ul style="list-style-type: none"> • Must ensure the health and anti-epidemic ability for all staff when participating in the series of events • There is still the potential for the epidemic to re-emerge during the organization • Company in Japan will have difficulty participating when Japan is still heavily affected by the epidemic |

Figure 7 - SWOT analysis of the CMC 28th birthday celebrations

1.4 Employee's insight

When working, employees have to use computers a lot, so CMC employees want to have useful activities and playgrounds to connect and increase solidarity from departments and member companies. and the colleagues themselves

CMC always develops, innovates and creates, so CMC people will always be dynamic, creative and changing. always moving towards higher goals in the future showing success, pride and attachment to the company. Therefore, the internal activities must be renewed and constantly increased, which will help the construction of CMC culture and people develop more.

At CMC, the staff or even the leaders of the corporation often participate in musical performances that make everyone look forward to it. Everyone is also looking forward to the atmosphere of practicing performances together or having the opportunity to stand next to celebrities on stage in those performances.

This is not only an internal event but also a good communication event for the Group as well as individual employees. People really want to show off the company's internal activities and events to friends and relatives.

2. PROJECT PLANNING

2.1. General plan for CMC's 28th Anniversary.

2.1.1 Brief and Proposal(s)

In 2021, on the occasion of the 28th anniversary of CMC Group's establishment, a series of events lasting nearly 40 days with responsive and commemorative activities will be held for all officers and employees of the Corporation. Sports activities such as running tournaments, football tournaments, golf tournaments help employees connect closer together, increasing the spirit of internal solidarity in the company. The music video contests, the company research contest and the CMC Awards ceremony also contributed to the success and meaning of the series of activities to celebrate the Group's 28th anniversary. And the special highlight to end the chain of events is the Gala night - The great celebration to celebrate the 28th anniversary of the establishment of CMC Group. The series of events will be held from April 20 and will be finished on May 26, the Gala night ending the series of events.

2.1.2. Objectives – Goals

The purpose of the chain in response to the 28th Anniversary of the establishment of CMC Group:

- Create a useful playground for all employees of the Group
- Help people to relieve stress after working time as well as connect with each other
- Building affection and close solidarity between all employees of the Group
- It is a good opportunity to express gratitude toward the people who have contributed to CMC, together with CMC going through a difficult period due to the impact of the COVID epidemic.

- The series of events will also be an excellent source of communication for recruiting and attracting talents for the Group in the future.

2.1.3 Target audience

- All 3000 employees are working at CMC Group
- Customers, important partners of the Group

2.1.4 Messages

The message of the series of activities to celebrate the 28th anniversary of the Group's establishment is the journey from the early days of establishment, after 28 years of overcoming many difficulties and challenges and years of developing, CMC people have always shared a burning passion "Creating the future". That desire has been expressed through digital works, technology products and especially in the pride and happiness in the hearts of CMC people for generations. The journey of "Creating the Future" will never end, and marvels will continue to be written in the future by CMC people.

2.1.5 Event Concept

The theme "INSPIRE THE FUTURE" was chosen with the desire to emphasize the spirit of "Creating the future" of CMC people, forging the fire of desire to inspire the set goals in the future, which is become a billion-dollar corporation with a scale of 10,000 employees. With the desire and spirit of solidarity, CMC people will together build a great future for CMC and for each CMC person.

2.1.6 Activity Programme



Figure 8 - Timeline Activity Programme

2.1.7 Human resources

The series of activities for the 28th Anniversary of CMC Technology Group will be directed, operated and organized by the Steering Committee and the ORGANIZATIONAL BOARD, in which the Marketing & Communication Department (MARCOM) will be responsible for the main responsibility in organizing, coordinating and implementing. Besides, there is also active support from other departments in the Group such as administration, human resources and support from member companies.

The Organizing Committee is responsible for the organization and safety of the series of events to celebrate the 28th anniversary of the establishment of CMC Group, ensuring to bring excitement and pride to the Group's employees, keeping the desire to cooperate with the group, with colleagues to conquer new challenges in CMC's strategy. The Steering Committee has the task of closely and timely supervising and supporting the Organizing Committee to complete its tasks. In addition, the members of the Organizing Committee will also be responsible for and accountable to the Head of the Subcommittee for the progress of work as well as the results of tasks and activities related to the event.

2.1.8 Estimated Cost

In terms of budget, the total estimated cost to organize the 28-year chain of events of the Group's establishment is VND 2,858,030,000, of which VND 943,250,000 will be reserved for the Human Resources Department to carry out rewarding and honoring activities. and VND 1,914,780,000 for the Marcom Department to carry out and organize activities in the series of events.

Compared to the cost of organizing the 27th anniversary of VND 1,063,487,000, this year the Group has invested and showed more care about the Chain of activities to celebrate the 28th anniversary of the Group's establishment than last year. The Group wishes to organize fully, thoughtfully and creatively many new activities to attract staff, increase the spirit of solidarity and bring people closer after being affected by the COVID epidemic.

| BUDGET CMC 28th birthday celebrations. | | | | |
|---|---------------------------|--------------------|---------------|--|
| No. | Items | Cost (VND) | Budget | Note |
| I. Sports Activities | | 460,680,000 | Marcom | |
| 1 | CMC 28 Inspiring Run | 98,740,000 | | |
| 2 | CMC 28 Inspiring Football | 111,940,000 | | Cost of organizing the meeting HN: 96,940,000 VND Cost of supporting businesses & HCM: 15,000,000 VND |
| 3 | CMC 28 Golf Tournament | 250,000,000 | | In 2019: |

| | | | | |
|--|---|----------------------|---------------|--|
| | | | | > Please sponsor 250 million VND > Distribution of CMC Corp & CTS: 250,000,000/VND |
| II. Cultural Activities | | 942,620,000 | HR | |
| 1 | CMC Award 2021 | 882,850,000 | | |
| 2 | CMC Index 2021 | 60,400,000 | HR | |
| III. CMC's 28 Anniversary | | 951,690,000 | | |
| 1 | Program organization cost | 701,690,000 | | |
| 2 | .Location cost | 250,000,000 | | Full cost of venue for main ceremony 1200 people |
| IV. Art activities | | 151,000,000 | | |
| 1 | CMC MV Festival | 151,000,000 | | |
| V. Other costs CMC's 28th Anniversary. | | 320,000,000 | Marcom | |
| 1 | Cost of printing - design | 90,000,000 | | Decorate the building & serve the chain of events |
| 2 | Cost in addition to hiring shooting | 60,000,000 | | |
| 3 | Logistics costs | 50,000,000 | | |
| 4 | Contingency costs | 100,000,000 | | |
| 5 | Costs for thanking members from participating units | 20,000,000 | | |
| Estimated total cost | | 2,826,620,000 | | <i>In there:</i> <i>- Human Resources Department budget: 942,620,000 VND</i> <i>- Budget of Marcom Board: 1,883,370 VND</i> |

Figure 9 - Development - BUDGET CMC 28th birthday celebrations

2.2 CMC 28 MV Festival

2.2.1. Brief and Proposal(s)

As the first event of a series of events to celebrate the 28th anniversary of the establishment of CMC Group, the Contest must bear the imprint of innovation and creativity. This must be a new contest that has never appeared at CMC, increasing the excitement for all officers and employees to prepare for the upcoming Chain of Events.

The contest must also meet the conditions that can be held for all member companies of CMC Group to participate despite geographical differences, especially CMC Japan.

The theme of the Contest must be related, similar to the main theme of the whole Series of Events which is "Inspire the Future".

Regarding the requirements of the prize for the contest, in addition to the usual award categories, the Organizing Committee needs to have other prizes to highlight the spirit of "Inspire the Future" and the prizes for the contest entries. mobilize the highest number of employees to participate.

2.2.2. Objectives – Goals

The "CMC MV Festival" contest wishes to bring a playground for CMC officials and employees to express diverse creative colors in art, creating quality and highly pervasive artistic products. This is also an opportunity to contribute to enhancing the youthful and creative CMC brand image. Both create opportunities for member companies to show their own unique features, and connect companies towards celebrating the Group's 28th birthday. CMC MV Festival is also the first event in the series of events to celebrate the 28th anniversary of the establishment of CMC Group, so the contest is also a way to kick off and spread the spirit and spirit of the entire chain of events in the future.

2.2.3 Target audience

The contest is open to all officers and employees of all subsidiaries of CMC Group.

Officers and employees of Saigon and Japanese branches will all participate in the CMC MV Festival contest.

2.2.4 Messages

CMC Group's officers and employees are all talented young people and there are many people who are gifted in the artistic field. The company's previous artistic activities have received the response and participation of the whole Group. Therefore, the CMC MV Festival contest is an opportunity for everyone to show their creativity and new perspective on CMC in general as well as that of the member company in particular. Finally, an employee's artistic ability is exposed through the contest product with the theme "**Aspire to Inspire Your Workplace**".

2.2.5 Event Concept

The main concept of CMC MV Festival is "**Aspire to Inspire Your Workplace**". This is not only the contest's slogan but also the main content and requirements for the contest products. The organizers

want every team to show their inspiration through the working environment of each different subsidiary. In addition, this is an opportunity for officers and employees to show off their own unique characteristics.

The concept of the MV Contest is also related to the main concept of the chain of events, “Inspire the Future”. Since this is the first event in a series of commemorative events, the Organizing Committee would like to see the spirit of "Inspire the Future" of every subsidiary through this contest product.

2.2.6 Activity Programme

| TIMELINE CMC MV Festival | | |
|--------------------------|-----------------------|---|
| No. | Time | Items |
| 1 | 15/4/2021 | Launching the contest to all companies |
| 2 | 20/4/2021 | Meeting to fully disseminate the contest with representatives of 10 participating teams |
| | | Send "MV Production Guide" to the teams |
| | | Start the contest |
| 3 | 20/4/2021 - 10/5/2021 | MV making time |
| 4 | 10/5/2021 - 15/5/2021 | All teams send products, the organizers announce products on fanpage |
| | | Time to vote for each product |
| 5 | 20/5/2021 | Publish the result |
| 6 | 26/5/2021 | The most impressive product will be performed on the 28th anniversary Gala |

Figure 10 - Development - Timeline CMC MV Festival

2.2.7 Event Information

2.2.7.1. Rules

Each will plan their own ideas and produce their own music video product with the theme "**Aspire to Inspire Your Workplace**". The Organizing Committee will send specific "MV production instructions" to each team.

10,000,000 VND will be supported by the Organizing Committee for each division participating in the contest. It is recommended that each division will invest more to make quality products, featuring their characters and uniqueness.

In addition to receiving awards, the best performances will be performed on the stage of the 28th CMC Celebration

The MV contest results will be computed based on the amount of involvement in each contest product of each division uploaded on the CMC's fanpage "**CMC people**".

2.2.7.2. Participants

The contest will include 10 participating teams from 10 different member companies from Hanoi and Saigon. Especially, there will be the attendance of CMC Japan

10 member companies participating in the "CMC MV Festival" contest:

- CMC Corporation
- CMC Telecom
- CMC Global
- CMC TS Hanoi
- CMC Ciber
- CMC Cyber Security
- CMC Cist
- CMC TS Saigon
- CMS
- CMC Japan

2.2.7.3 Product's Criteria

Song content: You can compose new songs or make up existing lyrics, ensuring the meaning of the song's content matches the theme.

Performing method: Depending on the creativity of each division, ensure that many faces of leaders and employees appear in the MV, ensuring aesthetics and civilization.

Participating personnel: External human resources can be used but must not exceed 30% of CMC's personnel appearing in the MV.

2.2.7.4. Product requirement

| VIDEO STANDARD | | |
|----------------|-----------|--|
| No. | Criteria | Details |
| 1 | Time | 3 - 5 min |
| 2 | Quality | Full HD - 1080p |
| 3 | Equipment | Video can be recorded with mobile phones, cameras, camcorders or drones. In case the video is taken with a phone, the screen must be rotated horizontally. |
| 4 | Sound | Clear sound, easy to hear. In case a foreign language is used, Vietnamese subtitles are required. |
| 5 | Music | If the video uses editing music, the music must not infringe on copyright. |

Figure 11 - Development - Video Standard MV Festival

2.2.7.5. Prizes

| PRIZE STRUCTURE | | | |
|------------------------|---------------------|--|------------------------------------|
| No. | Award | Evaluation Criteria | Prize |
| 1 | Inspiring MV Award | The MV accurately conveys the message of Inspire the Future of CMC 28 & creatively carries the company's own imprint - The jury assessed that the MV accurately reflects the message of Inspire the Future of CMC 28 & bears its own mark. | 10.000.000 VNĐ CMC MV Award Cup |
| 2 | Viral MV Award | MV with the most views, reactions and shares Viral score = views + likes/reacts + 3x shares | 10.000.000 VNĐ CMC MV Award Cup |
| 3 | Visual MV Award | MV has the most beautiful visual effects - Judges rating | 5.000.000 VNĐ CMC MV Award Cup |
| 4 | C-Speed MV Award | The fastest MV sent to the organizers | 5.000.000 VNĐ CMC MV Award Cup |
| 5 | Collective MV Award | The MV shows the most faces of CMC officials and employees. | 5.000.000 VNĐ CMC MV Award Cup |

Figure 12 - Development - Prize Structure MV Festival

2.2.8 Media & Communications plan

| TIMELINE COMMUNICATION | | | | |
|-------------------------------|------------------|---------------------------------|---|---|
| No. | Time | Task | Details | Channel |
| 1 | 15/4/2021 | Kickoff event | Contest kickoff poster | Fanpage "Người CMC" |
| 2 | 20/4/2021 | Internal communications | Post meeting photos with unit representatives. | Group Future Next |
| 3 | 24/4/2021 | Video Trailer | Post the official trailer video of the event. | Fanpage "Người CMC" |
| 4 | 28/4/2021 | "Behind the Scene" Photo | Post behind the scenes photos of the units' MV production | Fanpage "Người CMC"/ Group Future Next |
| 5 | 2/5/2021 | "Behind the Scene" Video | Video recording behind the scenes of production & interviewing some staff about the MV making process | Fanpage "Người CMC" |
| 6 | 8/5/2021 | Prize structure photo | Post photos of the award structure and reveal the MV products that are about to be announced. | Fanpage "Người CMC" |
| 7 | 10/5 - 15/5/2021 | Competition videos of the units | Post the video of the contest entries of the units | Fanpage "Người CMC"/ Group Future Next |

| | | | | |
|---|-----------|---------------------------|--|--|
| 8 | 20/5/2021 | Result announcement photo | Post a picture of the results of the MV Festival contest | Fanpage "Người CMC"/ Group Future Next |
|---|-----------|---------------------------|--|--|

Figure 13 - Development - Timeline Communication MV Festival

2.2.9 Risk Management

| Risk Management | | | | |
|-----------------|--|------------------|---|--|
| No. | Risks | | Solutions | |
| 1 | The complex outbreak of COVID | Work at company | Ensuring distance and safety for staff when producing MV | |
| 2 | | Working remotely | Delay the contest | |
| 3 | Difficulties in making MV | | Organizing Committee will have a specific guide on how To make and produce for the participating division | |
| 4 | Lack of ideas while producing MV | | Organizing Committee will provide personnel to help with script ideas for the each division | |
| 5 | Lack of cameraman | | The Organizing Committee will support to find people to film and edit for each division. This cost will be included in the initial support cost | |
| 6 | Entries that employ engagement-cheating techniques | | Organizing Committee moderators will review each product and will exclude points of the cheated reactions | |
| 7 | Divisions that miss the deadline for the contest | | These products will still be uploaded to fanpage “CMC people” but will not be given points | |
| 8 | Slow/delayed expected communication timeline | | Work with other events’ supervisors to plan a new communication timeline | |

Figure 14 - Development - Risk Management MV Festival

2.2.10 Estimated Cost

| BUDGET CMC MV Festival | | | | |
|------------------------|--------------------------|------------|--------|-------------|
| No. | Categories | Unit price | Amount | Cost |
| 1 | Cost of supporting units | 10.000.000 | 10 | 100.000.000 |

| | | | | |
|-------------------|--------------------------------------|------------|---|--------------------|
| 2 | Prize cost | | | |
| | Inspiring MV Award | 10.000.000 | 1 | 10.000.000 |
| | Viral MV Award | 10.000.000 | 1 | 10.000.000 |
| | C-Speed MV Award | 5.000.000 | 1 | 5.000.000 |
| | Visual MV Adward | 5.000.000 | 1 | 5.000.000 |
| | Collective MV Award | 5.000.000 | 1 | 5.000.000 |
| 3 | Medal/Cup | 600,000 | 5 | 3.000.000 |
| 4 | Trailer, behind the scene production | 3.000.000 | 1 | 3.000.000 |
| 5 | Costs incurred | 10.000.000 | 1 | 10.000.000 |
| Total Cost | | | | 151.000.000 |

Figure 15 - Development - Budget MV Festival

2.3 INSPIRING FOOTBALL CMC 28

2.3.1. Brief and Proposal(s)

The football tournament to celebrate the establishment of CMC Technology Group is an annual tournament and is a prominent activity in the chain of events to celebrate the establishment of the Corporation.

The office football movement in Vietnam is growing day by day, staff working in offices often have the habit of building teams and playing football matches right after work. It is not an exception for CMC Group, football is always a favorite sport - especially for male officials.

With the return after a year of absence due to the impact of the epidemic, the Inspiring Football CMC 28 football tournament promises to bring us a vibrant summer.

2.3.2. Objectives – Goals

Inspiring Football CMC 28 is organized to create a healthy and rewarding playground, arouse the spirit of sports practice and health training of the staff. At the same time, it demonstrates the care of the Company's Board of Directors to the spiritual life of employees after hard working time.

In addition to the meaning of health training, it is also an activity to strengthen solidarity, exchange and learn between departments and workshops in the Company. Thereby contributing to improving the productive spirit, work efficiency, and giving their best to complete the assigned tasks.

2.3.3 Target audience

Inspiring Football CMC 28 is a football tournament for every male staff. Therefore, the target audience of this tournament is all leaders and employees of the Group.

2.3.4 Messages

CMC employees are not only innovative in their job, but they are also highly good in sports. Inspiring Football CMC 28, on the other hand, symbolizes the return of the king sport after a year's absence due to the pandemic. The competition transmits the theme "Inspiring Football," as if to demonstrate that sports exercise health, and with it strengthen the spirit to strive for the future "Inspire the Future"!

2.3.5 Event Concept

Inspiring Football CMC 28 will be featured as a typical traditional Vietnamese football tournament with 7 players competing on artificial turf.

This type of football also has many different names such as freestyle football, amateur football or movement football, ... and has many distinct features.

Two teams participating in each match will play mainly on artificial (turf) with 7 players each team.

2.3.6 Activity Programme

2.3.6.1 Major timelines of the tournament

| MAIN ACTIVITIES | | |
|-----------------|---|---------------|
| No. | Categories | Time |
| 1 | Register a preliminary number of players with the Organizing Committee | 26/03 |
| 2 | The captain of each team makes a list of the team (requires the unit's signature) | 09/04 |
| 3 | Captains Complete the player registration procedure with the Organizing Committee | 10/04 |
| 4 | Draw to divide tables | 15/04 |
| 5 | Opening Ceremony & Group Stage Matches | 19/04 - 13/05 |
| 6 | Semi-Finals | 10/05 |
| 7 | Finals, 3rd Prize Competition and Closing Ceremony - Awarding | 17/05 |

Figure 16 - Development - Major timelines of the football tournament

2.3.6.2 On-going task lists

2.3.6.2.1. Preparation

| PREPARATION | | | |
|-------------|--|--|------|
| No. | Categories | Description | Time |
| 1 | Create a Private tournament group | The Group will have representatives of the teams - the captain and the Organizing Committee for the purpose of announcing tournament information and solving related issues. | |
| 2 | Collect all players list of hard - copies of the teams | | |
| 3 | Division of shirt color, shirt size, shirt number | | |
| 4 | Draw to divide tables | Prepare scripts, slides, images for the draw ceremony | |

Figure 17 - Development - Preparation of the football tournament

2.3.6.2.2 Design and Construction

| DESIGN - CONSTRUCTION | | | |
|-----------------------|---|-------------|----------|
| No. | Categories | Description | Deadline |
| 1 | Scenario and Slide of the draw ceremony | | |
| 2 | Publication of the list of players of the teams | | |
| 3 | Invitation to the Opening Ceremony | | |
| 4 | Football match schedule | | |
| 5 | Publication of interviews with captains/players | | |
| 6 | Backdrop, Banners | | |

Figure 18 - Development -Design and construction of the football tournament

2.3.7. About Tournament

2.3.7.1 Timeline

| MAIN TIMELINE | | |
|---------------|--|---------------|
| No. | Types | Time |
| 1 | Opening ceremony and group stage matches | 19/04 - 13/05 |
| 2 | Semi - final | 10/05 |
| 3 | Finals, 3rd Place Competition and Closing Ceremony | 17/05 |

Figure 19 - Development - Main timeline of the football tournament

2.3.7.2. List of participating teams

| PARTICIPATING TEAMS | |
|----------------------|---|
| Units | Number of teams registered to participate |
| CMC Ciber | 1 |
| CMS + Cyber Security | 1 |
| CMC Corp | 1 |
| CMC Telecom | 3 |
| CMC TS | 2 |
| CMC Global | 2 |
| Total | 10 |

Figure 20 - Development - List of participating teams of the football tournament

2.3.7.3 Regulations and format

2.3.7.3.1. Registration

- Every team will register with Head of Organizing Committee: Mr. Duc - 0986111027
- Captains should prepare list: photo, name, signature and stamp of the participating division
- Complete registration before April 10, 2021

2.3.7.3.2 Teams

- CMC group's subsidiaries: CORP; CMC TS, CMC Global, CMC Telecom, CMS, Cyber Security.
- Employees of member companies with official labor contracts (collaborators are not allowed) that are still valid.
- Players who are not on the payroll at CMC and its member companies are not allowed to participate in the competition.
- Each team can register up to 14 players.

2.3.7.4 Rules

- Format: Amateur football - 7 people each team
- Time: 16h00 - 17h00 on fixed days, 30 minutes each half
- Groups: 10 teams - divided into 2 groups (5 teams each)
- Competition: Round-robin competition
- Scoring:
- Win: 03 points; Draw: 01 point; Lose: 0 point
- Teams with higher score will be ranked above
- If there are 2 teams with equal points, the following will be judged in the following order: Goal difference
- Choose the first and the second teams from each group to advance to the semi-finals
- 02 losing branch teams will compete for 3rd place
- 02 branch teams will compete in the Finals to find the champion

2.3.7.5. Competition venue

PVV football field - 95 Tran Thai Tong, Dich Vong Hau, Cau Giay, Hanoi

2.3.7.6. Prizes

| PRIZE STRUCTURE | | |
|-----------------|-----------------------------------|------------------------------|
| No. | Categories | Rewards |
| 1 | First prize | 3.000.000 VND & Champion Cup |
| 2 | The second prize | 2.000.000 VND & 2nd Cup |
| 3 | The third prize | 1.000.000 VND & 3rd Cup |
| 4 | The best player of the tournament | 1.000.000 VND |

Figure 21 - Development - Prize structure of the football tournament

2.3.8 Media & Communications plan

| BEFORE THE TOURNAMENT | | | | |
|------------------------------|--|--------------------------|------------------------|--|
| No. | Contents | Media channels | Timeline Public | Implementer |
| 1 | Poster Kick - off | Group CMC Future Next | | Vũ Văn Định - CMC CORP |
| 2 | Seeding kick - off | Fanpage Người CMC | | Phạm Hải Đăng - CMC CORP |
| 3 | Announcement of Group stage fixtures and The Opening ceremony | Group CMC Future Next | | Nguyễn Minh Tiến - CMC CORP |
| 4 | Publication: statements from captains and players about this year's goals | Group CMC Future Next | | Phạm Hải Đăng, Nguyễn Minh Tiến - CMC CORP |
| 5 | Announcement of the list of players and teams participating in the tournament | Group CMC Future Next | | Phạm Hải Đăng, Nguyễn Minh Tiến - CMC CORP |
| DURING THE TOURNAMENT | | | | |
| 1 | Remind of the opening ceremony and the first round of group stage matches | Group CMC Future Next | | Phạm Hải Đăng, Nguyễn Minh Tiến - CMC CORP |
| 2 | Update pictures of the opening ceremony and the results of the first match (first 4 matches) | Fanpage Người CMC | | |
| 3 | Updated leaderboard after the first series of matches | Group CMC Future Next | | |
| 4 | A Reminder of the 2nd group stage match | Group CMC Future Next | | |
| 5 | Update the results of the second series of matches | Group CMC Future Next | | |
| 6 | Updated leaderboard after the second series of matches | Group CMC Future Next | | |

| | | | | |
|----|--|--------------------------|--|--|
| 7 | A Reminder of the 3rd group stage match | Group CMC Future Next | | |
| 8 | Update the results of the third series of matches | Group CMC Future Next | | |
| 9 | Updated leaderboard after the third series of matches | Group CMC Future Next | | |
| 10 | A Reminder of the 4th group stage match | Group CMC Future Next | | |
| 11 | Update the results of the fourth series of matches | Group CMC Future Next | | |
| 12 | Updated leaderboard after the fourth series of matches | Group CMC Future Next | | |
| 13 | A Reminder of the 5th group stage match | Group CMC Future Next | | |
| 14 | Update the results of the fifth series of matches | Group CMC Future Next | | |
| 15 | Updated leaderboard after the fifth series of matches | Group CMC Future Next | | |
| 16 | List of semi-finalists | Fanpage Người CMC | | |
| 17 | A reminder of the semi-final match scheduled | Group CMC Future Next | | |
| 18 | Update the results of the semi-finalist | Group CMC Future Next | | |
| 19 | Seeding post: Road to the finals of 2 teams | Group CMC Future Next | | |
| 20 | A reminder of The final and 3rd Place competition | Group CMC Future Next | | |
| 21 | Final match result, 3rd Place competition result, and outstanding player | Group CMC Future Next | | |

| | | | | |
|-----------------------------|--|--|--|--|
| 22 | Closing of the tournament and all categories (champion, second, third, outstanding player) | Group CMC Future Next | | |
| AFTER THE TOURNAMENT | | | | |
| 1 | Tournament closing post: Thank you for joining the tournament | Fanpage Người CMC, Group CMC Future Next | | Phạm Hải Đăng, Nguyễn Minh Tiến - CMC CORP |

Figure 22 - Development - Media & Communication plan of the football tournament

2.3.9 Risk Management

| RISK MANAGEMENT | | |
|------------------------|--|--|
| No. | Categories | Solutions |
| 1 | The raging outbreak of COVID is affecting the Tournament | Delay or cancel the tournament, depend on the situation of COVID |
| 3 | Participated teams will not agree with the number of players registered | Explain the rules and the number of 14 people is a complete guarantee for competition density |
| 4 | Teams' captains can not finish the registered list on time | Remind and urge the captain to quickly complete the required procedures |
| 5 | Teams do not agree with the rules of the game when drawing | Be flexible, listen and modify according to common opinion |
| 8 | Teams disagree with the schedule and time of the matches | Be flexible, listen and modify according to common opinion |
| 9 | Trouble in pitching and refereeing | Actively contract with the stadium owner as soon as possible to keep the tournament on schedule |
| 10 | Due to the general situation of the company, teams cannot participate in the match | Flexible handling, in case of force majeure, will still comply with regulations on settlement |
| 11 | Matches can not be hosted due to bad weather (rain, storm,) | Flexible handling, contact the stadium owner and cooperate with the teams to find out a suitable compensation schedule |
| 12 | Loudspeakers, water, match records are not fully prepared | Implement appropriate contingency plans |

| | | |
|----|--|---|
| 15 | A situation when players or audiences get injured | Coordinate with the medical team to quickly handle the situation |
| 16 | Proposals are not guaranteed in time leads to the postponement of tournament | Be flexible, based on the specific situation and notify the representatives/team captains |

Figure 23 - Development - Risk management of the football tournament

2.3.10 Human resources

Inspiring Football CMC 28 Tournament is organized by the Marcom Department of CMC Group. The Organizing Committee is the division that plans the implementation, the main requirements for the tournament, coordinates the competition and supports the teams, including:

- Head of Organizing Department: Tran Xuan Duc (CMC CIST)
- Tournament Organizer: Vu Van Dinh (CMC CORP)
- Members: Hoang Bich Lien, Nguyen Minh Tuan (CMC CORP)
- Supporting collaborators: Pham Hai Dang, Nguyen Minh Tien, Nguyen Viet Thang, Luu Khanh Linh, Doan Thuy Hang

2.3.11 Estimated Cost

2.3.11.1. Total budget of Hanoi

| Budget Ha Noi | | | | | | |
|----------------------|---|---------------|-------------|--------------------------|--------------------------|--------------------|
| No. | Categories | Amount | Unit | Unit price CMC 26 | Unit price CMC 28 | Total (VND) |
| 1 | Support to rent a training ground for teams | 10 | VND | 1,000,000 | 1,000,000 | 10,000,000 |
| 2 | Rent a soccer field for the tournament | 24 | match | 800,000 | 700,000 | 16,800,000 |
| 3 | Hire referees | 24 | match | 800,000 | 700,000 | 16,800,000 |
| 4 | Speakers | 5 | day | 1,500,000 | 300,000 | 1,500,000 |
| 5 | Water | 96 | bucket | 90,000 | 90,000 | 8,640,000 |
| 6 | Clothes for football teams | 140 | set | 170,000 | 170,000 | 23,800,000 |
| 7 | Balls | 10 | psc | 500,000 | 500,000 | 5,000,000 |

| | | | | | | |
|----------------------|---|---|-----|-----------|-----------|-------------------|
| 8 | Funding for the First, Second, Third, and Outstanding Player awards | 1 | set | 7,000,000 | 7,000,000 | 7,000,000 |
| 9 | Champion Cup | 1 | psc | 850,000 | 850,000 | 850,000 |
| 10 | 2nd Cup | 1 | psc | 800,000 | 800,000 | 800,000 |
| 11 | 3rd Cup | 1 | psc | 750,000 | 750,000 | 750,000 |
| 12 | CP football bill (HD 5%) | 1 | set | 5,000,000 | 5,000,000 | 5,000,000 |
| Total - Hanoi | | | | | | 96,940,000 |

Figure 24 - Development - Total budget of Hanoi of the football tournament

2.3.11.2. Total additional budget

| No. | Categories | Amount | Unit | Unit price CMC 26 | Unit price CMC 28 | Total (VND) |
|-------------------------|--|--------|------|----------------------|----------------------|-------------------|
| 1 | Cost of Sports Organization CMC TS, CMC Telecom, and Global Saigon | 1 | Seti | 0 | 10,000,000 | 10,000,000 |
| 2 | Rent soccer fields for the tournament | 1 | Set | 0 | 5,000,000 | 5,000,000 |
| Total additional | | | | | | 15,000,000 |

Figure 25 - Development - Total additional budget

2.4 Inspiring Run CMC 28

2.4.1. Brief and Proposal(s)

Running has long been a prominent movement, imbued with the spirit of CMC people as well as highlighting the core values of CMCers: Creativity - Speed - Commitment. The image of CMC athletes in a blue shirt conquering the running races has become very familiar in the community of running lovers, which is the representative image of the young, dynamic, healthy, positive and dedicated CMC people.

“Inspiring Run CMC 28” is an opportunity for 3000 CMC people to share the same color, share the same beat, live positively for themselves and for the society. This is a run by CMC in partnership with Operation Smile Fund contributing to bring smiles to unfortunate babies born with cleft palates.

This event is a meaningful activity to honor the 28th birthday of CMC TECHNOLOGY GROUP. The race reaches the minimum completion milestone of 28km to recognize each individual's desire to contribute in the transformation journey to become a billion-dollar corporation.

2.4.2. Objectives – Goals

With the meaning of running for the community to help attract customers, partners as well as the runner community to participate in the run with CMC Group on the occasion of the 28th birthday - Running to bring smiles to unfortunate babies born with cleft palate

The goal of the running tournament is for CMC people to conquer together, promote CMC's image with many contributions to the community and society.

Building a healthy, young and dynamic CMC image, enhancing opportunities to interact with partners, customers and friends.

2.4.3 Target audience

The race is open to all officers and employees of all member companies in CMC Group. In addition, encouraging the participation of customers and runners community - CMC's Friend Group.

2.4.4 Messages

“Inspiring Run CMC 28” - Run to bring smiles to children.

Each step is not only a dedication towards a positive life, improving health, but also steps to create a future that brings smiles to children.

2.4.5 Event Concept

“Inspiring Run CMC 28” is the traditional running tournament of CMC Group. This year's tournament is not just about exercising, satisfying our passion, but this is also a way to live positively and share with the community.

3000 people share the same color, the same beat to bring a full smile to the children.

2.4.6 Activity Programme

The online program will take place from April 26, 2021 - May 23, 2021

Offline contest, summary: Monday, May 24, 2021.

The period has just turned 28 days, corresponding to 28 years of establishment and strong development of CMC Group.

2.4.7 Event Information

2.4.7.1. Participation form

Register to run individually and as a team member. Customers and partners can register under a member company. The runner community subscribes to the CMC & Friends group.

Running time will start from 00:00 on April 26, 2021 to 23:59'59" Saturday, May 23, 2021 for all CMC employees, customers and running community (CMC's Friends Group).

Offline contest, summary: Monday, May 24, 2021.

2.4.7.2. Introduction about Operation Smile

Operation Smile is an international medical charity that has provided hundreds of thousands of free surgeries for children and young adults in developing countries who are born with cleft lip, cleft palate, or other facial deformities. It is one of the oldest and largest volunteer-based organizations dedicated to improving the health and lives of children worldwide through access to surgical care.

Operation Smile came to Vietnam as part of the normalization process between Vietnam and America. Since its first inception in 1989, Operation Smile has been providing more than 62,000 free screenings and medical treatments to Vietnamese children and families, bring them new lives, hopes, and dignity. The organization also helps to train thousands of in-country medical professionals for future self-sufficiency purposes.

2.4.7.3. Introduction about 84RACE

84RACE is an online platform that provides access to and participation in sports-related challenges through the 84race.com website and the 84RACE mobile app.

The app is named 84RACE because: If the number 42, the marathon distance, represents the symbol of your endurance efforts, then 84RACE also has its own marathon. The number 84 is to motivate yourself must be persistent and double the effort. 84RACE, which serves as a reminder to everyone about a never-ending run.

2.4.7.4. Regulations.

Runners take the initiative to schedule a run after successfully registering to participate. The cumulative results of runners are calculated from 00:00 on April 26, 2021 to 23:59'59" Saturday, May 23, 2021.

Participants must complete a minimum of 28km to obtain a certificate of completion.

- Average running speed (Avg pace) from 4:00 minutes/km to 12:00 minutes/km.
- Only outdoor runs are counted
- On "Start" and "Finish" dates, athletes need to check-in when running with the image of CMC (communication on Facebook, Zalo...).
- Uploading photos using Hashtag #CMC28 #Inspiring Run, #Chayvinucuo
- The list of 4 participating teams includes
 - CMC Technology & Solution & Friends (including CMC TSSG, CMC TSHN, CMC CS, CMS, friends and partners)
 - CMC Telecom & Friends (including CMC Telecom, Netnam, friends and partners)
 - CMC Global & Friends (including CMC Global, CMC Japan, CMC Ciber, friends and partners)
 - CMC & Friends (including CMC Corp, CIST, friends, partners and community)

2.4.7.5. Register form.

Step 1: Register an account on 84RACE:

- Registering for an account on 84RACE: CMCers running participants must create an account using CMC's email on the 84race.com website. In case you have registered with 84race.com with another email, you need to go to Personal Page/Edit Profile on 84RACE and change it to CMC email. Customers, partners will use the company email of the customer, partner to register under the name of the member company with which they have a relationship (or being invited). Only the runner community can use their personal email to register (team CMC's Friends)
- Sign up for an account on Strava and connect to 84RACE.

Step 2: Participate in the running race

- Participants find the link to the "CMC 28 Inspiring Run" race on 84RACE, then click the "Join" button and select the distance/category they want to register for.
- Join the team: Participants after participating in step 2.1 will enter the challenge and choose the team they will compete for.

To make it easy for anyone to participate, the minimum speed will be 12 minutes/km (pace 12 – equivalent to walking). You just need to make sure the top speed doesn't exceed 4:00 min/km.

2.4.7.6. Internal Prizes

Individuals who complete a minimum of 28km within 28 days will receive certificates of Operation Smile, CMC and 84RACE.

Fast - C-Speed Award:

- Top 28 male CMCers with the best results
- Top 28 female CMCers with the best results
- 01 individual prize for the first male staff to reach 28 km
- 01 individual prize for the first female staff to reach 28 km
- 01 team prize for team to reach the earliest 280 km

Creativity Award:

- 01 individual prize with the best route
- 01 group prize with the best/impressive check-in picture

Commitment Award

- 01 individual male prize with the longest route
- 01 individual female prize with the longest route
- 01 prize for the team with the longest total km

Customer Oriented Award

- Awards for Customers - Partners: Top 28 male customers, Top 28 female customers, excellent partners Inspiring Run CMC 28

- Awards for Community Runner: Top 28 male, Top 28 female runners of Runner Community participating in Inspiring Run CMC 28

Winners' requirements: All tracklogs have clear GPS, and have a reasonable cadence or heart rate.

- 01 collective prize for Subsidiary who invites the largest number of customers to participate in running (minimum completion of 28km)

The Organization Committee will announce the winners.

2.4.7.7. "Inspiring Run CMC 28" Award Ceremony

| "Inspiring Run CMC 28" Award Ceremony | | |
|--|-------------------------------|--|
| > Purpose: Awarding prizes to excellent individuals and groups participating in the "Inspiring Run CMC 28" run by CMC & Subsidiary(CMC Global, CMC TS) > Time: 09:30 - 10:40, Friday, June 18, 2021 > Location: 17th floor, CMC building, 11 Duy Tan, Cau Giay, Hanoi > Quantity: 20 people | | |
| AGENDA | | |
| Time | Items | Details |
| 09:30 - 10:00 | Check-in | Video enable "INSPIRING RUN CMC 28 Moment" |
| 10:00 - 10:05 | Opening | - Running overview -Achievements (Operation Smile, Health training to boost production and business, inspire....) |
| 10:05 - 10:20 | CMC Awards | Acting General Director of CMC - Ho Thanh Tung & Head of Marcom Committee Nguyen Thanh Luu presented CMC awards: - Individual Award - Team Award |
| 10:20 - 10:30 | CMC Global Awards | Chairman Nguyen Trung Chinh presents the award |
| 10:30 - 10:35 | CMC TS Awards | Representative of CMC TS presents the award |
| 10:35 - 10:40 | Presenting awards to CMC Corp | Mr. Le Thanh Son represented the award |
| 10:40 | End of program | |

Figure 26 - Development - Award Ceremony of "Inspiring Run CMC 28"

2.4.8 Media & Communications plan

| Inspire the Future - Kick-start Big Moves | | | |
|--|--|------------------------|---|
| CMC 28 - INTERNAL COMMUNICATION PLAN | | | |
| No. | Items | Timeline Public | Coordinating with the Subsidiary's communication focal point |
| 1 | Reveal the running race | 22/4 | |
| 2 | News + official poster: Introduction to the rules and methods, prizes and meaning of the race | 24/4 | |
| | Email launching the whole Group | | |
| 3 | Online articles about typical CMC Inspiring Runners | 26/4-23/5 | Each unit contributes at least 2 articles about 2 typical/inspirational runners at their unit, making 1 album |
| 4 | Update photos/achievements of participating units in the race | 26/4 - 23/5 | |
| 5 | [Post photos] Share daily running photos of Athletes | 4/5 | Support unit to update the images |
| 6 | Funny status about running => link Inspiring Run CMC 28 to stimulate a large number of people to participate | | |
| 7 | The last race on the morning of May 23: Remind the running time, wish the athletes good competition | 22/5 | |
| 8 | Update image of the last running date Post photos of athletes taken with photo booth,,... Update pictures of athletes on the track, to the finish line | 23/5 | |
| 9 | Summarizing news articles - Inspiring Run CMC 28 and the impressive figures | 24/5 | |
| 10 | Thanks to the Runners | 24/5 | |

Figure 27 - Internal Communication plan of “Inspiring Run CMC 28”

2.4.9 Risk Management

| Risk management | | |
|-----------------|--|---|
| No. | Risks | Solution |
| 1 | The raging outbreak of COVID | Online running, avoid gathering in large groups Follow Government's directives |
| 2 | Slow/delayed expected communication timeline | Work with events' supervisors to plan a new communication timeline |
| 3 | Injuries during offline running | Coordinate with medical team to quickly handle |
| 4 | Bad weather (rain, storm, ...) | Flexible handling, executing contingency plans |
| 5 | Not preparing enough drinking water | Executing suitable contingency plans |

Figure 28 - Development - Risk Management of "Inspiring Run CMC 28"

2.4.10 Human resources

- Head of Organizing Committee for Running Tournament: Le Chi Dung - CMC Corp
- Advisor: Nguyen Thanh Luu - CMC Corp
- Vice President of the Organizing Committee for Running Tournament: Bui Thi Thuy Linh - CMC Corp
- Supporting collaborator: Doan Thi Thuy Hang

2.4.11 Estimated Cost

| CMC 28 INSPIRING RUN & OFFLINE RUN COST | | | | | |
|---|--|------|--------|------------------|--------------|
| No. | Categories | Unit | Amount | Unit Price (VND) | Total (VND) |
| I. PRINTING, DESIGN | | | | | |
| 1 | Steam port | pcs | 1 | 5.000.000,00 | 5.000.000,00 |
| 2 | The outdoor sound system includes: 02 speakers sup; Ampli (Includes additional: wireless microphone sound technology, laptop music playback) | | 1 | 3.000.000,00 | 3.000.000,00 |
| 3 | Standee | pcs | 4 | 200.000,00 | 800.000,00 |
| 4 | 1 stage backdrop Hiflex tarpaulin against light and stretch aluminum frame, 6x4m | m2 | 25 | 250.000 | 6.250.000,00 |
| 5 | Start/ Finish | pcs | 2 | 200.000,00 | 400.000,00 |

| | | | | | |
|---|--|--------------------------|-------|------------|-------------------|
| 6 | Award table (printed with formex 5mm) 60x40cm | | 9 | 150.000,00 | 1.350.000,00 |
| 7 | Certificate for the winner | | 150 | 10.000,00 | 1.500.000,00 |
| 8 | Hashtag | | 8 | 80.000,00 | 640.000,00 |
| | Total | | | | 18.940.000 |
| II. LOGISTIC | | | | | |
| 1 | The shirt is intended as a gift for the boss | pcs | 12 | 200.000 | 2.400.000 |
| 2 | Service fee for using software and exporting running data of 84RACE | | 1 | 5.000.000 | 5.000.000 |
| | Total | | | | 7.400.000 |
| III. LOGISTIC offline running day: 23/5/2021 | | | | | |
| 1 | Paper cup | pcs | 1.500 | 300 | 450.000 |
| 2 | Water | 450 ml bottle | 300 | 5.000 | 1.500.000 |
| 3 | Electrolytes plus | bottle | 300 | 8.000 | 2.400.000 |
| 4 | Banana | | 300 | 1.500 | 450.000 |
| 5 | Medical | set | 2 | 1.000.000 | 2.000.000 |
| | Total | | | | 6.800.000 |
| IV. Award cost | | | | | |
| I | "Fast - C-Speed" Award: | | | | |
| 1 | Top 28 male CMC with the best results | Austria + Certificate | 28 | 200.000 | 5.600.000 |
| 2 | Top 28 female CMC with the best results | Austria + Certificate | 28 | 200.000 | 5.600.000 |
| 3 | 01 individual prize to reach 28 km first for men | Cash | 1 | 500.000 | 500.000 |
| 4 | 01 individual prize to reach 28 km first for women | Cash | 1 | 500.000 | 500.000 |
| 5 | 01 team prize to reach 280 km first | Cup + Certificate | 1 | 1.000.000 | 1.000.000 |
| II | "Creativity" Award: | | | | |
| 1 | 01 individual prize with the best route | Sponsorship Award | 1 | | |
| 2 | 01 group prize with the best/impressive check-in picture | Sponsorship Award | 1 | | |
| III. | "Commitment" Award | | | | |

| | | | | | |
|--|--|-----------------------|----|-----------|-------------------|
| 1 | 01 individual prize for men with the longest total km | Sponsorship Award | 1 | | |
| 2 | 01 individual prize for the woman with the longest total km | Sponsorship Award | 1 | | |
| 3 | 01 team prize with the longest total km | Cash | 1 | 5.000.000 | 5.000.000 |
| IV. "Customer Centricity" Award | | | | | |
| 1 | Top 28 male customers with the best running record | Austria + Certificate | 28 | 200.000 | 5.600.000 |
| 2 | Top 28 female customers with the best running record | Austria + Certificate | 28 | 200.000 | 5.600.000 |
| 3 | Top 28 male customers with the best running record | Austria + Certificate | 28 | 200.000 | 5.600.000 |
| 4 | Top 28 female runner communities with the best running record | Austria + Certificate | 28 | 200.000 | 5.600.000 |
| 5 | 01 collective prize for the that invites the most customers to participate in the run (minimum completion of 28km) | Cup + Certificate | 1 | 1.000.000 | 1.000.000 |
| Total | | | | | 41.600.000 |
| TOTAL WEEKLY OFFLINE RUN | | | | | |
| V. WEEKLY OFFLINE RUN COST | | | | | |
| 1 | The cost of breakfast, coffee to support runners running offline in two regions week 1 | per | 60 | 100.000 | 6.000.000 |
| 2 | The cost of breakfast, coffee to support runners running offline in two regions week 2 | per | 60 | 100.000 | 6.000.000 |
| 3 | The cost of breakfast, coffee to support runners running offline in two regions week 3 | per | 60 | 100.000 | 6.000.000 |
| 4 | The cost of breakfast, coffee to support runners running offline in two regions week 4 | per | 60 | 100.000 | 6.000.000 |
| Total | | | | | 24.000.000 |
| TOTAL | | | | | 98.740.000 |

Figure 29 - Development - Budget of "Inspiring Run CMC 28"

2.5 CMC Index

2.5.1. Brief and Proposal(s)

As part of a chain of events to celebrate the Group's 28th Anniversary, CMC INDEX is one of the annual contests where every employees of CMC Group would look back on the heroic and brave journey of CMC people and ignite the fire of intelligence, passion, and desire to conquer the digital world.

Therefore, the questions and topics of the contest must be in-depth questions while ensuring the quality to help members of CMC Group access and improve their knowledge about the corporation, thereby strengthen the cohesion and passion toward CMC Group.

The event's communication must also be done properly and creatively in order for the Group's members to not only be aware of the event but also passionately participate.

The contest prizes also need to be taken into account. The award is a worthy recognition for the participation of the group members, so it must be both materialistic and spiritually commemorative.

2.5.2. Objectives – Goals

The CMC Index 2021 contest with the theme "Passport of The Future" was held to celebrate the 28th anniversary of the establishment of CMC Technology Group.

The program aims to help employees in the Group recall the knowledge about the history, cultural values, people, products and services of CMC as well as the special imprints during the 28 years of establishment and development. At the same time, nurture the belief, pride, and solidarity of each employee in the corporation so that each of CMCers has more strength, the desire to devote and work hard at CMC.

2.5.3 Target audience

The contest is open to all employees of all member companies and subsidiaries within CMC Group. Employees of Saigon and Japanese branches are encouraged to participate in the CMC Index contest.

2.5.4 Messages

Through 28 years of establishment and development, CMC Group possesses many valuable cultural values. Therefore, the CMC Index contest is an opportunity for people to learn about CMC's culture, thereby increasing affection and solidarity to join hands to build CMC to grow stronger and stronger.

2.5.5 Event Concept

This year's CMC Index takes the theme "Passport of the Future" – with the aim to send messages towards the future, towards the technology era as well as the burning passions of CMC people.

2.5.6 Activity Programme

Starting date: May 19, 2021

Finishing date: May 21, 2021

| Timeline | | |
|-----------------|---|-----------------|
| No. | Items | Deadline |
| 1 | Planning | 18/4 |
| 2 | Formation of a committee to issue exams | 27/4 |

| | | |
|----|--|----------------------|
| 3 | Issue exam questions | 27/4-6/5 |
| 4 | Review of the first exam (reviewed by organizing committee) | 6/5-8/5 |
| 5 | Review of the 2nd exam (reviewed by the Board of Directors of the companies) | 9-May |
| 6 | Complete the exam | 10-May |
| 7 | Import exam questions into the system | 12-May |
| 8 | Test exam | 12-May |
| 9 | Official exam | 19-21/5 |
| 10 | Awards | After every exam day |

Figure 30 - Development - Timeline CMC Index 2021

2.5.7 Event Information

2.5.7.1. Rules and regulations

The contest is designed according to three main themes, each day is a topic and different questions about people; culture and core values of CMC; historical events; regulations - policies; Products - Services, Strategy of the Group. Specific information is as follows:

- Day 1: Historical milestone
- Day 2: People and culture of CMC
- Day 3: Strategy - Products - Services - Regulations

Each day is a test consisting of 20 questions, duration: 15 minutes each. In each test, there will be 5 "Topic" questions with 3 times the score of normal questions (these questions are randomly picked in the question bank with 150 questions/day).

Exam format: Online

Exam time: From 9:00 to 19:00 every day

How to participate: Employees log in to <https://sf4c.cmc.com.vn> and answer questions for each day of the contest for 3 consecutive days (May 18-19-20, 2021). With each correct answer, participants are given 1 point, each correct answer to the topic question is worth 3 points. In addition, the candidate's test is also timed to consider the prizes for the shortest time. Final test scores are calculated based on 2 criteria: Fastest and Most Accurate.

2.5.7.2. Prizes

The prizes of the contest are carefully selected to ensure both spiritual value and use value

| Prizes | | | |
|--------|---|--------|------|
| No. | Award Name | Amount | Note |
| 1 | Thermos bottle engraved with CMC logo | 28 | |
| 2 | Paper Lamp CMC | 28 | |
| 3 | Power bank engraved with CMC logo | 28 | |
| 4 | Prizes for groups of companies with the number of >150 people | 1 | |
| 5 | Prizes for groups of companies with the number of <150 people | 1 | |

Figure 31 - Development - Prizes CMC Index 2021

2.5.7.3. Scoring mechanism

The scoring mechanism is one of the important elements of the contest. This mechanism should be easy to understand, easy to implement and at the same time must ensure fairness. Understanding the importance of this section, the organizers of the CMC Index contest had a meeting, discussed, and came up with a scoring mechanism suitable for the CMC Index 2021.

| Scoring Mechanism | | | | | | | |
|-------------------|---|----------------------------|-------|----------------|---|-------|----------------|
| No. | Questions | Key questions in all areas | | | Topic questions by day (multiply 3 points) | | |
| | | Amount | Point | Calculate time | Amount | Point | Calculate time |
| 1 | (Total questions per day: 20 questions) | | | | | | |
| 2 | Day 1: Historical milestone | 15 | x1 | x | 5 | x3 | x |
| 3 | Day 2: People and culture of CMC | 15 | x1 | x | 5 | x3 | x |
| 4 | Day 3: Strategy and Products and Services | 15 | x1 | x | 5 | x3 | x |

Figure 32 - Development - Scoring Mechanism CMC Index 2021

2.5.8 Media & Communications Plan

| Communications Plan | | |
|--|---|---------------|
| Items | Details | Amount |
| I. Before the contest (April 26 - May 17): Information about the contest, attracting the attention and response of CMCers | | |
| 1. Announcement | The first post about the contest | 1 |
| | Official information about the contest | 1 |
| 2. Program articles | Meaning of the contest theme | 1 |
| | Articles on each topic (1 article per topic) | 5 |
| | The secret to winning a high prize in the contest (share references: Videos, Profile, Cultural Handbook, CMC Newspaper, some special articles on fanpage ...) | 1 |
| | Countdown before the show, introduce the theme of day 1 | 1 |
| 3. Video | Video of the Board of Directors talking about the meaning of the contest | |
| | The spirit of readiness, the atmosphere before the competition (interviewing some groups or individuals, showing the spirit of waiting for the competition ...) | 1 |
| 4. Publications | Standee (tarpaulin) to communicate about the program (located at Corp and main lobby of CTTV) | 1 |
| | Electronic standee (1st floor electronic board) | 1 |
| II. During the contest (May 18-20) Update of the contest progress | | |
| Announcement/Media article | Summary of day 1 | 1 |
| | Article introducing the topic of day 2 | 1 |
| | Summary of day 2 | 1 |
| | Article introducing the topic of the 3rd day | 1 |
| | Summary of day 3 | 1 |
| II. After the contest (May 23 - 27) Contest summary | | |
| Summary | Synthesize and honor the awards of the whole contest, information about the award ceremony | 1 |
| CMC Index Impressions | Meaningful things, unexpected situations, emotions of employees participating in the program | 1 |

Figure 33 - Development - Communications Plan CMC Index 2021

2.5.9 Risk Management

| Risk Management | | |
|-----------------|--|---|
| No. | Risks | Solutions |
| 1 | Cheating | Emphasizing regulations of the contest Closely supervising information related to cheating to promptly handle |
| 2 | Fraud question | -Moderate the question system many times to ensure errors will not occur |
| 3 | Facing backlash due to unclear results | Disclosure the results publicly |
| 4 | Not enough people participating in the contest | Create attractive and creative communication posts Create attractive rewards to encourage people to participate in the contest |

Figure 34 - Development -Risk Management CMC Index 2021

2.5.10 Human resources

2.5.10.1. Organization Committee

- Head of the organizing committee: Nguyen Dieu Anh
- Head of the exam board: Tran My Le
- Deputy head of the exam board: Nguyen Thanh Luu
- Examiners: Employees in section 2 of this part
- Program implementation and communication department: RDC cooperates with Communication Department

2.5.10.2. Question-building Department

The question-building department involves members of CMC. Corp and its member companies in order to expand the program to all companies in the Group, develop the spirit of self-study and discovery, and raise the diversity of the test questions. As follow:

| Question-building Department | | | | |
|------------------------------|-------------------------|-------------------------|------------|---|
| No. | Topic | Responsibility to issue | | General Responsibilities |
| | | CMC Corp (40%) | CTTV (60%) | |
| 1 | People CMC | x | x | For CMC Corp: RDC is the focal point to collect questions |
| 2 | Culture and core values | x | x | |

| | | | | |
|---|--|---|---|---|
| 3 | Historical events and milestones | x | x | For broadcasters: Communication department is the focal point Ask questions in proportion: + 30% past - 30% present - 40% future Minimum number of questions: 30 questions |
| 4 | Regulations and policies of the Company/Group | x | | |
| 5 | Products - Services, Strategy of the Company/Group | x | x | |

Figure 35 - Question-building Department

2.5.11 Estimated Cost

| Estimated Cost | | | | | | | |
|-------------------|--|-----------|-----------|--------|-------------------|-----|-------------------|
| No. | Item | Unit | Price | Amount | Total Price | Tax | Total categories |
| I | Content | | | | 12,000,000 | | 12,000,000 |
| 1 | Cost of making multiple-choice exams sentence | Sentences | 40 | 300 | 12,000,000 | | 12,000,000 |
| II | Bonus | | | | 41,700,000 | | 45,020,000 |
| | Personal gift | | | | 33,200,000 | | 36,520,000 |
| 1 | Thermos bottle engraved with CMC logo | award | 350 | 28 | 9,800,000 | 10% | 10,780,000 |
| 2 | Power bank engraved with CMC logo | award | 350 | 28 | 9,800,000 | 10% | 10,780,000 |
| 3 | Paper lamp | award | 350 | 28 | 9,800,000 | 10% | 10,780,000 |
| 4 | Tree | award | 200 | 15 | 3,000,000 | 10% | 3,300,000 |
| 5 | Certificate | award | 8 | 100 | 800 | 10% | 880 |
| | Team | | | | 8,500,000 | | 8,500,000 |
| 1 | Team Prize 1 | award | 5,000,000 | 1 | 5,000,000 | | 5,000,000 |
| 2 | Team Prize 2vv | award | 3,500,000 | 1 | 3,500,000 | | 3,500,000 |
| III | Organizational costs | | | | 2,500,000 | | 2,750,000 |
| 1 | Print standee (0.8 x 1.8m) | per | 120 | 15 | 1,800,000 | 10% | 1,980,000 |
| 2 | Commemoration for the collective award in turn | per | 350 | 2 | 700 | 10% | 770 |
| Total cost | | | | | 56,200,000 | | 59,770,000 |

| | | | | | | | |
|------------------|-------------------------------------|--|---------------------|---|----------------|--|--|
| Cost / candidate | | | | | 39,847 | | |
| | Compare the Plan with the 2020 plan | | There is SUCCESSFUL | x | Not SUCCESSFUL | | |

Figure 36 - Development -Estimated Cost

2.6 CMC 28 Years Anniversary & CMC AWARDS 2021

2.6.1. Brief and Proposal(s)

CMC 28 Years Anniversary & CMC Awards is planned to be held in offline format with two main contents: special activities, unique cultural performances to celebrate the 28th anniversary of the Group's establishment and to award employees and collectives who have made outstanding achievements in a difficult year 2020 due to the impact of the Covid epidemic as well as the journey of the past 28 years.

CMC 28 Years & CMC Awards Anniversary is considered as the main ceremony, an event to end a chain of activities to celebrate the Group's founding day during one month. This is also the event that is considered the most important and meaningful in the chain of activities to celebrate the Group's 28th anniversary. CMC 28 Years & CMC Awards Anniversary will be held in the form of Oscar awards, each winner is invited to invite one relative to attend the event. Design the VIP area 'Hall of Fame' and decorate it with the names of individuals and groups nominated for the awards. It is expected to take place on the evening of May 26, 2021, which is the anniversary of the establishment of the Group. Attendees of the ceremony will include the Group's executive board and all employees working mainly in Hanoi.

Some of the requirements when planning are the need to connect to make an appropriate minishow in the form of "private show" or can refer to other concepts but must clearly show the message "Inspire the Future" to launch action programs according to that goal, message. Besides, it is necessary to ensure that this is a side event, warm and solemn. Moreover, making plans to supervise the program in order to track the timeline and scale of the celebration.

2.6.2. Objectives – Goals

CMC 28 Years & CMC Awards Anniversary would like to tribute the most solemnly respect to the people who have marked and made CMC Group's success in 2020 turbulent due to the impact of the COVID epidemic, as well as during the past 28-year journey to inspire, unite and promote the traditional values and pride of CMC. At the same time, it will also remind all employees about the 28-year history of CMC's establishment and development from the very first journey so that they can understand those beautiful traditional values.

2.6.3 Target audience

Individuals and collectives who have achieved excellent results in the turbulent year of 2020 due to the COVID epidemic and the staff who have accompanied and long-term attachment to the development of CMC during the past 28 years.

2.6.4 Messages

"Shine Your Light, Inspire Your Fire"

The message "Shine Your Light, Inspire Your Fire" with the meaning that each individual of CMC is always the sparkling, shining and pioneering stars with the spirit of "Creating the future". The passionate spirit of in each person, the unremitting efforts to explore potentials and create new opportunities are resonated with strong collectives and excellent individuals. The contributions and efforts of CMC people during the past 28 years and especially in the difficult year of 2020 due to the impact of the COVID epidemic will always be recognized and shine brightly to forge the fire of desire and inspire individuals as well as show the pride of being a CMCer and confident to continue to have explosive digital transformation campaigns in the future.

2.6.5 Event Concept

Choosing the theme "**INSPIRE THE FUTURE**" with the desire to emphasize the spirit of "Creating the future" of CMC people, forging the fire of desire to inspire the set goal of becoming into a billion-dollar corporation with a scale of 10,000 employees. With the desire and spirit of solidarity, CMC people will together build a great future of CMC and for each CMC person. The dedication, efforts and contributions of CMC stars during the past 28 years and especially in the difficult year 2020 due to the impact of the COVID epidemic will always shine, will be the luggage to unite with CMC the future ahead.

2.6.6 Activity Programme

2.6.6.1. Main content

CMC 28 Years & CMC Awards Anniversary content is planned to have 4 main contents. The first section is "Inspire the People" will include a performance along with the short film "CMC People - Inspiring Hearts", with the purpose to inspire and express gratitude toward all CMC members . CMC family has always been full of positive energy, strong, aspiration and sticking with CMC during the past long journey.

The second part "Inspire the Workplace" with the aim to inspire the working environment of CMC executives. This section will include speeches from the Chairman and Board of Directors of CMC Group and especially the awarding and honoring ceremony for the staffs and collectives who have made outstanding achievements as well as dedication to CMC during the past 28 years and especially during a difficult 2020 due to the impact of the COVID epidemic.

After the second program ended, the third program was considered as the highlight of the ceremony. That was the Key Moment "Inspire the Future". This will be a performance choreographed in the form of a shadow dance along with the moment of passing the giant flag of CMC to show the continuity and attachment of CMC people.

Last but not least, to close the ceremony "Inspiring Show" with songs performed by the voices of CMCers to express gratitude and inspiration from the past, present and future. future and also to fuel the fire of passion and desire, and also to close the special emotions in the ceremony.

| Programs CMC 28 Years & CMC Awards Anniversary | |
|---|--|
| No. | Activities |
| 1 | <p>“Inspire the People”</p> <ul style="list-style-type: none"> • "Evolve to Greatness - Inspiring the Future" is a combination of CMC actors and dancers • Short Film CMC People - "Inspiring Hearts" |
| 2 | <p>“Inspire the Workplace”</p> <ul style="list-style-type: none"> • Speeches of Chairman and Board of Directors <ul style="list-style-type: none"> - Awarding individual and department with excellence performance - Rewarding “Awards of dedication” - Award for Pioneering - Announcement of the competition program C - Inspirers <p>New and innovative proposal in “Award for Pioneering” Ceremony: "Interactive LED screen awarding the flagship" with brilliant visual effects showing the image of the flag bearing the name of the winning subsidiary - project. Hall of fame built with light will be laid to welcome the representative to step on the stage, each step is a stream of light that lit up at his feet. When the representative is on the stage, light will be turn on again.</p> |
| 3 | <p>Key moment - “Inspire the Future”</p> <p>Light will be gathered on the stage to perform shadow dance to form a unique birthday cake which will be the Key Moment for the 28th CMC's founding anniversary. MC leads to push the emotions of the audiences present in the hall. At the right moment of climax, a giant flag was pulled to cover the hall, and each CMC staff member present at the hall passes hands to push the CMC flag towards the stage. This activity will show the continuation, cohesion and commitment to accompany CMC in the upcoming journey.</p> |
| 4 | <p>"Inspiring Show"</p> <p>The musical performances are performed by the CMC - CMCers choir from the member of CMC with the support of outside artists, dancers, performing songs with cheerful, youthful and inspirational melodies. create an emotional ending for everyone.</p> |

Figure 37 - Development - Programs CMC 28 Years & CMC Awards Anniversary

2.6.6.2. Specific timeline for CMC 28 Years & CMC Awards Anniversary

Timeline for CMC 28 Years & CMC Awards Anniversary

| No. | Time | Measure Time | Activites | Details |
|-----|---------------------|--------------|---|--|
| 1 | 17:30 - 18:00 | 30 minutes | Check in at the lobby | Photobooth "Future Square" |
| 2 | 18:00 - 18:07 | 7 minutes | Opening performance "Evolve to Greatness - Inspire the Future | The contemporary dance performance represents CMC's desire to conquer the heights and constantly reach out in its 28-year journey, and is now ready for the "Big Moves", continuing the journey to create the future. The highlight of the performance was the appearance of CMC employees with the excellent MV winning the internal art contest. |
| 3 | 18:07 - 18:15 | 8 minutes | Short Film People CMC | A panoramic view of CMC people through generations, telling the story of CMC through the transition period |
| 4 | 18:15 - 18:20 | 5 minutes | Leaders giving opening remarks | Inviting delegates of the Group's Executive Board to give the opening speech and open the ceremony for the gratitude and honor ceremony |
| 5 | 18:20 - 18:40 | 20 minutes | Presenting Performance Awards | 2 representatives of the organizers read the narration, gave the reason for the honor, then read the names and awarded the individuals and groups. |
| 6 | 18:40 - 18:50 | 10 minutes | Presenting the Performance Awards in the category of the flagship company award <ul style="list-style-type: none"> • Show compilation video • Handing over cups and flags | Interact with the flagship LED display Video screening of nominated projects |

| | | | | |
|----|---------------------|---------------|---|---|
| 7 | 18:50 - 19:20 | 30 minutes | Presenting the Dedicate Awards 4 categories, a total of 63 individuals were awarded | For each category, invite 2 representatives from the Executive Board to read the introduction Clip of typical devoted faces (3 minutes) Invite individuals in 4 categories, run visuals in each category by level: bronze, silver, gold, diamond The 25-year dedication category will be awarded the CMC Person badge |
| 8 | 19:20 - 19:25 | 5 minutes | A moment to remember the late President Ha The Minh | Ball dancing with the image of 2 young people building a business together Subtly showing the milestone that the late President Ha The Minh had to say goodbye - Led screen showed the image of the late President and included a quote to inspire The ball dance continues to show the mighty CMC in the present and looking to the future => Make a birthday cake |
| 9 | 19:25 - 19:32 | 7 minutes | Key moment celebrates the 28th anniversary of CMC | The unexpected moment when a HUGE FLAG was pulled and covered the hall. Each CMC employee present in the hall passed hands and pushed the CMC flag towards the stage. |
| 10 | 19:32 - 19:42 | 10 minutes | “KickStart Big Moves to Inspire the Future” Ceremony | When the flag was transferred to the stage, immediately, the MC coordinating the staff on the stage launched the action program "KickStart Big Moves", chanting the message "Inspire the Future". (Combine sound effects, flares) |
| 11 | 19:42 - 19:52 | 10 minutes | Art - Chapter 1: Pioneering way - the first steps, pioneers in information technology in Vietnam. | After the 28th Anniversary Moment and the Signing of Emulation Commitments, the atmosphere in the hall was changed to the first performance with the appearance of guest artists and especially CMC INTERNAL ARTIST. Internal artists: are talented singers/dancers within CMC, selected through the MV competition, to perform. - Guest Artist: OPlus |

| | | | | |
|----|---------------------|------------|--|---|
| | | | | <p>1. DISCOVER - OPlus band sings with CMC people</p> <p>2. THE ROAD WITHOUT A NAME - OPlus music group, CMC people choir</p> |
| 12 | 19:52 - 20:02 | 10 minutes | <p>Art - Chapter 2: Reach out to shine - reach out and shine, CMC contributes to creating a beautiful Vietnam, confident in Vietnamese wisdom, Vietnamese technology</p> | <p>3. BEAUTIFUL VIETNAM - CMC internal singer and dance troupe</p> <p>4. I AM Extraordinary - CMC Internal Singer and Dance Troupe</p> |
| 13 | 20:02 - 20:12 | 10 minutes | <p>Art - Chapter 3: Inspire The Future - Creating the future - believing in the collective strength of CMC will fly high and reach far, opening a brilliant future</p> | <p>OPlus performed 1 of 3 songs: I Believe I Can Fly (expressing CMC's desire to reach the future) We're All In This Together (showing consensus - youth - enthusiasm with CMC) We Are Young (showing full youth with CMC's dream) After that, the CMC internal artists continued to wrap up the epic show: 5. MY WAY - Oplus 6. THANK YOU LOVE - CMC internal singer and epic dance troupe</p> |
| 14 | 20:12 - 20:17 | 5 minutes | <p>Ending performance "Glory awaits me"</p> | <p>Glorious performance is waiting for us with the participation of CMC's internal staff from 3 Blocks: Technology & Solution Division; Global Business (Global Business); Telecommunications Service Division (Telecommunications) with the support of professional actors.</p> |
| 15 | 20:17 - 20:22 | 5 minutes | <p>End program</p> | <p>MC greets and ends the program Take souvenir photos in the lobby</p> |

Figure 38 - Development - Timeline for CMC 28 Years & CMC Awards Anniversary

2.6.7 Media & Communications plan

| CMC 28 Years Anniversary & CMC AWARDS 2021 | | | |
|---|--|------------------------|------------------------------------|
| No. | Items | Timeline Public | Channels |
| 1 | Revealing the special points and the number of nominations for the Performance Awards from member companies | 22/4 | Fanpage of CMC Group “Future Next” |
| 2 | The series of "Youth Diary with CMC" by individuals who won the Dedication Awards part 1 | 23/4 | Fanpage of CMC Group “Future Next” |
| 3 | Announcement of the meeting schedule to review the Outstanding Individual Award (Performance Awards) of the Group's Emulation and Commendation Council, scheduled for 29/04/2021 | 27/4 | Fanpage of CMC Group “Future Next” |
| 4 | Notes of the meeting to review the Outstanding Individual and Collective Awards (Performance Awards) | 29/4 | Fanpage of CMC Group “Future Next” |
| 5 | Sharing the results of the Emulation and Commendation Council through the impressive numbers of the Outstanding Individual and Collective Awards (Performance Awards) Announcement of the plan to celebrate CMC 28 Years & CMC Awards | 3/5 | Fanpage of CMC Group “Future Next” |
| 6 | Series of "Youth Diary with CMC" by individuals who won the Dedication Awards part 2 | 6/5 | Fanpage of CMC Group “Future Next” |
| 7 | Revealing the meaning of the theme, slogan and special points about the CMC 28 Years & CMC Awards Celebration | 10/5 | Fanpage of CMC Group “Future Next” |
| 8 | Quick interview with CMC people about predicting that the company will win the Flag Company award | 13/5 | Fanpage of CMC Group “Future Next” |
| 9 | Series of "Youth Diary with CMC" by individuals who won the Dedication Awards part 3 | 18/5 | Fanpage of CMC Group “Future Next” |

| | | | |
|----|--|------|------------------------------------|
| 10 | Interviewing relatives of award-winning staff members, sharing their feelings on the eve of the CMC 28 Years & CMC Awards Celebration Interviewing relatives of award-winning staff members, sharing their feelings on the eve of the CMC 28 Years & CMC Awards Celebration | 20/5 | Fanpage of CMC Group “Future Next” |
| 11 | Beautiful images of gifts to employees who won the Dedication Awards | 21/5 | Fanpage of CMC Group “Future Next” |
| 12 | Important Notes Before CMC 28 Years & CMC Awards Celebration | 22/5 | Fanpage of CMC Group “Future Next” |

Figure 39 - Development - CMC 28Years Anniversary & CMC AWARDS 2021

2.6.8 Risk Management

| Risk Management CMC 28 Years Anniversary & CMC AWARDS 2021 | |
|---|---|
| Risks | Solutions |
| Offline format cannot be held due to the situation of COVID | Planning to give awards at company with a smaller scale or organize online via Livestream |
| Lack of personnel in organizing events | Balance the quantities of personnel, task with specific duties |
| Board of Directors and the executives are late or unable to participate | Announce specific timeline to BoD and the executives 2 weeks before the events |
| Slow/delayed expected communication timeline | Work with other event curators to create a new media timeline |
| The level of interest and awareness does not meet the requirements | Increase the frequency of media posts on Fanpage and internal groups, arrange offline communication at more locations in CMC building |

Figure 40 - Development - Risk Management CMC 28Years Anniversary & CMC AWARDS 2021

2.6.9 Human resources

CMC 28 Years & CMC Awards Anniversary will be organized, supervised and executed by the Group's Marcom Department with the direct support and corporation along with the companionship of the Agency "Rose Media". Besides, departments such as human resources and administration also support the implementation of the program. The Events Subcommittee will be the main responsible committee for the organization, work progress as well as the results of task performance, activities, and appropriate work allocation for other supporting members in the committee.

- Head of the Organizing Committee: Nguyen Thanh Luu
- Head of Event Subcommittee: Han Thi Le Na
- Supporting members: Pham Hai Dang, Nguyen Minh Tien, Doan Thi Thuy Hang, Nguyen Viet Thang, Luu Khanh Linh and other members of the Marcom board

2.6.10 Estimated Cost

The cost for the CMC 28 Years & CMC Awards Anniversary will be divided into 2 parts including the cost of the CMC Awards 2021 and the cost of organizing the CMC 28th Anniversary

- Cost for CMC Awards 2021: 882,850,000 VND
- Cost for the 28th Anniversary: 951,690,000 VND

| BUDGET CMC Awards 2021 | | | | | | |
|-------------------------------|---------------------|-------------------------|---------------|--------------|-------------------------|--------------|
| No. | Prize system | Categories | Amount | Price | Total Categories | Notes |
| I.Cash prizes | | | | | | |
| 1 | Dedication Award | Dedication for 10 years | 50 | 3,000,000 | 150,000,000 | |
| 2 | | Dedication for 15 years | 15 | 5,000,000 | 75,000,000 | |
| 3 | | Dedication for 20 years | 10 | 10,000,000 | 100,000,000 | |
| 4 | | Dedication for 25 years | 3 | 25,000,000 | 75,000,000 | |

| | | | | | | |
|---|-------------------|---------------------|----|------------|-------------|--|
| 5 | Performance Award | Best Performance | 28 | 3,000,000 | 84,000,000 | |
| 6 | | Best Manager | 10 | 5,000,000 | 50,000,000 | |
| 7 | | Best Leader | 3 | 10,000,000 | 30,000,000 | |
| 8 | | Best Team | 12 | 10,000,000 | 120,000,000 | |
| | | The Leading Company | 1 | 30,000,000 | 30,000,000 | |

Total cash prize: 714,000,000

II. Artifacts prizes

| | | | | | | |
|---|-------------------|-------------------------|-----------|-----------|------------|------------------------------------|
| 1 | Dedication Award | Dedication for 10 years | 50 | 1,000,000 | 55,000,000 | Travel suitcase + Thank you letter |
| 2 | | Dedication for 15 years | 15 | 1,200,000 | 19,800,000 | Travel suitcase + Thank you letter |
| 3 | | Dedication for 20 years | 10 | 1,500,000 | 16,500,000 | Travel suitcase + Thank you letter |
| 4 | | Dedication for 25 years | 3 | 2,000,000 | 6,600,000 | Travel suitcase + Thank you letter |
| 5 | Performance Award | Best Performance | 28 | 1,000,000 | 30,800,000 | Crystal Cup + Certificate |
| 6 | | Best Manager | 10 | 1,200,000 | 13,200,000 | Crystal Cup + Certificate |
| 7 | | Best Leader | 3 | 1,500,000 | 4,950,000 | Crystal Cup + Certificate |
| 8 | | Best Team | 12 | 1,500,000 | 19,800,000 | Certificate |

| | | | | | | |
|--|--|---------------------|---|-----------|-----------|------------------------|
| 9 | | The Leading Company | 1 | 2,000,000 | 2,200,000 | Gold Cup + Certificate |
| Total Artifacts Prizes: 168,850,000 | | | | | | |
| Total Costs: 882,850,000 | | | | | | |

Figure 41 - Development - BUDGET CMC Awards 2021

| Budget CMC 28 Years | | | | | | |
|---------------------|----------------------------|---|---------|--------|-------------|--------------------|
| No. | Items | Details | Unit | Amount | Price | Total |
| I | Place | | | | | 250,000,000 |
| 1 | Place | Vietnam-China Friendship Cultural Palace: capacity 1400 seats Duration: 1 evening 5 hours, 1 rehearsal session, 1 day set up, clean up | package | 1 | 250,000,000 | |
| II | Production Category | | | | | 216,800,000 |
| A | Stage | | | | | |
| 1 | LED Screen | | m2 | 80 | 850,000 | 68,000,000 |
| 2 | Sound and light system | | package | 1 | 70,000,000 | 70,000,000 |
| 3 | Star screen | Cover the back and sides of the stage | package | 1 | 10,000,000 | 10,000,000 |
| 4 | Decor in the lobby | Walk of Fame, check-in area | package | 1 | 60,000,000 | 60,000,000 |

| | | | | | | |
|------------|--------------------------------------|--|---------|----|------------|--------------------|
| 5 | Light path | Serving the awarding of the flagship | package | 1 | 4,000,000 | 4,000,000 |
| B | Printing | | | | | |
| 1 | Welcome gate banner | Program name banner | package | 1 | 800,000 | 800,000 |
| 2 | Banner | Double-sided banners hang along the entrance to the event area | pcs | 20 | 200,000 | 4,000,000 |
| III | Personnel | | | | | 273,200,000 |
| 1 | MC | MC Hạnh Phúc | people | 1 | 20,000,000 | 20,000,000 |
| 2 | PG welcomes guests, guides, check-in | | people | 4 | 800,000 | 3,200,000 |
| 3 | Opening performance opens | | package | 1 | 30,000,000 | 30,000,000 |
| 4 | Ball dance performance | | package | 1 | 12,000,000 | 12,000,000 |
| 5 | Key moment performance | Balloon dance in the shape of a birthday cake with a giant flag | package | 1 | 8,000,000 | 8,000,000 |
| 6 | Guest | | package | | | |
| * | Oplus | | package | 1 | 60,000,000 | 60,000,000 |
| * | Marius band | | package | 1 | 45,000,000 | 45,000,000 |
| 7 | Program implementation team | General director, assistant director, production director, program manager, production organization, | package | 1 | 40,000,000 | 40,000,000 |

| | | | | | | |
|-----------|--|--|---------|----|------------|-------------------|
| | | music director, lighting, sound expert, assistant MC, backstage | | | | |
| 8 | Filming + taking photos | Film, take photos and Highlight Livestream the entire program | package | 1 | 55,000,000 | 55,000,000 |
| IV | Graphic design | | | | | 86,900,000 |
| 1 | Graphics | Visual and 3D space the entire staging area | package | 1 | 30,000,000 | 30,000,000 |
| 2 | Video Clip | | | | | |
| | Visual of the opening act | | package | 1 | 15,000,000 | 15,000,000 |
| | Movie People CMC | | package | 1 | | |
| | Visual awards | | | | | |
| | Award category title | | clip | 4 | 500,000 | 2,000,000 |
| | Clip of nomination categories | | clip | 5 | 500,000 | 2,500,000 |
| | Name of organization/recipient | | clip | 58 | 300,000 | 17,400,000 |
| | Dedication award clip | Each clip 1-2m | clip | 4 | 5,000,000 | |
| | Visual of the flagship award ceremony | | clip | 1 | 5,000,000 | 5,000,000 |
| | Visual art section | Visuals of performing arts | package | 1 | 15,000,000 | 15,000,000 |
| V | Other costs | | | | | 61,000,000 |
| 1 | Installation and dismantling costs | | package | 1 | 30,000,000 | 30,000,000 |

| | | | | | | |
|-------------------------|----------------------------------|--|---------|----|------------|--------------------|
| 2 | Transportation costs | Shipping costs: Screen, light, performance props | package | 1 | 20,000,000 | 20,000,000 |
| 3 | The giant CMC flag key moment | | leaf | 1 | 10,000,000 | 10,000,000 |
| 4 | Red led torch | The memorial part of the late President Ha The Minh | female | 10 | 100,000 | 100,000 |
| | | | | | | |
| Total | | | | | | 887,900,000 |
| Management Costs | | | | | | 63,790,000 |
| Total | | | | | | 951,690,000 |

Figure 42 - Development - Budget CMC 28 Years

IV. PROJECT EXECUTION

1. PROJECT STRATEGIES AND TACTICS

1.1 Project Timeline

| Timeline Events | | |
|-----------------|--|---|
| No. | Events | Timeline |
| 1 | CMC 28 MV Festival | 15/04/2021 - 03/06/2021 |
| 2 | CMC 28 Inspiring Football | 28/04/2021 - 21/05/2021 (Canceled from 06/05) |
| 3 | CMC 28 Inspiring Run | 26/04/2021 - 18/06/2021 |
| 4 | CMC Index 2021 "Passport of the Future | 18/05/2021 - 21/05/2021 |
| 5 | CMC Award 2021 | 24/05/2021 |
| 6 | CMC 28 Inspiring Show 28 | 26/05/2021 |

Figure 43 - Execution-Project Timeline

1.2. Assignment Sheet

| Assignment Sheet | | |
|------------------|--|--------------------|
| No. | Events | Assignment |
| 1 | CMC 28 MV Festival | Nguyen Viet Thang |
| 2 | CMC 28 Inspiring Football | Nguyen Minh Tien |
| 3 | CMC 28 Inspiring Run | Doan Thi Thuy Hang |
| 4 | CMC Index 2021 "Passport of the Future | Luu Khanh Linh |
| 5 | CMC Award 2021 | Pham Hai Dang |
| 6 | CMC 28 Inspiring Show 28 | Pham Hai Dang |

Figure 44 - Execution-Assignment Sheet

2. COMMUNICATION PRODUCTION

2.1 Key Visual

“Inspire the future” - is the chosen message in the 2021 Strategy Conference - the first year in the Breakthrough period (2021-2025). With the effect created from the Strategy Conference, this will also become the message throughout the year of the Group.

In that spirit, CMC Group's Key Visual with the main color is blue, representing the Group, also the color of trust - the color of the future, and technology.

The highlight of Key Visual is the Start button that represents the start of a new phase. The image of the Start button with the number 28 in the middle - represents the Group's 28 years of establishment and development. When starting familiar devices, we often click the Start button; with CMC, together we press the Start button to start the Breakout phase (2021-2025).

Key Visual with the icon 28 - Start combined with the message "Inspire the Future - Kickstart Big Moves" - will be spread even more strongly to more than 3,000 CMCers with a chain of activities to celebrate the new milestone on the road to innovation and development of CMC Group – CMC's 28th Anniversary.



Figure 45- CMC28's Key Visual



Figure 46 - CMC28's Key Visual & Message

2.2 Communication production

Media publications of the event to celebrate the 28th anniversary of CMC Corporation include Online Publications and Offline Publications

2.2.1 Online Publications

Online publications include Facebook Avatar and Facebook Cover. The two publications were posted on the CMC People's Fanpage and used throughout the event.



Figure 47 - CMC28's Fanpage Avatar



Figure 48 - CMC28's Fanpage Cover

2.2.2. Offline Publications

Offline media publications include: 28 Years Logo, Poster, Standee and Backdrop. Since they are offline media publications, they will be displayed in places that attract people's attention.

- The 28-year logo with the size of 3.6m x 1.5m is placed in the lobby on the 1st floor.



Figure 49 - CMC28's Offline Publications

- Backdrop in front of CMC lobby (floating logo, with led lights)



Figure 50 - CMC28's Backdrop

- Elevator doors for floors B2, B1, 1st, 17th.



Figure 51 - CMC28's Elevator poster

- Standees are located on floors: 2, 3, 4, 8, 9, 10, 11, 12, 13, 14, 15, 16, 18.



Figure 52 - CMC28's Standees

3. EVENT EXECUTION

3.1 CMC 28 MV Festival

3.1.1 Timeline

| TIMELINE CMC MV Festival | | |
|--------------------------|------------------------|---|
| No. | Time | Items |
| 1 | 15/4/2021 | Launching the contest to all companies |
| 2 | 20/4/2021 | Meeting to fully disseminate the contest with representatives of 10 participating teams |
| | | Send "MV Production Guide" to the teams |
| | | Start the contest |
| 3 | 20/4/2021 10/5/2021 | - MV making time |
| 4 | 10/5/2021 15/5/2021 | - All teams send products, the organizers announce products on fanpage |
| | | Time to vote for each product |
| 5 | 03/6/2021 | Publish the result |

Figure 53 - Execution - Timeline CMC MV Festival

3.1.2 Checklist

| CHECKLIST | | | | |
|--|---------------|---|---|--------------------|
| > Event coordinator of CMC 28 MV Festival: Han Thi Le Na | | | | |
| No. | Time | Task | P.I.C | Status |
| 1 | 14/04/2021 | Compose an email to launch the MV contest to member units | Le Na | Done |
| 2 | 15/04/2021 | Send email to launch the contest | Le Na | Done |
| 3 | 15-16/04/2021 | Make the contest content slide | Hanh Anh | Done |
| 4 | 17-18/04/2021 | Drafting "MV production Guide" | Viet Thang Hanh Anh | Done |
| 5 | 20/04/2021 | Meeting with representatives of member units participating in the contest | Le Na Viet Thang | Done |
| | | Send a copy of the "MV Production Guide" to the teams | Le Na | Done |
| 6 | 20-10/05/2021 | Take Care of competition teams (answer questions, support product ideas & implementation) | CMC Telecom CMC Global & Ciber | Viet Thang Done |
| | | | CMC Corp & Cist CMC Cyber + CMC TS + CMS | Hanh Anh Done |
| | | | CMC TS Sài Gòn CMC Japan | Le Na Done |
| 7 | 10-15/05/2021 | Summary of contested products | Viet Thang | Done |
| | | Post the contest product on fanpage | Le Na | Done |
| 8 | 20/05/2021 | Summarize the scores of the contested products on the fanpage | All | Done |
| 9 | 03/06/2021 | Announcement of results and awards | Le Na | Done |

Figure 54 - Execution - Checklist MV Festival

3.1.3 Participants

After a meeting with representatives of all member units of CMC Group on April 20. The organizing committee has divided the participating teams according to the wishes of the member companies.

The 10 original teams will be combined into 6 new teams to participate in the MV Festival competition:

- CMC Corporation + CMC Cist
- CMC Telecom
- CMC Global + CMC Ciber
- CMC TS Sai Gon

- CMC Japan
- CMC Cyber Security + CMC TS Hà Nội + CMS

3.1.4 Prize Structure

Due to the change in the number of teams participating in the contest, the Organizing Committee has redefined the prize structure for the contest. Since this is the first event in the series and to encourage the spirit of all employees to start other events, the Organizing Committee has changed the awarding mechanism to 6 prizes. Therefore, all participating teams will have prizes in the CMC MV Festival.

| PRIZE STRUCTURE | | | |
|-----------------|---------------------|--|--|
| No. | Awards | Evaluation Criteria | Prize |
| 1 | Inspiring MV Award | The MV accurately conveys the message of Inspire the Future of CMC 28 & creatively carries the company's own imprint - The jury assessed that the MV accurately reflects the message of Inspire the Future of CMC 28 & bears its own mark. | 10.000.000 VNĐ Certificate CMC MV Award |
| 2 | Viral MV Award | MV with the most views, reactions and shares Viral score = views + likes/reacts + 3x shares | 10.000.000 VNĐ Certificate CMC MV Award |
| 3 | C-Speed MV Award | The fastest MV sent to the organizers | 3.000.000 VNĐ Certificate CMC MV Award |
| 4 | Dedication MV Award | MV has many beautiful images, excellent acting. | 3.000.000 VNĐ Certificate CMC MV Award |
| 5 | Promising MV Award | Jury evaluation and selection | 3.000.000 VNĐ Certificate CMC MV Award |
| 6 | Best Vocal MV Award | MV with the best music performance | 3.000.000 VNĐ Certificate CMC MV Award |

Figure 55 - Execution - Prize Structure MV Festival

3.1.5 MV Production Guide

| HƯỚNG DẪN SẢN XUẤT MV CA NHẠC | |
|---|--|
| Bước 1 - Tiền sản xuất, xây dựng ý tưởng cho MV | |
| 1. Brainstorm: | |
| <ul style="list-style-type: none"> • Đây là bước quan trọng và không thể thiếu trước khi bắt tay vào sản xuất. Cả team cần có thời gian để cùng nhau brainstorm và đưa ra ý tưởng khác nhau. | |
| * <i>Càng nhiều ý tưởng thì sẽ có càng nhiều dữ liệu, nội dung để khai thác.</i> | |
| <ul style="list-style-type: none"> • Tips để tìm kiếm ý tưởng: • Research idea trên mạng: Facebook, Insta, Youtube, Pinterest, Vimeo, Enhance,... | |

- Tham khảo idea từ công ty khác, MV ca nhạc hiện đang nổi,....
- Lưu lại những điều (nội dung, phong cách, cách quay,...) hay ho và sáng tạo nhằm mục đích diễn tả rõ ràng các ý tưởng của mình.

2. Lựa chọn bài hát:

Bài hát là yếu tố quan trọng quyết định concept và phong cách của toàn bộ MV. Khi lựa chọn ca khúc, team nên cân nhắc kỹ càng, xét đến nhiều yếu tố như thị hiếu khán giả, nội dung phù hợp nhân văn và nghệ thuật, bản quyền tác giả,...

** team có thể mất một khoản nhỏ để mua lại bản quyền bài hát, vì vậy hãy cân nhắc chi phí một cách cẩn thận và đưa ra quyết định hợp lý.*

3. Xác định concept:

- Lựa chọn concept phù hợp với bài hát và nội dung MV đang hướng tới.
- Từ concept, team sẽ quyết định được phong cách của MV bao gồm:
 - Mood & tone
 - Tagline
 - Bối cảnh, décor
 - Diễn viên, trang phục, và cách diễn xuất phù hợp.
- Một số concept team có thể tham khảo:
 - Narrative MV: dạng MV kể chuyện, miêu tả một chuỗi các sự kiện nối tiếp nhau. Đây là concept đơn giản, dễ thực hiện bởi chỉ cần xây dựng kịch team có cốt truyện cụ thể hoặc các hoạt động nối tiếp nhau phù hợp với nội dung lời nhạc.
 - Performance MV: MV ghi lại một buổi biểu diễn, có thể là buổi biểu diễn ngoài trời, trong phòng thu, trong nhà hoặc trên sân khấu,...
 - Dance/ choreography MV: MV lồng ghép nhiều hình thức nhảy, múa. MV này có tác dụng tạo không khí, thể hiện sự năng động và được nhiều MV ca nhạc sử dụng.
 - Parody/ Comedy: Những Music Video này chủ yếu chỉ là những tác phẩm làm nhái lại một bộ phim, một MV khác hay một câu chuyện nào đó, hoặc pha trộn nhiều yếu tố gây cười.
 - Stop Motion/ Animation: Dạng MV sử dụng hình ảnh hoạt hình hoặc các hiệu ứng động (hình ảnh, text, chi tiết thiết kế trên video,...) để thể hiện nội dung. MV này cần đầu tư nhiều cho giai đoạn tiền kỳ và hậu kỳ trong sản xuất, và chi phí cao.

4. Chốt ý tưởng:

- Kết thúc giai đoạn tiền sản xuất, team cần chốt lại ý tưởng chính, mood & tone, phong cách visual,... để tiến đến giai đoạn tiếp theo
VD: Concept MV narrative: MV dạng tường thuật.
- Nội dung chính: kể lại một ngày làm việc tại CMC.
- Mood & tone: vui vẻ, năng động.
- Tagline

Bước 2: Giai đoạn tiền kỳ sản xuất

Sau khi hoàn thành quá trình xây dựng ý tưởng tổng quan cho toàn bộ MV, team sẽ tiến đến giai đoạn tiền kỳ sản xuất (các công việc phục vụ sản xuất).

1. “Thiết kế” lại bài hát:

- Ở phần này, team có thể remix beat, chế lời cho ca khúc hoặc thay đổi hình thức thể hiện ca khúc (trình diễn bài hát teamg nhạc cụ, kết hợp nhiều thể loại nhạc khác nhau), mashup ca khúc đã lựa chọn với các bài hát khác sao cho nội dung phù hợp với chủ đề được đưa ra.

2. Thu âm:

Đảm bảo âm thanh được hoàn thiện trước ngày quay để có thể áng chừng thời lượng thực tế của mỗi cảnh quay và có sự điều chỉnh phù hợp. Ngoài ra, có bản nhạc trước khi quay sẽ giúp team trong việc xây dựng diễn xuất cho nhân vật, thuận lợi cho người viết kịch bản và kịp thời thay đổi tình tiết để phù hợp với mood của bài hát.

3. Lên kịch bản, storyboard, shooting storyboard.

- Từ Concept được lựa chọn, các nội dung chi tiết về tình tiết, nội dung từng cảnh quay sẽ được hoàn thiện, gọi là Kịch bản phân cảnh. Và -> Kết quả phần này là: Shooting board.
- * Kịch bản văn học được sử dụng cho những MV có nhân vật, cốt truyện. Còn đối với những loại khác, kịch bản văn học không nhất thiết phải xây dựng, mà có thể thay thế bằng list những nội dung chính cần truyền tải.
- Kịch bản được xây dựng dựa trên lời bài hát hoặc theo nội dung tình tiết mà team muốn truyền tải thông qua MV. Bao gồm: Thời lượng, Nội dung phân đoạn, hình ảnh, âm thanh, bối cảnh, đạo cụ.
- Tham khảo mẫu sau đây:

| STT | Nội dung phân cảnh | Lời nhạc | Thời lượng | Bối cảnh, đạo cụ | Hình ảnh | Góc máy |
|-----|--------------------|----------|------------|------------------|----------|---------|
|-----|--------------------|----------|------------|------------------|----------|---------|

*Kịch bản phân cảnh càng chi tiết thì giai đoạn sản xuất sẽ càng nhanh và suôn sẻ.

- Tuy nhiên đối với một số MV yêu cầu nhiều kỹ thuật quay, dựng thì đòi hỏi có sự phối hợp giữa đạo diễn hình ảnh, quay phim, editor và biên kịch để có thể xây dựng kịch bản và storyboard phù hợp.
- Trong lúc triển khai không nên quá cứng nhắc theo kịch bản bởi trong lúc quay, sẽ có thêm nhiều dữ liệu để khai thác.

4. Kế hoạch quay MV

Dựa vào kịch bản phân cảnh đã hoàn thiện, team bắt đầu chuẩn bị cho buổi quay phim.

Các công việc cần hoàn thiện trước khi bấm máy:

- Casting diễn viên
- Chuẩn bị đạo cụ
- Trang phục
- Setup bối cảnh trước ngày quay.
- Sắp xếp phân cảnh phù hợp: từ kịch bản phân cảnh, team cần có một bản sắp xếp thời gian quay sao cho hợp lý. Có thể ghép các cảnh quay cùng bối cảnh gần nhau để tiết kiệm thời gian và tránh việc phải di chuyển nhiều. Tuy nhiên, hãy đảm bảo các cảnh quay vẫn đầy đủ.
- Xây dựng bản phân công công việc: Việc này sẽ đảm bảo mọi việc được diễn ra một cách dễ dàng và kiểm soát được quá trình sản xuất MV.

Bước 3 - Giai đoạn sản xuất

Sau khi mọi thứ đã được chuẩn bị kỹ càng thì đến giai đoạn này là lúc mọi người triển khai các công việc đã được phân công từ trước.

Các cảnh quay sẽ dựa vào sự sắp xếp phân cảnh và kịch bản phân đoạn.
 Trong quá trình quay phim, có thể khai thác nhiều góc quay và các sáng tạo mới trong lúc quay để tránh tình trạng thiếu cảnh quay và giúp đa dạng cảnh quay, phục vụ cho công đoạn edit.
** Lưu ý: chú ý đến “sạn” trong lúc quay, đảm bảo chất lượng hình ảnh khi quay, định dạng của video đúng với yêu cầu của BTC.*

Bước 4 - Giai đoạn hậu kỳ sản xuất

1. Dựng video (bản nháp):
 Đối với MV ca nhạc, hãy đảm bảo cảnh quay khớp với âm nhạc. Đây là bản tổng quát giúp người sản xuất hình dung tổng thể flow của MV như thế nào.

2. Thêm kỹ xảo, hiệu ứng hình ảnh.

3. Chỉnh màu và hoàn thiện video.

Figure 56 - Execution - MV Production Guide

3.1.6 Product

| Product - CMC MV FESTIVAL | | | |
|---------------------------|--|-------------------------------------|---|
| No. | Teams | Product | Link |
| 1 | CMC Telecom | MV “Let’s go Ctel” | MV Lets go Ctel |
| 2 | CMC Japan | MV "Đi vào làm" | MV Đi vào làm |
| 3 | CMC Corp & CMC Cist | MV "Hơn cả yêu" | MV Hơn cả yêu |
| 4 | CMC Cyber Security + CMC TS Hà Nội + CMS | MV “CTS Number One” | MV CTS Number One |
| 5 | CMC TS Sài Gòn | MV “Hương tương lai, vượt trở ngại” | MV Hương tương lai, vượt trở ngại |
| 6 | CMC Global & CMC Ciber | MV "Tình bạn diệu kỳ" | MV Tình bạn diệu kỳ |

Figure 57 - Execution - Product MV Festival

3.1.7 Calculate Points

- Contest videos of each division will be scored based on the views, likes and shares of that video on the CMC's fanpage.
- Formula for scoring:
- Viral score = views + likes/reacts + 3x shares
- Because the Organizing Committee discovered that there is a video that has increased interaction with many clone Facebook accounts. So after the interaction time ended at 3pm on May 20, the Organizing Committee used tools to list all the accounts that interact with the video and filter out the real interactions for the fairest contest results.

| TOTAL SCORE - CMC MV Festival | | | | | | |
|-------------------------------|--------------------|---|--------------|-------------|--------|--------------|
| No. | Teams | Like | Public Share | Valid Share | Views | Total Score |
| 1 | CMC TS Sài Gòn | 92 | 19 | 10 | 1300 | 1422 |
| 2 | CMC CORP & CIST | 122 | 31 | 21 | 2800 | 2985 |
| 3 | CMC JAPAN | 502 | 2700 | 987 | 9700 | 13163 |
| 4 | CMC CIBER & GLOBAL | 221 | 47 | 31 | 3200 | 3514 |
| 5 | CMC TELECOM | 431 | 408 | 306 | 12,800 | 14149 |
| 6 | CTS HN + CCS + CMS | No points will be awarded for late delivery | | | | |

Figure 58 - Execution - Total Score MV Festival

3.1.8 Result

| AWARD - CMC MV FESTIVAL | | | |
|-------------------------|---------------------|---|--|
| No. | Awards | Teams | Prize |
| 1 | Inspiring MV Award | MV "Let's go Ctel" CMC Telecom | 10.000.000 VNĐ Certificate CMC MV Award |
| 2 | Viral MV Award | MV "Đi vào làm" CMC Japan | 10.000.000 VNĐ Certificate CMC MV Award |
| 3 | C-Speed MV Award | MV "Hơn cả yêu" CMC Corp & Cist | 3.000.000 VNĐ Certificate CMC MV Award |
| 4 | Dedication MV Award | MV "CTS Number One" Liên quân CTS, CMS, CCS | 3.000.000 VNĐ Certificate CMC MV Award |
| 5 | Promising MV Award | MV "Hướng tương lai, vượt trở ngại" CMC TSSG | 3.000.000 VNĐ Certificate CMC MV Award |
| 6 | Best Vocal MV Award | MV "Tình bạn diệu kỳ" CMC Global & Ciber | 3.000.000 VNĐ Certificate CMC MV Award |

Figure 59 - Execution - Result MV Festival

3.1.9 Budget

| BUDGET CMC MV Festival | | | | |
|------------------------|--------------------------|------------|--------|------------|
| No. | Categories | Unit price | Amount | Cost |
| 1 | Cost of supporting units | 10.000.000 | 6 | 60.000.000 |
| 2 | Prize cost | | | |
| | Inspiring MV Award | 10.000.000 | 1 | 10.000.000 |

| | | | | |
|-------------------|--------------------------------------|------------|---|-------------------|
| | Viral MV Award | 10.000.000 | 1 | 10.000.000 |
| | C-Speed MV Award | 3.000.000 | 1 | 3.000.000 |
| | Dedication MV Award | 3.000.000 | 1 | 3.000.000 |
| | Promising MV Award | 3.000.000 | 1 | 3.000.000 |
| | Best Vocal MV Award | 3.000.000 | 1 | 3.000.000 |
| 3 | Certificate | 50,000 | 6 | 300.000 |
| 4 | Trailer, behind the scene production | 1.000.000 | 2 | 2.000.000 |
| Total Cost | | | | 94.300.000 |

Figure 60 - Execution - Budget MV Festival

3.1.10 Timeline Communication

| TIMELINE COMMUNICATION | | | | | |
|------------------------|--------------------------|---------------------------------|--|--|------------------------|
| No. | Time | Task | Details | Channel | P.I.C |
| 1 | 20/04/2021 | Internal media photo | Meeting with representatives of member companies | Group CMC Future Next | Viet Thang Le Na |
| 2 | 23/4/2021 | Poster Kick off | Post kick off event poster | Fanpage "Người CMC" | Viet Thang |
| 3 | 26/4/2021 | Video Trailer | Official trailer of the event | Fanpage "Người CMC" | Viet Thang Hanh Anh |
| 4 | 03/05/2021 | Behind the Scenes Photo | Photo behind the scenes of MV production | Group CMC Future Next | Hanh Anh |
| 5 | 08/05/2021 | Video Trailer 2 | Video behind the scenes of MV production | Fanpage "Người CMC" | Viet Thang Hanh Anh |
| 6 | 10/05 - 15/05/2021 | Competition videos of the units | Competition videos of the units | Fanpage "Người CMC"/ Group Future Next. | Viet Thang Le Na |
| 7 | 13/05/2021 | Prize structure photo | Reveal about the prize and call for interaction | Fanpage "Người CMC"/ Group Future Next. | Viet Thang |
| 8 | 03/06/2021 | Photo of the award ceremony | Competition Award Ceremony | Fanpage "Người CMC"/ Group Future Next. | Le Na |

Figure 61 - Execution - Timeline Communication MV Festival

3.1.11 Communication Product

- Facebook Post

| FACEBOOK POST | | |
|---------------|--------------------------|--|
| No. | Main Content | Link |
| 1 | Kick off CMC MV Festival | Kick off CMC MV Festival |
| 2 | Trailer 1 MV Festival | Trailer 1 |
| 3 | Trailer 2 MV Festival | Trailer 2 |
| 4 | Public Prize | Prize |
| 5 | Awards Ceremony | Awards Ceremony |

Figure 62 - Execution - Facebook Post MV Festival

- Communication Photo and Design





Figure 63 - Execution - Communication Design CMC MV Festival





Figure 64 - Execution - Award Ceremony MV Festival

3.2 CMC Inspiring Football 28

3.2.1 Actual Timeline

| MAIN ACTIVITIES | | |
|-----------------|---|-------|
| No. | Items | Time |
| 1 | Register a preliminary number of players with the Organizing Committee | 26/03 |
| 2 | The captain of each team makes a list of the team (requires the unit's signature) | 09/04 |
| 3 | Captains Complete the player registration procedure with the Organizing Committee | 10/04 |

| | | |
|---|---|------------------|
| 4 | Draw to divide tables | 22/04 |
| 5 | Opening Ceremony & Group Stage Matches | 28/04 - 14/05 |
| 6 | Semi-Finals | 17/05 |
| 7 | Finals, 3rd Prize Competition and Closing Ceremony - Awarding | 21/05 |

Figure 65 - Execution - Actual Timeline CMC Inspiring Football

3.2.2 On-going task lists

3.2.1.1 Preparation

| PREPARATION | | | |
|-------------|--|--|---|
| No. | Categories | Description | Implementer |
| 1 | Create a Private tournament group | The Group will have representatives of the teams - the captain and the Organizing Committee for the purpose of announcing tournament information and solving related issues. | Hoàng Bích Liên - CMC CORP |
| 2 | Collect all players list of hard - copies of the teams | | Hoàng Bích Liên, Nguyễn Minh Tiến - CMC CORP |
| 3 | Division of shirt color, shirt size, shirt number | | Nguyễn Minh Tiến - CMC CORP |
| 4 | Draw to divide tables | Prepare scripts, slides, images for the draw ceremony | Nguyễn Minh Tiến, Phạm Hải Đăng - CMC CORP |

Figure 66 - Execution - Preparation of CMC Inspiring Football

3.2.1.2 Logistics

| LOGISTICS | | | |
|-----------|--|----------|--------------------------|
| No. | Categories | Deadline | Implementer |
| 1 | rent football fields and hire referees | 22/04 | Trần Xuân Đức - CMC CIST |

| | | | |
|---|--------------------------------------|---------------------------|---|
| 2 | Water | 27/04 | Trần Xuân Đức - CMC CIST |
| 3 | Speaker | 27/04 | Ban tổ chức |
| 4 | Opening Script + MC Script | 27/04 | Nguyễn Minh Tiến, Phạm Hải Đăng - CMC CORP |
| 5 | Jerseys and balls for the tournament | 27/04 | Trần Xuân Đức - CMC CIST |
| 6 | Match record | 27/04 | Phạm Hải Đăng - CMC CORP |
| 7 | Cups (prizes) | 27/04 | Nguyễn Minh Tiến, Phạm Hải Đăng - CMC CORP |
| 8 | Payment and Red Invoice | Throughout the tournament | Nguyễn Minh Tiến, Phạm Hải Đăng, Hoàng Bích Liên - CMC CORP |

Figure 67 - Execution - Logistics of CMC Inspiring Football

3.2.1.3 Design and Construction

| DESIGN - CONSTRUCTION | | | |
|-----------------------|---|----------|--|
| No. | Categories | Deadline | Implementer |
| 1 | Scenario and Slide of the draw ceremony | 21/04 | Nguyễn Minh Tiến, Phạm Hải Đăng - CMC CORP |
| 2 | Publication of the list of players of the teams | 20/04 | Nguyễn Minh Tiến, Phạm Hải Đăng - CMC CORP |
| 3 | Invitation to the Opening Ceremony | 26/04 | Nguyễn Minh Tiến, Phạm Hải Đăng - CMC CORP |
| 4 | Football match schedule | 21/04 | Nguyễn Minh Tiến, Phạm Hải Đăng - CMC CORP |
| 5 | Publication of interviews with captains/players | 25/04 | Nguyễn Minh Tiến, Phạm Hải Đăng - CMC CORP |
| 6 | Backdrop, Banners | 27/04 | Vũ Văn định - CMC CORP |

Figure 68 - Execution - Design and Construction of CMC Inspiring Football

3.2.3 Participating teams

The number of participating teams decreased from 10 teams to 09 teams because CMS + Cyber Security unit did not have enough numbers to attend

| PARTICIPATING TEAMS | |
|----------------------|---|
| Units | Number of teams registered to participate |
| CMC Ciber | 1 |
| CMS + Cyber Security | 1 |
| CMC Corp | 1 |
| CMC Telecom | 3 |
| CMC TS | 2 |
| CMC Global | 2 |
| Total | 09 |

Figure 69 - Execution - Participating teams of CMC Inspiring Football

3.2.4 Prizes

| PRIZE STRUCTURE | | |
|-----------------|-----------------------------------|------------------------------|
| No. | Categories | Rewards |
| 1 | First prize | 3.000.000 VND & Champion Cup |
| 2 | The second prize | 2.000.000 VND & 2nd Cup |
| 3 | The third prize | 1.000.000 VND & 3rd Cup |
| 4 | The best player of the tournament | 1.000.000 VND |

Figure 70 - Execution - Prizes of CMC Inspiring Football

3.2.5 Actual implementation

3.2.5.1 Draw ceremony (April 22)

In the morning of April 22, 2021 at the 19th floor of CMC building, Duy Tan street, Dich Vong Hau, Cau Giay, Hanoi with the participation of captains and representatives of 09 teams participating in the tournament.

The specific results of the draw are as follows:

| GROUP STAGE DRAW RESULT | |
|-------------------------|------------------|
| TABLE A | TABLE B |
| CMC TS1 | CMC TS2 |
| CMC Global G2 | CMC Global G1 |
| CMC Telecom CNMB | CMC Telecom CNIS |
| CMC Telecom 3 | CMC CORP |
| | CMC Ciber |

Figure 71 - Execution - Group Stage draw result of CMC Inspiring Football

3.2.5.2 Kick-off football tournament (April 23)

On the morning of April 23, CMC's Fanpage officially published a post announcing Kick-off the football tournament to celebrate the establishment of the Group. Kicked-off right after the draw ceremony - this could not be a more suitable time to warm up for the Tournament. With the habit of updating news on the company's Fanpage and information from the captain as well as the representative of each team with the internals of each unit, publications and Kick-off posts will reach a large number of people. not a small number of staff members.

3.2.5.3 Send invitations to attend the opening ceremony to all staff (April 28)

In the morning of April 28, 2021, the invitation to participate in the tournament was sent to all employees via internal email. The invitation was sent at 8:30 am - a stable time for the staff when they just arrived at the Company to work. With the habit of checking email every morning, nearly everyone has access to the Invitation.

3.2.5.4 Deploying the Opening Ceremony and the first match of the group stage (April 28)

| AGENDA | | |
|--------|---------------|----------------------------|
| No. | Time | Categories |
| 1 | 15:30 - 16:00 | Concentrate |
| 2 | 16:00 - 16:05 | Salute the flag |
| 3 | 16:05 - 16:15 | Opening speech |
| 4 | 16:15 - 16:20 | Souvenir photograph |
| 5 | 16:20 - 17:30 | First round of Group Stage |

Figure 72 - Execution - Agenda of the Opening Ceremony and the first group stage matches of CMC Inspiring Football

| CHECKLIST | | | |
|-----------|-------------------------------------|---|--------|
| No. | Categories | P.I.C | Status |
| 1 | Backdrop | Vũ Văn Định - CMC CORP | done |
| 2 | Stadium & Referee | Trần Xuân Đức - CMC CIST | done |
| 3 | Decor | Hải Đăng, Việt Thắng, Khánh Linh, Thúy Hằng, Minh Tiến - CMC CORP | done |
| 4 | Speaker | Hải Đăng, Việt Thắng, Khánh Linh, Thúy Hằng, Minh Tiến - CMC CORP | done |
| 5 | Water | Hải Đăng, Việt Thắng, Khánh Linh, Thúy Hằng, Minh Tiến - CMC CORP | done |
| 6 | Match record form | Hải Đăng, Minh Tiến - CMC CORP | done |
| 7 | Ball | Trần Xuân Đức - CMC CIST | done |
| 8 | MC Script | Hải Đăng, Minh Tiến - CMC CORP | done |
| 9 | MC | Hải Đăng, Minh Tiến - CMC CORP | done |
| 10 | Cameraman | Nguyễn Việt Thắng - CMC CORP | done |
| 11 | Photographer | Nguyễn Minh Tuấn - CMC CORP | done |
| 12 | Monitor the match | Hải Đăng, Việt Thắng, Khánh Linh, Thúy Hằng, Minh Tiến - CMC CORP | done |
| 13 | Collect information after the round | Hải Đăng, Minh Tiến - CMC CORP | done |

Figure 73 - Execution - Checklist of the Opening Ceremony and the first group stage matches of CMC Inspiring Football

3.2.5.5 The first round of the group stage (April 28)

The first match of the group stage of the football tournament took place exactly as planned by the Organizing Committee. After the opening ceremony, 8 teams played at the same time at 16:30.

3.2.5.6 Second round of the group stage

The second round of the football tournament group stage also took place as planned by the Organizing Committee. 04 matches were played at the same time in the time frame of 16h00.

3.2.5.7 Suspension of the tournament due to the pandemic (football)

The Inspiring Football CMC 28 tournament has gone through two set of matches, in the process of preparing for the third set, the Organizing Committee received the information: "According to the meeting to direct the prevention of Covid-19 epidemic of Hanoi City on the afternoon of May 4, sports activities and football fields will be temporarily closed due to the complicated development of the epidemic". The Organizing Committee had a meeting and consulted with the General Director of CMC Technology Group, thereby: Announcement of the postponement of the CMC 28 football tournament to the captains and representatives of the team. In addition, the Organizing Committee will update information about the return time of the tournament as soon as there is a notice from the Group. On the other hand, the Organizing Committee did not forget to propagate and remind the players during the suspension period, to strictly abide by the regulations on prevention of COVID epidemic so that we can be healthy and ready as soon as the tournament returns again.

3.2.5.8 The tournament ended due to the Covid-19 epidemic

In the situation of the Covid-19 epidemic has been complicated and still has not had positive results. In the spirit of ensuring the safety of the players and fans of CMC Group: On June 3, 2021, under the direction of the Board of Directors of CMC Corporation, the CMC Inspiring Football 28 football tournament officially stopped after 2 rounds. The organization immediately then provided information to the captains and representatives of the units.

3.2.6 Football tournament results

| Football Tournament Results | | | |
|-----------------------------|-----------------------------|------------------------|------------------------|
| No. | Categories | Status | Note/Reason |
| 1 | Opening ceremony | Done | |
| 2 | Group stage matches | 08 matches /16 matches | The impact of Covid-19 |
| 3 | Semi-finals | Can't happen | The impact of Covid-19 |
| 4 | 3rd place match | Can't happen | The impact of Covid-19 |
| 5 | Final match | Can't happen | The impact of Covid-19 |
| 6 | Tournament closing ceremony | Can't happen | The impact of Covid-19 |

Figure 74 - Execution - CMC Inspiring Football results

3.2.7 Budget

3.2.7.1 Total Budget of Hanoi

| HANOI'S BUDGET | | | | | | |
|-----------------------|---|---------------|-------------|------------------------------|------------------------------|------------------------|
| No. | Categories | Amount | Unit | Unit price CMC 26 | Unit price CMC 28 | Total (VND) |
| 1 | Support to rent a training ground for teams | 10 | VND | 1,000,000 | 1,000,000 | 10,000,000 |
| 2 | Rent a soccer field for the tournament | 24 | matches | 800,000 | 700,000 | 16,800,000 |
| 3 | Hire referees | 24 | matches | 800,000 | 700,000 | 16,800,000 |
| 4 | Speakers | 5 | day | 1,500,000 | 300,000 | 1,500,000 |
| 5 | Water | 96 | bucket | 90,000 | 90,000 | 8,640,000 |
| 6 | Clothes for football teams | 140 | set | 170,000 | 170,000 | 23,800,000 |
| 7 | Balls | 10 | psc | 500,000 | 500,000 | 5,000,000 |
| 8 | Funding for the First, Second, Third, and Outstanding Player awards | 1 | Set | 7,000,000 | 7,000,000 | 7,000,000 |
| 9 | Champion Cup | 1 | psc | 850,000 | 850,000 | 850,000 |
| 10 | 2nd Cup | 1 | psc | 800,000 | 800,000 | 800,000 |
| 11 | 3rd Cup | 1 | psc | 750,000 | 750,000 | 750,000 |
| 12 | CP football bill (HD 5%) | 1 | set | 5,000,000 | 5,000,000 | 5,000,000 |
| Total - Hanoi | | | | | | 96,940,000 |

Figure 75 - Execution - Total budget of Hanoi of the football tournament

3.2.7.2 Total additional budget

| ADDITIONAL BUDGET | | | | | | |
|--------------------------|--|---------------|-------------|------------------------------|------------------------------|------------------------|
| No. | Categories | Amount | Unit | Unit price CMC 26 | Unit price CMC 28 | Total (VND) |
| 1 | Cost of Sports Organization CMC TS, CMC Telecom, and Global Saigon | 1 | Set | 0 | 10,000,000 | 10,000,000 |

| | | | | | | |
|-------------------------|---------------------------------------|---|-----|---|-----------|-------------------|
| 2 | Rent soccer fields for the tournament | 1 | Set | 0 | 5,000,000 | 5,000,000 |
| Total additional | | | | | | 15,000,000 |

Figure 76 - Execution - Total additional budget

3.2.8 Communication Execution

3.2.8.1 Media & Communications plan

| BEFORE THE TOURNAMENT | | | | |
|------------------------------|--|--------------------------|-----------------|---|
| No. | Contents | Media channels | Timeline Public | Implementer |
| 1 | Poster Kick - off | Group CMC Future Next | | Vũ Văn Định - CMC CORP |
| 2 | Seeding kick - off | Fanpage Người CMC | | Phạm Hải Đăng - CMC CORP |
| 3 | Announcement of Group stage fixtures and The Opening ceremony | Group CMC Future Next | | Nguyễn Minh Tiến - CMC CORP |
| 4 | Publication: statements from captains and players about this year's goals | Group CMC Future Next | | Phạm Hải Đăng, Nguyễn Minh Tiến - CMC CORP |
| 5 | Announcement of the list of players and teams participating in the tournament | Group CMC Future Next | | Phạm Hải Đăng, Nguyễn Minh Tiến - CMC CORP |
| DURING THE TOURNAMENT | | | | |
| 1 | Remind of the opening ceremony and the first round of group stage matches | Group CMC Future Next | | Phạm Hải Đăng, Nguyễn Minh Tiến - CMC CORP |
| 2 | Update pictures of the opening ceremony and the results of the first match (first 4 matches) | Fanpage Người CMC | | |
| 3 | Updated leaderboard after the first series of matches | Group CMC Future Next | | |
| 4 | A Reminder of the 2nd group stage match | Group CMC Future Next | | |

| | | | | |
|----|--|--------------------------|--|--|
| 5 | Update the results of the second series of matches | Group CMC Future Next | | |
| 6 | Updated leaderboard after the second series of matches | Group CMC Future Next | | |
| 7 | A Reminder of the 3rd group stage match | Group CMC Future Next | | |
| 8 | Update the results of the third series of matches | Group CMC Future Next | | |
| 9 | Updated leaderboard after the third series of matches | Group CMC Future Next | | |
| 10 | A Reminder of the 4th group stage match | Group CMC Future Next | | |
| 11 | Update the results of the fourth series of matches | Group CMC Future Next | | |
| 12 | Updated leaderboard after the fourth series of matches | Group CMC Future Next | | |
| 13 | A Reminder of the 5th group stage match | Group CMC Future Next | | |
| 14 | Update the results of the fifth series of matches | Group CMC Future Next | | |
| 15 | Updated leaderboard after the fifth series of matches | Group CMC Future Next | | |
| 16 | List of semi-finalists | Fanpage Người CMC | | |
| 17 | A reminder of the semi-final match scheduled | Group CMC Future Next | | |
| 18 | Update the results of the semi-finalist | Group CMC Future Next | | |
| 19 | Seeding post: Road to the finals of 2 teams | Group CMC Future Next | | |
| 20 | A reminder of The final and 3rd Place competition | Group CMC Future Next | | |

| | | | | |
|-----------------------------|--|--|--|--|
| 21 | Final match result, 3rd Place competition result, and outstanding player | Group CMC Future Next | | |
| 22 | Closing of the tournament and all categories (champion, second, third, outstanding player) | Group CMC Future Next | | |
| AFTER THE TOURNAMENT | | | | |
| 1 | Tournament closing post: Thank you for joining the tournament | Fanpage Người CMC, Group CMC Future Next | | Phạm Hải Đăng, Nguyễn Minh Tiến - CMC CORP |

Figure 77 - Execution - Media & Communication plan of the football tournament

3.2.8.2 Communication products



GIẢI BÓNG ĐÁ CHÀO MỪNG 28 NĂM THÀNH LẬP TẬP ĐOÀN CÔNG NGHỆ CMC

LỊCH THI ĐẤU CÁC LƯỢT TRẬN VÒNG BẢNG

(28/04 - 14/05)

BẢNG A

Thứ tư ngày 28/04 - KHAI MẠC VÀ LƯỢT TRẬN ĐẦU TIÊN:

| | | | | | | | | | |
|-----|---------------|----|-----------|--|-----|---------------|----|-----------|--|
| 16H | CMC TS1 | vs | CTEL 3 | | 16H | CMC TS2 | vs | CMC CORP | |
| | CMC GLOBAL G2 | | CTEL CNMB | | | CMC GLOBAL G1 | | CTEL CNIS | |

Thứ ba ngày 04/05 - LƯỢT TRẬN THỨ 2:

| | | | | | | | | | |
|-----|---------------|----|---------|--|-----|---------------|----|-----------|--|
| 16H | CTEL CNMB | vs | CTEL 3 | | 16H | CMC CIBER | vs | CTEL CNIS | |
| | CMC GLOBAL G2 | | CMC TS1 | | | CMC GLOBAL G1 | | CMC TS2 | |

Thứ sáu ngày 07/05 - LƯỢT TRẬN THỨ 3:

| | | | | | | | | | |
|-----|------------|----|---------------|--|-----|-----------|----|---------------|--|
| 16H | CMC CTEL 3 | vs | CMC GLOBAL G2 | | 16H | CMC CORP | vs | CMC GLOBAL G1 | |
| | CMC TS1 | | CTEL CNMB | | | CMC CIBER | | CMC TS2 | |

*LƯỢT TRẬN CUỐI VÒNG BẢNG CỦA BẢNG A

BẢNG B

Thứ ba ngày 11/05 - LƯỢT TRẬN THỨ 4:

| | | | | | | | | | |
|-----|-----------|----|-----------|--|-----|---------------|----|-----------|--|
| 16H | CTEL CNIS | vs | CMC TS2 | | 16H | CMC GLOBAL G1 | vs | CMC CIBER | |
| | CMC CORP | | CMC CIBER | | | CTEL CNIS | | CMC CORP | |

Thứ sáu ngày 14/05 - LƯỢT TRẬN THỨ 5:

| | | | | | | | | | |
|-----|---------------|----|-----------|--|-----|---------------|----|-----------|--|
| 16H | CMC GLOBAL G1 | vs | CMC CIBER | | 16H | CMC GLOBAL G1 | vs | CMC CIBER | |
| | CTEL CNIS | | CMC CORP | | | CTEL CNIS | | CMC CORP | |

*LƯỢT TRẬN CUỐI VÒNG BẢNG CỦA BẢNG B

LỄ KHAI MẠC VÀ LƯỢT TRẬN ĐẦU TIÊN SẼ DIỄN RA VÀO 16H00 NGÀY 28/04

SÂN BÓNG PVV - 95 TRẦN THÁI TÔNG
DỊCH VỌNG HẬU, CẦU GIẤY, HÀ NỘI

TRẦN XUÂN ĐỨC (BTC)
0981957199

NGƯỜI CMC

Đội trưởng **NGUYỄN VĂN AN**
CMC TS 1

"Mục đích của đội vô địch năm trước là muốn giữ cúp của năm sau. Nếu mà đội nào khỏe hơn thì nhường cúp!"

#InspiringFootballCup

THƯ MỜI

LỄ KHAI MẠC GIẢI BÓNG ĐÁ

CHÀO MỪNG 28 NĂM THÀNH LẬP TẬP ĐOÀN CÔNG NGHỆ CMC

🕒 từ 16h00 thứ Tư - 28/04/2021

📍 Sân bóng PVV - 95 Trần Thái Tông, Dịch Vọng Hậu, Cầu Giấy, Hà Nội

CHƯƠNG TRÌNH

- 15:30 - 16:00 Tập trung
- 16:00 - 16:05 Chào cờ
- 16:05 - 16:15 Phát biểu Khai mạc
- 16:15 - 16:20 Chụp ảnh lưu niệm
- 16:20 - 17:30 Lượt trận đầu tiên của Vòng bảng

LỊCH THI ĐẤU CÁC LƯỢT TRẬN VÒNG BẢNG (28/04 - 14/05)

| BẢNG A | | | | | BẢNG B | | | | |
|---|---------------|----|---------------|--|--------|---------------|----|---------------|--|
| Thứ tư ngày 28/04 - KHAI MẠC VÀ LƯỢT TRẬN ĐẦU TIÊN: | | | | | | | | | |
| 16H | CMC TS1 | vs | CTEL 3 | | 16H | CMC TS2 | vs | CMC CORP | |
| | CMC GLOBAL G2 | | CTEL CNMB | | | CMC GLOBAL G1 | | CTEL CNIS | |
| Thứ ba ngày 04/05 - LƯỢT TRẬN THỨ 2: | | | | | | | | | |
| 16H | CTEL CNMB | vs | CTEL 3 | | 16H | CMC CIBER | vs | CTEL CNIS | |
| | CMC GLOBAL G2 | | CMC TS1 | | | CMC GLOBAL G1 | | CMC TS2 | |
| Thứ sáu ngày 07/05 - LƯỢT TRẬN THỨ 3: | | | | | | | | | |
| 16H | CMC CTEL 3 | vs | CMC GLOBAL G2 | | 16H | CMC CORP | vs | CMC GLOBAL G1 | |
| | CMC TS1 | | CTEL CNMB | | | CMC CIBER | | CMC TS2 | |
| Thứ ba ngày 11/05 - LƯỢT TRẬN THỨ 4: | | | | | | | | | |
| 16H | CTEL CNIS | vs | CMC TS2 | | 16H | CMC GLOBAL G1 | vs | CMC CIBER | |
| | CMC CORP | | CMC CIBER | | | CTEL CNIS | | CMC CORP | |
| Thứ sáu ngày 14/05 - LƯỢT TRẬN THỨ 5: | | | | | | | | | |
| 16H | CMC GLOBAL G1 | vs | CMC CIBER | | 16H | CMC GLOBAL G1 | vs | CMC CIBER | |
| | CTEL CNIS | | CMC CORP | | | CTEL CNIS | | CMC CORP | |

Trân trọng kính mời và hân hạnh đón tiếp!

Figure 78 - CMC Inspiring Football's Production Design


LỄ KHAI MẠC
 & LƯỢT TRẬN ĐẦU TIÊN VÒNG BẢNG
CMC INSPIRING FOOTBALL 28

BẢNG A

| | | |
|---------------|-----------|------------------|
| CMC TS 1 | VS | CMC TELECOM 3 |
| CMC GLOBAL G2 | VS | CMC TELECOM CNMB |

BẢNG B

| | | |
|---------------|-----------|------------------|
| CMC TS 2 | VS | CMC CORP |
| CMC GLOBAL G1 | VS | CMC TELECOM CNIS |

 **LỄ KHAI MẠC VÀ LƯỢT TRẬN ĐẦU TIÊN**
 SẼ DIỄN RA VÀO 16H00 NGÀY 28/04

 **TRẦN XUÂN ĐỨC (BTC)**
 0981957199

 **SÂN BÓNG PVV - 95 TRẦN THÁI TÔNG**
 DỊCH VỌNG HẬU, CẦU GIẤY, HÀ NỘI

#InspiringFootballCMC28


BẢNG XẾP HẠNG BẢNG A
 Sau lượt trận đầu tiên Vòng bảng ngày 28/04

| STT | ĐỘI BÓNG | ST | T | H | B | BT | BB | HS | ĐIỂM |
|-----|------------------|----|---|---|---|----|----|----|------|
| 1 | CMC TS 1 | 1 | 1 | 0 | 0 | 2 | 0 | 2 | 3 |
| 2 | CMC TELECOM CNMB | 1 | 1 | 0 | 0 | 2 | 1 | 1 | 3 |
| 3 | CMC GLOBAL G2 | 1 | 0 | 0 | 1 | 1 | 2 | -1 | 0 |
| 4 | CMC TELECOM 3 | 1 | 0 | 0 | 1 | 0 | 2 | -2 | 0 |

 **SÂN BÓNG PVV - 95 TRẦN THÁI TÔNG**
 DỊCH VỌNG HẬU, CẦU GIẤY, HÀ NỘI

 **TRẦN XUÂN ĐỨC (BTC)**
 0981957199

#InspiringFootballCMC28




THÔNG BÁO

TẠM DỪNG

GIẢI BÓNG ĐÁ CHÀO MỪNG 28 NĂM
THÀNH LẬP TẬP ĐOÀN CÔNG NGHỆ CMC

INSPIRING FOOTBALL

CMC 28
28.04 - 21.05.2021

CÙNG CHUNG TAY ĐẨY LÙI DỊCH COVID

Figure 79 - CMC Inspiring Football's Production Design



Figure 80 - CMC Inspiring Football's Picture

3.3. Inspiring Run CMC 28

3.3.1. Timeline

| TIMELINE INSPIRING RUN CMC 28 | | |
|-------------------------------|----------------------------|---|
| No. | Time | Items |
| 1 | 23/04/2021 | Reveal the running race |
| 2 | 25/04/2021 | News + official poster: Introduction to the rules and methods, prizes and meaning of the race |
| 3 | 26/04/2021 - 23/05/2021 | Start the online running |
| 4 | 27/04/2021 - 23/05/2021 | Update the status and achievements of individuals and units participating in the race |
| 5 | 06/05/2021 | CMC, Operation Smile and 84 RACE have signed a cooperation agreement to run an online program in support of Smile Surgery |
| 6 | 12/05/2021 | Show official jerseys of running race |
| 7 | 23/05/2021 | End of the online running race |
| 8 | 08/06/2021 | Announced the results of the running race |
| 9 | 18/06/2021 | Awards |

Figure 81 - Execution - Timeline of “Inspiring Run CMC 28”

3.3.2. Reveal the running race

On April 23, the running race organizers posted a post on fanpage “Nguoi CMC” to reveal and hint about a meaningful community run in a series of events to celebrate the CMCs birthday.

3.3.3. Launching the running race

On the morning of April 25, fanpage “Nguoi CMC” officially posted a kick-off of the running tournament to celebrate the Group's 28th founding anniversary. Through the article, the staff and customers can grasp the conditions, how, prizes and also the meaning of running.

3.3.4. Sending a launching email to the whole Group

Invitation to participate in the running race is sent to all employees via internal email.

3.3.5. CMC, Operation Smile and 84 RACE have signed a cooperation agreement to run an online program in support of Smile Surgery

On May 6, 2021, the signing ceremony of cooperation agreement "Inspiring Run CMC 28" to raise funds for the Smile Surgery Fund between CMC Technology Group, Operation Smile and 84RACE was held with the commitment the funding for surgeries is towards the maximum support level of 280 million VND equivalent to 28 smile surgeries.

At the signing ceremony, representatives of the three parties expressed their joy when officially accompanying each other in a meaningful charity run to bring smiles to unfortunate babies born with cleft palates.

3.3.6. Press release of “Inspiring Run CMC 28”

Hà Nội, ngày 27 tháng 4 năm 2021

THÔNG CÁO BÁO CHÍ

Cz

Nằm trong chuỗi sự kiện chào mừng sinh nhật thứ 28 của Tập đoàn Công nghệ CMC, giải chạy “Inspiring Run CMC 28” sẽ diễn ra từ ngày 26/4/2021 đến ngày 22/5/2021. Đây là giải chạy CMC đồng hành cùng Quỹ Operation Smile để mang lại nụ cười cho các em bé không may bị hở hàm ếch bẩm sinh.

“Inspiring Run CMC 28” là dịp 3000 người CMC hòa chung một sắc áo, chung một nhịp đập, sống tích cực cho bản thân và cho xã hội. Đây là giải chạy CMC đồng hành cùng Quỹ Operation Smile để mang lại nụ cười cho các em bé không may bị dị tật hàm ếch khi chào đời.

Mỗi km chạy được người CMC, bạn bè, khách hàng và đối tác sẽ ủng hộ 1.000 VNĐ cho Phẫu thuật nụ cười (ngày cuối tuần x2). 1000 người chạy 28 ngày, 1km/ngày sẽ có được 28 nụ cười trẻ thơ. “Inspiring Run CMC 28” là giải chạy có quy mô lớn nhất từ trước đến nay của CMC và là giải chạy lần đầu tiên có sự tham gia của bạn bè, khách hàng, đối tác và cộng đồng runner.

Đại diện cho Tập đoàn Công nghệ CMC, ông Nguyễn Thành Lưu, Trưởng ban Marketing và Truyền thông chia sẻ: “.....”

Chương trình chính là hoạt động ý nghĩa nhằm tôn vinh cột mốc 28 năm sinh nhật Tập đoàn Công nghệ CMC. Giải chạy lấy mốc hoàn thành tối thiểu là 28km để ghi nhận cho sự khát khao đóng góp của mỗi cá nhân. Tập đoàn đặt mục tiêu đóng góp tối thiểu 100 triệu đồng dựa trên tổng số km các runner chạy được cho Quỹ Phẫu thuật nụ cười Operation Smile.

Với ý nghĩa thiết thực, nhân văn của giải chạy, đại diện cho Quỹ Operation Smile – đơn vị đồng hành cùng chương trình “Inspiring Run CMC 28”, ông....cho biết: “.....”

Giải có nhiều cự ly khác nhau dành cho người CMC, bạn bè, khách hàng, đối tác và cộng đồng chạy gồm 28km, 84km, 140km, 168km và 280km. Thời gian chạy từ 00:00 giờ, ngày 26/4/2021 đến 23h59’59”, ngày 22/5/202.

Người chạy sẽ đăng ký chạy cá nhân và theo team trên 84 Race [tại đây](#). Giải chạy có 4 team chạy gồm: CMC Technology & Solution & Friends (bao gồm CMC TSSG, CMC TSHN, CMC CS, CMS, bạn bè và đối tác); CMC Telecom & Friends (bao gồm CMC Telecom, Netnam, bạn bè và đối tác); CMC Global & Friends (bao gồm CMC Global, CMC Japan, CMC Ciber, bạn bè và đối tác) và CMC & Friends (bao gồm CMC Corp, CIST, bạn bè, đối tác và cộng đồng). Ngày “Bắt đầu” và ngày “Về đích” các vận động viên cần check-in khi chạy với hình ảnh CMC (truyền thông trên các kênh facebook, zalo...) kèm hashtag #CMC28 #Inspiring Run, #Chayvinucuo.

Là đơn vị hợp tác cùng CMC trong nhiều giải chạy trước đó, ông..., đại diện 84Race cũng bày tỏ sự vui mừng khi được đồng hành cùng CMC trong giải chạy từ thiện này: “....”

Mỗi runner hoàn thành tối thiểu 28km sẽ nhận giấy chứng nhận điện tử của BTC về số tiền tương ứng số km ủng hộ cho chương trình Phẫu thuật Nụ cười. Top 28 CMC runner xuất sắc nhất; Top 28 khách hàng, đối tác và Top 28 runner cộng đồng chạy tốt nhất sẽ có cơ hội nhận Áo Until we heal của chương trình Inspiring Run CMC28 cùng nhiều hạng mục giải thưởng hấp dẫn khác.

Thông tin chi tiết về chương trình xem tại đây:

<https://www.facebook.com/nguoicmc/posts/3933443863443148>

Thông tin về Tập đoàn Công nghệ CMC:

Tập đoàn Công nghệ CMC là tập đoàn ICT lớn thứ hai tại Việt Nam với gần 28 năm hình thành và phát triển. CMC đã khẳng định vị thế trên thị trường Việt Nam và nhiều nước trên thế giới thông qua những hoạt động kinh doanh chủ lực ở 3 khối: Khối Công nghệ & Giải pháp (Technology & Solution), Khối Kinh doanh Quốc tế (Global Business), Khối Dịch vụ Viễn thông (Telecommunications).

Ở Việt Nam, Tập đoàn CMC được biết đến như một đối tác tin cậy và uy tín trong các dự án ICT cấp trung và lớn trong các lĩnh vực: Chính phủ, Giáo dục, Thuế, Kho bạc, Hải quan, Bảo hiểm, Điện lực, Ngân hàng, Tài chính và các Doanh nghiệp.

Trong chiến lược đến 2025, CMC đặt ra mục tiêu quyết liệt và đầy tham vọng: trở thành tập đoàn số với quy mô 10.000 nhân sự và doanh thu 1 tỷ USD. Để hiện thực hóa mục tiêu này, CMC đã hợp tác với một trong những công ty tư vấn chiến lược chuyển đổi số tốt nhất thế giới, triển khai Dự án “Tư vấn Chiến lược phát triển và Chuyển đổi số” cho Tập đoàn.

CMC luôn nỗ lực để dẫn đầu các làn sóng công nghệ mới, phát triển những sản phẩm - dịch vụ - giải pháp công nghệ đẳng cấp thế giới, mang lại những giá trị vượt trội cho khách hàng, góp phần nâng cao vị thế Việt Nam trong kỷ nguyên số, xây dựng đất nước hùng cường.

Thông tin về Quỹ Operation Smile

Operation Smile Việt Nam là một tổ chức từ thiện phi chính phủ của Mỹ với sứ mệnh chính là mang lại nụ cười, thay đổi cuộc đời của những trẻ em bị dị tật bẩm sinh môi, hàm ếch cũng như các dị tật hàm mặt khác thông qua các chương trình phẫu thuật từ thiện. Hoạt động chủ đạo của Operation Smile là cung cấp các ca phẫu thuật miễn phí cho các bệnh nhân bị dị tật bẩm sinh môi, hàm ếch và các dị tật hàm - mặt khác.

Liên hệ truyền thông:

Nguyễn Thành Lưu - Trưởng Ban Marketing & Truyền thông - Tập đoàn Công nghệ CMC
Điện thoại: 0963224466 - Email: ntluu@cmc.com.vn

Figure 82 - Execution - Press Release of “Inspiring Run CMC 28”

3.3.7. Results of the running race

- **“Fast - C-Speed” Award:**

CMC Men's First Prize: Cup and KICA K2 MINI Pocket Multi-Purpose Muscle Massager by Imports.vn.

Mr. Chien Nguyen (CMC TSHN) - 372.71 km

CMC Women's First Prize: Cup and KICA K2 MINI Pocket Multi-Purpose Muscle Massager by Imports.vn.

Ms. Do Nhu Phuong Thao (CMS) - 369.35 km

CMC Men's Second Prize: Men's Running Shoes – BMAI Mile 42K TRAIN

Mr. Truong Vuong Anh (CMC Global) - 364.97 km

CMC Women's Second Prize: Women's Running Shoes – BMAI Mile 42K TRAIN

Ms. Dao Nguyen (CMC TSHN) - 328.03 km

CMC Men's Third Prize: KNOCKAROUND - BLACK / MOONSHINE PREMIUMS running glasses by Imports.vn

Mr. Nguyen Thanh Luu (CMC Corp) - 356.01 km

CMC Women's Third Prize: KNOCKAROUND - BLACK / MOONSHINE PREMIUMS running glasses by Imports.vn

Ms. Vo Thi Hong Tiep (CMC Telecom) - 320.57 km

Impressive Runner: Cup

Nguyen Minh Nhut – CMC TSSG

Collective prize for the Team with the longest running km: Cup and reward VND 5,000,000

Team: CMC & Friends

- **"Creativity" Award**

01 Individual prize with the best route: Two Zi Sports Medal hangers, each worth 500,000 VND

Ms. Nguyen Thi Thu Hang (CMC Japan)

- **“Commitment” Award**

01 Men's individual prize to reach 28 km first: Voucher worth VND 500,000 from Zi Sports

Mr. Hieu Nguyen (CMC Cyber Security) - 199.14 km completed 28 km at 2021-04-27 06:04:04 on 27/24/2021

01 Female individual prize to reach 28 km first: Voucher worth VND 500,000 from Zi Sports

Ms. Do Nhu Phuong Thao (CMS) - 369.35 km completed 28 km at 07:02:29 on April 27, 2021

- **“Customer Centricity” Award**

Champion for Men: Cup

Mr. Nguyen Viet Linh - 614.79 km

Champion for Woman: Cup

Ms. Nguyen Thuy - 414.32 km

CMC's Friends Champion for Man: Cup

Mr. Toan Phan - 406.16 km

CMC's Friends Champion for Woman: Cup

Ms. Unin Anh - 386.08 km

01 collective prize for CTTV to invite the most number of customers to participate in the run (minimum completion of 28km): Cup and prize VND 5,000,000

Team: CMC TS

- **"Inspiring Person" Award**

08 Inspirational Awards: Cup and Knockaround Running Glass

- Masakuni Kumeda (CMC Japan)
- Nguyen Thi Thu Hang (CMC Japan)
- Truong Vuong Anh (CMC Global)
- Nguyen Thanh Luu (CMC Corp)
- Pham Huy Manh (CMC TSSG)
- Nguyen Tai Than (CMC Telecom Southern branch)
- Le Minh Hieu (CMC Telecom)
- Nguyen Dao (CMC TSHN)

In addition, the organizers also have other sponsorship gifts for the two-region runners, which are 100 bottles of Hai Ba Trung Beer Pilsner line (50 bottles each) worth VND 8,000,000 from sponsor C-Brewmaster.

3.3.8. Awards

On the morning of June 18, BTC "Inspiring Run CMC 28" awarded prizes to individuals and groups with the best achievements.

This year's run attracted 2101 runners who are CMCers and customers, partners and friends to run to raise funds. The program ended a successful season with a donation of 280 million VND equivalent to 28 smile surgeries for Operation Smile Fund.

3.3.9. Budget

| CMC 28 INSPIRING RUN & OFFLINE RUN COST | | | | | |
|---|---|-------------------------|--------|------------------|------------------|
| No. | Categories | Unit | Amount | Unit Price (VND) | Total (VND) |
| I. PRINTING, DESIGN | | | | | |
| 1 | Hashtag | | 8 | 80.000,00 | 640.000 |
| 2 | Standee | pcs | 4 | 200.000,00 | 800.000 |
| | Total | | | | 1.440.000 |
| II. LOGISTIC | | | | | |
| 1 | The shirt is intended as a gift for the boss | pcs | 12 | 200.000 | 2.400.000 |
| 2 | Service fee for using software and exporting running data of 84RACE | Gói | 1 | 5.000.000 | 5.000.000 |
| | Total | | | | 7.400.000 |
| III. PRIZE COSTS | | | | | |
| I | "Fast - C-Speed" Award: | | | | |
| 1 | Top 28 male CMC with the best results | Austria | 28 | 200.000 | 5.600.000 |
| 2 | Top 28 female CMC with the best results | Austria | 28 | 200.000 | 5.600.000 |
| 3 | 01 individual prize to reach 28 km first for men | Cup + Sponsorship Award | 1 | 1.000.000 | 1.000.000 |
| 4 | 01 individual prize to reach 28 km first for women | Cup + Sponsorship Award | 1 | 1.000.000 | 1.000.000 |
| 5 | 01 individual prize to reach 28 km second for men | Sponsorship Award | 1 | | |
| 6 | 01 individual prize to reach 28 km second for women | Sponsorship Award | 1 | | |
| 7 | 01 individual prize to reach 28 km third for men | Sponsorship Award | 1 | | |
| 8 | 01 individual prize to reach 28 km third for women | Sponsorship Award | 1 | | |
| 9 | Impressive Runner | Cup | 1 | 1.000.000 | 1.000.000 |
| 10 | 01 team prize to reach 280 km first | Cup + Prize | 1 | 6.000.000 | 6.000.000 |
| II | "Creativity" Award: | | | | |
| 1 | 01 individual prize with the best route | Sponsorship Award | 1 | | |
| III. | "Commitment" Award | | | | |

| | | | | | |
|--------------|--|-------------------------|----|-----------|-------------------|
| 1 | 01 individual prize for men with the longest total km | Sponsorship Award | 1 | | |
| 2 | 01 individual prize for the woman with the longest total km | Sponsorship Award | 1 | | |
| IV. | <i>“Customer Centricity” Award</i> | | | | |
| 1 | Champion for Men | Cup | 1 | 1.000.000 | 1.000.000 |
| 2 | Champion for Woman | Cup | 1 | 1.000.000 | 1.000.000 |
| 3 | CMC’s Friends Champion for Man | Cup | 1 | 1.000.000 | 1.000.000 |
| 4 | CMC’s Friends Champion for Woman | Cup | 1 | 1.000.000 | 1.000.000 |
| 5 | Top 28 male customers with the best running record | Austria | 28 | 200.000 | 5.600.000 |
| 6 | Top 28 female customers with the best running record | Austria | 25 | 200.000 | 5.000.000 |
| 7 | Top 28 male customers with the best running record | Austria | 28 | 200.000 | 5.600.000 |
| 8 | Top 28 female runner communities with the best running record | Austria | 7 | 200.000 | 1.400.000 |
| 9 | 01 collective prize for the that invites the most customers to participate in the run (minimum completion of 28km) | Cup + Prize | 1 | 6.000.000 | 6.000.000 |
| V. | <i>“Inspiring Person” Award</i> | | | | |
| 1 | Inspiring person | Cup + Sponsorship Award | 8 | 1.000.000 | 8.000.000 |
| | Total | | | | 55.800.000 |
| TOTAL | | | | | 64.640.000 |

Figure 83 - Execution - Budget of “Inspiring Run CMC 28”

3.3.10. Media & Communications plan

| Inspire the Future - Kick-start Big Moves CMC 28 - INTERNAL COMMUNICATION PLAN | | | |
|---|-------------------------|-----------------|---|
| No. | Items | Timeline Public | Link post |
| 1 | Reveal the running race | 23/4 | Reveal the running race - Page Reveal the running race - Group |

| | | | |
|---|--|-------------|---|
| 2 | News + official poster: Introduction to the rules and methods, prizes and meaning of the race | 25/4 | Regulations |
| | Email launching the whole Group | | |
| 3 | Online articles about typical CMC Inspiring Runners | 26/4-23/5 | |
| 4 | Update photos/achievements of participating units in the race | 26/4 - 23/5 | |
| 5 | [Post photos] Share daily running photos of Athletes | 4/5 | Share daily running photos of Athletes |
| 6 | Funny status about running => link Inspiring Run CMC 28 to stimulate a large number of people to participate | | |
| 7 | The last race | 23/5 | The last race |
| 8 | Announced the results of the running race | 08/6 | Announced the results of the running race |
| 9 | Awards | 18/6 | Awards |

Figure 84 - Execution - Internal communication plan of “Inspiring Run CMC 28”

3.3.11 Media publications

3.3.11.1 Media publications





Figure 85 - Execution - Media Publications of “Inspiring Run CMC 28”

3.3.11.2. Some media images

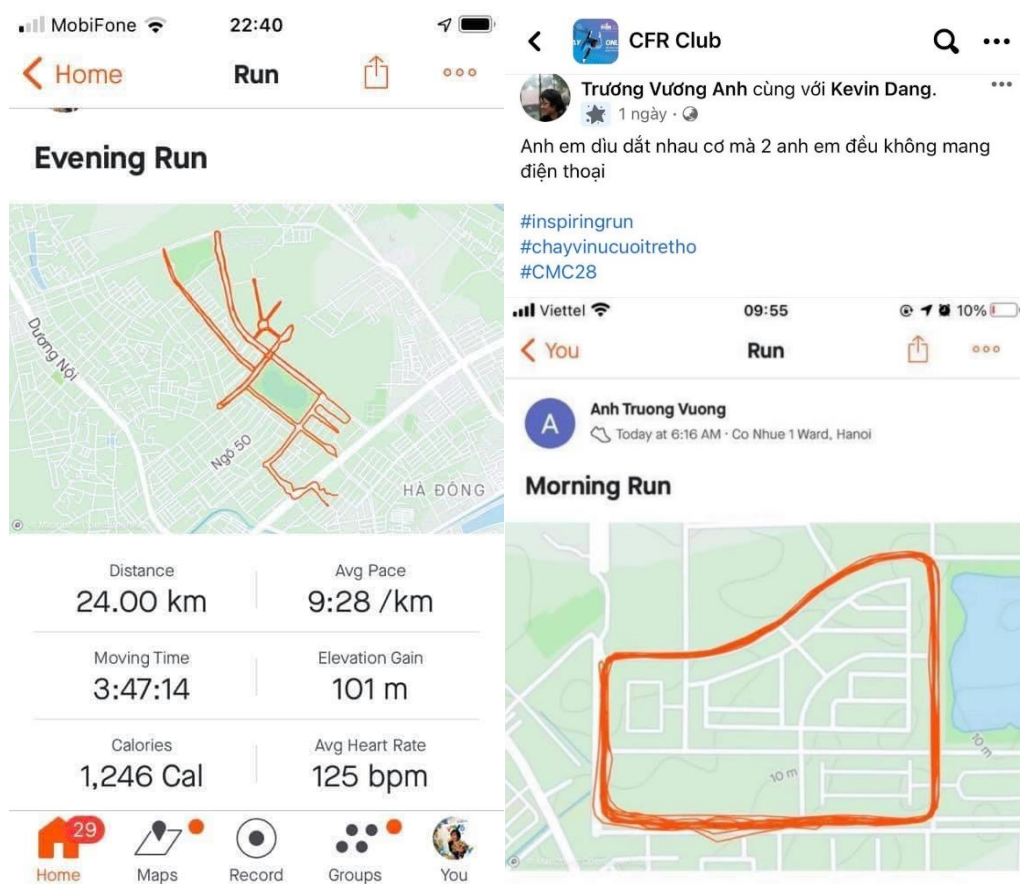


Figure 86 - Executive - Runway of athletes of “Inspiring Run CMC 28”



Figure 87 - Execution - Signing ceremony of cooperation agreement between CMC Corporation, Operation Smile and 84RACE of “Inspiring Run CMC 28”



Figure 88 - Execution - Running Award Ceremony “Inspiring Run CMC 28”

3.4. CMC Index

3.4.1 Timeline

Covid - 19 has a great influence on the chain of events of CMC. However, because the CMC Index contest is an online contest, it has not been affected too much by the epidemic situation. The event's timeline remains the same as the organizers intended.

| Timeline | | |
|----------|--|----------------------|
| No. | Item | Deadline |
| 1 | Planning | 18/4 |
| 2 | Formation of a committee to issue exams | 27/4 |
| 3 | Issue exam questions | 27/4-6/5 |
| 4 | Review of the first exam (reviewed by organizing committee) | 6/5-8/5 |
| 5 | Review of the 2nd exam (reviewed by the Board of Directors of the companies) | 9-May |
| 6 | Complete the exam | 10-May |
| 7 | Import exam questions into the system | 12-May |
| 8 | Test exam | 12-May |
| 9 | Official exam | 19-21/5 |
| 10 | Awards | After every exam day |

Figure 89 - Execution -Timeline CMC Index 2021

3.4.2 Checklist

| Checklist | | |
|-----------------|--|----------|
| No. | Item | Deadline |
| Planning | | |
| 1 | Program planning | 18/4 |
| 2 | Set up a committee to set up the exam questions, discuss with the members about the exam questions | 25/5 |
| 3 | - Detailed scripting - Make a checklist - Media planning - Budgeting (compared with the approved budget according to the plan at the beginning of the year) | 22/5 |
| 4 | Conceptualize concept design, program brand identity | 29/5 |

| | | |
|---------------------------------|--|-----------|
| 5 | Signer | 23/5 |
| Design and communication | | |
| 1 | Email the media about the media script | |
| 2 | Design publications: - Email templates/communication through channels - Standee (tarpaulin + electronic) | |
| 3 | Announcement articles | |
| 4 | Articles about the meaning of the program | |
| 5 | Video Production | |
| 6 | Standee (tarpaulin + electronic) | |
| 7 | Laptop screen | |
| 8 | Announcement of awards | |
| Exam preparation | | |
| 1 | Receipt of exam questions | 6/5 |
| 2 | Review and evaluate exam questions | 6/5 - 8/5 |
| 3 | Review exam questions with Head of member companies | 9/5 |
| 4 | Closing the exam and uploading it to the exam system | 12/5 |
| System | | |
| 1 | Prepare the system foundation | 22/4 |
| 2 | Upgrading server configuration with IT department | 30/4 |
| 3 | Contact SAP Project Team for support during the exam | 30/4 |
| 4 | Standardize the quiz and put it into the system | 30/4 |
| 5 | Test the exam before organizing the program | 30/4 |
| Logistics | | |
| 1 | Logistic preparation: - Medal - Certificate of Merit (Individual) - Medal (Collective) | 30/4 |
| Deployment | | |
| 1 | Deployment | |
| Report | | |

| | | |
|----------------|---|--|
| 1 | Summarize and fully update prize information by date and the whole contest: - List - Test score, Exam time - Award winning organizations and individuals | |
| 2 | Report | |
| Payment | | |
| 1 | Procedures for payment of program implementation costs | |

Figure 90 - Execution - Checklist CMC Index 2021

3.4.3 Software system

3.4.3.1 CMC Index review software

The contest has 3 consecutive contest days, taking place from May 18 - 19 - 20. Each test consists of 20 random questions on 5 topics.

In addition, every day, the program has a rain of prizes with 28 individual prizes for the candidate with the highest test score in the shortest time; and 5 Lucky Index prizes for contestants in random order of 5, 26, 93, 265, 593. Besides, the competition also has extremely attractive collective prizes.

In order to fully prepare for the competition, the organizers have issued a guide to access the review software for the contest. Simple, easy-to-understand image user manual, detailed step-by-step description of accessing the system.

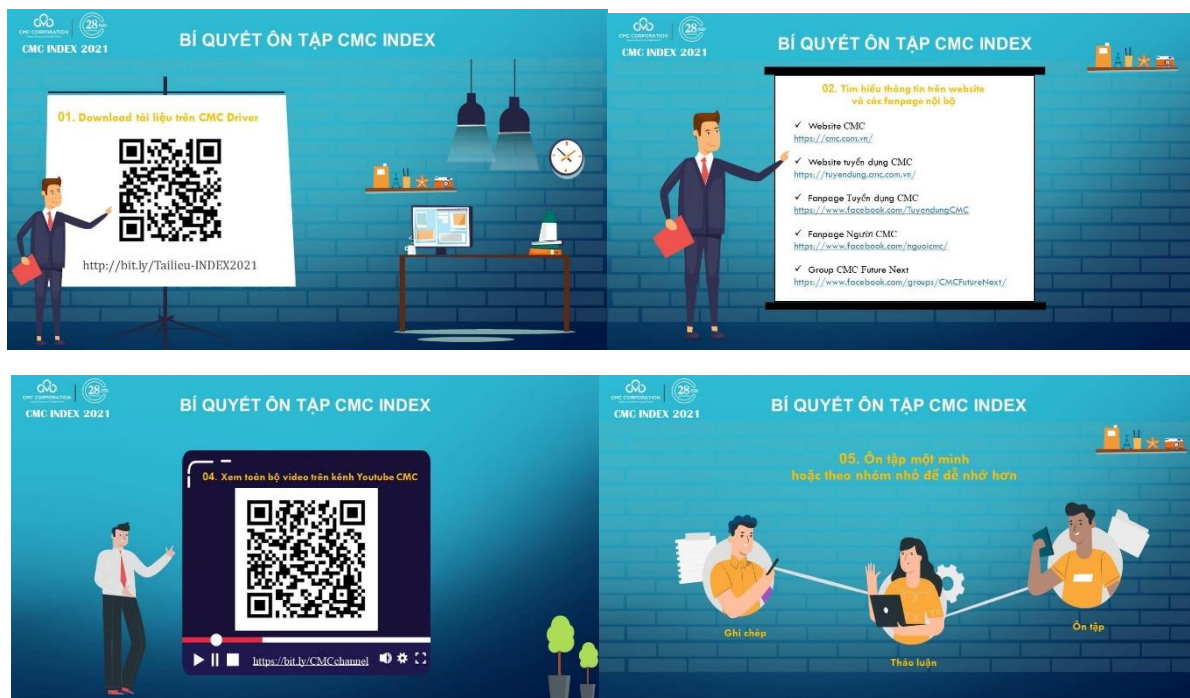


Figure 91 - Execution - CMC Index review software

3.4.3.2 Execution - CMC Index Exam System

CMC Index is an online contest so the system used for the contest is a very important factor. The exam system used has the link: <https://sf4c.cmc.com.vn>.

To ensure that all members attending CMC Index can easily access the system, the Organizing Committee has posted instructions for logging in to the system in the form of easy-to-see and easy-to-understand images to help members.



Figure 92 - Execution - CMC Index Exam System

3.4.4 Contest results

3.4.4.1 Day 1: Historical milestone

The first contest starts from 9:00 to 19:00 on May 18, 2021 with the theme "Historical milestones" to help everyone look back on a part of CMC's heroic but also difficult and challenging journey during 28 years. From there, helping CMC people to be more proud of the past and to believe and be consistent with the upcoming development goals.

On day 1, the questions about Events, CMC Milestones will give you 3 times more points (x3) than other questions if you answer correctly. These points will help you win the program's very attractive prizes.

After the end of the first day of the test, the results of the CMC Index 2021 contest were compiled:

- Total number of employees participating in the exam: more than 1300 employees completed the test.
- 28 outstanding Aspire award winners appeared.
- 5 Lucky Index prizes revealed
- Ho Thi Na - CPU - CMC Corp
- Doan Thi Khanh Linh - Technical & Technology - Cloud Computing - CMC Telecom
- Ho Minh Hau - Service Delivery Center - CMC Telecom
- Vo Minh Hoang - ITS.Tech - CMC TSSG

- Tran Viet Nhut - BFSI.Ftec.s - CMC TSSG
- Unit (<150 employees) with the highest participation rate: CIST (61%), CMC Corp (54%)
- Unit (>150 employees) with the highest participation rate: CMC Telecom (57%), TSSG (41%)
- Unit with the most completed employees: CMC Telecom (437), Global (309)
- The leader board completed the exam:
- Mr. Hoang Ngoc Hung (Senior Vice Chairman of the Group, Chairman of CMC Global, Chairman of CMC Ciber)
- Mr. Dang Ngoc Bao (Acting General Director of CMC Global)

| THÔNG BÁO KẾT QUẢ CMC INDEX 2021 NGÀY 1: ĐẦU MỐC LỊCH SỬ | | | | |
|---|-----|-----------------------|--------------------|-----------|
| GIẢI THƯỞNG CÁ NHÂN | | | | |
| Giải thưởng | STT | Họ và tên | Công ty | Tổng điểm |
| ASPIRE | 17 | Phan Thị Ninh | CMC TSHN | 300 |
| | 18 | Phạm Đức Thuận | CMC TSSG | 300 |
| | 19 | Trần Anh Nam Hồng | CMC TSSG | 300 |
| | 20 | Nguyễn Văn Trào | CMC TELECOM | 300 |
| | 21 | Đào Đức Tú | CMC TSHN | 300 |
| | 22 | Trần Thanh Khải | CMC TELECOM | 300 |
| | 23 | Tạ Đăng Sơn Tùng | CMC CYBER SECURITY | 300 |
| | 24 | Trương Thị Quỳnh Hoa | CMC TSHN | 300 |
| | 25 | Vũ Duy Cán | CMC TSHN | 300 |
| | 26 | Nguyễn Thị Thanh | CMC TSHN | 300 |
| LUCKY INDEX | 27 | Nguyễn Văn Đoàn | CMC TELECOM | 300 |
| | 28 | Nguyễn Thị Thanh Hoài | CMC CYBER SECURITY | 291 |
| | 5 | Hồ Thị Nga | CMC CORP | 261 |
| | 26 | Đoàn Thị Khánh Linh | CMC TELECOM | 141 |
| | 93 | Hồ Minh Hậu | CMC TELECOM | 189 |
| | 265 | Võ Minh Hoàng | CMC TSSG | 159 |
| | 593 | Trần Việt Nhựt | CMC TSSG | 150 |

| THÔNG BÁO KẾT QUẢ CMC INDEX 2021 NGÀY 1: ĐẦU MỐC LỊCH SỬ | | | | |
|---|-----|-----------------------|--------------------|-----------|
| GIẢI THƯỞNG CÁ NHÂN | | | | |
| Giải thưởng | STT | Họ và tên | Công ty | Tổng điểm |
| ASPIRE | 1 | Nguyễn Trung Hiếu | CMC CYBER SECURITY | 300 |
| | 2 | Vũ Quang Vinh | CMC CYBER SECURITY | 300 |
| | 3 | Bùi Thị Hương Giang | CMC CYBER SECURITY | 300 |
| | 4 | Phạm Thị Thu Trà | CMC CYBER SECURITY | 300 |
| | 5 | Trương Tuấn Bằng | CMC CYBER SECURITY | 300 |
| | 6 | Lê Thị Phương | CMC CYBER SECURITY | 300 |
| | 7 | Nguyễn Minh Thành | CMC CYBER SECURITY | 300 |
| | 8 | Nguyễn Quang Minh | CMC CYBER SECURITY | 300 |
| | 9 | Nguyễn Thị Ngọc Yến | CMC TSHN | 300 |
| | 10 | Trần Thị Như Hoàn | CMC TSSG | 300 |
| | 11 | Nguyễn Minh Tuấn | CMC CORP | 300 |
| | 12 | Nguyễn Thị Ngọc Huyền | CMC TSSG | 300 |
| | 13 | Nguyễn Thị Lan Anh | CMC CORP | 300 |
| | 14 | Phạm Tuấn Minh | CMC CYBER SECURITY | 300 |
| | 15 | Đào Tiến Thủ | CMC CYBER SECURITY | 300 |
| | 16 | Trần Diệu Ngân | CMC CIBER | 300 |

| THÔNG BÁO KẾT QUẢ CMC INDEX 2021 NGÀY 1: ĐẦU MỐC LỊCH SỬ | | | |
|---|--------------------|-------------------|----------------|
| TỶ LỆ THAM GIA THEO CÔNG TY | | | |
| STT | Công ty | Số lượng tham gia | Tỷ lệ tham gia |
| 1 | CMC CIBER | 18 | 22% |
| 2 | CIST | 22 | 67% |
| 3 | CMC CORP | 53 | 72% |
| 4 | CMC CYBER SECURITY | 42 | 60% |
| 5 | CMC GLOBAL | 345 | 31% |
| 6 | CMC TELECOM | 566 | 74% |
| 7 | CMC TSHN | 100 | 32% |
| 8 | CMC TSSG | 178 | 46% |
| 9 | CMS | 13 | 25% |


Figure 93 - Execution - Result day 1

3.4.4.2 Day 2: People, culture

Day 2 - CMC Index 2021 contest with the theme "CMC People - Culture" ended on May 20, 2021.

- The 2nd day of the exam had the participation of 1326 staff members, of which 11 got perfect scores
- The Aspire Award was given to 28 people
- Lucky Index Prize has found 5 owners:
- Tran Lan Anh - CMC Telecom
- Nguyen Duc Toan - CMC Global
- Vu Hai Anh - CMC Telecom
- Le Thi Giang Phuong - CMC TSSG
- Trinh Thanh Tung - CMC Telecom
- Unit (<150 employees) with the highest participation rate: CMC Corp (95%), CIST (64%)
- Unit (>150 employees) with the highest participation rate: CMC Telecom (79%), TSSG (44%)
- Unit with the most completed employees: CMC Telecom (607), Global (322)
- On the second day, the number of employees participating in the contest was more than the first day, but the percentage of people who got absolute points was less. This disparity is due to the fact that the 2nd day topic is more difficult than the 1st day.
- The rate of participating in the contest compared to the number of members of the companies on the 2nd day also increased compared to the 1st day. This shows that employees' excitement and interest in the CMC Index competition has increased.

| THÔNG BÁO KẾT QUẢ CMC INDEX 2021 NGÀY 2: CON NGƯỜI, VĂN HOÁ | | | | |
|--|-------------|-----------------------|--------------------|-------------|
| GIẢI THƯỞNG CÁ NHÂN | | | | |
| Giải thưởng | STT | Họ và tên | Công ty | Tổng điểm |
| ASPIRE | 1 | Nguyễn Thị Thanh Hoài | CMC CYBER SECURITY | 300 |
| | 2 | Đỗ Thủy Dương | CMC CORP | 300 |
| | 3 | Trình Thị Kim Ngân | CMC CORP | 300 |
| | 4 | Vũ Việt Tiến | CMC CYBER SECURITY | 300 |
| | 5 | Nguyễn Thị Ngọc | CMC CORP | 300 |
| | 6 | Mai Thu Hà | CMC CORP | 300 |
| | 7 | Nguyễn Thảo Linh | CMC CIBER | 300 |
| | 8 | Huỳnh Minh Kỳ | CMC TSSG | 300 |
| | 9 | Nguyễn Việt Mạnh | CMC GLOBAL | 300 |
| | 10 | Vũ Ngọc Thanh | CMC CYBER SECURITY | 300 |
| | 11 | Ngô Trần Thu Hằng | CMC CORP | 300 |
| | 12 | Phạm Thị Hào | CMC CYBER SECURITY | 291 |
| | 13 | Nguyễn Thị Thủy | CMC CYBER SECURITY | 291 |
| | 14 | Hồ Thị Na | CMC CORP | 291 |
| | 15 | Vũ Quang Vinh | CMC CYBER SECURITY | 291 |
| | 16 | Bùi Thị Hương Giang | CMC CYBER SECURITY | 291 |
| THÔNG BÁO KẾT QUẢ CMC INDEX 2021 NGÀY 2: CON NGƯỜI, VĂN HOÁ | | | | |
| GIẢI THƯỞNG CÁ NHÂN | | | | |
| Giải thưởng | STT | Họ và tên | Công ty | Tổng điểm |
| ASPIRE | 17 | Nguyễn Thùy Linh | CMC CIBER | 291 |
| | 18 | Hoàng Phước Long | CMC CORP | 291 |
| | 19 | Nguyễn Ngọc Phương | CMC TSSG | 291 |
| | 20 | Phạm Tuấn Minh | CMC CYBER SECURITY | 291 |
| | 21 | Phùng Anh Minh | CMC CORP | 291 |
| | 22 | Bùi Hồng Sơn | CMC CYBER SECURITY | 291 |
| | 23 | Đinh Thị Kim Hoàn | CMC CIBER | 291 |
| | 24 | Phạm Trọng Phước | CMC TELECOM | 291 |
| | 25 | Vũ Thị Vân Anh | CMC CYBER SECURITY | 291 |
| | 26 | Lê Thanh Trúc | CMC TSSG | 291 |
| | 27 | Lê Thị Hồng Nhung | CMC TELECOM | 291 |
| | 28 | Nguyễn Minh Tuấn | CMC CORP | 291 |
| | LUCKY INDEX | 5 | Trần Lan Anh | CMC TELECOM |
| 26 | | Nguyễn Đức Toàn | CMC GLOBAL | |
| 93 | | Vũ Hải Anh | CMC TELECOM | |
| 265 | | Lê Thị Giang Phương | CMC TSSG | |
| 593 | | Trình Thanh Tung | CMC TELECOM | |


THÔNG BÁO KẾT QUẢ CMC INDEX 2021
 NGÀY 2: CON NGƯỜI, VĂN HOÁ

TỶ LỆ THAM GIA THEO CÔNG TY

| STT | Công ty | Số lượng tham gia | Tỷ lệ tham gia |
|-----|--------------------|-------------------|----------------|
| 1 | CMC CIBER | 21 | 26% |
| 2 | CIST | 21 | 64% |
| 3 | CMC CORP | 71 | 95% |
| 4 | CMC CYBER SECURITY | 29 | 39% |
| 5 | CMC GLOBAL | 322 | 29% |
| 6 | CMC TELECOM | 607 | 79% |
| 7 | CMC TSHN | 84 | 27% |
| 8 | CMC TSSG | 167 | 44% |
| 9 | CMS | 4 | 8% |

Figure 94 - Execution - Result day 2

3.4.4.3. Day 3: Products and services

- The third exam day is also the last day of the CMC Index 2021, which ended on May 21, 2021.
- The 2nd day of the exam had the participation of 1326 staff members, of which 11 got perfect scores
- The Aspire Award of the 3rd day was awarded to 28 people, including 10 people with perfect points.
- 5 lucky prizes were given to:
 - Nguyen Dinh Phuong - CMC Global
 - Tran Anh Bac - CMC Global
 - Truong Thi Hong Nhung - CMC Telecom
 - Lieu Quoc An - CMC Telecom
 - Dao Thi Nhu Quynh - CIST

| CMC CORPORATION | | THÔNG BÁO KẾT QUẢ CMC INDEX 2021 NGÀY 3: SẢN PHẨM DỊCH VỤ | | |
|---------------------|-----|--|--------------------|-----------|
| GIẢI THƯỞNG CÁ NHÂN | | | | |
| Giải thưởng | STT | Họ và tên | Công ty | Tổng điểm |
| COMMITMENT | 1 | Dương Thị Hương | CMC CYBER SECURITY | 300 |
| | 2 | Đinh Thị Kim Hoàn | CMC CIBER | 300 |
| | 3 | Đông Hải Yến | CMC CIBER | 300 |
| | 4 | Trịnh Đỗ Hồng Nga | CMC CORP | 300 |
| | 5 | Hoàng Phước Long | CMC CORP | 300 |
| | 6 | Lê Thị Thanh Nhân | CMC CIBER | 300 |
| | 7 | Thái Thị Phương Ly | CMC CIBER | 300 |
| | 8 | Phạm Văn Tùng | CMC CYBER SECURITY | 300 |
| | 9 | Võ Thị Minh Tâm | CMC TELECOM | 300 |
| | 10 | Nguyễn Công Tiến | CMC TELECOM | 300 |
| | 11 | Vũ Ngọc Thanh | CMC CYBER SECURITY | 291 |
| | 12 | Phạm Thanh Huyền | CMC CYBER SECURITY | 291 |
| | 13 | Lê Huỳnh Minh Thư | CMC TSSG | 291 |
| | 14 | Nguyễn Thị Ngọc | CMC CORP | 291 |
| | 15 | Vũ Việt Tiến | CMC CYBER SECURITY | 291 |
| | 16 | Trần Thị Hồng Nhung | CMC CYBER SECURITY | 291 |

| CMC CORPORATION | | THÔNG BÁO KẾT QUẢ CMC INDEX 2021 NGÀY 3: SẢN PHẨM DỊCH VỤ | | |
|---------------------|-------------|--|--------------------|------------|
| GIẢI THƯỞNG CÁ NHÂN | | | | |
| Giải thưởng | STT | Họ và tên | Công ty | Tổng điểm |
| COMMITMENT | 17 | Nguyễn Viết Thành | CMC CORP | 291 |
| | 18 | Nguyễn Hải Nam | CMC CIBER | 291 |
| | 19 | Nguyễn Thị Ngọc | CMC CORP | 291 |
| | 20 | Nguyễn Trần Hiếu | CMC CYBER SECURITY | 291 |
| | 21 | Đỗ Đức Trung | CMC CORP | 291 |
| | 22 | Nguyễn Khắc Công | CMC CORP | 291 |
| | 23 | Vũ Quang Vinh | CMC CYBER SECURITY | 291 |
| | 24 | Đặng Đức Duy | CMC TELECOM | 291 |
| | 25 | Lê Vương Hồng Lam | CMC TELECOM | 291 |
| | 26 | Hoàng Văn Tiến | CMC CYBER SECURITY | 291 |
| | 27 | Hồ Thị Cẩm Thi | CMC TELECOM | 291 |
| | 28 | Hồ Thị Ngọc Hà | CMC TSSG | 279 |
| | LUCKY INDEX | 5 | Nguyễn Đình Phương | CMC GLOBAL |
| 26 | | Trần Anh Bắc | CMC GLOBAL | |
| 93 | | Trương Thị Hồng Nhung | CMC TELECOM | |
| | 265 | Liêu Quốc An | CMC TELECOM | |
| | 593 | Đào Thị Như Quỳnh | CIST | |

Figure 95 - Execution - Result day 3

3.4.3.4 Summary

After 3 exciting and exciting competition days, CMC Index 2021 – Passport the Future has revealed the final owner of the prizes.

In addition to individual awards, summarizing the whole contest, CMC Telecom won the C-Excellence award with the highest average score and participation rate in the category of companies with over 150 employees, CMC Corp. also honored to receive this award in the category of companies with less than 150 employees. The organizers awarded the C-Excellence award on May 24.

As part of a series of events to celebrate the Group's 28th birthday, CMC Index is CMC's largest knowledge contest. The contest is an opportunity for CMC people to look back on the past heroic and brave journeys of the Group, as well as light up the fire of intelligence, passion and desire to conquer the digital world.

3.4.5 Communication Execution

3.4.5.1 Communication plan

| Communication Plan | | | | | | | | | | |
|--|---|--------|---------------|---------|---------------|-------------------------|---------|----------|-----------------|----------|
| Item | Detail | Amount | Media Channel | | | | | | | Deadline |
| | | | Email | Fanpage | Laptop screen | Building speaker system | Standee | Frame FB | Teams (Channel) | |
| I. Before the competition (April 26 - May 18): Information about the contest, attracting the attention and response of CMCers | | | | | | | | | | |
| 1. Notice | The first post about the program | 1 | x | x | x | | | | x | 27/4 |
| | Official information about the program | 1 | x | x | x | | | | x | 04/05 |
| 2. Program articles | Meaning of the contest theme | 1 | | x | x | x | | | x | 07/05 |
| | Articles on each topic (1 article per topic) | 5 | | x | x | x | | | x | 11-13/05 |
| | The secret to winning a high prize in the contest (share references: Videos, Profile, Cultural Handbook, CMC Newspaper, some special articles on fanpage ...) | 1 | x | x | | | | | x | 14/5 |
| | Countdown before the show, introduce the theme of day 1 | 1 | | x | | | | | x | 17/05 |
| 3. Video | Video of the Board of Directors talking about the meaning of the program | | | x | | | | | | 15/5 |
| | The spirit of readiness, the atmosphere before the competition (interviewing some groups or individuals, showing the spirit of waiting for the competition ...) | 1 | | x | x | x | | | x | 16/5 |
| 4. Publications | Standee (tarpaulin) to communicate about the program (located at Corp and main lobby of member companies) | 1 | | | | | | x | | 08/05 |

| | | | | | | | | | | |
|--|--|---|---|---|---|---|---|--|---|------|
| | Electronic standee (1st floor electronic board) | 1 | | | | | x | | | |
| II. During the contest (May 19 - May 21) Atmosphere, updating the progress of the contest | | | | | | | | | | |
| Announcement/ Media article | Summary of day 1 | 1 | x | x | x | x | | | x | 19/5 |
| | Article introducing the topic of day 2 | 1 | | x | x | x | | | x | 19/5 |
| | Summary of day 2 | 1 | x | x | x | x | | | x | 20/5 |
| | Article introducing the topic of the 3rd day | 1 | | x | x | x | | | x | 20/5 |
| | Summary of day 3 | 1 | x | x | x | x | | | x | 21/5 |
| III. After the contest (May 23 - 27) Contest summary | | | | | | | | | | |
| Summary | Synthesize and honor the awards of the whole contest, information about the award ceremony | 1 | x | x | x | x | | | x | |
| Program Impressions | Meaningful things, unexpected situations, emotions of employees participating in the program | 1 | | x | x | x | | | x | |

Figure 96 - Execution - Communication plan

3.4.5.2 Media publications

On 20-21/5, representatives of the Organizing Committee - Mr. Nguyen Trong Minh and Head of the exam committee - Ms. Tran My Le presented prizes to excellent individuals who won prizes on the 2nd and 3rd day of the contest with the theme “CMC Culture – People” and “Strategy – Products and Services”.





Figure 97 - Execution - Media publication

3.5 CMC Awards 2021

3.5.1 Timeline

| TIMELINE CMC Awards 2021 | | |
|--------------------------|------|---|
| No. | Time | Items |
| 1 | 27/4 | Announcement of the meeting schedule to review the excellent individual and collective awards at the Group level by the Emulation and Commendation Council at the Corporation level |
| 2 | 29/4 | The Emulation and Commendation Council held a meeting to review excellent individual and collective awards |

| | | |
|---|------|--|
| 3 | 4/5 | Sharing the results of the awarding of the Emulation and Commendation Council, the impressive numbers of this year's awards |
| 4 | 7/5 | The emulation and commendation committee sends congratulatory letters to individuals and collective representatives who have won excellent awards Announcement of the upcoming Honor Ceremony |
| 5 | 21/5 | Send personal letters and gifts to the winners of the Dedication Awards 2021 |
| 6 | 24/5 | Organizing the Ceremony of Honoring and awarding prizes to the winners at the Headquarters of Performance Awards 2021 |

Figure 98 - Execution - TIMELINE CMC Awards 2021

3.5.2 Prize Structure

| PRIZE STRUCTURE | | | |
|------------------------|--|---------------|---|
| No. | Awards | Amount | Prize |
| 1 | Best Performance of The Year | 28 | Cash + Crystal Cup + Certificate of Merit |
| 2 | Best Team of The Year | 12 | Cash + Certificate of Merit |
| 3 | Best Leader of The Year | 3 | Cash + Crystal Cup + Certificate of Merit |
| 4 | Best Manager of The Year | 10 | Cash + Crystal Cup + Certificate of Merit |
| 5 | The Leading Company of The Year | 1 | Gold Cup + Certificate of Merit + Cash |
| 6 | Dedication Award | 78 | Cash + Travel suitcase + Thank you letter |

Figure 99 - Execution - Prize structure

3.5.3. Change in plan

3.5.3.1. Reason

- Due to the raging outbreak of Covid -19
- Ensure safety for all employees of CMC Group while maintaining the intention to pay tribute toward the dedication of CMCers.

3.5.3.2. Items change

- **Change in timeline**

Initially, the CMC Awards 2021 Honoring Ceremony will be held together with CMC's 28th Anniversary on May 26, however, due to the complicated developments of the COVID-19 epidemic, the Organizing Committee has decided to plan to change the event time to 24/05/2021.

- **Change in location**

Initially, the CMC Awards Ceremony 2021 was planned to be held on the stage of the National Convention Center with a large scale, splendid and solemn spotlights. However, due to the outbreak of the epidemic, the venue had to be changed, moving to the stage in the Group's own office with a smaller scale but still ensuring the solemnity and neatness.

- **Change in rewarding form**

Individual Awards and Collective Awards

Initially, it was expected that the awarding format would be taken with the form of Oscar, and there would be 2 representatives of the Organizing Committee to read the leading words with each nomination, give reasons and highlights to honor the collective or individual. However, the awarding part must take place very quickly while ensuring that all awards are given to all excellent individuals and collectives. Each nomination will only have 1 representative of the Organizing Committee or the Board of Directors as the person to award individual or collective.

Award of Pioneering

The original plan was to present the awards in the presence of the Board of Directors interacting with LED screens with brilliant visual effects showing the image of the Flag with the name of the awarding unit, project and down the hall, the walk of fame will be stretched to welcome the representative of each unit to receive the award. After going on stage, the Board of Directors continued to perform the interaction with the LED screen and attached CMC medal to the Flag.

However, the Award of Pioneering takes place in the traditional form with the Board of Directors giving Cups, wreaths and certificates of merit directly to the representative of CMC Global. Then they will take souvenir photos together with the standee showing the company's logo and name on both sides of the Group's stage.

3.5.4. Execution

3.5.4.1. Dedication Awards

Series of articles "Diary of Youth with CMC" (April 29, 2021)



Figure 100 - Series of articles “Diary of Youth with CMC” (April 29, 2021)

Touching memories and meaningful stories shared by individuals who have contributed to CMC during the past 10, 15, 20 and 25 years will inspire CMC staffs. This will be a meaningful gift for the winner of the CMC Dedication Award.

Send congratulatory letters to individuals and collectives (May 7, 2001)

To pay tribute to the long-term contributors to CMC, the Chairman of CMC Group sent a letter to every staff of CMC, expressing his pride in having diligent and talented collaborators accompanying him throughout the journey. The letter with simple words but full of respect has surprised and touched many people.



Figure 101 - Send congratulatory letters to individuals and collectives (May 7, 2001)

Special gift (May 21st 2021)

More specifically, after the email sent to the staff, the president of CMC continued to send the winners of Dedication Award a handwritten postcard with a gift set “to the future”, wishing them to always keep the fire of passion and desire.

A postcard and a gift set “to the future” including notebooks, pens and a suitcase were unexpectedly prepared on each individual's desk. This makes everyone very surprised and touched by the special attention of the president of CMC.

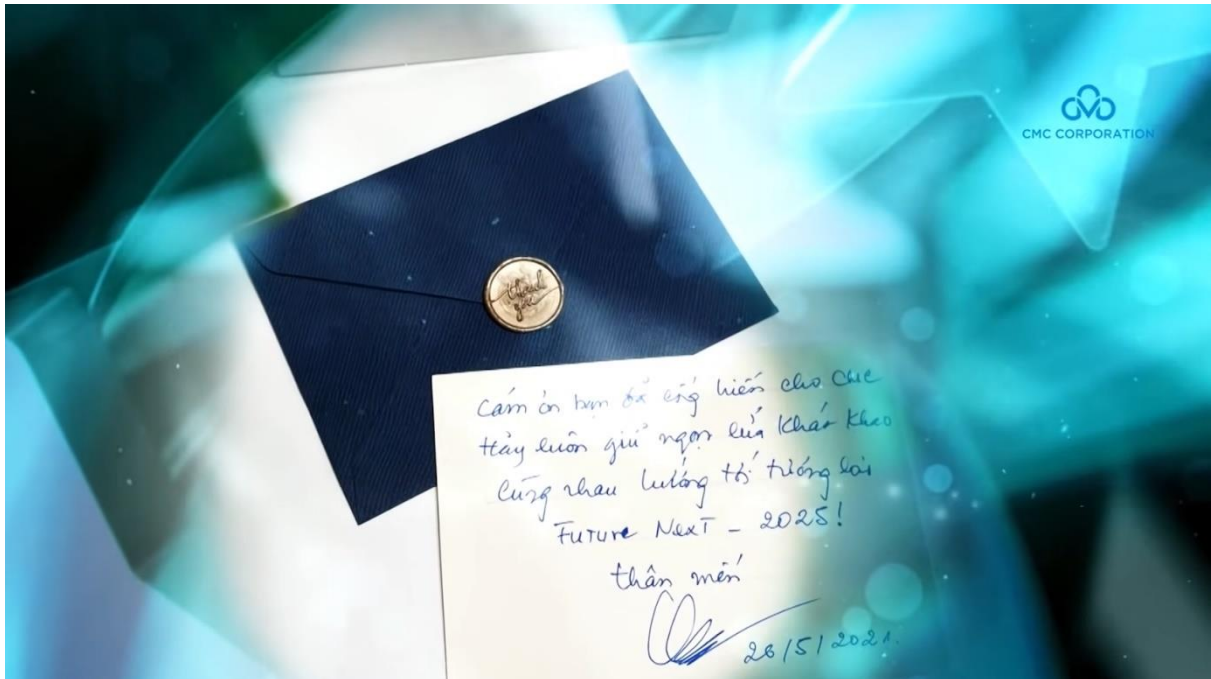


Figure 102 - Special gift (May 21th 2021)

3.5.4.2 Celebration of CMC Awards 2021 - Awarding Performance Awards (May 24th 2021)

Due to the complicated developments and unpredictable effects of the COVID-19 epidemic, the CMC AWARDS 2021 Honoring Ceremony was separated and organized to ensure the safest for all employees. Instead of holding the CMC AWARDS 2021 Honoring Ceremony under the splendid and solemn stage lights, the CMC AWARDS 2021 Honor Ceremony would be held at the company's headquarters with the following rules: small scale, limited number of participants and must ensure safety for the participants.

The Honoring Ceremony of CMC AWARDS 2021 took place on the morning of May 24, 2021, at the head office of CMC Tower Hanoi, with the epidemic preventive actions such as disinfection, temperature check and limited number of staff. Attending the Honoring Ceremony of CMC AWARDS 2021, there were the presence of Mr. Nguyen Trung Chinh - Chairman of the Board of Directors/Chairman of the Group as well as some members of the Board of Directors and staff with excellent achievements in work.

| Programs | | |
|----------|---------------|---|
| No. | Time | Activity |
| 1 | 9:00 - 9:15 | MC announced the reason, opening the CMC Awards 2021 |
| 2 | 9:15 - 9:30 | Leaders give speeches, thanking individuals and groups for achievements |
| 3 | 9: 30 - 9:50 | Awarded Best Performance of The Year for 28 excellent individuals and groups at the Corporation level |
| 4 | 9:50 - 10:05 | Awarding the Best Team of The Year award for 12 typical departments at the Corporation level |
| 5 | 10:05 - 10:15 | Awarded Best Leader of The Year for 3 outstanding leaders at the Corporation level |
| 6 | 10:15 - 10:30 | Awarding the Best Manager of The Year award for 10 excellent managers at the Corporation level |
| 7 | 10:30 - 10:45 | Presenting The Leading Company of The Year - Award for Leading Company |
| 8 | 10:45 - 10:55 | Souvenir photograph |

Figure 103 - Execution - Programs

3.5.5 Budget

| Budget CMC Awards 2021 | | | | | | |
|---|-------------------|---------------------------------|---------------|---------------------|--------------|------------------------------------|
| No | Awards | Categories | Amount | Unit price | Total | Ghi chú |
| I.Cash Prizes | | | | | | |
| 1 | Dedication Award | Dedication for 10 years | 50 | 3,000,000 | 150,000,000 | |
| 2 | | Dedication for 15 years | 15 | 5,000,000 | 75,000,000 | |
| 3 | | Dedication for 20 years | 10 | 10,000,000 | 100,000,000 | |
| 4 | | Dedication for 25 years | 3 | 25,000,000 | 75,000,000 | |
| 5 | Performance Award | Best Performance of The Year | 28 | 3,000,000 | 84,000,000 | |
| 6 | | Best Manager of The Year | 10 | 5,000,000 | 50,000,000 | |
| 7 | | Best Leader of The Year | 3 | 10,000,000 | 30,000,000 | |
| 8 | | Best Team of The Year | 12 | 10,000,000 | 120,000,000 | |
| | | The Leading Company of The Year | 1 | 30,000,000 | 30,000,000 | |
| Total Cash Prizes: 714,000,000 VND | | | | | | |
| II.Artifacts Prizes | | | | | | |
| 1 | Dedication Award | Dedication for 10 years | 50 | 1,000,000 + 10% VAT | 55,000,000 | Travel suitcase + Thank you letter |
| 2 | | Dedication for 15 years | 15 | 1,200,000 + 10% VAT | 19,800,000 | Travel suitcase + Thank you letter |

| | | | | | | |
|--|-------------------|---------------------------------|----|---------------------|------------|------------------------------------|
| 3 | | Dedication for 20 years | 10 | 1,500,000 + 10% VAT | 16,500,000 | Travel suitcase + Thank you letter |
| 4 | | Dedication for 25 years | 3 | 2,000,000 + 10% VAT | 6,600,000 | Travel suitcase + Thank you letter |
| 5 | Performance Award | Best Performance of The Year | 28 | 1,000,000 + 10% VAT | 30,800,000 | Crystal Cup + Certificate of Merit |
| 6 | | Best Manager of The Year | 10 | 1,200,000 + 10% VAT | 13,200,000 | Crystal Cup + Certificate of Merit |
| 7 | | Best Leader of The Year | 3 | 1,500,000 + 10% VAT | 4,950,000 | Crystal Cup + Certificate of Merit |
| 8 | | Best Team of The Year | 12 | 1,500,000 + 10% VAT | 19,800,000 | Certificate of Merit |
| 9 | | The Leading Company of The Year | 1 | 2,000,000 + 10% VAT | 2,200,000 | Gold Cup + Certificate of Merit |
| Total Artifacts Prizes: 168,850,000 VND | | | | | | |
| Total Budget: 882,850,000 VND | | | | | | |

Figure 104 - Execution - Budget CMC Awards 2021

3.5.6 Communication Execution

3.5.6.1 Timeline Communication

| TIMELINE COMMUNICATION | | | | |
|--|------------|---------------|---|----------------------|
| No. | Time | Categories | Items | Channels |
| I. Communication before the event | | | | |
| 1 | 09/04/2021 | Video Trailer | Introducing the CMC Awards 2021 program, award categories | CMC People's Fanpage |

| | | | | |
|---|------------|--|--|---|
| 2 | 22/04/2021 | Post | Special points and number of nominations for excellent individual awards | Internal Group CMC Future Next |
| 3 | 23/04/2021 | Posts + Photos | Youth diary with CMC | CMC People's Fanpage |
| 3 | 04/05/2021 | Publication photo | Announcement of number and owners of prize categories | CMC People's Fanpage |
| 4 | 07/05/2021 | Poster | Thank you, congratulations and letters to the winners Announcement of the plan to hold the Honor Ceremony | CMC People's Fanpage |
| 5 | 07/05/2021 | Electronic Standee | Theme and time of CMC Awards 2021 | Offline - 1st floor, 17th floor of the building |
| 6 | 13/05/2021 | Publication photo, slogan photo, theme photo | Revealing the meaning, theme, slogan and special features of the CMC Awards 2021 | Internal Group CMC Future Next |
| II. Communication in the event | | | | |
| 7 | 26/05/2021 | Award photo | Award ceremony for excellent individuals and groups The award's share was shown in the Inspiring Show | CMC People's Fanpage |
| 8 | 26/05/2021 | Electronic Standee | Award categories | Offline - stage |
| III. Communication after the event | | | | |
| 9 | 27/05/2021 | Award photo | Reminder of Honors and impressive numbers of awards | CMC People's Fanpage |
| 10 | 27/05/2021 | Award photo | Share photos about CMC GLOBAL - The Leading Company 2021 | CMC People's Fanpage |

Figure 105 - Execution - Timeline communications

3.5.6.2 Communication products

- **General poster and award categories**





Figure 106 - Execution - Media Publications

- Posts on Fanpage for seeding, reminding

Người CMC
4 tháng 5 · 🌐

🏆🏆🏆 Đã tìm thấy chủ nhân các Giải thưởng Cá nhân Tập thể Xuất sắc cấp Tập đoàn - CMC Awards 2021 🏆🏆🏆

Chiều nay 04/05, Hội đồng Thi đua Khen thưởng đã tổ chức họp xét duyệt các danh hiệu Cá nhân - Tập thể Xuất sắc cấp Tập đoàn (Hạng mục Performance Awards thuộc CMC Awards 2021).

Theo ghi nhận của phóng viên Người CMC, năm nay, tổng số đề cử hạng mục Performance Awards từ các đơn vị thành viên trong Tập đoàn tăng hơn 10% so với năm trước. Trong đó, CMC Global là đơn vị dẫn đầu về số lượng đề cử.

Tất cả đề cử đều là những cá nhân, tập thể ưu tú được công ty "chọn mặt gửi vàng", đại diện cho công ty tranh giải cấp Tập đoàn. Trong năm tài chính 2020 vừa qua, bằng "Chất 4C máu lửa" và sự nỗ lực, cố gắng không ngừng nghỉ, những cá nhân, tập thể ấy đã cùng chung sức đưa CMC vươn mình chuyển đổi số mạnh mẽ, lập nhiều chiến tích đáng tự hào.

Sau buổi họp bình xét công tâm và trách nhiệm, Hội đồng Thi đua Khen thưởng lựa chọn 54 giải thưởng vinh danh cho các hạng mục Performance Awards thuộc CMC Awards 2021, cụ thể:

- 👉 Giải Cá nhân xuất sắc của năm - Best Performer of The Year: 28 giải
- 👉 Giải Quản lý xuất sắc của năm - Best Manager of The Year: 10 giải
- 👉 Giải Lãnh đạo xuất sắc của năm - Best Leader of The Year: 3 giải
- 👉 Giải Bộ phận tiêu biểu - Best Team of The Year: 12 giải
- 👉 Giải Công ty Lá cờ đầu - The Leading Company of The Year: 1 giải

Có lẽ, Người CMC sẽ không quá bất ngờ khi phần lớn các Cá nhân, Quản lý, Lãnh đạo Xuất sắc đều ở độ tuổi rất trẻ.

Đặc biệt, CMCCers trẻ nhất đạt giải Cá nhân Xuất sắc sinh năm 1997, Quản lý Xuất sắc trẻ nhất sinh năm 1993 và Lãnh đạo Xuất sắc trẻ nhất sinh năm 1986.

Danh sách Cá nhân, Tập thể đạt giải Performance Awards - CMC Awards 2021 sẽ chính thức được thông báo tới các công ty trong 1-2 ngày tới.

Người CMC
7 tháng 5 · 🌐

🏆🏆🏆 CMC AWARDS 2021 - Congratulations to Our Winners of Performance Awards! 🏆🏆🏆

Năm tài chính 2020 đã trải qua bao biến cố và sóng gió bất chợt, nhưng tập thể hơn 3.000 CBNV đã một lần nữa chứng minh sức mạnh của mình, khi hoàn thành các mục tiêu thách thức, vươn mình chuyển đổi số và đánh dấu những bước tiến lớn trên hành trình chinh phục thế giới số.

Thành công đó chính nhờ "Chất CMC", tinh thần 4C máu lửa trong mỗi người, sự nỗ lực không ngừng nghỉ để khai phá những tiềm năng và kiến tạo cơ hội mới, cộng hưởng từ các tập thể vững mạnh, các cá nhân ưu tú.

Với những thành tích ấn tượng, đóng góp giá trị cho sự phát triển của công ty và tập đoàn trong năm vừa qua, CMC trân trọng vinh danh 54 cá nhân và tập thể đạt Giải thưởng CMC Awards 2021 với các hạng mục Cá nhân Xuất sắc, Quản lý Xuất sắc, Bộ phận Tiêu biểu, Công ty Lá cờ đầu.

Trong buổi sáng hôm nay, Ban Thi đua Khen thưởng đã gửi thư chúc mừng tới từng cá nhân, đại diện tập thể, bày tỏ sự trân trọng vì có những cộng sự giỏi giang, nhiệt huyết đứng trong đội ngũ.

Để tri ân và thể hiện sự tự hào đối với những cộng sự xuất sắc, CMC muốn dành cho các cá nhân và tập thể đạt giải sự vinh danh trân trọng nhất nhân dịp Kỷ niệm 28 năm thành lập Tập đoàn sắp tới. Thông tin chi tiết về kế hoạch tổ chức sẽ được cập nhật tới Người CMC trong thời gian sớm nhất.

CMC đang chuyển mình trên con đường mới với nhiều khát vọng. Dù hành trình phía trước luôn trập trùng khó khăn, đoàn thuyền CMC không ngại vượt sóng vượn xa, bởi vững tin vào tài năng, bản lĩnh của mỗi người CMC.

Mong tất cả chúng ta mãi giữ ngọn lửa khát khao, đồng tốc, đồng lòng cùng CMC kiến tạo thành công!

Figure 107 - Execution - Media Posts

- **Electronic standee for the award day**



Figure 108 - Execution - Electronic standee

- **Photos taken on the day of the awards ceremony to post in the media**





Figure 109- Execution - Photo Awards

3.6 CMC INSPIRING SHOW

CMC’s 28th Anniversary is considered as the most important event in the chain of activities to celebrate the 28th anniversary of the Corporation's establishment. Despite many limitations due to the outbreak of Covid 19 epidemic, the Organizing Department still want to give the entire CMC family a special spiritual gift to inspire all employees within CMC group.

3.6.1 CMC 28 Inspiring Show will change from “Offline” to “Online”

3.6.1.1 Change in form of organization.

Organizational form would change from Offline to Online

It was originally planned that the Celebration program would be held Offline, with awarding gala on a large and monumental scale. However, due to the complicated situations of the COVID-19 epidemic, the Board of Directors and the Organizing Department had decided to change the organizational form to Online, broadcast directly via the Livestream platform on the CMC's Fanpage and with it, also entail many changes in the actual implementation.

Reasons

- Due to the raging outbreak of Covid 19
- Ensure the safety of employees.
- Wishing to send to CMC people a special spiritual gift to welcome a new year with CMC

3.6.1.2. Change in location.

Vietnam - China Friendship Palace changed to Vietnam Television Documentary Film Studio

With the change in form from Offline to Online, the venue will also be changed to match the size and the method to host the celebration. The original plan was that the venue would be held at the Vietnam - China Friendship Palace with a size and capacity of 1,400 seats. However, the celebration will be hosted via Livestream broadcasting, it is necessary to have a location equipped with support recording tools,

specialized equipment and a smaller scale and after judging many factors, Organizing Committee decided to choose Vietnam Television Documentary Film Studio over the Vietnam - China Friendship Palace as the location for filming for the following reasons:

Reasons

- Vietnam Television Documentary Studio is a prestigious venue, having held recording and broadcasting programs on a national scale.
- There are specialized tools and supporting equipment in recording and broadcasting.
- The size and capacity are suitable for the number of people participating in the recording of 70 people
- Lower cost

3.6.1.3 Change in timeline

Change from May 26th to May 22nd

With the change in the form of the organization, the timeline also changes. The original plan was to take place on May 26th, same day with CMC's 28th Anniversary, but with the changed organization form, it will take time to record and edit, and preparing the video to livestream on May 26th, so the time for the organization will be conducted earlier than expected.

Reasons

- It takes time to rehearse, live recording
- It takes time to plan, edit or removing flaws while recording

3.6.1.4 Changes to the Performances in the Celebration

Key Moment the giant flag changes to shadow dance combined with 3D dance

The original plan was that the Key Moment of the ceremony would be for everyone pass the CMC giant flag, but with the change in the scale of the number of attendees, the number of attendees is not enough for this activity, so the Key Moment will be changed to shadow dance combined with 3D dance.

Awarding Ceremony of CMC Awards will be conducted separately

There will be no awarding ceremony on the stage, it will be held on another day, then use photos and videos to reassemble, adding to Livestream on Fanpage on May 26th - the Establishment day of CMC Group.

Leaders' speeches were recorded in advance, not during the Celebration.

3.6.2 TIMELINE CMC Inspiring Show 2021

| TIMELINE CMC Inspiring Show 2021 | | |
|---|---------------|---|
| No. | Time | Items |
| 1 | 22/04 | Announced the official logo, message, Key visual of CMC 28, and changed avatar cover Facebook Fanpage |
| 2 | 22/04 | Poster timeline of activities to celebrate the 28th anniversary |
| 3 | 26/04 | Simultaneously CMCers change personal Facebook avatars |
| 4 | 13/05 - 19/05 | Organizing the production of art and cultural performances |
| 5 | 14/05 - 19/05 | Production of Evolve To Greatness, Key Moment |
| 6 | 14/05 - 20/05 | Production of clip People CMC |
| 7 | 21/05 | Rehearsal at the cinematic stage |
| 8 | 22/05 | Filming at the cinematic stage |
| 9 | 22/05 - 25/05 | Build the edit program |
| 10 | 26/05 | Live broadcast of the program "CMC Television 28" |

Figure 110 - Execution - Timeline CMC Inspiring Show 2021

3.6.3. Execution.

CMC 28 TV show “Inspire The Future – Kick Start Big Moves”

- Broadcast time: May 26th (9h00 – 10h00)
- Recording time: 7:30 am - 5:30 pm on May 22nd, 2021
- Location: Vietnam Television Documentary Studio, 465 Hoang Hoa Tham Street, Ba Dinh District, Hanoi
- Program emotions: Touching, connecting, calling for consensus, working together, heading to the future
- Duration: 55 mins
- Channel: Fanpage CMC People.

CMC INSPIRING SHOW will include 6 main contents in the program

- Opening performance: “CMC - Stay strong, Stay Inspired”



Figure 111 - "CMC - Stay strong, Stay Inspired"

- Short film: "CMC People - Inspiring Hearts"



Figure 112 - "CMC People - Inspiring Hearts"

- Message CMC 28 of the President



Figure 113 - Message CMC of the President

- Honoring CMC Awards 2021



Figure 114 - Honoring CMC Awards 2021

- Key Moment “Inspire the Future - Kickstart Big Moves”



Figure 115 - “Inspire the Future - Kickstart Big Moves”

- Performing Arts "Inspiring Show"



Figure 116 - "Inspiring Show"

Agenda CMC Inspiring Show 2021

| Agenda CMC Inspiring Show 2021 | | | | |
|--------------------------------|------|----------|--|---|
| No. | Time | Duration | Content | Description |
| 1 | 9:00 | 0:01 | Logo | |
| 2 | 9:01 | 0:03 | Clip intro | |
| 3 | 9:04 | 0:05 | Opening dance performance: “Stay Strong, Stay Inspired” | The message conveying the spirit of CMC people in the past year |
| 4 | 9:09 | 0:02 | MC’s announcement | The program is being livestream on CMC's Fanpage. Hopefully right now, many colleagues from all parts of the country or onsite abroad are watching the program together, sharing meaningful moments on CMC's birthday - May 26th. |
| | 9:11 | 0:08 | Short Film: Portrait of a CMC | The most important meaning of today's program is the gratitude to all members of the CMC Group, who have always been so full of positive energy, stay strong and have such aspiration, as well as collaborate with CMC. |
| | 9:19 | 0:02 | Mr. Nguyen Trung Chinh’s announcement | Sharing and sending thanks to all employees |
| | 9:21 | 0:01 | Introduction of Honoring Ceremony | The first honor is given to the category of CMC Dedication Awards 2021 |
| | 9:22 | 0:03 | Clip honoring dedication award: Dedication Awards | Images of individuals who have won the dedication awards are displayed on the screen |
| | 9:25 | 0:03 | Clip Highlight Performance Awards | Image of Awarding Ceremony |
| | 9:28 | 0:01 | Visual Mosaic Art 15s honoring outstanding individuals and collectives | Outstanding individuals and collectives are shown on the screen |
| | 9:29 | 0:02 | Clip Highlight Performance Awards: Pioneering | Images of Pioneering Awards |

| | | | | |
|--|------|------|--|---|
| | 9:31 | 0:01 | Visual Rubik Art 15s: Department wins the Pioneering Awards | Images of subsidiary wins GLOBAL Award is shown on the screen |
| | 9:32 | 0:02 | MC ends the Awarding Ceremony | End the Awarding Ceremony, prepare for the Key Moment |
| | 9:34 | 0:05 | Key Moment: Shadow dance and 3D dance in honor of CMC's 28 th Anniversary | The moment the shadow dancers told the story, the journey of building CMC for 28 years of two young men and the 3D dance performance to celebrate CMC's birthday |
| | 9:39 | 0:01 | Happy CMC's 28 th Birthday | The words Happy 28th birthday CMC will appear on the screen and MC shout out to everyone |
| | 9:40 | 0:15 | Performance: "Inspire the Future" with 3 songs 1. Discovery 2. Incredible me 3. Glory awaits | Conducted by CMC staff |
| | 9:55 | | Closure | The message "Glory awaits" closes the CMC's 28 th Anniversary of the establishment. Thanks to everyone who accompanied the program and happy birthday to CMC - CMC 28 Inspire the Future |

Figure 117 - Execution - Agenda CMC Inspiring Show 2021

3.6.4 Checklist of work in the recording session

| Checklist | | | | |
|-----------|--------------------|-------------|--------------------------|---|
| No. | Work | Responsible | People | Support |
| 1 | MC | CMC | Hán Lê Na | Hạnh Anh, Khánh Linh |
| 2 | MC Assistant | CMC | Đoàn Hạnh Anh | Thúy Hằng, Thu Hương |
| 3 | Script program | CMC | Hán Lê Na | Khánh Linh, Thúy Hằng, Hải Đăng, Minh Tiến, Việt Thắng |
| 4 | Studio director | Rose Media | Nguyễn Thị Hồng Nhưng | Rose Media |

| | | | | |
|----|--------------|------------|------------|---------------------------------|
| 5 | Film | Rose Media | Tuấn Anh | Minh Tuấn |
| 6 | Photographer | CMC | Minh Tuấn | Minh Tiến, Việt Thắng, Hải Đăng |
| 7 | Music | Rose Media | Quốc Trung | Hải Duy, Việt Thắng, Hải Đăng |
| 8 | Light | Rose Media | Hữu Thắng | Bảo Ngọc, Minh Tiến |
| 9 | Engineering | Rose Media | Quốc Trung | Thành Long, Hải Duy |
| 10 | Logistics | CMC | Thùy Linh | Thúy Hằng, Hải Đăng, Thu Hương |

Figure 118 - Execution – Checklist

3.6.5 Budget CMC 28 Inspiring Show

| Budget CMC 28 Inspiring Show | | | | | | | | | |
|------------------------------|------------------------------------|--|---------|--------|------------|--------------------|------------|--------------------|--------------|
| | | | | | ROSE | | CMC | | |
| No. | Items | Details | Unit | Amount | Unit Price | Total | Unit Price | Total | Note |
| I | IDEAS / DESIGN / GRAPHICS | | | | | 64,200,000 | | 48,000,000 | |
| 1 | Program idea | | | | | support | | | |
| 2 | Graphics | Visual for program identification, 3D space of the entire staging area | ct | 1 | 20,000,000 | 20,000,000 | 15,000,000 | 15,000,000 | Rose support |
| 3 | Video Clip | | | | | 0 | | | |
| | People CMC | | package | 1 | | | | | CMC |
| * | Visual of the opening act | | package | 1 | 15,000,000 | 15,000,000 | 15,000,000 | 15,000,000 | |
| * | Intro clip for each award category | | clip | 4 | 1,500,000 | 6,000,000 | | | CMC |
| * | Clip of nomination categories | First flag | clip | 1 | 500,000 | 500,000 | | | CMC |
| * | Name of organization/recipient | | clip | 117 | 200,000 | | | | CMC |
| * | Dedication Award | | package | 1 | | | | | CMC |
| * | Visual art section | 8 repertoire | package | 1 | 15,000,000 | 15,000,000 | 10,000,000 | 10,000,000 | |
| * | Visual key moment | key moment | package | 1 | 5,000,000 | 5,000,000 | 5,000,000 | 5,000,000 | |
| * | Visual first flag | | package | 1 | 3,000,000 | 3,000,000 | 3,000,000 | 3,000,000 | |
| II | PRODUCTION CATEGORY | | | | | 150,000,000 | | 150,000,000 | |

| | | | | | | | | | |
|------------|--|--|---------|-----|-------------|--------------------|-------------|--------------------|---|
| 1 | Place | Vietnam Television Documentary Film Studio | package | 1 | 150,000,000 | 150,000,000 | 150,000,000 | 150,000,000 | |
| III | PRODUCTION CATEGORY | | | | | 242,800,000 | | 228,700,000 | |
| A | Stage | | | | | | | | |
| 1 | LED screen (main stage) | Size: ' - Main Led 12m x 6.5m - Led wings 4x5,5m (2 wings) | m2 | 122 | 700,000 | 85,400,000 | 650,000 | 79,300,000 | Price CMC has done with the parties |
| 2 | Sound and light system | | package | 1 | 80,000,000 | 80,000,000 | 80,000,000 | 80,000,000 | |
| 3 | Star curtain | Cover the back and sides of the stage | package | 1 | 15,000,000 | 15,000,000 | 15,000,000 | 15,000,000 | Detailed inquiry, size & cost |
| 4 | Blue main stage carpet according to CMC logo logo | Size: 18x18m | m2 | 324 | 100,000 | 32,400,000 | 100,000 | 32,400,000 | CMC considers the green carpet is more beautiful overall. If you save money, leave the red carpet of NCC as it is |
| 5 | Embossed logo block at the main stage | | package | 1 | 10,000,000 | 10,000,000 | 7,000,000 | 7,000,000 | Details |
| 6 | Winged Led Screen | Led matrix & led edge board | package | 1 | 20000000 | 20,000,000 | 15,000,000 | 15,000,000 | |
| B | Printing | | | | | | | | |
| 1 | Banner | Double-sided banners hang along the entrance to the event area | pcs | 20 | 250,000 | 5,000,000 | 150,000 | 3,000,000 | |
| IV | Art Performance | | | | | 90,000,000 | | 90,000,000 | |

| | | | | | | | | | |
|----------|------------------------------------|---|---------|---|------------|-------------------|------------|-------------------|--|
| 1 | Opening performance opens | Includes: actors, costumes, props, music. Choreographer of CMC | package | 1 | 35,000,000 | 35,000,000 | 35,000,000 | 35,000,000 | |
| 2 | Ball dance performance | | package | 1 | 20,000,000 | 20,000,000 | 20,000,000 | 20,000,000 | |
| 3 | Dance Illustration Group | Performing arts - Birthday part (4 performances) Including costumes, props Quantity: 15 people/performer | package | 1 | 35,000,000 | 35,000,000 | 35,000,000 | 35,000,000 | Including choreography |
| V | Personnel | | package | | | 95,000,000 | | 75,000,000 | |
| 1 | Program implementation team | - General director - Assistant director - Production manager - Program management - Organization of production - Music director - Director of lighting - Sound expert - Assistant Mc - Backstage | package | 1 | 40,000,000 | 40,000,000 | 30,000,000 | 30,000,000 | Support costs |
| 2 | Filming + taking photos | Film, take photos and Highlight | package | 1 | 55,000,000 | 55,000,000 | 45,000,000 | 45,000,000 | Details of the number of cameras? How many people take pictures? How |

| | | | | | | | | | |
|------------------------------|---|--|---------|----|------------|--------------------|------------|--------------------|--|
| | | Livestream the entire program | | | | | | | soon will photos & videos be available after the show? |
| VI | Other Cost | | | | | 52,000,000 | | 42,500,000 | |
| 1 | Installation and dismantling costs | | package | 1 | 20,000,000 | 20,000,000 | 15,000,000 | 15,000,000 | |
| 2 | Transportation costs | Shipping costs: Screen, light, performance props | package | 1 | 20,000,000 | 20,000,000 | 15,000,000 | 15,000,000 | |
| 3 | CMC . flag | | lamella | 1 | 10,000,000 | 10,000,000 | 10,000,000 | 10,000,000 | Detail size |
| 4 | Flag - the first part of the flag | Standard size | lamella | 1 | 500,000 | | 500,000 | 500,000 | Rose support |
| 5 | Electric canon | | pcs | 10 | 200,000 | 2,000,000 | 200,000 | 2,000,000 | |
| Total | | | | | | 694,000,000 | | 634,200,000 | |
| MANAGEMENT COSTS (7%) | | | | | | 48,580,000 | | 44,394,000 | |
| Total | | | | | | 742,580,000 | | 678,594,000 | |

Figure 119 - Execution - Budget CMC 28 Inspiring Show

3.6.6 Communication Execution

3.6.6.1 Timeline Communication

| TIMELINE COMMUNICATION | | | | |
|---|------------|---------------------|---|---------------------------------------|
| No. | Time | Categories | Items | Channels |
| I. Communication before the event | | | | |
| 1 | 22/04/2021 | Cover photo, avatar | Announcement of the official logo, message, key visual of CMC 28 Change cover photo, facebook avatar | CMC People's Fanpage |
| 2 | 22/04/2021 | Post + Publications | Timeline series of activities to celebrate 28 years | Internal Group CMC Future Next |
| 3 | 26/04/2021 | Posts + Photos | Change the avatar frame CMC 28 | CMC People's Fanpage |
| 4 | 06/05/2021 | Backdrop, Logo | Information about CMC 28 | Offline - The lobby in front of CMC |
| 5 | 10/05/2021 | Poster | Poster for the celebration of CMC 28 | Offline - Elevator doors and floors |
| 6 | 21/5/2021 | Post + Publications | Announcement of the broadcast schedule of CMC TV special issue | CMC People's Fanpage |
| 7 | 21/05/2021 | Minigame | The audience accompanied the TV program CMC 28 | CMC People's Fanpage |
| II. Communication in the event | | | | |
| 7 | 26/5/2021 | Livestream | Live broadcast of CMC 28 Inspiring Show | CMC People's Fanpage |
| 8 | 26/5/2021 | Short film | “CMC People - Inspiring Hearts” | CMC People's Fanpage |
| III. Communication after the event | | | | |
| 9 | 27/05/2021 | Photo | Impressive moments in the Celebration | CMC People's Fanpage |
| 10 | 28/05/2021 | Full Show | Reminder of CMC 28 Inspiring Show | CMC People's Fanpage, Youtube Channel |
| 11 | 30/05/2021 | Clip | Clips of cultural performances in the program | CMC People's Fanpage |
| 12 | 1/06/2021 | Post | Minigame Award Announcement | CMC People's Fanpage |

Figure 120 - Execution - Timeline Communication

3.6.6.2 Communication products

- Media publications



Figure 121 - Official poster CMC Show



Figure 122 - Postcard and minigame poster

• **Media Posts**

Người CMC đã cập nhật ảnh bìa của họ. 22 tháng 4 · 🌐

CMC's 28th ANNIVERSARY : "Inspire the Future - Kickstart Big Moves"

Từ những ngày đầu "lập quốc" đến suốt những hành trình "chuyển hóa", "vươn mình" vượt qua bao gian nan thử thách và phát triển như ngày nay, Người CMC luôn cháy bỏng một khát khao: "Kiến tạo tương lai". Khát khao đó đã giúp CMC kiến tạo nên những thành tựu hiển hữu trên những công trình số, những sản phẩm công nghệ made by CMC đã khẳng định được giá trị và vị thế trong nước và quốc tế. Đặc biệt, thành tựu đó còn thể hiện ở niềm tự hào, hạnh phúc in dấu trong tim của người CMC bao thế hệ.

Hành trình "Kiến tạo tương lai" ấy sẽ không bao giờ ngừng nghỉ, những kỷ tích sẽ tiếp tục được viết nên bởi Người CMC. CMC đã đặt ra mục tiêu đầy thách thức - trở thành Tập đoàn số tỷ đô có quy mô 10.000 nhân sự vào năm 2025 và chúng ta sẽ làm được!

Là thông điệp được phát động từ Hội nghị chiến lược 2021- năm đầu của những "Big Moves" quan trọng trong giai đoạn 2021- 2025, "Inspire the Future - Kickstart Big Moves" - sẽ được lan tỏa mạnh mẽ hơn nữa đến hơn 3 000 Người CMC với chuỗi hoạt động Chào mừng dấu mốc mới trên chặng đường không ngừng phát triển và kiến tạo của CMC - CMC's 28th Anniversary!

Hãy chờ đón !

Người CMC 22 tháng 4 · 🌐

🔥 Chuỗi hoạt động chào mừng 28 năm thành lập Tập đoàn Công nghệ CMC - "Inspire the Future - Kickstart Big Moves" 🔥

"Inspire the Future - Kickstart Big Moves" - Là thông điệp được phát động từ Hội nghị chiến lược 2021- năm đầu của những bước chuyển quan trọng trong giai đoạn 2021- 2025, sẽ được lan tỏa mạnh mẽ hơn nữa đến hơn 3 000 Người CMC với chuỗi hoạt động Chào mừng dấu mốc mới trên chặng đường không ngừng phát triển và kiến tạo của CMC - CMC's 28th Anniversary.... [Xem thêm](#)

| HOẠT ĐỘNG | NGÀY TỔ CHỨC |
|---|---------------|
| 🎵 CMC 28 Inspiring MV Festival | 20.04 - 20.05 |
| ⚽ CMC 28 Inspiring Football | 28.04 - 21.05 |
| 🏃 CMC 28 Inspiring Run | 26.04 - 26.05 |
| 🏌️ CMC 28 Inspiring Golf | 22.05 |
| 📄 CMC Index 2021 "Passport of the Future" | 19.05 - 21.05 |
| 🎁 Lễ Kỷ niệm CMC 28 Years & CMC Awards "Inspire the Future" | 26.05 |

Figure 123 - Media Posts CMC Show

3.7 Compare Budget

| Compare plan budget and reality budget (VND) | | | |
|---|---------------------------|----------------------|-----------------------|
| No. | Items | Plan Budget | Reality Budget |
| 1 | CMC 28 MV Festival | 151,000,000 | 94,300,000 |
| 2 | CMC 28 Inspiring Football | 111,940,000 | 111,940,000 |
| 3 | CMC 28 Inspiring Run | 98,740,000 | 64,640,000 |
| 4 | CMC Index 2021 | 60,400,000 | 59,770,000 |
| 5 | CMC Award 2021 | 882,850,000 | 882,850,000 |
| 6 | CMC 28 Inspiring Show | 951,690,000 | 678,594,000 |
| 7 | Golf Tournament | 250,000,000 | 0 |
| 8 | Other costs CMC 28 | 320,000,000 | 320,000,000 |
| | Total | 2,826,620,000 | 2,212,094,000 |

Figure 124 - Compare plan budget and reality budget (VND)

V. POST – LAUNCH PROJECT & REFLECTION

1. PROJECT EVALUATION

1.1 CMC 28 MV Festival

Have 10 subsidiaries linked together to form 6 new teams due to the large difference in the number of members of each company.

The number of participants in the competition is 412 people from 6 teams. An average of 68 people per team including those appearing in the contest product and those participating in external support. Because the number of teams was reduced to 6 teams, the Organizing Department changed the number of prizes to 6 prizes so that all participating teams have prizes. This will get everyone excited before going to the next events.

The number of views and shares of the products all achieved the original goal. Contest products and interactive calculation methods have promoted event communication on CMC's fanpage.

1.2 CMC 28 Inspiring Football

According to the original plan and goal, the football tournament to celebrate the CMC's 28th Anniversary will take place with a total of 20 matches and 02 big ceremonies (Opening and Closing Ceremony). In addition, 10 teams will be divided into 02 groups to compete in a round-robin to select 4 teams to enter the semi-finals, and a final to find out the champion.

However, the number of teams suddenly decreased to 9 teams, causing the number of players participating in the tournament to decrease (objective reasons not due to the Organizing Committee). Although the Organizing Committee made great efforts to encourage morale; the team confirmed that they did not participate in the tournament and did not want to receive any outside member because of their pride.

Communication for the tournament was also prepared and carried out as expected. Besides, the communication for this year's tournament is considered to be more creative and novel than previous years.

In the end, the tournament had to be postponed suddenly after 08 matches, and officially stopped in the regret of the players, the fans and the Organizing Committee. due to the impact of the Covid-19 pandemic.

1.3 CMC 28 Inspiring Run

The race is held for 28 consecutive days from April 26th, 2021 to May 23rd, 2021, corresponding to the 28 years of establishment of CMC Group.

The Organization Committee initially planned to award a total of 173 individual prizes and 4 collective awards, including: 59 C-speed prizes, 2 Creativity prizes, 3 Commitment awards, 113 Customer Centricity awards.

Thus, over the 28 days of the race, the program has had 2101 runners who are employees of the Group, customers, partners and runners' community. In addition, the amount of money donated over the 28 days of the contest has also reached the target of 280 million VND to bring 28 smile surgeries for children.

However, due to the outbreak of the epidemic and many other factors, it was not possible to organize an offline run as planned and the number of prizes also had to change to suit the format.

1.4 CMC Index 2021

The CMC Index 2021 event will be held for 3 consecutive days from May 18th, 2021 to May 20th, 2021. The Organizing Committee plans to award a total of 99 individual prizes, including: 84 Aspire prizes, 15 Lucky Index prizes. In addition, the Organizing Committee also have awards for organizations such as: C-Excellence - Award for the company with the largest number of participants in the contest.

In the middle of the three-day contest, the program recorded 4094 contest entries, with 1764 employees attending, and the number increased gradually over the exam days. In addition to individual awards, summarizing the entire contest, CMC Telecom has excellently won the C-Excellence Award with the highest average score and the highest participation rate in the competition in the category of Companies with over 150 employees, CMC Corp is also honored to receive this award in the category of Companies with less than 150 employees.

1.5 CMC Award 2021

The original plan was to award a total of 132 awards, including 78 Dedication Awards and 54 outstanding individual and collective Performance Awards.

The Dedication Awards will be conducted in advance on May 21st to individuals and then the Performance Awards will be conducted on May 24th.

Thus, CMC Awards has fulfilled the target when matching the number of planned nominations with the actual awards, achieving 100% of the KPI and the awards are guaranteed to be awarded to the employees with outstanding achievement and dedication to CMC.

1.6 CMC 28 Inspiring Show

The special program to celebrate the CMC's 28th Anniversary, livestream via CMC People's Fanpage, has achieved 353 likes and heart reaction along with 172 comments during the broadcast. In particular, the program attracted 1800 online views while livestreaming on CMC's Fanpage, a relatively large number compared to the interaction process of the Fanpage.

And after a week, the special television program celebrating the 28th anniversary of the establishment of CMC Technology Group also reached a total of more than 11,500 views on Fanpage and 13,400 on CMC's YouTube page.

2. KPI

| KPI | | | | | |
|--------------------------------------|-----------------------------------|---------|--|---|--|
| No. | Items | Unit | Target | Reality | Note |
| I. CMC 28 MV Festival | | | | | |
| 1 | Number of participating companies | Company | 10 | 10 | Units merge together to form new teams |
| 2 | Number of teams | Team | 10 | 6 | |
| 3 | Number of participants | Person | 400 | 412 | |
| 4 | Number of prizes | Prizes | 5 | 6 | All participating teams have prizes |
| 5 | Total views of entries | Views | 30.000 | 31.300 | |
| 6 | Total share of entries | Shares | 1.200 | 1.355 | |
| II. CMC 28 Inspiring Football | | | | | |
| 1 | Number of teams | Team | 10 | 9 | 01 team withdrew from the tournament |
| 2 | Number of player | Person | 140 | 134 | 01 team withdrew from the tournament |
| 3 | Number of match | Match | 22 | 8 | Impact of covid 19 |
| 4 | Number of prizes | Prizes | 04 (First Prize, Second Prize, Third Prize, Best Player) | 0 | Impact of covid 19 |
| 5 | Opening Ceremony | | Will take place | Took place | Impact of covid 19 |
| 6 | Closing Ceremony | | Will take place | Can't happen | Impact of covid 19 |
| 7 | Communication | | Throughout | Stopped after 02 rounds of group stage matches and officially ended on June 3 | Impact of covid 19 |
| III. CMC 28 Inspiring Run | | | | | |

| | | | | | |
|--|---------------------------------|-------------|---|----------|--|
| 1 | Number of participants | Runner | All employees of the Group, customers, partners and runners community | 2101 | |
| 2 | Donation Amount | Million VND | 280 | 280 | |
| 3 | C-speed Award | Prizes | 59 | 64 | |
| 4 | Creativity Award | Prizes | 2 | 1 | |
| 5 | Commitment Award | Prizes | 3 | 2 | |
| 6 | Customer Centricity Award | Prizes | 113 | 93 | |
| 7 | Inspiring Person Award | Prizes | 0 | 8 | |
| IV. CMC Index 2021 "Passport of the Future" | | | | | |
| 1 | Number of participants | Person | All employees of the Group | 1765 | |
| 2 | Aspire Award | Prizes | 84 | 84 | |
| 3 | Lucky Award | Prizes | 15 | 15 | |
| 4 | C-Excellence Award | Prizes | 2 | 2 | |
| V. CMC Award 2021 | | | | | |
| 1 | Best Performance of The Year | Prizes | 28 | 28 | |
| 2 | Best Team of The Year | Prizes | 12 | 12 | |
| 3 | Best Leader of The Year | Prizes | 3 | 3 | |
| 4 | Best Manager of The Year | Prizes | 10 | 10 | |
| 5 | The Leading Company of The Year | Prizes | 1 | 1 | |
| 6 | Dedication Award | Prizes | 78 | 78 | |
| VI. CMC 28 Inspiring Show | | | | | |
| 1 | | Person | 3000 | 353 like | |

| | | |
|------------------------|---------------------------|--|
| Number of participants | 172 comments | KPI changed from attendance to media metric of the CMC 28 Inspiring Show |
| | 106 shares | |
| | 1800 views on stream | |
| | 11.000 views after 1 week | |

Figure 125 - KPI Sheet of Events

3. EMPLOYEE’S FEEDBACK

3.1 Survey

- Survey feedback panel on the chain of events of CMC Group's 28th Anniversary for officers and employees is divided into 5 evaluation levels: Very Dissatisfied - Dissatisfied - Average - Satisfied - Very Satisfied
- There were a total of 486 feedbacks from staff who participated in the Series of Events within a week of opening survey feedback.

Your overall assessment of the series of events to celebrate the 28th anniversary of CMC Corporation

Đánh giá chung của bạn về chuỗi sự kiện kỷ niệm 28 năm thành lập tập đoàn CMC
486 câu trả lời

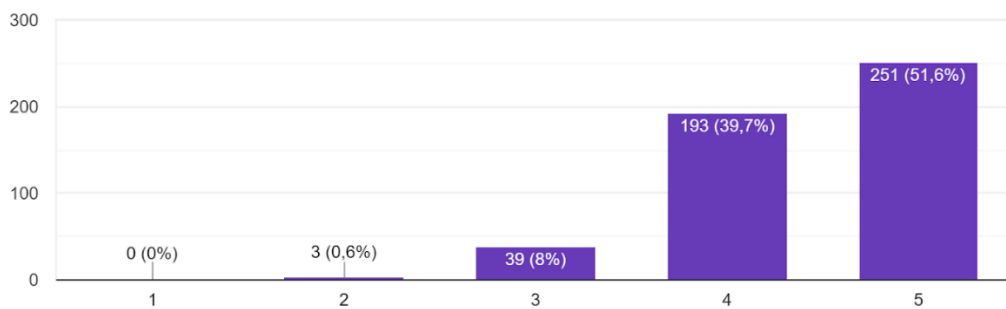


Figure 126 - Survey - Overall Assessment

- 251 votes - 51.8% rating Very satisfied with the series of events
- 193 votes - 39.8% rating Satisfied with the sequence of events
- Only 3 votes - 0.6% rating Unsatisfied and no single feedback rating Very Dissatisfied.

=> The total number of satisfied and very satisfied accounts for more than 90%. The results achieved a high proportion, exceeding the initial goal set. To get this result because the company organized this chain of events during the Covid epidemic. After the second outbreak, many employees thought that the

entire series of events would be postponed, but the Organizing Committee still tried to change to better suit the epidemic situation, creating a great response from all CMC's staff.

Do you have full access to information about the CMC 28 series of events?

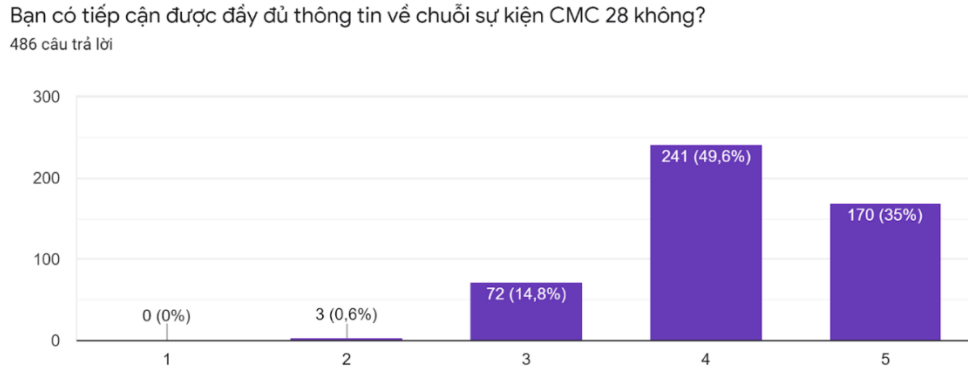


Figure 127 - Survey - Full access to information

- There are 411 votes - 84.4% assess that they have full access to information of the Series of Events
- 71 votes - 14.6% access to information is Normal
- Only 3 votes - 0.6% limited access to Series of Events information

=> More than 85% of votes have Full and Complete access to event information. Each event in the Birthday Celebration Series has its own communication method and communication timeline so that everyone can access to the information of each event.

Which events in the CMC 28 series of events have you attended?

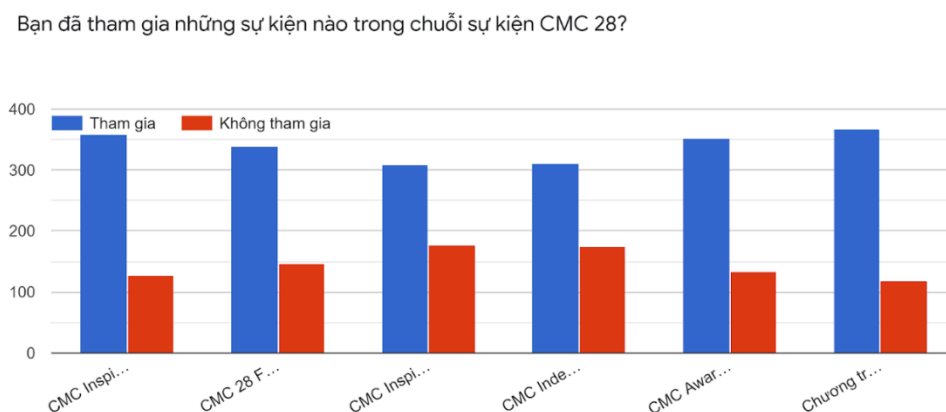


Figure 128 - Survey - Which events have you attended?

- There are 187 votes - 38.47% to fully participate in all 6 events in the Series of Events to celebrate the Group's 28th anniversary.

- CMC 28 Inspiring Show attracted the largest number of participants with 367/486 feedback votes.
- All events achieve a relatively high number of participants, over 60%

=> CMC 28 Inspiring Show was changed to an Online format, thus the number of participants was relatively high. Due to the approach as well as innovative organization, all events reach over 60% of the participants.

Your satisfaction level about each event

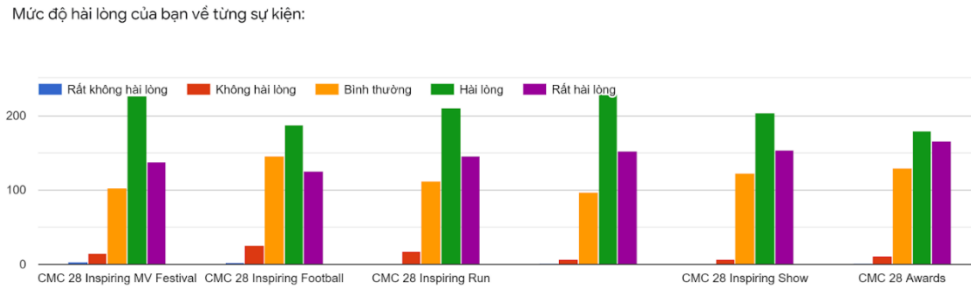


Figure 129 - Survey - Satisfaction level

- MV Festival and CMC Index are the 2 most appreciated events. MV Festival is the first event to appear at CMC Group and CMC Index is a contest to learn about the company that always attracts great attention from employees.
- The event that received the most Unsatisfactory reviews was CMC Inspiring Football. Due to the epidemic, the tournament had to be canceled.
- All events are rated Satisfied and Very Satisfied with a high rate.

What do you most like about this series of events?

Điều bạn thích nhất trong chuỗi sự kiện này là gì?
476 câu trả lời

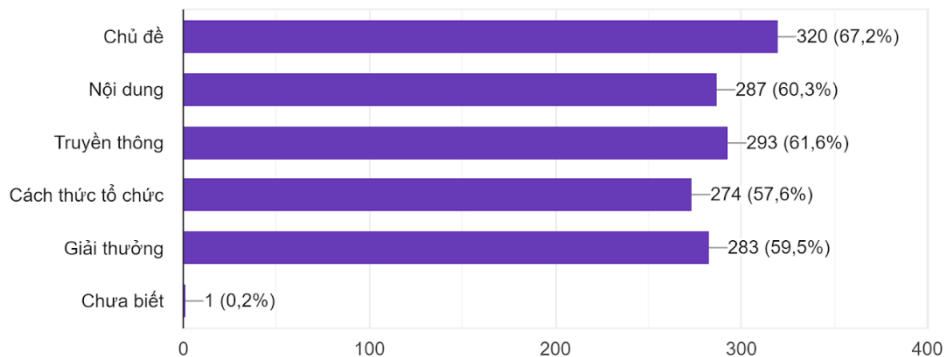


Figure 130 - Survey - What do you most like about this series of events

- Theme is the most popular element in the series of events with 320 votes, equals to 67.2%

- Other factors such as Content, Communication, Organization format, Awards are equally evaluated with at least 57.6% of votes.

=> This is the first series of events that CMC has organized in 2 years since the outbreak of the Covid epidemic in Vietnam, so the Organizing Committee pays a huge effort to the form of this series of events. All parts such as Theme, Content, Communication, Organization are innovate to be more suitable for everyone and the epidemic situation. Thus receiving great support from participants.

Which media provide communication information about the CMC 28 series of events to you mainly through ?

Thông tin truyền thông về chuỗi sự kiện CMC 28 đến với bạn chủ yếu qua những phương tiện nào?
486 câu trả lời

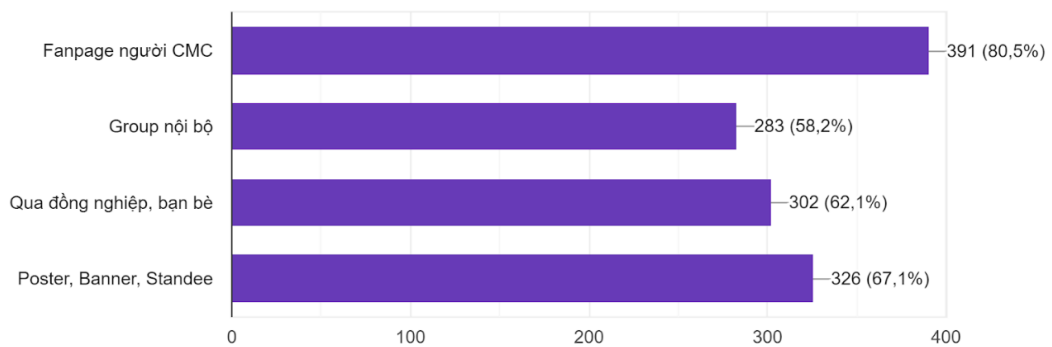


Figure 131 - Survey - Media provide communication Information

- 391 votes - 80.5%. The CMC People's Fanpage is the place where the staff mainly access to the information about the Series of Events.
- All media channels convey the event's information well with the least chosen channel being more than 58%

=> The CMC People's Fanpage is the main communication page of the whole series of events. All information and developments of each event are continuously updated by CMC's Fanpage. In addition, the Organizing Committee also created side contests before the event to create word of mouth effects within the company.

3.2 Qualitative assessment



“Cá nhân mình cảm thấy rất xúc động và bất ngờ trước những món quà đặc biệt ý nghĩa, cảm ơn ban lãnh đạo và chương trình đã dành sự quan tâm đến cá nhân mình nhiều đến như vậy” - Dinh Hoang Tuan's sharing about CMC Awards 2021



“Mình rất là xúc động trước những tình cảm và sự quan tâm của ban lãnh đạo và chương trình dành cho mình. Đó là động lực để mình cố gắng và gắn bó với CMC trong hành trình phía trước” - Nguyen Thi Ha's sharing about CMC Awards 2021

Figure 132 - Share of employee about CMC Award



Figure 133 - Share of employee about CMC Inspiring Show

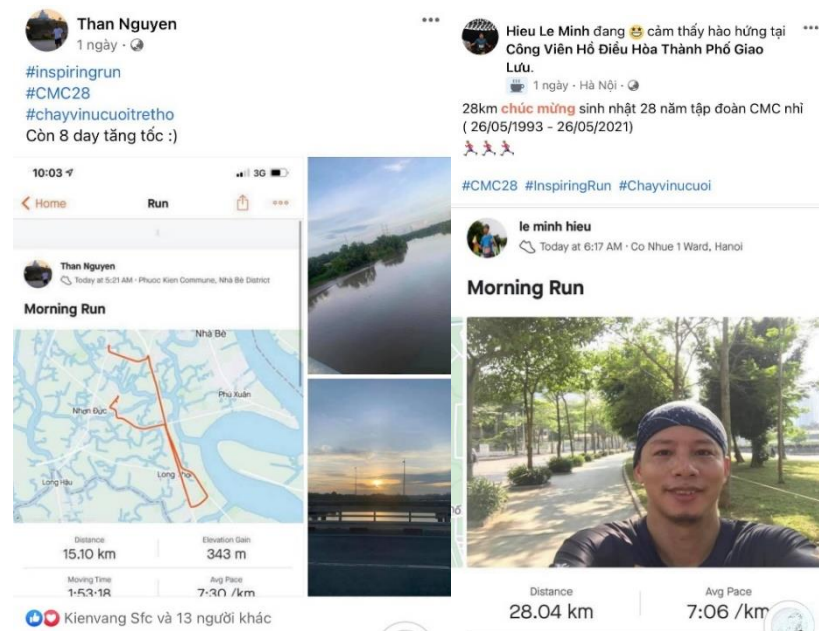


Figure 134 - Share of employee about CMC Inspiring Run

4. POSITIVE POINTS AND NEGATIVE POINTS

4.1 Positive Points

- The series of events has a thoughtful preparation, and the ability to quickly adapt to unexpected situations.
- The members of the Organizing Committee have high responsibilities, each member is tasked with a certain task and are ready to support each other.

- There are many innovations and creations to bring new and interesting experiences to employees.
- The series of events provides employees the opportunity to explore and learn more about the company's culture, thereby increasing solidarity.
- Communication is elaborated, invested according to each feature of small events

4.2 Negative Points

- Some events have limited audience and number of participants, so they cannot meet the needs of all employees within the Group.
- The communication process is delayed because the research and production of Key Visual has not been effective.
- The Organization Committee do not provide a clear understanding of fair-play in product interactions; leading to many competing products using different tools to achieve a large amount of interaction (MV Festival)

5. SUGGESTIONS AND RECOMMENDATIONS

Focus on developing more on Earn Media segment

- The spread and widespread sharing from CMC staff will create high credibility and influence the target audience, their friends and relatives.
- Helps build a strong brand. In the context of the great competition for human resources in the information technology industry, the strong spread of CMC's values and interests will help attract many potential candidates.

1. Give employees personalized gifts

Understanding the Insight from the staff is the desire to have their own special gifts that they can show off to friends, siblings or relatives, love the form, so they can use these gifts. highly personalized gift to give to CMC people in the next birthdays

- Handmade cards and gift boxes sent to them before their birthday party instead of emailing them will create a feeling that makes them want to show off to their friends on social media more.
- Personal collage after attending the event. The special thing about this gift is that after attending the event, they will be photographed and when they leave, they will receive a gift of a collage that is the original photo they took.

2. Generate more prizes for people who create great content to share on social networks. You can share your own photos, articles or stories in celebrating the company's birthday such as: "Unusual birthday", "Birthday with CMC", "Staying apart, not extending birthdays"

3. Using 3D Mapping & 5D technology in recreating the scene, and to recreate the image of the late President Ha The Minh at the offline stage for interactive and inspirational purposes.

VI. SUMMARY

The series of events to celebrate CMC's 28th Anniversary, starting on April 20th, 2021 and ends on May 26, 2021. As one of the big and iconic events of CMC Group, this anniversary is always invested in both image and scale. After 1 month of the event, despite facing both subjective and objective difficulties, the Organizing Committee and the Group's staff still tried to work together to create an event to celebrate a successful and memorable chain of events.

The first event is CMC 28 MV Festival - MV creation contest for subsidiaries with 6 teams participating, the total number of participants is 412 people. After the contest ended, the total number of participating videos of the teams reached 31,300 views and 1,355 shares.

The CMC Football tournament is one of the highly anticipated events in this series of events. With the participation of 9 teams, with an estimated total of 20 matches and 2 big ceremonies, the first 8 matches of CMC Football took place in the excitement of watching and cheering all CMC members. However, due to the outbreak of the epidemic, the tournament had to be stopped midway, leaving many regrets for everyone.

Along with the football tournament, the Inspiring Run CMC 28 was also affected by the Covid-19 pandemic. The race is expected to be held within 28 consecutive days of online running combined with offline sessions. However, due to the epidemic situation, the offline runs have been postponed. Despite the difficulties, Inspiring Run still attracted 2101 runners and collected 280 million VND, bringing 28 smile surgeries for children.

The CMC Index is a traditional event for every celebration of the founding day of the Group. With the desire to help the Group's employees have a better understanding about the company CMC Index is carefully invested in terms of content. After 3 days of testing, the event recorded 4094 exams with the participation of 1764 staff and the number increased gradually over the exam days.

CMC Awards fulfilled the target of awarding a total of 132 awards to outstanding individuals and collectives of the Group, fulfilling 100% of the KPI.

In particular, CMC's 28th Anniversary could not be held offline as planned due to the outbreak of the epidemic, was changed livestream via CMC's Fanpage and achieved impressive numbers: 1200 views online while livestreaming and 11000 views after 1 week of broadcasting.

In the end, the chain of events to celebrate CMC's 28th Anniversary could not take place as planned because of the impact of the epidemic, but in return, it gave everyone a meaningful and memorable experience, helping everyone to bond with each other, enhancing responsibility and passion toward the corporation. This is an important and meaningful event, which needs to be focused and renewed to get better outcome every year.

VII. ACKNOWLEDGE

We hereby commit to the truthfulness of the studies, reports and information about statistics, data, documents completely based on the implementation plan. During the preparation of this report, some classified information has been changed to suit the present.

Our completion of this project would not have been possible without any help. Therefore, our team who implemented this project would like to sincerely thank everyone for their support and motivation during the implementation period. This important project of ours is a prerequisite for graduation.

First of all, I would like to thank my family, as well as my teammates' family for giving us the winning ticket to study at FPT University, which everyone usually jokes about is studying abroad in the country.

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Thank you to the members of our team, everyone is very professional, enthusiastic and without sacrificing for the common good.

Next, I would like to express my gratitude toward CMC Technology Group, especially Mr. Nguyen Thanh Luu - Head of Marcom Department of the Group for creating favorable for my team to have the opportunity to work at CMC Group. The practical experiences during the period of accompanying and implementing CMC's 28th Anniversary chain of activities with a very large and professional scale are very valuable experiences for my whole team to apply and work as a communication - event organized specialist.

In addition, I would like to thank the members of the Marcom department and the Human Resources department of the Group: Ms. Pham Bich Lien, Mr. Nguyen Minh Tuan, Ms. Han Thi Le Na, Ms. Nguyen Thuy Linh, Ms. Thu Hoai, who directly guide and work with us throughout the process of planning and organizing events.

Last but not least, my team would like to send a special thank to our teacher - supervisor "Mrs. Hue" who introduced us to CMC Technology Corporation. She is the key person who works, helps and guides the team to implement this Series of Events project. To us, she is one of the most enthusiastic and wonderful teachers at FPT University. Once again, in regard of my team, I would like to pay my gratitude to you, and thank you, Mrs. Hue!

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