

FPT UNIVERSITY

Capstone Project

ORGANIZING HALLOWEEN FESTIVAL FOR THE GARDEN SHOPPING CENTER

- GRA497_G14 -			
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ABSTRACT

At the present time, the playgrounds for cosplayers are not many and are not of the right quality and the prestige is not high. Therefore, The Garden Shopping Center - belonging to Bitexco Group has captured this and organized Halloween The Garden into a place where cosplayers can unleash their passion. With 10 years of experience in organizing Halloween in this form, the event has gained a certain resonance and prestige, especially in the cosplay world in Vietnam. Based on the achievements achieved over the years, this year's Halloween The Garden will still be held to enhance the image and increase the recognition of The Garden Shopping Center.

Through this event, 3 main goals are set to continue to make Halloween The Garden an iconic event. When it comes to Halloween, people will immediately remember The Garden, especially in the Vietnamese cosplay world. The next goal is to improve customer interaction and trust in The Garden Shopping Center. And finally, increasing traffic to The Garden's media channels. The communication phase for the event will take place within 2 months with 3 phases: (1) Event announcement and information surrounding the event, (2) Amazing Halloween event organization, (3) Later communication event. With a cost of 415,000,000 VND, the event attracted more than 41,000 attendees in 2 days of the event. The event's communication activities have achieved 1,728,000 visits to the fanpage, attracting 6,382 new users on the website and 56,146 interested people clicking on the event on the fanpage. In addition, the event also gained a lot of earned media from articles, shares and mentions of attendees as well as famous people in the cosplay world.

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CHAPTER 1: INTRODUCTION

I. PROJECT INTRODUCTION

1. Name of the Capstone Project

English name: **Organizing Halloween Festival for The Garden Shopping Center**

Vietnamese name: **Tổ chức Sự kiện Halloween tại Trung tâm Thương mại The Garden**

2. Project Introduction

Halloween The Garden is an annual event organized by The Garden Shopping Center. The festival takes place in 2 days with main activities including: Trick or Treat gift giving, One Piece Fan meeting, Meet & Greet, Best Coser of the Year.

Immersed in the atmosphere of Halloween, Halloween event The Garden 2022 opens a playground with many interesting experiences in 2 days, October 29 and 30, 2022 at the 1st floor of The Garden Shopping Center, Me Tri, Nam Tu Liem, Hanoi is free to enter for all subjects. The new feature of Halloween The Garden 2022 is to cooperate with Free Fire, the leading mobile game in Vietnam currently & also one of the official E-sports of SEA Games 31.

In addition, the Best Coser of the Year contest is an indispensable element in this series of events. In particular, the highlight of the series of events is the final round of the Best Coser of the Year contest performed on stage. The qualifying round will be in the form of this year's photo contest starting from October 6, 2022 to the end of October 18, 2022. Single or double exam. Each contestant or group can only participate in one test. 08 contestants or groups will enter the final round based on the number of votes to advance to the final round which will be held on the stage of The Garden on October 30, 2022.

The goal of this event is to create a mindset that in the Halloween season, the audience will remember The Garden's Halloween and The Garden's Halloween festival features will have cosplay. Thereby increasing the recognition of The Garden to the public and people through such competitions.

3. Reasons for Choosing the Project

Purpose: Organizing events is a subject and a necessary skill in Multimedia Communication. Through projects that have been practiced in class, our whole team wants to work in the field of Events. On the other hand, The Garden Shopping Center has many outstanding activities and events held every year. Therefore, our team intends to improve professionalism when working here, gain more experience in the field of media in general and organize events in particular by participating directly from the stage of ideation., event planning and communication.

Relevancy: With this rich, youthful and diverse Halloween The Garden event, we can apply the skills we have learned and practiced in the field of communication and event organization. For example: SSG 201, DTG 102, EVN 201, MLP or CCO. This is an ideal opportunity for us to put what we have learned into practice while gaining real-world experience in a corporate environment.

Meaning: Halloween The Garden is the big and well known activity of The Garden year. This is an annual event, so every year the audience will remember The Garden's Halloween. Every time The Garden's Halloween Feature is mentioned, there will be Cosplay related activities. Thereby helping to increase the identity of The Garden. Our graduation project is the Halloween event for The Garden in 2022. As a result, this is an important event for us to integrate all that has been learned and practiced over the past four years. . This is a fairly large project with a large scale that is interested by domestic Coser throughout the provinces. Therefore, this is both a challenge as well as an opportunity to experience the real world for my team in this graduation project.

4. Team's Duty in the Project

- Scripting activities in the program
- Managing The Garden's communication channels used in the event
- Design banners, publications and media products
- Scripting sound, light, and led screen in 2 event days
- Manage and take care of candidates in 2 rounds of Best Coser of The Year
- Interview MC, Interpreter, collaborator, pick up guests at the airport

5. Project Overview

5.1. The Current Project

Halloween The Garden is an annual event organized by The Garden Shopping Center. The festival takes place in 2 days with main activities including: Trick or Treat gift giving, One Piece Fan meeting and 1 main contest Halloween's Got Talent: Best Coser of the Year.

In 2021, due to the influence of the Covid-19 pandemic, the 10th anniversary event of Halloween The Garden was held online.

With this return, The Garden Halloween 2022 will be held offline on October 29 & 30, 2022. The new feature of Halloween The Garden 2022 is to cooperate with Free Fire, the leading mobile game in Vietnam currently & also one of the official E-sports of SEA Games 31. Communication plan for the project Our project is divided into phases including:

- **Pre-Event Phase** (September 16, 2022 - October 28, 2022): Open registration portal and announce Halloween event. Along with that was the reveal of the cosplay contest jury. The information spread and excited the Coser, attracting interest in the prize and increasing the number of applications.

- **In-Event Phase** (June 29, 2022 - October 30, 2022): Use event photos taken from the Media team to update outstanding information before and during the event. Use the livestream platform to broadcast live, bringing the event closer to audiences who cannot attend live.

- **Post-Event Phase** (October 31, 2022 - November 2, 2022) Thank you to the guests, attendees, sponsors and contestants. Upload the performance of the contestants in the final night of the Best Coser of the Year contest and the video Recap of the event process. Thereby creating the best new image of the talent and enthusiasm of the contestants on stage, inspiring and motivating other individuals in the cosplay world to confidently express themselves.

5.2. The Proposed Project

The proposed project focuses on developing a media plan and content flow for informational posts during the selection of candidates, awards and event news. Raise awareness of the award and the significance of the event through integrated media channels for the target audience of Coser and those interested in Cosplay.

5.3. Boundaries Of The Project

The project's communication plan focuses on promoting information to all Coser in Vietnam and the Vietnamese Cosplay community about the Best Coser of The Year contest by a media campaign before, during and after the event. With the success and prominence of the event in previous years. Halloween event The Garden is one of the events that many Coser at home and abroad pay attention to. The project will continue to focus and promote Halloween-themed content like previous seasons. Build and incorporate interactive activities to draw viewers' attention to the award search process and also honor the individuals who have won the award. This is also a place to exchange, learn and share experiences in the cosplay world. Since this is an annual event, the project focuses on announcements rather than advertising.

II. THEORETICAL FRAMEWORK

1. Definition & Purpose of Event

A special event is a chance for a recreational, social, or cultural experience for the consumer or visitor that is outside of their typical options or routine. Although this approach certainly has benefits, it also appears to omit several types of organizational events. Events are divided into four broad categories for convenience purposes based on the idea that they have recreational, cultural, personal, or organizational aims. When thinking about this classification, it is essential to keep in mind that there are frequent overlaps. For instance, a student's graduation from college is both a personal celebration for them and their family and an official university ceremony. A village carnival is both a cultural celebration of the community's history and traditions and a social gathering, leisure event, maybe for both residents and visitors. Therefore, overlaps should be viewed as commonplace rather than unusual, and any attempt to classify an event even by looking at its goals, sponsors, or history will need to take this into consideration, even if we can all agree that a certain event does fit into a given category. (*Successful Event Management 2019*)

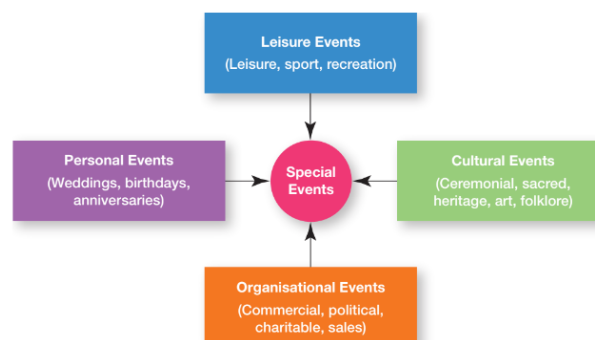


Figure 1: Definition & Purpose of Event

Purpose of Event

- Optimize the effects from the media to create a special impression in the eyes of target customers

- Support businesses to build brand image, products and services
- Changing the initial subjective perceptions of the public, consumers, customers, media towards the brand or product of a company, unit or organization
- Advertise products, support sales to increase sales, introduce policies of distribution channels...
- Annual celebration event.
- To honor outstanding members of the team.
- Attract more volunteers
- Thank and appreciate customers, employees, leaders.
- Charity.
- Meet and exchange experiences for business development.
- Recognition of the results achieved by the business.
- Strategy for new developments of the company.

2. Types of Events

Here are some types of event : Corporate Events, Consumer Events, Government Events, Community, No-profit Events, Personal Events, Virtual Events. (*Successful Event Management 2019*)

3. Characteristics of Events

(*Successful Event Management 2019*)

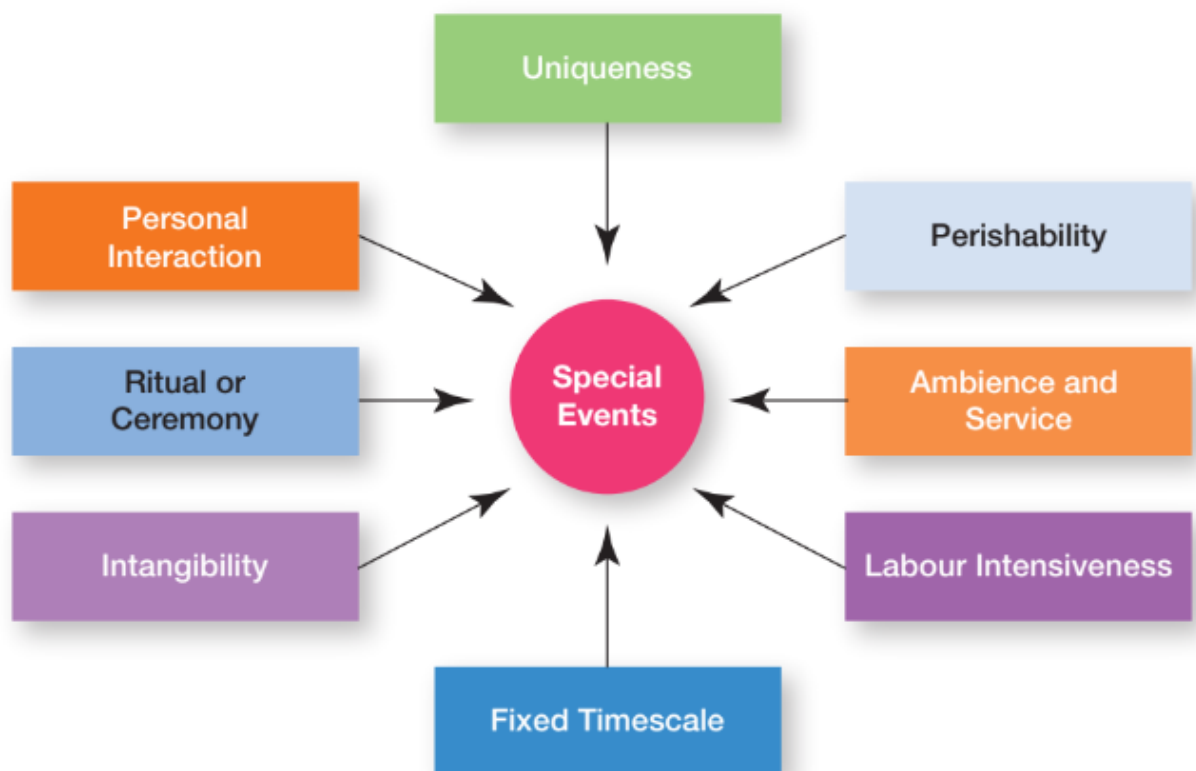


Figure 2: Characteristics of Events

4. Determinants and Motivations

(Successful Event Management 2019)

4.1. Subject of Event

Theme is an important element to the event, we all understand it as almost the backbone, shaping our event. In order to have a good theme, in addition to breakthrough ideas, it is very important to learn about the customer thoroughly, it helps us understand what the customer wants and needs and can be closer to the goal of the event. This is exactly what every customer expects. Moreover, a good topic helps us to confidently develop other details, as long as they stick to the main content.

4.2. Impressive key Moment

This is often what everyone involved in the event strives for and views as essential to its survival because without a moment that dazzles, captivates, or surprises the audience, the event would be rendered meaningless. What is notable. However, this just serves as a necessary component, not the only determinant of the event's success or failure. When you utilize it as the focal point of a gathering, it only really matters. Additionally, if you strive to make everything special, you can be equaled, which would make the event harmonized without highlights.

4.3 New and Unique Design

There's no need to use words to convey your feelings since sometimes pictures speak volumes. Unique designs capture attention from the very first details, provide powerful visual impacts, and help people recall things more vividly over time. Instead of using words or sentences to describe the idea, concise graphics aid in its condensing.

4.4. Attractive Scenario

There are many programs that leave a deep impression on attendees thanks to a compelling script, capable of creating surprises from day to day. The content is clearly expressed, easy to remember, easy to engrave in the mind of the attendees. A program with good content requires good leadership, everything does not need to be too impressive in a "shocking" way, but it must be creative, connected, and close to the psychology of the attendees. Some customers who prefer the "safety" in the event often choose the type of impression by the script because they fear other factors are susceptible to risk because of excessive creativity without control of the situation when the case has begun.

4.5. The Right Place

Even if you have made an effort to develop a detailed, appealing program, the location has a significant influence on how well the visitors perceive the event. Instead, if you pick a decent site and give visitors a pleasant experience, they will recall the fantastic time they had here, including the upscale accommodations, mouthwatering cuisine, and even better service. are some small issues that occurred throughout the event.

5. Process of Event Organization

One of the purposes of planning is to visualize potential problems and to have a plan that will take into account the environment of the event, the stakeholders, the circumstances in which

the event is taking place and what might go wrong; or put more simply, there will need to be some contingency planning for emergencies, in addition to the main plan itself. From the bare bones, an outline plan can be drawn up. Basic operational activities, work in event organization, more specifically include (*Successful Event Management 2019*) :



Figure 3: The planning process for event management

5.1. Objectives

The objectives are the starting point for the planning of any event – what is the event intended to do? Is it intended to celebrate, to entertain, to fundraise? Given this, and some view of the possibility of the event after the screening process, the organizers should have a reasonable idea of the kind of event that can be put on and whether it will suit the type of people coming to it (the target market). However, planning should not be seen as something that starts with a concept and ends on the opening hour. Even after the event has started the organizer is likely to be making changes, sometimes very major changes, in response to problems or to deal with an unforeseen crisis. One of the purposes of planning is to visualize potential problems and to have a plan that will take into account the environment of the event, the stakeholders, the circumstances in which the event is taking place and what might go wrong; or put more simply, there will need to be some contingency planning for emergencies, in addition to the main plan itself.

5.2. Draft Outline Plan

In the part of the process that involves collecting information relevant to the event. Facts such as available dates, suitable times, potential venues and useful staff have to be identified; checking has to take place to ensure there are no clashes with other, similar or competitor events. For major events, checking what else is taking place, or is planned, can also be done using online listing services as well as by methods such as looking at magazine or newspaper event listings (checking the same time in the previous year's reports is also useful in doing this) and if the prospective market is not known, market research should be done into what people would like and pay for, building on any pilot research that might have been carried out at the screening stage. The draft plan is really a place for initial ideas to be recorded, a kind of scrap-

box for brainstorming and all your initial thoughts and concepts. Its headings should, importantly, cover six key issues, to give it some structure and form:

- Why is the event being undertaken?
- Who will be involved in the process and the event (and who may not be)?
- What will take place and what information or research is needed to make decisions?
- How will it be done?
- Where will it happen (the main location and any additional locational needs)?
- When will it take place (dates and expected outline times)?

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

5.4. Organizing and Preparing the Event

The process of planning and coordinating the event is usually referred to as event planning and which can include budgeting, scheduling, site selection, acquiring necessary permits, coordinating transportation and parking, arranging for speakers or entertainers, arranging decor, event security, catering, coordinating with third-party vendors, and emergency plans. Each event is different in its nature so the process of planning and execution of each event differs on the basis of the type of event.

The event manager is the person who plans and executes the event, taking responsibility for the creative, technical, and logistical elements. This includes overall event design, brand building, marketing and communication strategy, audio-visual production, script writing, logistics, budgeting, negotiation, and client service.

5.5 Implementing the Event

The process of preparing and implementing the organization needs to work continuously, closely monitored to see if it goes as planned. If the process does not take place in time, there must be a backup plan, 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 cause conflicts between the organizers under the witness of the attendees. During the course of the event, it must always be done based on the previously approved script and the timeline of the program to easily track the work being done.

5.6. Divestment/ Legacy

After the event is completely over, we need to take the final step which is Divestment/Legacy. We need to make detailed statistics of the cost of implementing the items so that we can quickly

disburse. Hand over what belongs to distributors and stakeholders quickly. Actively listen to feedback about the program so that we can meet to discuss lessons learned to do better next time. Share the moments recorded in the program and bring it to the audience

6. Event Crisis Management

Creating and maintaining a business continuity plan increases awareness of threats, prepares the organization for potential disruption and helps ensure that the organization has the resources and information needed to deal with such emergencies.

For each of its critical activities, an organization should determine potential loss mitigation and risk treatments that:

- Reduce the likelihood of a disruption
- Shorten the period of disruption
- Limit the impact of a disruption on its key products and services

(Effective crisis communication: Moving from crisis to opportunity 2019)

7. Qualitative Research and Quantitative Research

7.1. Qualitative Research

Qualitative research is asking broad questions and gathering data from the phenomenon or participants. Qualitative research involves description, explanation and more or less subjective elements of the researcher.

The purpose of qualitative research is to answer research questions with explanatory data, demonstrating the results that the researcher finds.

Qualitative research is especially suitable for answering unanswered quantitative research questions, in order to open up new research directions using the scientific method. Therefore, this is also a challenge for researchers when using this method.

Qualitative data is a set of information that cannot be measured numerically. The results of qualitative data analysis can take the form of highlighted keywords, disaggregated information, and sketched definitions. The resulting information obtained from them can be in a descriptive form and the researcher needs to perform an analysis process to find out if they are satisfied, dissatisfied or in need of some improvement.

7.2. Quantitative Research

Quantitative research is usually done using scientific methods, which may include: Generation of models, theories and hypotheses; The development of measuring tools and methods; Testing and manipulation of variables; Collect experimental data; Modeling and analyzing data

Quantitative is understood as a method understood as the systematic empirical investigation of observable phenomena through statistical, mathematical or numerical data or computer techniques. The content of quantitative analysis is to collect data from the market, process these data through conventional statistical methods, simulate or run data processing software and make key conclusions. corpse.

(Successful Event Management: A practical handbook)

8. SWOT

Albert Humphrey was an American business and management consultant. During his work at the Stanford Research Institute (1960 – 1970), he produced a team method for planning which was named SOFT analysis, this has developed into what we now know as a SWOT analysis.

Strengths(Internal factor / Positive influence)

- What are we best at?
- What intellectual property do we own that can help us with this objective?
- What specific skills does the current workforce have that can contribute to this objective?
- What financial resources do we have for reaching this objective?
- What connections and alliances do we have?
- What is our bargaining power with both suppliers and intermediaries?

Opportunities (External factor / Positive influence)

- What changes in the external environment can we exploit?
- What weaknesses in our competitors can we use to our advantage?
- What new technology might become available to us?
- What new markets might be opening to us?

Weaknesses (Internal factor / Negative influence)

- What are we worst at doing?
- Is our intellectual property outdated?
- What training does our workforce lack?
- What is our financial position?
- What connections and alliances should we have, but don't?

Threats (External factors / Negative influence)

- What might our competitors be able to do to hurt us?
- What new legislation might damage our interests?
- What social changes might threaten us?
- How will the economic cycle affect us?

(Principles of Marketing 2019)

9. S.M.A.R.T Goals

In fall 1999, teachers of two Wisconsin elementary schools met to discuss setting specific goals that are strategic, measurable, attainable, results-oriented, and time-bound (SMART). Commonly used in government and industry, SMART goals are now helping educators evaluate their instructional processes and programs. (MLH)

SMART goals are written using the following guidelines being:

- Specific – define exactly what is being pursued?

- Measurable – is there a number to track completion?
- Attainable - can the goal be achieved?
- Realistic – doable from a business perspective
- Timely – can it be completed in a reasonable amount of time? (Williams, 2012).

(Principles of Marketing 2019)

III. COMPANY OVERVIEW

1. About The Garden Shopping Center

Located in the new administrative center to the west of the capital, with luxurious French architecture and world-class facilities, The Garden Hanoi Shopping Center offers business opportunities with famous brands and the business community. success.

Together with the store and customer management system, The Garden Hanoi Shopping Center promises to bring great success to brands and retailers, and is a trendy and stylish destination for customers.

The Garden Shopping Center is the first choice of international franchise events, where events are elevated and become a leading entertainment-consumer destination.

The Garden Shopping Center offers diverse advertising & event spaces with enthusiastic support & experience to maximize the power of the retail environment to help customers achieve a solid connection with consumers.

Some events were held at The Garden Shopping Center:

- Organizing pre-qualification for The Face Vietnam 2022 in the North region.
- Preliminary round of Vietnam's Next Top Model season 1, 2, 3, 5, 6, 7
- Vietnam International Fashion Week casting round 2016
- Do Re Mi 2012 and 2014 Preliminary Round
- Hello Kitty - 40th Anniversary
- Annual Event Halloween Festival
- Santacon Annual Event

2. Vision, Mission, Core Value

2.1. Vision

Vision to become one of the leading international multi-industry economic groups. We establish global competitiveness by implementing international projects, making concrete contributions to the economic development and future of Vietnam.

2.2. Mission

- For economic development: Take a pioneering position, setting and maintaining international standards and sustainable values of all business activities. Focusing on macro strategy and vision, actively contributing to the development of key economic areas, building lifeline infrastructure, creating a civilized city, investing in the future in the fields of energy and energy. green quantity.

- For society: Contributing to social development by spearheading the economy, maintaining a long-term vision to ensure sustainable values: humanity, respect for nature, preserving elite cultural values.
- For employees and the community: Putting people at the center of all economic and social development activities, maintaining and developing the collective will, solidarity, understanding and community activities Humanity, high responsibility.

2.3. Core Value

- Leading in all areas of activity.
- Creative and effective, backed by decisive action.
- Meet business best practices while respecting traditional values.
- Responsibility in all situations.
- Team spirit and respect for each other's differences.
- Confident with the achieved achievements and determined to strive to build a brighter future of the Group and the country of Vietnam.

2.4. Logo



Figure 4: Logo of The Garden Shopping Center

CHAPTER 2: DEVELOPMENT & PRE - PRODUCTION

I. DEVELOPMENT

1. Situation Analysis

Halloween Ky Thu is an annual event on every Halloween festival held by The Garden Shopping Center. During the event, there were many contests to attract young people, especially cosplayers from all over the country, besides there were super promotions from big brands and brands at The Garden Shopping Center.

Due to the impact of the Covid-19 epidemic, the Halloween The Garden event was held online in 2021. However, the attraction of the festival has attracted thousands of registrations from young people. After the Covid epidemic was gradually brought under control, the state's requirements on social distancing were gradually lifted. Halloween The Garden 2022 has officially returned on October 29 & 30, 2022 with an offline form, creating a brilliant Halloween 11th year, in return for 2021 having to celebrate its 10th year with an online form.

With this comeback, the atmosphere of Halloween has been vibrant and has attracted the attention of many young cosplay enthusiasts and is the most discussed topic in Vietnamese cosplay groups. It can be seen that after the year of being held online due to the Covid 19 epidemic, the attraction and coverage of Halloween The Garden has been enhanced and is expected to have a boom in participation in 2022.

At the end of October, young people eagerly look forward to Halloween. These days, young people want to have a festival so they can have fun, not with bold religious and ritual colors. Halloween still retains the form of costumes in costumes, but the participants are mainly young people in big cities with the main purpose of having fun. Most of the participants are only interested in preparing unique costumes and having fun with friends, not paying attention to the origin and meaning of the festival.

It is also very understandable when the world opens up, Vietnam integrates, and new cultural waves arrive quickly. Young people with dynamism and love for new things will be the first to receive these things. In recent years, dressing up as comic characters (Cosplay) has become an indispensable part of young people who love Japanese culture. Not only stopping at bringing comic characters to life, the Cosplayer community has quickly grasped the new trend - Cosplay of generals in the game.

Cosplay inspiration comes not only from comic book characters but also from the game world. The development of graphics allowed game makers to come up with more detailed, more beautiful characters. And since then the world of cosplay also appeared with more sophisticated and shimmering costumes. Besides, your cos shoot images are also invested more carefully in terms of location and perfect photoshop techniques.. An indispensable part of contributing to the development of cosplay in Vietnam is thanks to the Photographers.

Although it has penetrated into Vietnam since 2004, this time it has not yet attracted many young people. After a difficult time, the Vietnamese cosplay world is really happy when Kim Dong publisher officially organizes a cosplay festival in the summer. Along with that, event companies regularly organize events. festival, contest for cosplayers to express themselves.

It is because of grasping the trend of what Vietnamese Cosplayers want when participating in their experience at the Halloween event. Halloween The Garden has chosen the theme of E-sport as the main theme in this event. In addition, The Garden also cooperates with partners who are photography companies and businesses to take photos for attendees and contestants participating in activities.

USP

- As an annual event with high prestige, just mentioning Halloween, cosplay world will remember The Garden
- High quality, professional jury and booths
- Invest on the biggest scale and best quality in Halloween events held in Hanoi

2. Competitor Analysis

2.1. Aeon Mall Long Bien

- No. 27 Co Linh Street, Long Bien Ward, Long Bien District, Hanoi City
- Aeon Mall Long Bien is the first establishment of Aeon Mall in Hanoi of AEON Group. This commercial center has an area of up to 9.6 hectares. At Aeon Mall, there is a full chain of restaurants, supermarkets, entertainment areas, shopping malls, etc. from popular to high-class.
- Aeon Mall is one of the commercial centers and also the largest and most diverse shopping, dining and many exciting activities in Hanoi.
- In October, Aeon Mall held a series of events to celebrate the 7th anniversary of its presence in Hanoi and especially with the Event "Halloween Day in the Future World" with cosplay and photo-shooting with cosplayers. The event time is this October 28 - 31 at the central lobby of Aeon Mall Long Bien
- In this series of events, Aeon promotes a lot of activities about promotions, but besides that, they also have different performances spread throughout the month, not focusing on any particular day.

2.2. Aeon Mall Ha Dong

- Hoang Van Thu residential area, Duong Noi ward, Ha Dong, Hanoi
- As one of the largest commercial centers in the country with an area of nearly 10 hectares, a capacity of up to 2,100 cars and 9,000 motorbikes, gathering about 220 booths with famous domestic and foreign brands.
- Aeon Mall is one of the commercial centers and also the largest and most diverse shopping, dining and many exciting activities in Hanoi.
- In October this year, Aeon Mall also organizes a series of promotions and especially on October 29, a Halloween costume contest will be held at AEON Mall Ha Dong (Hanoi). With the form of performances such as catwalk, dance, drama..., the winner (with no age limit to attend) will have the opportunity to receive a cash prize of up to 5 million dong (with the participating group) and 4 million (for individuals). In addition, the first 50 "contestants" who register through the fanpage will receive a voucher of 50,000 VND at the AEON food counter.
- These activities will help Aeon Mall Ha Dong attract more interest and participation in the experience here.

2.3. Vincom Royal City

- No. 72A Nguyen Trai, Thuong Dinh Ward, Thanh Xuan District, City. Hanoi
- Royal City Center still holds the position of the largest underground shopping and entertainment area in Vietnam with a total floor area of up to 230,000m².
- Considered as a miniature "European city", Vincom Mega Mall (VMM) Royal City - the largest underground commercial center complex in Vietnam developed according to the international standard Mega Mall model - "one destination" - every need - "many options".
- Holding the position in the Top of the famous haunted house amusement parks in Hanoi today is "Mystic Haunted House" in Royal City because the murky space brings a "cold" feeling right from the first steps. Each model or area here is designed very vividly, every small detail is simulated to bring a feeling of authenticity. Along with the scene is the sound of howling wind, screaming, ... making visitors seem to gradually sink into the dark space.

2.4. Conclusion

- Competitors still have their own Halloween programs and are heavily invested, especially Aeon Mall Ha Dong also holds an event about Cosplay, although it has not yet received great attention, but this is also a very competitive competitor. potential
- Competitors have increasingly large and changing events, so it is imperative that The Garden needs to improve and have more unique programs in the future to attract guests to participate.

3. Halloween The Garden Analysis

Halloween event The Garden is an annual event organized by The Garden. The first time the Halloween event was kicked off was in 2011.

Halloween The Garden not only brings a space filled with Halloween colors with many entertainment activities, but has long become a rendezvous for cosplayers who like to dress up as characters in movies, stories, with beautiful and sophisticated costumes, creating an overwhelming space with the appearance of thousands of favorite characters. Every year the Halloween season approaches, young people stir up information about Halloween The Garden.

This is a place where young people can freely express themselves with unique and attractive costumes. After 11 years of establishment and development, Halloween The Garden has always been a prestigious and quality playground for Coser throughout Vietnam. Coming to Halloween The Garden, young people can immerse themselves in costumes and characters that seem only in movies and comics.

3.1. Halloween The Garden 2020

2020 is the 9th anniversary year. In 2 days of the Halloween Festival, The Garden Shopping Center regularly welcomes from 15,000 to 16,000 visitors to join and shop.

Notable activities in Halloween The Garden festival in 2020 include: Qua Tang Ky Thu (from October 29 to November 1, 2020); Le Hoi Ky Thu, Halloween's Got Talent (October 31 - November 1, 2020)

Realizing that in recent years, cosplayers are more interested in games, The Garden has chosen E-Sport as the theme of the 2020 competition.

With attractive prizes, along with serious investment in content, the audience will admire the quality performances from famous dance groups Ha Noi.

3.2. Halloween The Garden 2021

Due to the impact of the Covid-19 epidemic, the whole country had to implement social distancing. So the annual Halloween event The Garden is no exception.

Following the success of HALLOWEEN'S GOT TALENT 2020, on Halloween 2021, The Garden brings a whole new online playground for young people who have a passion for dance called HALLOWEEN'S GOT TALENT: ONLINE DANCE CHALLENGE.

This is a completely new online playground for young people who have a passion for dance. Following the success of Cover Dance Challenge in 2020, the 2021 contest promises to bring extremely interesting experiences for dancers.

Unlike last year, the 2021 contest is not limited to genres, expanding the opportunity for all dancers of all genres to participate.

Before the situation of Covid-19 is still complicated and under the direction of the Prime Minister, dancers will compete online by sending performance video clips to the Organizing Committee. The final round of evaluation and scoring directly from the Jury will be livestreamed on The Garden fanpage.

Due to the impact of the Covid-19 epidemic, the festival will be held online and livestream on the official Fanpage of The Garden Shopping Center. However, the attractiveness of the Festival has attracted thousands of registrations from young people. There are 3 online contests and many attractive prizes for cosplayers: Coser King & Queen, Best Coser of The Year 2021 and Halloween's Got Talent 2021.

The 10th year of BEST COSER OF THE YEAR 2021 brings very new things:

- According to government guidelines and to ensure the safety of the community, the final round of the contest will be conducted in the form of an online video contest. This will also be an opportunity for cosplayers from all over the world to participate, especially those who are far away and cannot participate in person.
- Impressive rewards and special trophy 10 year edition BEST COSER OF THE YEAR exclusively for the winners of this year's contest.
- For the first time appearing on the judge's chair, a cosplayer has been loved for many years as well as won many prestigious awards.

4. SWOT Analysis

<p style="text-align: center;">OPPORTUNITIES</p> <ul style="list-style-type: none"> ● Japanese culture is being embraced by more and more people, so the festival will attract more attention ● The festival is held annually and has a high reputation, so it doesn't need to spend too much on advertising and can collect a lot of earned media. ● The quality of contestants and attendees compared to the competition should enhance the image of the festival 	<p style="text-align: center;">THREATEN</p> <ul style="list-style-type: none"> ● It is easy to have problems such as theft, wearing offensive clothes to be famous at the event space ● Space and facilities are not adequate, causing some inconvenience for candidates and attendees
<p style="text-align: center;">STRENGTH</p> <ul style="list-style-type: none"> ● As an annual festival, it greatly contributes to enhancing the identity of The Garden Shopping Center ● Organizing committee has 10 years of experience in organizing this festival ● Quality stalls, carefully censored ● Is the most prestigious event in the cosplay world in Hanoi ● The Best Coser of The Year and King&Queen contests have become prestigious and expected annual competitions in the cosplay world. ● As one of the few major events held after the pandemic ● The jury is a big name, so it helps to improve the prestige 	<p style="text-align: center;">WEAKNESS</p> <ul style="list-style-type: none"> ● Only famous in the cosplay world, not everyone knows about it ● The location is quite far from the center ● Organized in the shopping mall, so there are many restrictions on security and stage so as not to affect the business activities of the stores in the shopping mall. ● The space is a bit small for the size of the attendees

Table 1: SWOT of Event

Conclusion

<p style="text-align: center;">OPPORTUNITIES</p> <ul style="list-style-type: none">● The organizers can take advantage of the prestige and long-term relationship with the organizers to optimize the cost of the organization.● Images of contestants and attendees can be used to enhance the image quality of the program	<p style="text-align: center;">THREATEN</p> <ul style="list-style-type: none">● The tight space makes the guests not want to attend for too long, so they may miss the special performances of the program.● It is easy to happen that the situation of theft causes the affection of the attendees to decrease
<p style="text-align: center;">STRENGTH</p> <ul style="list-style-type: none">● No need to worry about the lack of contestants or guests.● Having a lot of experience, there will be less unnecessary risks.	<p style="text-align: center;">WEAKNESS</p> <ul style="list-style-type: none">● Limited time and space to set up the event.● Because it is a typical cosplay event, it is difficult to attract guests who are not in the world but far from the place of the event.

5. Research & Target Audiences' Insight

5.1. Research Target Audiences' Insight via a Quantitative Study

For the purpose of quantitative research, we did a survey of festival participants to find out the issues that need to be improved and promoted in the following Halloween seasons. The survey was based on 878 responses, of which 66.7% were female, 26.8% were male and 6.5% were of the opposite sex. The most crowded age group is 18-25 years old and mainly lives in Hanoi.

2. Giới tính
878 câu trả lời

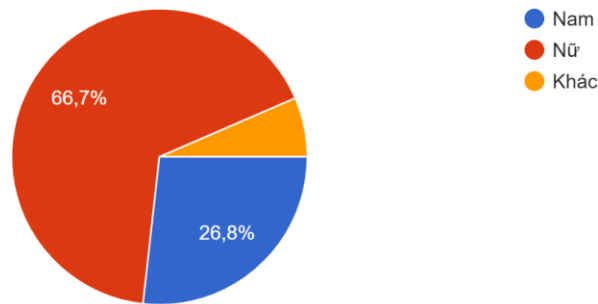


Chart 1: Gender of Audience

3. Độ tuổi
878 câu trả lời

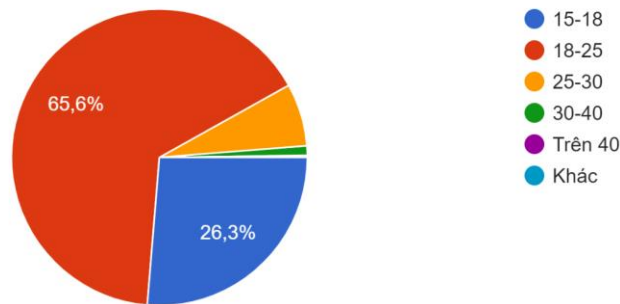


Chart 2: Age of Audience

More than 85% of respondents learned about the event through Facebook, which shows that advertising and content on Facebook was successful in attracting interested people.

9. Bạn biết đến Halloween The Garden qua đâu ?



888 câu trả lời



Chart 3: The audience knows about the event through

5.2. Research Target Audiences' Insight via Qualitative Study

For qualitative research, we created a depth-interview and consulted with the organizers of The Garden, the companion units. And the results show that the problem of space needs to be improved to meet the increasing number of guests.

Ms. Dinh Thi Cam Van - Head of the Organizing Committee: “ *I have done 11 seasons of Halloween The Garden, and with this coming back offline, I'm excited to be able to continue creating an occasion for everyone to have fun during Halloween. With Halloween The Garden 2022, I decided to combine with 2 big companions, Garena Free Fire and Kim Dong Publishing House, I am sure that this combination will make young people feel excited about the event and I also hope that everyone will see the change and improvement of Halloween The Garden step by step.*”

Ms. Cao Huong Giang - Member of the Organizing Committee: “ *Due to the influence of the covid-19 epidemic, last year's Halloween event The Garden 2021 had to be held online, so this year I will do good communication so that young people with a passion for cosplay can know about the return of this offline event. And with the cooperation of 2 big companions, Garena Free Fire and Kim Dong Publishing House, I believe that the participants will be more interested in the development through each season of Halloween The Garden.*”

Mr. Nguyen Trong Hoan - Member of the Organizing Committee: “ *With the experience of doing 11 seasons of Halloween The Garden, I feel the passion of cosplay among young Vietnamese people is growing. So with this event, me and the organizing committee are also ready to create a monumental event for those who have a passion for cosplay to have the opportunity to show their costumes.*”

Mochi - Companion unit: “ *We have been with Halloween The Garden for many seasons, I see that the participants in the festival have invested in everything from costumes to makeup, and posing very well. I am really impressed with the Cosplayers of Halloween The Garden, and I am sure that with this Halloween season, there will be many more quality cosplays.*”

Free Fire - Companion unit: “ *I have been following Halloween The Garden for many seasons and I see a large number of people attending the event, especially young people. With the prestige of the event as well as the Head of the Organizing Committee being a very reliable partner on our side, I believe this will be a successful cooperation.*”

Mr. Nguyen Bao - MC: “ *Halloween The Garden is a prestigious event that attracts many young people with a passion for cosplay. Because it is a famous event that is interesting to a lot of young people, I will try to do my best to convey it to everyone.*”

5.3. Conclusion

Summarizing the results of the surveys, it shows that the issue that needs to be changed the most in the next Halloween season is to improve the festival space to be able to accommodate a large number of guests, along with the problem. security, should hire more outside security teams instead of just using The Garden's security. Issues that should be considered are adding food stalls to serve all-day attendees.

6. Research Audience

We have thoroughly investigated user data on the Internet and their news update habits in order to support the launch of the Halloween The Garden campaign. This will assist us in determining when to upload content. **According to Hootsuite's research in January, 2022**, there are 4.95 billion Internet users worldwide as of today, making up 62.5% of the entire population, an increase of 4% from the previous year. Each person's daily phone usage grew by 4 minutes on average. The data above demonstrates that it is getting easier to connect with audiences and

establish contact points, but on the other hand, material must also be improved and made more appealing to users in order to encourage them to read and understand it.

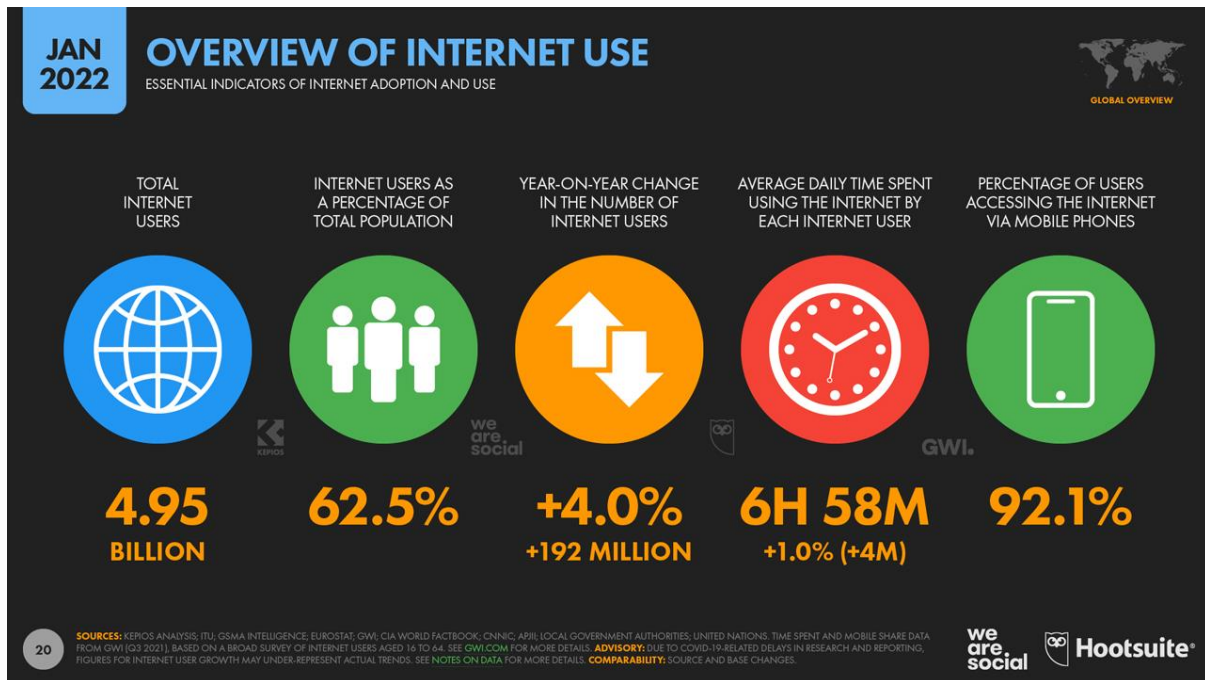


Figure 5: Overview of Internet Use

According to *Adosta's analysis of "Vietnam's digital advertising market in 2021"*, Facebook continues to have over 90% of users belonging to Gen Y and Gen Z, Zalo ranked second with 88% of users. With the above numbers, we will choose Facebook as the main communication channel, as well as make announcements on Zalo and the official website of The Garden Shopping Center.

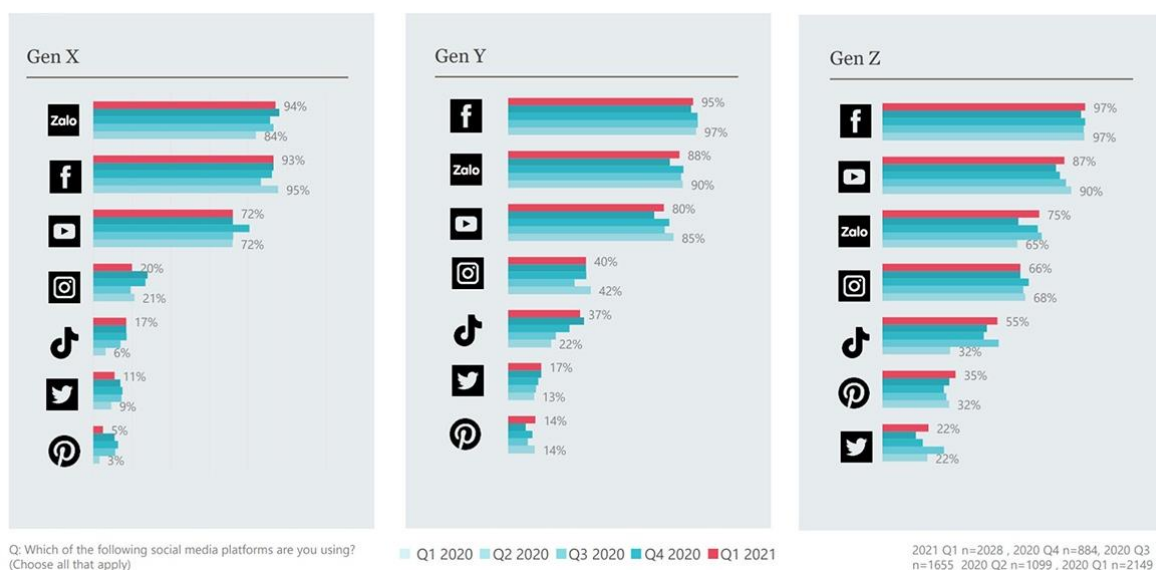


Figure 6: Survey on social media usage

7. Conclusion

- The results show that today's young people are increasingly interested in and love cosplay
- The results of statistics and analysis show that The Garden Shopping Center has had events to attract young people during the Halloween season.
- The results show that Facebook and Zalo are the official and appropriate channels for the program. Attract and have a large following to create attractiveness for this event.
- Regarding the opponent, there is still no opponent that needs special attention. The method of organization needs to be updated and listened to the opinions of the delegates to improve gradually, but according to statistics, this method and organization is still appropriate.
- Based on the data, the number of participants is increasing and this year the program is combined with 2 big brands, so it is expected that the number of participants this year will be more than previous years, so it is necessary to prepare personnel and event security.

II. PROJECT PLANNING

1. Brief and Proposal

- Halloween The Garden is a 10-year annual event. The event is held with the truest Halloween nature and has the largest scale in the North at the moment. The event was organized to enhance the brand image of The Garden shopping mall. The image of thousands of cosplayers immersing themselves in the festive atmosphere is an image representing the cosplay community that is always dedicated with passion and serious investment.
- "Halloween The Garden" is an opportunity for thousands of cosplayers from all regions in Viet Nam to gather and mingle in the atmosphere of the Halloween season. And when it comes to Halloween, it will create a mindset for people to remember The Garden.

2. Goals and Objectives

2.1. Goals

The main goals of the project include:

- Attract more people to participate in the activities of the event
- Increase brand awareness of The garden by collaborating with the biggest iconic cosplay event in North of Vietnam
- Create connection and trust of customers for The Garden Shopping Center.
- Increase reach for the media channels owned by The Garden Shopping Center

2.2. Objectives

- The number of people attending the event reached 21.000 people - an increase of 40% compared to Halloween The Garden 2020 event (the last Halloween offline event had 15.000 people attended).

- The number of people accessing the channels The Garden owns reached 1.500.000 hits.
- The minimum number of teams registering for the Best Coser of The Year contest is 10
- 80% of people agree to participate in events next season (assessment through survey after the event).
- 3,000 livestream viewers and after 1 week reached 7,000 views

3. Target Audience

They are active people who like to participate in outside activities and events to have the opportunity to interact and learn from the people around them. Especially for those of you who have a passion for policeplay, they always want to express themselves and want to be recognized for their efforts in the cosplay community.

The target audience of the event is everyone (including children) who wants to have an interesting playground on Halloween.

	Potential candidates and Audiences	Audiences
Age	18 - 25 years old	Everyone
Area	Hanoi	Viet Nam
	Neighborhoods of Hanoi	
Character	Dynamic, open-minded and always ready to invest in his passion, always ready to receive opportunities for himself.	Open-minded, always ready to participate in new activities and experiences.
Mentality	Enjoy expressing yourself through carefully invested cosplay costumes with the desire to receive the recognition of everyone in general and the Cosplay community in particular.	Looking forward to participating in interesting activities as an experience for myself and friends and family.
Objects that have an influence on	Cosers, groups of friends, couples, families	
Communication channel used	Facebook	Facebook

Table 2 : Target Audience

They are active people who like to participate in outside activities and events to have the opportunity to interact and learn from the people around them. Especially for those of you who have a passion for policeplay, they always want to express themselves and want to be recognized for their efforts in the cosplay community.

4. Event Concept

4.1. Big Idea

With the desire to create a prestigious and quality playground for those of you who are passionate about Cosplay on Halloween, The Garden Shopping Center has been and continues to improve to give everyone the opportunity. The festival was able to express itself through carefully prepared contests, bringing certain successes to Cosplayers and The Garden shopping mall.

4.2. Concept

Halloween The Garden 2022 will cooperate with **Free Fire**, the leading mobile game in Vietnam currently & also one of the official E-sports of SEA Games 31. Free Fire with the spirit of “*Battle In Style*” : Fight in Style" and a rich and high-quality costume system hope to bring endless inspiration to the Coser world.

4.3. Event Messages

Spread the meaning of Halloween to everyone, and at the same time, it is an opportunity for those with a passion for cosplay to have the opportunity to perform well-prepared and invested cosplay costumes.

5. Activity Program

No	Date	Time	Content	Location
1	18/10	23:59'	Deadline to receive photos	Fanpage
2	22/10	23:59'	Deadline voting time	Fanpage
3	23/10	10:00	Time to announce Top 7	Fanpage
4	29/10	14.00 - 16.00	Fan meeting One Piece	Stage
5		16.30 – 17.30	Coser of the Year Championship rehearsal	Stage
6		19.00 – 21.00	Treats counter with 7-up	Atrium
7		20.00 – 21.00	Meet and interact with international judges & winners of Best Coser of The Year 2020	Stage
8	30/10	10.30 - 11.30	Trick or Treat: Free Halloween-themed face painting	Atrium
9		14.00 - 17.30	Trick or Treat: Free Halloween-themed face painting	Atrium

10		19.30 - 21.30	Best Coser of The Year	Stage
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Table 3 : Activities

6. Media Channels

For the Halloween The Garden event, we used our communication channels to spread information and seeding into relevant groups on Facebook. We do not hire any social media platform, press or KOL to PR for our event. All posts are made by the media department of the event.

5.1. Owned Media

Hashtags

#HalloweenThegarden #Thegarden #Halloween2022 #bestcoseroftheyear #freefire #coserKingandQueen #Kimdongcomics #Onepiece

5.1.1. Facebook: The Garden Shopping Center

Link: <https://www.facebook.com/thegardenhanoi>

The Garden Shopping Center is the official Fanpage of The Garden Trade Center, in charge of The Garden's Marketing Department. This is the main social networking platform for The Garden to provide information about stalls in the mall, information about events and a place to exchange information and answer customer questions via inbox.

Information is always updated the fastest and most accurate on Facebook The Garden Shopping Center, so this is always considered the most effective and widespread communication channel in The Garden's communication system. As of November 2022, The Garden Shopping Center Fanpage has attracted 106,032 likes and 107,586 followers.

Objectives

The Garden Shopping Center Fanpage

- Event posts average 20,000 hits.
- Videos average 3,000 views
- Livestream of the Best Coser of The Year contest reached 3,000 online viewers and 7,000 viewers after 1 week since its premiere.

Event on Facebook: Halloween Festival The Garden 2022

- Interest and participation in the event reached 3.000 - an increase of 50% compared to Halloween The Garden 2020 event (2.000 turns of interest and participation).
- Reach 20,000 event searches.

5.1.2. Website: thegarden.com.vn

Thegarden.com.vn is the news website of The Garden Trade Center. This is the newspaper that updates the most complete and accurate information and events about The Garden Shopping Center and Bitexco Group to everyone.

The website will update information, pictures about the exciting Halloween festival and the rules of the Best Coser of The Year contest. In the post, there will also be contact information including The Garden's Fanpage and Gmail address, as well as the contact of the head of the organizing committee.

This is the main platform to post information and news, publish videos and photos before, during and after the Halloween event The Garden 2022. All posts on Fanpage come with the event's hashtag set and link. leads to an online event on Facebook: [Lễ hội Halloween The Garden 2022.](#)

Objectives

- Reach 10,000 visits to website thegarden.com.vn

7.1.3. Youtube: The Garden Shopping Center

Link: <https://www.youtube.com/@TheGardenShoppingCenter>

The Garden Shopping Center is the official Youtube channel of The Garden Shopping Center. This is where videos about shopping mall activities and events will be posted.

During the Halloween The Garden 2022 event, the organizers used Youtube to post event highlights and the performances of the Best Coser of The Year contest for everyone to watch. All Youtube posts come with the event's hashtag and a link to the event's Facebook and website.

7.1.4.Zalo: The Garden Shopping Center

The Garden Shopping Center's official Zalo channel will be the place to directly send messages to familiar customers in the data warehouse that The Garden has obtained over the previous seasons so that they can receive accurate and timely news about Halloween Festival The Garden 2022.

7.1.5. Gmail: halloween.thegarden@gmail.com

halloween.thegarden@gmail.com is the official gmail address used in the Halloween The Garden event for the purpose of transmitting and exchanging information to customers interested in the event.

Organizing committee will update the news and send messages to each group of Best Coser of The Year contestants as a way to keep them updated with news and information about their performances to prepare for the show tonight. final.

7.1.6. Collateral

Update new information in each part of the event. Present important images, media publications, etc. to approach customers when they come to The Garden Shopping Center.



Figure 7: Banner out-of-home



Figure 8: Banner in house



Figure 9: Banner

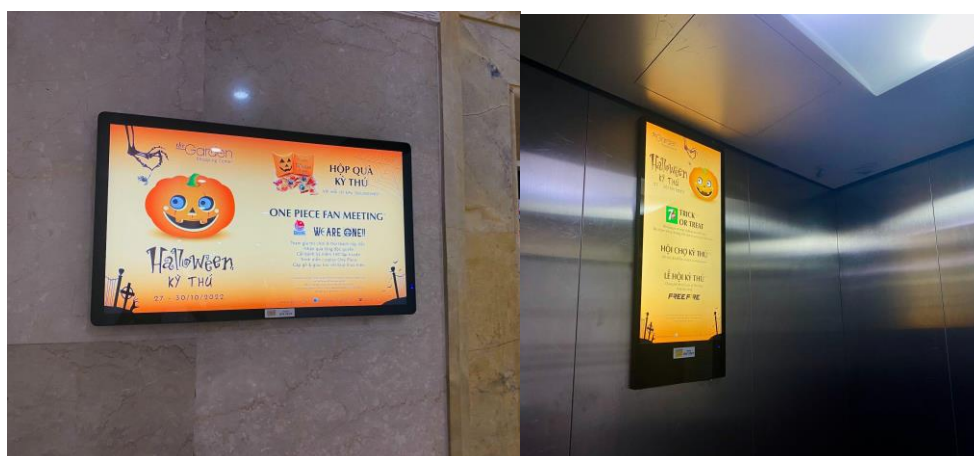


Figure 10: Digital Signage

7.1.7. Conclusion

To get the most effective communication, we will flexibly combine the above means. Specifically, Facebook with Fanpage The Garden Shopping Center will act as the main communication channel. This will be the first place to update the official information to the audience. At the same time, thegarden.vn website will also update the same content to ensure consistency between sources. Youtube channel will repost highlight videos and share on Fanpage on Facebook. The organizing committee team will also use gmail halloween.thegarden@gmail.com to communicate directly with the contestants. All communication channels have clear and effective measurement methods.

7.2. Earned Media

7.2.1. Companion Units

The event's companions such as Free Fire, Kim Dong, 7-Up will post an introduction about their presence at The Garden Shopping Center and some related articles, and they will use more hashtag of Halloween event The Garden 2022.

7.2.2. Guest Sharing

The event guests will share the introduction of themselves posted on The Garden Shopping Center fanpage on their personal facebook as an announcement to their fans that they will be attending the Halloween event The Garden 2022 .

7.2.3. The sharing of the Best Coser of The Year contestants

Participating groups can call for votes by sharing their introduction on The Garden Shopping Center Fanpage or posting information about themselves and the Best Coser contest they participated in.

7.2.4. Cosplay, One Piece, Free Fire groups

Organizing committee’s members will often seed in groups about cosplay, One Piece, Free Fire on facebook so that people know more about the event.

7.2.5. “Word of mouth”

During the voting process for Best Coser of The Year, employees and candidates are encouraged to share stories and information about the award with their friends and family on social media and through chats directly.

7.2.6. Newspapers

With the prestige and grandeur of the event, many newspapers reported on the news and activities of The Garden Halloween festival.

We focus on seeding in cosplay groups on Facebook, mainly posting about Halloween The Garden and commenting on related articles.

No.	Group Name	Traffic
-----	------------	---------

1	Cosplay-FC	128,059 Members
2	Cosplay - Coser Hà Thành - Các shop bán đồ Cos Hà Thành, sài Thành	75,264 Members
3	Cosplay FC (official)	42,763 Members
4	Chúng tôi cosplay nhân vật của bạn	41,907 Members
5	Chúng Tôi Cosplay Nhân Vật Của Bạn	39,979 Members

Table 4 : Seeding group

7. Risk management

7.1. Risk identification

Category	Risk identification	Reason	Risk management	Precautionary plan
Human resource	Staffing shortage	Not enough staff	Mobilizing resources from relevant departments.	Make a staff list early for each stage of operation
	MC is late	MC is late to the scheduled time	Complementary activities and interact with the audience to prolong the time. Change the MC urgently 30 minutes before the start of the first performance, or the organizing committee will host	Rehearse several times in advance so that the MC can clearly understand
	MC got the script wrong	Due to distraction or non-cooperation in the review stages	Immediately inform the MC	
	The security department does not guarantee	The organizers couldn't estimate the	Contact the security department to	The security department does not guarantee

	the performance	scale of the event	request additional security personnel	the performance.	
		There are not enough security guards	Immediately contact another company to ask and ask more about personnel.		
	Contestants entered the competition late to the final night	Makeup takes a lot of time and effort.	Remind contestants before the time of participation	For groups, contestants who arrive late can push the performances of groups and contestants to come first	
		Can't agree on the meeting place before the show	Agree with all contestants on the time and place		
	Foreign guests have their flights canceled or lit up	It could be due to the weather	Book air tickets for guests a few days before the event	Remove the performance of foreign guests and shorten the duration of the program instead	
		Regarding visa documents and procedures	Ensure the procedures and documents of foreign guests		
	Foreign guests have food poisoning or health problems	Food that is not suitable for the customer	Manage and select verified reputable restaurants	Extend the performances of the contestants, guests.	
			Take guests to the nearest hospital		
	Operation and production	Error sound, sound distortion	Due to uncorrected previous sound testing.	Ask the technical department to fix it immediately	The event supplier's side is required to ensure the safety of the event's continuity, including elements of sound, light, and materials to
		The light is broken, no LED or the screen is short, burnt, no display.	Due to technical errors in lighting, did not check carefully		

				serve the needs of the performance
	Missing equipment	Not enough equipment, broken equipment	Immediately rent while temporarily using the remaining equipment, set up important locations	Check the equipment in advance, fully charged
	Candidate is not satisfied with the prize	Candidate feels uncomfortable, unsatisfied	The organizers need to support, answer promptly and guide and give instructions.	Establish a take-care team throughout the contest
	Ineffective organization, operation and coordination of personnel	Coordination and organization are not as effective as planned	Review the plan, hold meetings	Plan detailed work assignments
Disseminate process and content, tasks to all employees				
Regularly supervise and urge people				
	Free Fire partners cancel Free Fire League	Shortage of personnel to carry out	Replaced by Meet and Greet	Select and rearrange the schedule, which includes minor events
Budget	The budget for the event differs too much from the plan	Generated a lot, damaged equipment, require repaired damage	Immediately coordinate with accountants and suppliers to have the most appropriate and economical plan at the time of occurrence.	Thorough research when planning a budget: calculating costs incurred, and fluctuations in prices in the market.
Accidents,	Fire incidents	Electrical	Inform guests to	Training

natural disasters	Electrical fire incident	problems, equipment fires	evacuate according to the previously rehearsed route	personnel to evacuate guests and spectators
Online Risk	Sharing false information about the event	Team members do not know the information about the event	Delete the post immediately and replace the correct information	
	Not enough teams to participate in the competition	The event did not have enough influence and attraction	Seeding contest information into cosplay groups.	Contact the teams competing in previous years and invite them to participate
			Run contest rules ads on fanpage	

Table 5 :Risk identification

7.2 Prevention of damage

Establish a quick response team

In case of emergency situations such as fire, explosion, or violence, there are always quick response teams to quickly capture information and deal with and remedy the consequences. Following the safety principle, it is necessary to relocate and transmit information quickly, to ensure the safety of artists and audiences. At the same time, contact the Fire Department, Security, and Safety to solve problems.

Information management

There is always a media team to manage the incoming and outgoing information sources in the event of incidents. This team will be responsible for analyzing and handling negative information, or communication crises. They ensure the prevention and removal of adverse information that negatively affects the event in the media.

8. Human Resources

No	Title	Name	Job description	Skills
1	Head of the organizing committee	Dinh Thi Cam Van	Plan organization, time, place, human resources, budget Assign specific tasks to employees	Have good communication skills. Decisive and flexible in handling problems. Ability to work under high pressure. Time management and financial management skills. Multitasking ability.
			Meeting with superiors and colleagues to learn lessons for the next events	
2	Media Department	Cao Huong Giang	Planning and building communication for the event	Agile, flexible and creative Write content Catch the trend
		Nguyen Thi Phuong Thao	Responsible for content for news articles, images, clips, content strategy, ideas and messages	
		Le Nguyen Linh Dan	Create fan page categories, websites, directly make photos on fanpage posts, on social networks.	
3	Design Department	Mr Cuong Dao The Anh	Publication design, led screen, standee, backdrop,...	Creation Understand and have experience in designing publications Attention to detail
			Ensure consistency in terms of ideas, themes and concepts for the entire event	
			Make recommendations, suggestions to express design ideas into visual images	
4	Logistics Department	Nguyen Trong Hoan	Coordinate the transportation, arrangement and placement of accessories and furniture.	Experienced in previous events Understanding the event Careful in every detail Good health
		Nguyen Duc Anh	Supervise the dismantling of furniture after the event.	
		Dao The Anh	Assign staff by area	

			during the event	
			Anticipate and handle the risks in the event	
5	Guests	Mahio (Japan) Mariko (Japan) Hmnyang (Korea) Sinmoon (Korea)	Performing and interacting with the audience at the event	Having professional skills to perform on stage Famous in the cosplay community
			Comment and score in the participating performances	
			Sharing knowledge about cosplay	
6	Judges	Dinh Thi Cam Van Tran Uyen Nhu (Zing Ruby) Le Trung Hieu (Hakaryo)	Scoring in contests in the event	Knowledgeable about cosplay and contests Influential in the cosplay world Have experience in scoring in previous Cosplay competitions

Table 6 : Human resources

9. Estimated cost

All of the costs below are estimates and not real figures at all.

No.	Categories	Content	Unit price	Amount	Cash (VND)
Best Coser of The Year 2022 (30/10)					
1	Judge Coser King & Queen	Coser King & Queen judges participation fee	15.000.000	2	30.000.000
2	Japanese and Korean cosplay	Participation fee for Japanese cosplay	100.000.000	2	400.000.000
		Participation fee for Korean cosplay	100.000.000	2	
3	Judges' costumes	Costume support for 6 judges (cosplay, King & Queen)	5.000.000	6	30.000.000
4	Round-trip tickets	Round trip air ticket Tokyo - Hanoi	25.000.000	2	80.000.000
		Round trip air ticket Seoul - Hanoi	15.000.000	2	
5	Hotel double room	Hotel double room for Korean cosplay	2.000.000	3	12.000.000
		Hotel double room for Japanese cosplay	2.000.000	3	
6	Travel insurance	Travel insurance for Korean and Japanese guests	1.000.000	4	4.000.000
7	PCR test	PCR test	510.000	4	2.040.000
8	Pickup car for Japan and Korea guests	Moving airport - hotel and hotel - airport	300.000	4	1.200.000
9	MC	MC Kim Nguyễn Bảo	5.000.000	1	8.000.000
		MC Lý Ngọc Mai	3.000.000	1	
10	Prize	Award for the most comments on FB	2.000.000	1	34.000.000

		First Prize Best Coser of The Year	20.000.000	1	
		Second Prize Best Coser of The Year	6.000.000	1	
		Third Prize Best Coser of The Year	3.000.000	1	
		Prize for Coser King & Queen	3.000.000		
11	Gift flowers	Flowers for the judges	200.000	6	1.200.000
12	Cup set and award table	Cup set and award table	800.000	6	4.800.000
13	Translator	Japanese cosplay translator	2.000.000	3	6.000.000
14	Welcome dinner	Welcome dinner for judges, domestic partner cosplay	10.000.000	1	10.000.000
15	Meals for the local cosplay community	Meals for the local cosplay community to support	5.000.000	1	5.000.000
Side activities (October 29 & 30)					
1	Face Painter	Face Painter (includes accessories)	3.000.000	1	3.000.000
2	Lucky Draw	1st Lucky Draw	100.000	6	1.600.000
		The last lucky draw	500.000	2	
HR / Outsourcing					
1	Professional cosplay photography & filming	Professional cosplay filming & photography package	15.000.000	2	30.000.000
2	Livestreaming	Live Streaming package for Sunday	15.000.000	1	15.000.000
3	Security	Security Extra	50.000	50	2.500.000

Set Up					
1	Main stage	Stage (October 29 & 30)	10.000.000	1	10.000.000
2	Extra stage	15m2 extra stage, with new gray carpet & 1m high U-shaped double-sided panel	5.000.000	1	5.000.000
3	Light & sound	Professional lighting & sound for 2 days	70.000.000	1	70.000.000
4	LED	LED P3, including LED mounting bracket, with LED curtain rear cover	1.000.000	40	40.000.000
5	Cocktail table & bar stools	Cocktail table & bar chair for judges	4.000.000	1	4.000.000
6	Setup and transport	Setup and transport	3.000.000	1	3.000.000
7	Other	Stickers for contestants & cards for organizers	500.000	1	500.000
Total					812.840.000

Table 7: Estimated Cost

III. PRE-LAUNCH/ PRE-PRODUCTION

1. Communication designs

1.1 The Concept of Design

Regarding the content of this year's design, the key visual will also keep the same materials from previous years so that the program has a uniform consistency over the years. The design will be adding the logos of the new companion units.

1.2 Key Visual

Color: Orange & Black

Concept: Cosplay & Esport



Figure 11: Key visual of Event



Figure 12: Key visual in house of Event

1.3 Media Publications



Figure 13: Cover channel Facebook



Figure 14: Free Fire



Figure 15: One Piece Fan Meeting

1.4. Indoor

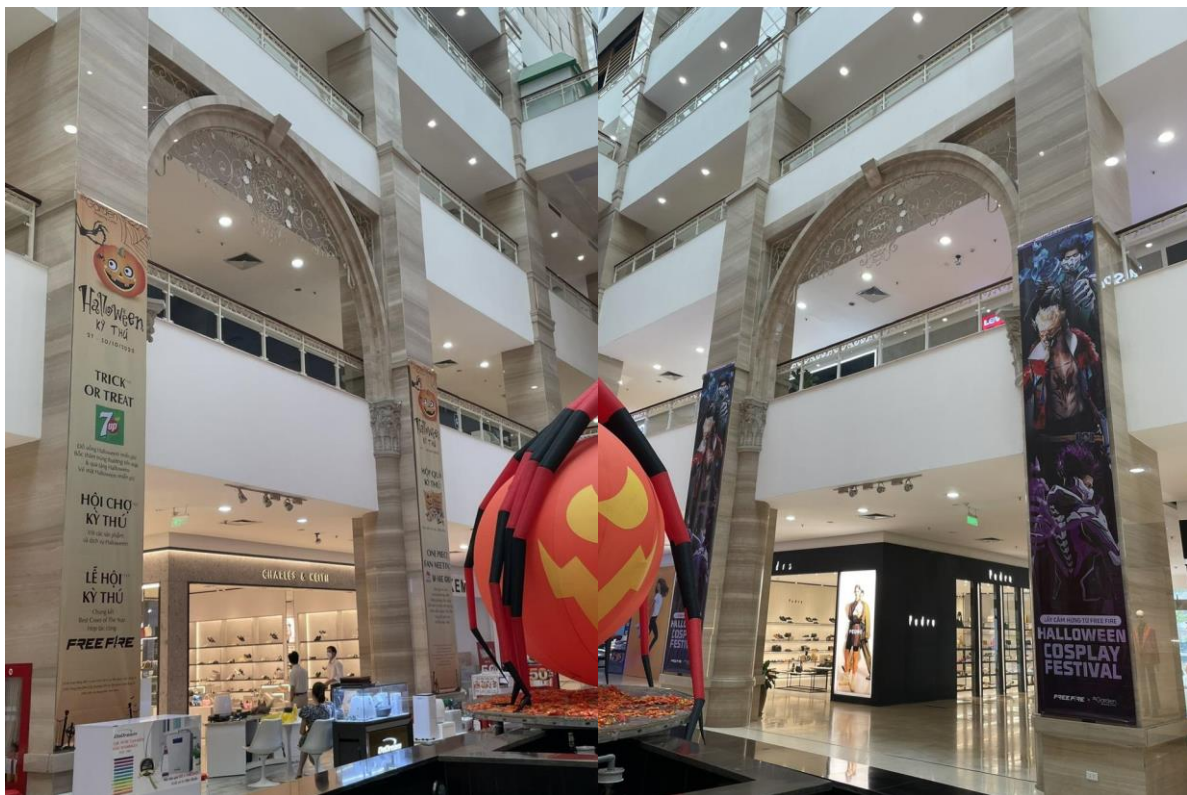


Figure 16: Banner



Figure 17: Banner



Figure 18: Media Signage

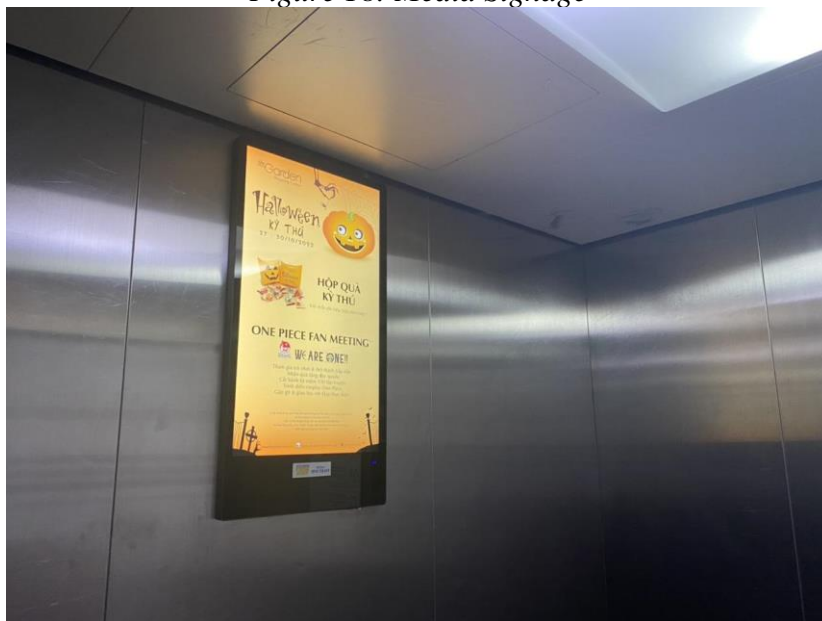


Figure 19: Media Signage



Figure 20: Standee

1.5. Out-of-home



Figure 21: Out-of-home banner Halloween



Figure 22: Out-of-home Banner Free Fire

1.6. Layout

1.6.1. Layout Event

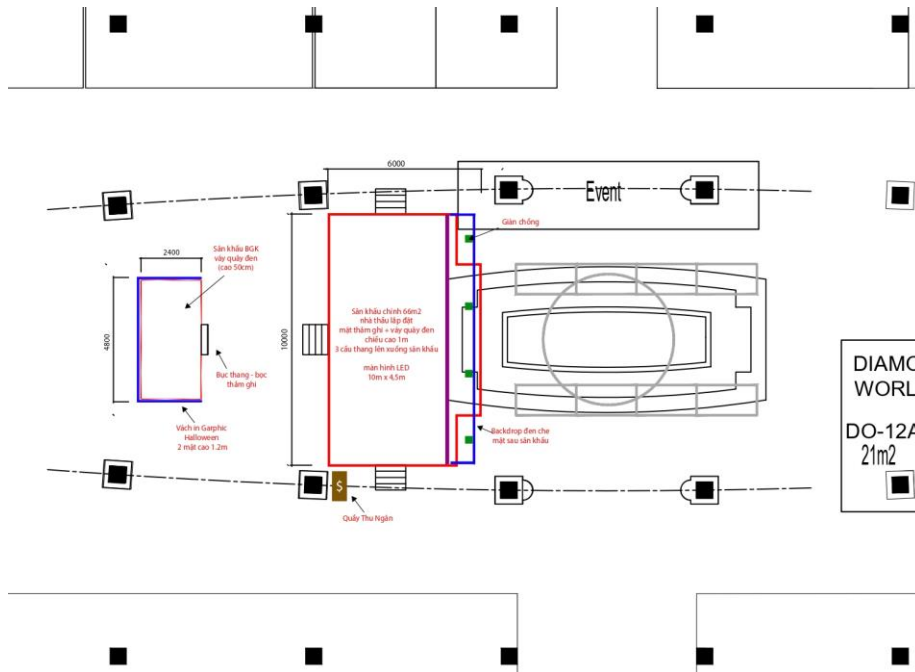


Figure 23: Layout Event

1.6.2. Layout Stall

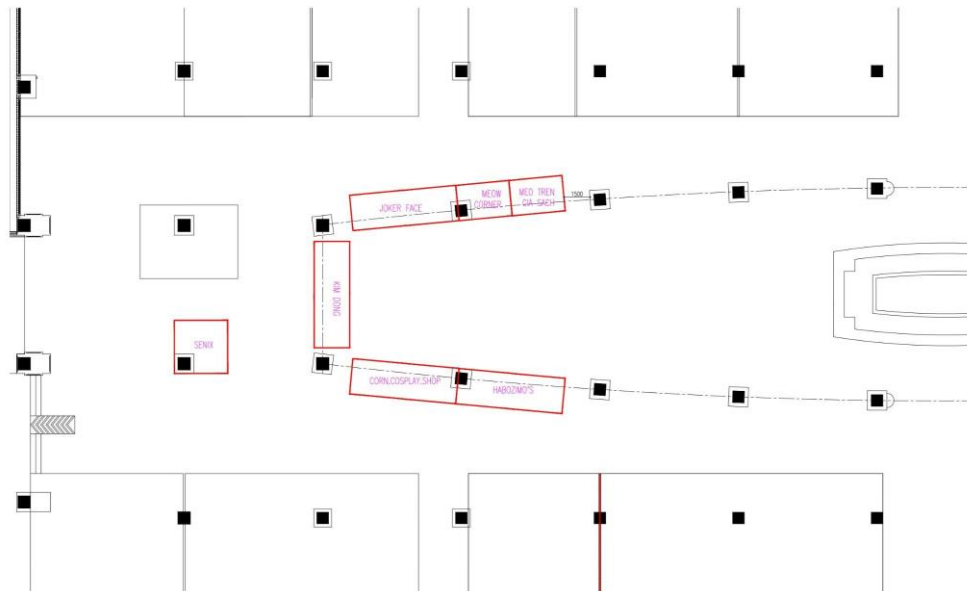


Figure 24: Layout Stall

2. Checklist

No.	Time	Items	Details	Personnel	Note
Pre-event					
1		Event announcement on Facebook, Website, Zalo OA...	Put event details on Fanpage, Website, Zalo OA..., answer questions on Fanpage	Mrs. Giang	
2		Announcement about the Best Coser of the year contest on Facebook, Website, Zalo OA...	Put details of Best Coser of the year contest on Fanpage, Website, Zalo OA..., answer questions on Fanpage	Phuong Thao	
3		Upload contest entries on Fanpage	Upload contest entries on Fanpage, track interactions for each entry to choose the contest prize with the highest votes on Facebook.	Phuong Thao + The Anh	
4		Proceed to select the best 8 performances to enter the final round to perform on stage	Submit entries to the Jury to choose the 8 best performances to enter the final round to perform on stage.	Mrs Van	
6		Side articles about Halloween The Garden	Write and post information on Fanpage about side events related to the festival: judge information, sending items, Halloween fun handbook...	Linh Dan + The Anh	
7		Sound and light scripting for the event	Plan the sound and light for each event item and each time	The Anh + Phuong Thao	
8		Contact and sign contracts with guests and sponsors	Work with sponsors and agree on what to cooperate in the event	Mrs Van	
9		Book air tickets, hotels for KOLs	Book round-trip tickets for Japanese and Korean team guests	Mrs Hoan	
10		Picking up guests	Picking up Korean and Japanese international guests at Noi Bai airport	Duc Anh	

11		Printing	Awards table and cup	Mrs. Giang	
12		Gift	7 Up	Mr. Hoan	Contacted and applied to sponsor 120 boxes x 24
			Dial Minigame gifts: gifts from booth rental units Voucher 100,000VND		
13		Choose a stall	Get a list of registered stalls, review and select those that meet the criteria.	Mr Hoan	
14		Set up Atrium	Check that the signs/Standee/Signposts/decorations/electrical lights are turned on and placed in the correct position.	All	
14		Set up Trick or treat counter	Give 7 up drinks, giving gifts	Duc Anh + Linh Dan	
			Free face painting and tattooing		
15		Set up the check-in photography area	1 stage + 3 stair photography areas	Outsourcing - Mr. Hoan	
16		Set up the booth	Handing over the booth according to the pre-divided list. Ask the booth to use the correct dress according to the assigned area, the staff must cosplay, set up a beautiful booth and always be open and friendly with the participants as well as the customers. Take care booth monitors and checks the booths to see if they meet the organizing committee's requirements, and also checks the stalls in the Atrium. If there are stalls not on the pre-registered list, you need to quickly contact the security guard to handle them.	Mr Hoan	
17		Set up Fan meeting One Piece	One Piece handles	Kim Dong Team	

During-event					
29/10					
1	08:00	Check out the areas in the event area	Check out the booth areas, photo booths, standees....	Duc Anh + The Anh	
2	09:00	Manage the booth area and common area	Monitor and check the booths to see if they meet organizing committee's requirements, and check the stalls in Atrium, if there are stalls not on the pre-registered list, you need to quickly contact the security guard for handling. .	All	
3	14:00	Support setting up Fan Meeting One Piece area	Support to set up the stage at the request of Kim Dong	The Anh + Duc Anh	Linh Dan + Phuong Thao continue to manage the common area
4	16:15	Set up sound and light	Arrange sound and light in the order that the competing teams are available	The Anh	
		Summary of Coser rehearsals at the stage area	Contact the contestants gathered at the stage area	Linh Dan + Phuong Thao	
5	16:30 17:30	Coordinate Coser according to the rehearsal list		Linh Dan + Phuong Thao	
6	19:45	Take Care sound area + Light + led screen	Monitor the sound + light + led screen according to the drama	The Anh	Linh Dan + Phuong Thao continue to Trick or Treat area
7	20:00 21:00	General area management		Duc Anh	
		Take care area sound + Light + led screen		The Anh	
8	22:30	Guide attendees to leave		All	
30/10					
9	08:00	Check out the booth area and the general area of the event		All	
10	10:30 - 11:30	Monitor and assist in the Trick or treat area		All	
11	11:30	Clean, basically rearrange the Trick or treat area		All	

12	14:00 - 17:30	Monitor and assist in the Trick or treat area		All	
13	17:30	Trick or treat area clean up		All	
14	19:00	Take Care guests move to the stage area		Duc Anh	
		Gather the competition teams + support the stage		Linh Dan + Phuong Thao	
		Direct the sound and light area		The Anh	
15	19:30 - 21:30	Best Coser of The Year stage support		Linh Dan + Phuong Thao + Duc Anh	
		Take care of the sound and light area		The Anh	
Post-Event					
1		Hand over the furniture to the supplier	Check quantity, rearrange furniture and related equipment	The Anh + Duc Anh	
2		Support guest to return to the waiting room	Guiding, carrying equipment and performing costumes of guests	The Anh + Duc Anh	
3		Collect photos, event clips	Photos from ekip media Clip key moment	Phuong Thao + Linh Dan	
4		Take the survey	Get surveys from participants, judges, competing teams, sponsors	Phuong Thao + The Anh	
5		Update networks	Post event closing posts on social media	Phuong Thao + Linh Dan	
6		Post photos	Post photos from the event on Halloween The Garden's fanpage	Phuong Thao + Linh Dan	

Table 8 : Checklist of Event

3. Agenda Judges

Head of the Organizing Committee - Dinh Thi Cam Van will contact the judges so that they can discuss the date, time and part of the work taking place at the event. After reaching an agreement from both sides, the Organizing Committee will book air tickets and hotel rooms for the 4 foreign judges. All schedules in the transportation of guests must always comply with the rules according to the contract and the guest's working schedule list. It will always ensure that the judges' dining and entertainment destinations are completely guaranteed to keep the judges' health during their stay in Vietnam.

Besides, the Organizing Committee will also hold an interview with the Interpreters to select an Interpreter that best fits the criteria and culture of the event. And it is mandatory that the Interpreter will also wear a Cosplayer during the 2 days of the event

3.1 Judges List

3.1.1. First Day (Meet & Greet)

- **Hmnyang (Korea):** Hmnyang is a veteran cosplayer in the world. Hmnyang is the representative of Korea participating in WCS in 2009, 2013 and 2016, a guest AFA Indonesia in 2012, the representative of Korea participating in GICOF Singapore from 2018 to present. Hmnyang won 3rd prize in G-Star Cosplay Contest 2020, 2nd prize in Cosplay at home contest in 2021, 2nd prize in Play Expo 2022 and many other awards. Hmnyang has a hobby of cosplaying action characters and editing cosplay videos, often making cosplay items herself.
- **Sinmoon (Korea):** Sinmoon has 20 years of experience in the cosplay world. With rich experience and serious investment, Sinmoon has become the champion of major competitions such as: Hansung Benzt LOL Cosplay 2021, G-Star Cosplay Contest 2021, Seoul Pop Culture Convention Cosplay 2022, BICOF Cosplay 2022, Play Expo 2022 and Popcon 2022. Also won the second prize of G-Star 2021 and E-Fun Cosplay Contest 2021, third prize G-Star contest 2020. Sinmoon has a hobby of making his own cosplay, so all his cosplays are hand-made by Sinmoon. Sinmoon has a lot of cosplay plans in the future.
- **Mariko (Japan):** Mariko's real name is Mariko Yasu. Her cosplay career started in 1989, so far she has 33 years of experience in the cosplay field. Mariko's current main job is a manager at a large private school. Mariko has a strong position in the production of cloth costumes and she specializes in luxury apparel such as dresses, coats, kimonos and historical costumes. Mariko has been continuously receiving requests to produce copyrighted official outfits. At the 2002 Star Wars Cosplay competition, Mariko received several awards and took 2nd place overall. And at WCS2006, Mariko also finished in 2nd place.
- **Mahio (Japan):** Mahio's real name is Asako Yamamoto, has been involved in the cosplay industry since 2005, so far Mahio has 17 years of experience in this field. Mahio mainly cosplays male characters and game characters, and she is very good at crafting

weapons and accessories based on traditional Japanese costumes and familiar items. Mahio's main job is a marketer & IP planner. In addition, Mahio is also a writer, magazine and web editor, as well as a consultant, researcher, stylist, ...

- **Team Oek:** Týt & Fuu (winner of BCOTY 2020)

3.1.2. Second Day (Best Coser of The Year, King & Queen)

- **Hmnyang (Korea)**
- **Sinmoon (Korea)**
- **Mariko (Japan)**
- **Mahio (Japan)**
- **ZING RUBY:** Cosplayer has a lot of experience and long time participating in the contests of Halloween The Garden
- **Le Trung Hieu:** He is a veteran Photographer from Amaris Photography who accompanied Halloween The Garden

3.2 Schedule to Pick up Foreign Guests

THE GARDEN'S WELCOME SCHEDULE from October 28, 2022 - November 1, 2022			
Date	Estimated time	Content	Note
28/10 Friday	11:00	The car is present at Officetel The Garden to pick up CTV, take to Noi Bai airport to pick up 2 Korean guests	Guests are expected to land at 12:40. Guest Name: Mr Hong Sangho & Mr Im Doohyeok
	12:40 - 14:00	Shuttle bus from Noi Bai to Reyna Hotel	Reyna Hotel opposite The Garden
	17:15	Car takes guests to dinner at Cui Restaurant	Cui Restaurant Lane 31 Hoang Cau (Welcome Dinner hosted by the Head of organizing committee)
	20:30	Drop off guests at Reyna hotel	The collaborator accompanying the guest will notify the driver of the exact time to pick up according to the actual situation
	19:30	Pick up collaborator Hue (0968225041) at 212 Tan Xuan, Dong Ngac, Bac Tu Liem, take to Noi Bai airport to pick up 2 Japanese guests	Guests are expected to land at 20:40. Guest Name: Ms Yamanoto Asako & Yasu Mariko
	20:30	Ms Van book grab to	

		bring guests to Reyna hotel	
	21:00-23:00	The car picks up guests from Noi Bai and takes them to dinner at Nhat Chao and then back to Reyna. Then return Ms. Hue to the address 212 Tan Xuan, Dong Ngac, Bac Tu Liem.	Contact Ms. Hue 0968225041 Nhat Chao Restaurant: Lane 1 Hoang Dao Thuy, Nhan Chinh, Thanh Xuan, Hanoi
29/10 Saturday	11:30	Pick up from Hotel to lunch at Dwok restaurant	Dwok restaurant in CT5 Me Tri
	17:30	Pick up from Hotel to dinner at King BBQ in The Garden	
	19:15	Bringing guests to the stage of The Garden	Bring guests to The Garden Shopping Center before 19:30
	21:45	Collaborators bring guests to Reyna Hotel	Reyna Hotel opposite The Garden
30/10 Sunday	11:45	Bringing guests to lunch at Hoo Lala	Near The Manor
	14:00	Bringing guests who cosplayed Free Fire into The Garden	Event photography & check-in, walking around the wooden floor
	17:30	Bringing guests to dinner at Alfresco	Inside The Garden
	19:15	Bringing guests to The Garden stage	Bring guests to The Garden Shopping Center before 19:15
	22:00	Back to hotel	
31/10 Monday	10:00 - 23:00	Pick-up guests to Cititour	
	21:30	Bringing guests back to Reyna	The collaborator traveling with the guest will notify the driver of the exact time to

			pick up according to the actual situation
		Car 1 takes the Japanese delegation to Noi Bai airport	Planned flight for Japanese passengers : 00:30 on 11/1
01/11 Tuesday	08:00	Pick up Korean guests from hotel to Noi Bai airport	Korean guests are expected to fly at :10:35 on 11/1
Hotel:	Reyna Hotel opposite The Garden		
	If the guests want to rest, they will go to the VIP room		cccccccc
Driver's phone number: Mr Anh: 0913837679			

Table 9: Schedule to Pick up Foreign Guests

3.3 Working Schedule of Foreign Guests

Working Schedule for Halloween The Garden 2022			
Date	Time	Activity	Note
28/10/2022 Friday	12:40	Car picks up Korean guest from Noi Bai Airport	Key contact: Mr Đức Anh: 0968268499
	14:00	Check in Reyna Hotel & take some rest, prepare for welcome dinner	Reyna Hotel address: 39 Mễ Trì Road, Nam Từ Liêm, Hà Nội (Opposite The Garden Shopping Center)
	17:15	Go to Cui Restaurant for welcome dinner	Cui restaurant: Number 3, lane 31 Hoàng Cầu, Chợ Dừa, Đống Đa, Hà Nội. Ms Van will pick up
	20:30	Back to hotel	
	20:40 - 23:00	Car picks up Japanese guests from Noi Bai and go to dinner at Nhat Chao restaurant, then go back to Reyna hotel	Key contact: Ms Hue: 0968225041 Nhat Chao restaurant: Lane 1 Hoang Dao Thuy, Nhan Chinh, Thanh Xuan, Ha Noi
29/10 Saturday	6:00 - 9:00	Breakfast at hotel	After breakfast, you can choose either to stay at hotel & have some rest; or to visit the Halloween festival at The Garden Shopping Center just

			opposite the road(Ms Hue will accompany you 0968225041). There is Cinema at 4th floor of The Garden Shopping Center (https://www.bhdstar.vn/cinemas/bhd-star-the-garden/). Or you can use gym facility at our Starfitness Free of charge, Ms Van arranged usage right for all of you for 3 days. Star Fitness located on the 4th floor of The Garden Shopping Center. https://www.facebook.com/starfitnesshanoi
	11:30	Go for lunch at Dwok restaurant then go back to hotel for some rest	Dwok: CT5 My Dinh Song Da. At 2pm there will be One Piece Fan Meeting on stage, hosted by Kim Dong publishing house, you can go to have a look if you want to.
	17:00	Get fully dressed up for evening Meet & Greet session on stage in the evening	
	17:30	Have dinner at King BBQ	King BBQ inside The Garden Shopping Center
	19:30	Get ready for evening activities on stage	Waiting at VIP room, 2nd floor of The Garden Shopping Center, near Ms Van's office
	20:00	Meet & Greet session	Q&A, each team will have 1 performance, Minigame, group photo, Autograph by Japanese team.
	21:45	Go back to hotel	If you wanna try some street food, Ms Van will bring you out for a late night snack. Please confirm in advance since Ms van needs to arrange the transportation.
30/10 Sunday	6:00 - 9:00	Breakfast at hotel	After breakfast is free time until lunch.The translator (Ms Hue will stand by to accompany you 0968225041) She can bring you some nice

			coffee nearby if you want to. Or can go to the gym for some Sauna.
	11:45	Go for lunch at Hoo Lala then go back to hotel for getting dress up	Hoo Lala: The Manor area
	14:00:00	Fully dressed up in Free Fire costume to go to The Garden Shopping Center	Photo taking & check in event, going around G floor. Need to check in using pics have collateral with Free Fire & The Garden Shopping Center's logo.
	17:30:00	Dinner at Alfresco	After dinner, can have some rest at waiting at VIP room, 2nd floor of The Garden Shopping Center, near Ms Van's office
	19:15	Go down to stand by stage, get ready for cosplay contest	
	19:30	Cosplay contest	Each team will have 1 performance during the score counting time.
	22:00	Back to hotel	
31/10 Monday	6:00 - 9:00	Breakfast at hotel	
	10:00 - 23:00	Citi tour	Japanese team bring suitcases to checkout from the morning 31/10
	22:00	Japanese guests go to the Airport	Flight will take off at 0:30 1/1/2022
1/1 Tuesda y	06:00	Breakfast at hotel	
	08:00	Korean guests check out of the Hotel & go to the airport	Flight will take off at 10:35 1/1/2022
Hotline:			
Ms. Vân -The Garden Shopping Center			
Mobile phone: 091 253 7235			
The Garden Shopping Center			
Phone number: 04 3787 5500			

Note:	Car 1	Car 2
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Table 10: Working Schedule of Foreign Guests

4. List of Candidates - Best Coser of The Year

The organizers will create a contest registration form and will be officially announced directly on Fanpage The Garden Shopping Center. The registration form will always be reminded and invite people to register from KOLs in the field of Cosplay. The event's media team always listens to the opinions of the contestants and the community to promptly answer questions. After closing the registration form, the organizers will post pictures and descriptions of each contestant so that everyone on the social networking platform Facebook can vote for their favorite team. All information the judges want to convey to the candidate will be contacted by E-Mail. The score of the contestants will be calculated by the scoring method of the Jury of Best Coser of The Year 2022 and all spectators, the scoring method is as follows: Jury accounted for 80% and Audience accounted for 20% and 8 best teams will be selected.

No.	Team	Leader	Phone Number	Email	Link Facebook
1	Jackson	Nguyen Huu Hung	0834598993	nguyenhuuhung3991@gmail.com	https://www.facebook.com/jack.kal.9
2	Makoto	Nguyen Thi Mai Anh	0366434496	makoto271101@gmail.com	https://www.facebook.com/makoto.mako.9406
3	Utopia	Dinh Truc Thien	0355743658	tructhien246@gmail.com	https://www.facebook.com/hyoga.hanna.3/
4	Little Fox	Nguyen Anh Nhi	038 7051625	Nguyenanhnh.689@gmail.com	https://www.facebook.com/aziarjunn
5	Double Potatoes	Nguyen Phuong Uyen	0868448260	phuonguyen4800@gmail.com	https://www.facebook.com/uyn.nguynn/
6	Blink Dagger	Nguyen Manh Tu	0382822095	manhtu1804@gmail.com	https://www.facebook.com/manh.tu24/
7	Zucool	Nguyen Hoang Da	0349429227	tradatvgaming@gmail.com	https://www.facebook.com/BeGauChienDau
8	Nevski	Nguyen Ta	0824246997	nguyentrongtuan154@gmail.com	https://www.facebook.com/profile.php?id=100027613300932
9	Thùy Tiên	Thuy Tien	0333182880	Tienqnguyng@gmail.com	https://www.facebook.com/profile.php?id=100078418040357
10	Shieru Fant	Nguyen Phuong Nhung	0964091705	giangho1503@gmail.com	https://www.facebook.com/lazymonie
11	Nguyễn Trần Tuấn Dương	Nguyen Tran Tuan Duong	0374817529	duongbua7a2@gmail.com	https://www.facebook.com/TiMeL0rD.duong
12	Âm	Nguyen Thi Mai Tri	375554271	daihieptang@gmail.com	https://www.facebook.com

	Duong Gia				k.com/nhatchimai.qu aihiiep123
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Table 11 : List of Candidates - Best Coser of The Year

5. Companion Units

Criteria for us to choose companion unit are suitable companion units

5.1. 7-UP

5.2. Publisher Kim Dong House

Kim Dong is a leading publisher in publishing books and cultural products to serve the young generation in the country, promoting and introducing Vietnamese culture to the world.

There are many readers who love Kim Dong's books, including Manga - Comic fans. The combination of One Piece by NXB Kim Dong is a highlight that attracts audiences to visit and attend the Halloween event The Garden.

Notice that there are many similarities between Manga and Cosplay culture. Young people can dress up as characters in the world of comics in general and One Piece in particular. This is the perfect choice to cooperate in this Halloween event.

Companion unit Kim Dong had a fan meeting to celebrate episode 100 of One Piece taking place at the stage of Halloween The Garden 2022. It was accompanied by activities and meaningful gifts from Kim Dong for sponsors for event attendees.

5.3 Free Fire

Garena Free Fire is no stranger to Vietnamese gamers because of its reputation and coverage with Vietnamese youth. Free Fire was also included in the 31st Sea Games as a competitive sport between countries.

Realizing that in recent years, cosplayers are more interested in games; The Garden has chosen E-Sport as the theme of the 2022 competition. With its success proven over the years, Free Fire will be a comprehensive partner and promoter for the event.

With a system of rich and quality costumes. This year's Halloween hopes to bring endless inspiration to the Coser community.

The special thing this year is that the Free Fire cosplay game champion team will be given priority to add 5 points and the prize will be 5 million VND higher than other characters & receive limited, special edition items made by Free Fire sponsors.

5.4. Face Painters, MCs, Interpreters, Judges.

During the 2 days of the event, the organizers signed contracts with a number of stakeholders such as: face painters, MCs, interpreters, judges.

CỘNG HÒA XÃ HỘI CHỦ NGHĨA VIỆT NAM
Độc lập – Tự do – Hạnh phúc

Số HD: /22/HDLĐTV-HR/THE GARDEN Hà Nội, ngày 27 tháng 10 năm 2022

HỢP ĐỒNG LAO ĐỘNG THỜI VỤ

Chúng tôi một bên là : Công ty TNHH Một thành viên Đầu tư và Thương mại The Garden ("Công ty")

Địa chỉ : Tầng 2, TTTM The Garden, Khu đô thị The Manor, đường Mỹ Trì, phường Mỹ Đình 1, quận Nam Từ Liêm, TP. Hà Nội

Điện thoại : 043.787.5500

Fax : 04.37875511

Đại diện theo pháp luật : Bà Nguyễn Thị Thu Hà

Quốc tịch : Việt Nam

Chức vụ : Tổng Giám đốc

Và một bên là ông (bà) : **Trần Uyên Như**

Quốc tịch : Việt Nam

Sinh ngày : 28/06/1991

Địa chỉ thường trú : Tổ 1 Phường Ý La, TP. Tuyên Quang, Tuyên Quang

Số CMND : 008191001666 do Cục trưởng cục CS QLHC về TTXH cấp ngày 09/04/2021

Điều 1: Thời hạn và công việc Hợp đồng

- Loại Hợp đồng lao động: Thời vụ
- Thời hạn hợp đồng: 01 (một) ngày 30/10/2022
- Địa điểm làm việc: Trung tâm thương mại The Garden, Khu đô thị The Manor, đường Mỹ Trì, phường Mỹ Đình 1, quận Nam Từ Liêm, TP. Hà Nội
- Chức vụ: **Công tác viên chương trình Halloween 2022**

- Công việc phải làm: Giám khảo cuộc thi Coser King & Coser Queen

Điều 2: Chế độ làm việc

- Thời giờ làm việc: Từ 9h00 đến 22h00
- Dụng cụ làm việc được cấp phát: phụ cấp trang phục theo chủ đề Free Fire

Điều 3: Nghĩa vụ và quyền lợi của người lao động

1. Quyền lợi

- Mức Tiền công: 5.000.000VND/ngày(Năm triệu đồng). Chưa bao gồm các khoản phí và thuế mà người lao động phải nộp theo quy định của pháp luật.
- Hình thức trả lương: Tiền mặt
- Ngày trả lương: Trong vòng 10 ngày kể từ ngày "Chương trình Halloween Kỳ thi 2022" kết thúc, với điều kiện người lao động đã hoàn thành các công việc được giao cũng như các nghĩa vụ theo hợp đồng này.

2. Nghĩa vụ:

- Tim ra Coser King & Coser Queen của lễ hội Halloween 2022
- Thực hiện các công việc khác theo chỉ đạo và sự phân công của Trưởng bộ phận PR, Event & Promotions.
- Chấp hành nghiêm chỉnh nội quy, kỷ luật lao động, an toàn lao động và các quy chế khác của Công ty.
- Bảo mật các thông tin của Hợp đồng này theo quy định tại Nội quy lao động của Công ty.
- Bồi thường vi phạm và trách nhiệm vật chất: Theo quy định của Công ty.

Điều 4: Nghĩa vụ và quyền hạn của người sử dụng lao động

1. Nghĩa vụ:

- Bảo đảm việc làm và thực hiện đầy đủ những điều đã cam kết trong Hợp đồng lao động thời vụ
- Thanh toán đầy đủ, đúng thời hạn tiền công cho người lao động theo Hợp đồng lao động thời vụ (trừ các trường hợp do các yếu tố khách quan).
- Thực hiện nghĩa vụ nộp các khoản phí, thuế theo quy định của Pháp luật

2. Quyền hạn

- Điều hành người lao động hoàn thành công việc theo Hợp đồng lao động thời vụ (bỏ trừ, điều chuyển, tạm ngừng công việc...)
- Tạm hoãn, chấm dứt Hợp đồng lao động thời vụ, kỷ luật người lao động theo quy định của pháp luật và nội quy lao động của doanh nghiệp.

Điều 5: Điều khoản thi hành

- Những vấn đề về lao động không được đề cập trong Hợp đồng này thì áp dụng quy định của pháp luật lao động.
- Hợp đồng lao động thời vụ này được làm thành 02 bản có giá trị pháp lý ngang nhau, mỗi bên giữ 01 bản và có hiệu lực từ ngày ký.

Figure 25: Contract Work

6. Stall Information

During the 2 days of the event, there were 6 booths participating.

- **Kim Dong:** This is the stall of NXB Kim Dong that will sell all kinds of comic books owned by the publisher such as: One Piece, Conan, Doraemon, ...
- **Joker Face:** is a stall selling souvenirs, gifts, manga models, cute teddy bears. of comic books like Doraemon the robot cat, or the famous detective Conan to the naughty Arale robot with two Boco kids and many other characters in the manga like Gintama, Naruto, or the hot Anime Jujutsu Kaisen, Hololive, Date A Live..v...v.
- **Meow corner:** Selling animated movies from Pixar, Disney: ToyStory, Incredible, etc. or blockbuster Hollywood movies like Batman, Avenger, Ironman, Hulk, .. There will be full game characters like Genshin Impact, Honkai Impact, LOL, Dota2, God Of War, Mortal Kombat.. for everyone to choose.
- **Meow on the bookshelf:** sell manga series such as One Piece, Akira, Attack on Titan, ... and character models in those series.
- **Corn.cosplay.shop:** stalls selling cosplay items such as shoes, sandals, clothes, accompanying accessories,...
- **Habozimo's:** selling accessories such as hats, bracelets, necklaces, hair pins, earrings...

7. List of Product Plan

ACTION TIMELINE

No.	Name	Date Start	Deadline	Channel	Note
Planning					
1	Making organization plan	1/9			Overview of the parts in the 2 day event
2	Script content on social	1/9			
3	Script seeding on Facebook group	10/9			
4	Light and sound script	10/09	10/10	On Event	
5	Event Flow	22/9	24/10	On Event	Separate 2 days to send MC as Script
6	Event Best Coser of The Year script	10/10	28/10	On Event	Event Best Coser of The Year script
7	Event Meet&Greet script	21/10	27/10	On Event	Sort order of questions
Product					
9	Registration form for Best Coser of The Year	2/10		Facebook	
10	Teaser Best Coser	4/10	5/10	Facebook, Ads, Zalo, Website	Highlights from previous seasons
11	Award table	12/10	16/10	On Event	<p>FIRST PRIZE (size A1) Best Coser of The Year 2022</p> <p>SECOND PRIZE (size A3) Best Coser of The Year 2022</p> <p>THIRD PRIZE (size A3) Best Coser of The Year 2022</p> <p>MOST Vote for Entries (size A3) Best Coser of The Year 2022</p> <p>COSER KING (size A3) Halloween 2022</p> <p>COSER QUEEN (size A3) Halloween 2022</p>
12	Banner, Standee, ...offline	13/10			Design team
13	Video loop sub vertical screen	15/10	20/10	On Event	16:9 vertical (changed plans to remove side-scrolling)
14	Organizer Card	23/10	25/10	On Event	Visuals this year, horizontal size 5.4cm * vertical 8.6cm

15	Minigame Free Fire	22/10	23/10	Facebook	
16	Registration form to send items at the event	23/10		Facebook	
17	Key visual LED screen on 29 & 30	24/10	26/10	On Event	1. Dynamic text, stationary graphics 2. Text is stationary, graphic is dynamic
18	Video introducing the head of the organizers	25/10	26/10	On Event	Video style slide about 45 seconds
19	Event Teaser	26/10	26/10	Facebook	Collateral photography, mockup, award board, cup
20	Key visual LED screen for contestants on 29 & 30	26/10	27/10	On Event	The same cap on Facebook
21	Materials for the Livestream party	27/10	27/10	Facebook	Visual design files of the event
22	Report Event	1/11	4/11	Office	Follow the form last season
23	Interview	31/10		Office	Stakeholder interview
24	Survey Participants	1/11		Facebook	

Table 12 : List of Plan

IV. MEETING MINUTES

To ensure the progress of the work and all team members will know the full amount of information, we will conduct group meetings. In these meetings we will provide ideas and draw on the experience and knowledge of our superiors to come up with solutions that will help us work on a task we need to do better. The following meetings are always the presentation of the fixed issues from the previous meetings to achieve better results.

MEETING MINUTES				
No	Meeting	Content	Work list	Note
1	1st time (Ms. Cam Van - Head of the organizing committee)	Overview of the event	Research previous events and learn about the culture of Halloween The Garden (Cosplay) event	
		Brainstorming about this year's event-oriented content	Script for the 2 day event 29 & 30	
2	2nd time (Ms. Van)	The group presents their scenario	Revised the script on the 29th about the minigame rules and questions in the Talkshow Meet&Greet with the Jury	Need to make specific details about personnel and costs for the game category share the flow of the evening program to MC
		Talk about booth information and		

		how it works		
3	3rd time (Ms. Van)	Closing the program script	Build the Flow Event of both days 29 & 30	Removed the Minigame that took place during the event, leaving only the Minigame in the Meet&Greet
			Arrange the items in the event	
			Finalize the list and order of candidates	
3	4th time (Ms Van)	Interview MC & interpreter then give opinions on selection issue		
4	5th time (Organizing Committee)	Summarizing and assigning tasks in the event	Summarize the design, content on social, the preparation is complete or not	
			Assign specific tasks to each employee when an event occurs, what to do and how to respond if it occurs	

Table 13 : Meeting Minutes

CHAPTER 3: PROJECT EXECUTION

I. PROJECT EXECUTION OVERVIEW

1. Timeline

The timeline for our event deployment is summarized below. The time frame, which runs from August 10, 2022, to November 7, 2022, will be broken down into three sections.

Phase	Time	Content
Planning	10/08- 20/08	Brainstorm ideas, choose concepts, contact companions and guests
Deploying	01/9 - 10/10	Make checklists, content frames, program frameworks, sound and light scripts and work with suppliers
	16/09 - 31/10	Start implementing communication, social listening and gradually reveal about the event "Halloween The Garden", livestream the event
Evaluating	31/10 - 07/11	Summarize the results of the event and start analyzing and reporting

Table 14 : Timeline of Halloween The Garden 2022 Festival

1.1. Planning Phase

MONTH		AUGUST	
No.	Category	WEEK 2	WEEK 3
1	Come up with ideas		
2	Choosing a concept		
3	Contact companions and guests		

Table 15 : Planning Phase of Halloween The Garden 2022 festival

1.2. Deploying Phase

MONTH		AUGUST		SEPTEMBER				OCTOBER			
WEEK		3	4	1	2	3	4	1	2	3	4
Producing											
No.	Category										
1	Make a checklist										
2	Frame the content of the media post										
3	Frame the program										
4	Light sound script										
5	Work and contract with suppliers										
Launching											
6	Post event information										
7	Social listening										
8	Update in the event										
9	Livestream										

Table 16: Deploying Phase of Halloween The Garden 2022 festival

1.3. Evaluating Phase

MONTH		OCTOBER
No.	Category	WEEK 1
1	Collect data during the event	
2	Collect survey	

3	In-depth interview	
4	Analysis of event, activity and communication data	

Table 17 : Evaluating Phase of Halloween The Garden 2022 festival

II. COMMUNICATION IMPLEMENTATION

1. Overview

Event: ORGANIZING HALLOWEEN FESTIVAL FOR THE GARDEN SHOPPING CENTER

Duration Event: 29/10 - 30/10

Duration Communication: 6/10 - 8/11

The Halloween event The Garden is communicated mainly through Owned Media from 2 main platforms: Facebook and Website. Cooperation with the companions also help support the event to have a good effect in terms of communication. In addition, the event also used the form of running ads on the Facebook platform to reach more social network users.

2. Communication Schedule

COMMUNICATION SCHEDULE						
No.	Content	Detail	Channel	Publications	Date Submitted	Post link
BEFORE EVENT						
1	Halloween event announcement	Event date Location Programs will take place	Website	Poster 2022 + highlight picture 2021	16/9/2022	
2	Reply to messages about the event		Zalo, FB		Daily	
3	Create event	Location, time	FB		26/9/2022	Tạo sự kiện
4	Rules of the Best Coser of The Year contest	Contest Rules + Registration Deadline	Website		6/10/2022	

5	The Coser of the year announcement is back	Event date Location Programs will take place Participation rules, registration link	FB	<u>Thông báo</u>	6/10/2022	<u>Thông báo</u>
6	Seeding in cosplay group and social listening		Group FB	Photos from previous years insert this year's logo	7-31/10/2022	
7	Recommend Free Fire cosplay costumes	Free Fire's skins	Zalo, FB	https://bit.ly/ffhalloween2022	8/10/2022	<u>Gợi ý trang phục</u>
8	Share the introduction about the appearance of Kim Dong Publishing House	Fan meeting One Piece 100 episodes anniversary	FB	Post by Kim Dong	10/10/2022	<u>Share bài NXB Kim Dong</u>
9	Remind the deadline to submit the Best Coser of The Year contest		FB	Photos from previous years insert this year's logo	12/10/2022	<u>Remind hạn nộp bài dự thi</u>
10	Introducing the companion unit	Mochi - official image partner	FB	Mochi's picture	14/10/2022	<u>Giới thiệu Mochi</u>
11	Remind has 1 day left before the deadline to submit the Best Coser of the year exam		FB	Previous year picture	17/10/2022	<u>Remind còn 1 ngày</u>
12	Sign up for a Halloween booth		FB	Photo from last year's booth	17/10/2022	<u>Đăng ký gian hàng</u>
13	Vote for the qualifying round of Best Coser Of The Year 2022	Points are calculated as = total number of reactions (drop hearts) + total valid comments (positive comments related to the test – excluding spam comments, up or drop marks, negative provocative comments.	FB	Contestant's photo	19/10/2022	<u>Vote vòng loại Best Coser</u>

		Valid comment content: at least 3 words or more, comments related to the test such as comments or words of encouragement to support the candidate.				
14	Change Fanpage's cover photo		FB		21/10/2022	<u>Thay ảnh bìa Fanpage</u>
15	Open the registration form to send items & remind there is 1 day left to vote.		FB	last year's photo	21/10/2022	<u>Đơn đăng ký gửi đồ</u>
16	Revealing the first 2 judges of Best Coser of the year 2022	Ryu-en group with 2 members Mahio & Mariko from Japan.	FB	<u>Video Giám khảo Nhật</u>	22/10/2022	<u>Hé lộ Ban giám khảo Nhật</u>
17	Announcement of the Top 7 finalists	1. Jack Kal- Elnos/ Jackson Team 2. Makoto 3. Utopia 4. Little Fox 5. Double Potatoes 6. Blink Dagger 7. Zucool	FB	Top 7's picture	10AM - 23/10/2022	<u>Công bố top 7</u>
18	Revealing the next director of Best Coser of the year 2022	Hmnyang from Korea.	FB	<u>Video Giám khảo Hmnyang</u>	8PM - 23/10/2022	<u>Hé lộ BGK Hmnyang</u>
19	Minigame: Check-in with Free Fire		FB	Design từ file ảnh vật phẩm của FF	3PM - 24/10/2022	<u>Minigame</u>
20	Revealing the next director of Best Coser of the year 2022	Sinmoon from Korea	FB	<u>Video Giám khảo Sinmoon</u>	8PM - 24/10/2022	<u>Hé lộ BGK Sinmoon</u>
21	King & Queen Information	Announcement of shooting locations, how to participate and prizes	FB	King&Queen photo from last year	3PM - 25/10/2022	<u>Thông tin King&Queen</u>
22	Judge King & Queen	Zing Ruby & Hakaryo	FB	Judge's photo	8PM - 26/10/2022	<u>Giám khảo King&Queen</u>
23	Revealing the final director of Best Coser	Ms. Đinh Thị Cẩm Vân - Head of organizing committee	FB		8PM - 27/10/2022	<u>Hé lộ BGK cuối cùng</u>

	of the year 2022					
24	Halloween đã chính thức bắt đầu			Halloween's photo	27/10	<u>Halloween bắt đầu</u>
25	Handbook to attend the festival	Summary of answers to the most asked questions on fanpage		Event photo when setup is complete	27/10	<u>Câm nang</u>
26	Announcement about Meet&Greet on October 29	Introduce guests and events	FB	Design photos with guests	28/10/2022	<u>Thông báo Meet&Greet</u>
27	Note that it is forbidden to wear offensive clothes		Event FB	Photo design bans offensive content	5PM - 28/10	
IN EVENT						
28	Yukata rental booth		FB	Photo booth at the event	9AM-29/10/2022	<u>Gian hàng Yakata</u>
29	Update Fan Meeting One Piece		FB	Live images at the show	3PM-29/10/2022	<u>Fanmeeting One Piece</u>
30	Announcement of livestream schedule		FB	Poster announcing the Livestream schedule	4PM - 29/10/2022	<u>Thông báo Livestream</u>
31	Trick or treat photo on October 30		FB	Photos at the event	30/10/2022	<u>Ảnh Trick or Treat</u>
32	Halloween atmosphere	Taken from team media	FB	Photos at the event	29, 30/10/2022	<u>Không khí lễ hội</u>
33	Livestream event		FB		30/10/2022	<u>Livestream sự kiện</u>
34	Announcement of the winning team, Thank you to the guests, attendees, sponsors and contestants	Thanks and promises and next year's Halloween season	Zalo,FB	Taken from team media	30/10/2022	<u>Thông báo đội giành chiến thắng và Cảm ơn</u>
AFTER EVENT						
35	Update album Best Coser of The Year 2022		FB	Taken from team media	31/10/2022	<u>Update Album</u>
36	Share post earn media	<u>ngoisao.net</u>	FB		31/10/2022	<u>Share Earned Media</u>
37	Update album HLW 29 October		FB	Taken from team media	1/11/2022	<u>Update Album ngày 29/10</u>

38	King & Queen Part 1		FB	Taken from team media	30/10/2022	<u>Ảnh King&Queen 1</u>
39	Share articles of FreeFire partners		FB		2/11/2022	<u>Share bài FreeFire</u>
40	Update album King&Queen part 2		FB	Taken from team media	2/11/2022	<u>Update Album King&Queen 2</u>
41	Share the post of One Piece partner		FB		3/11/2022	<u>Share bài One Piece</u>
42	Video Recap of the highlights of the event	Taken from Mochi Studio	FB	Mochi's video	6/11/2022	<u>Video Recap</u>
43	Upload the performance of the group that won the third prize	Livestream	Facebook + Youtube	Livestream	7/11/2022	<u>Upload Video giải ba</u>
44	Upload the performance of the group that won the second prize	Livestream	Facebook + Youtube	Livestream	10AM - 8/11	<u>Upload Video giải nhì</u>
45	Upload the performance of the group that won the first prize	Livestream	Facebook + Youtube	Livestream	4PM - 8/11	<u>Upload video giải nhất</u>

Table 18 : Communication schedule of Halloween The Garden 2022 festival

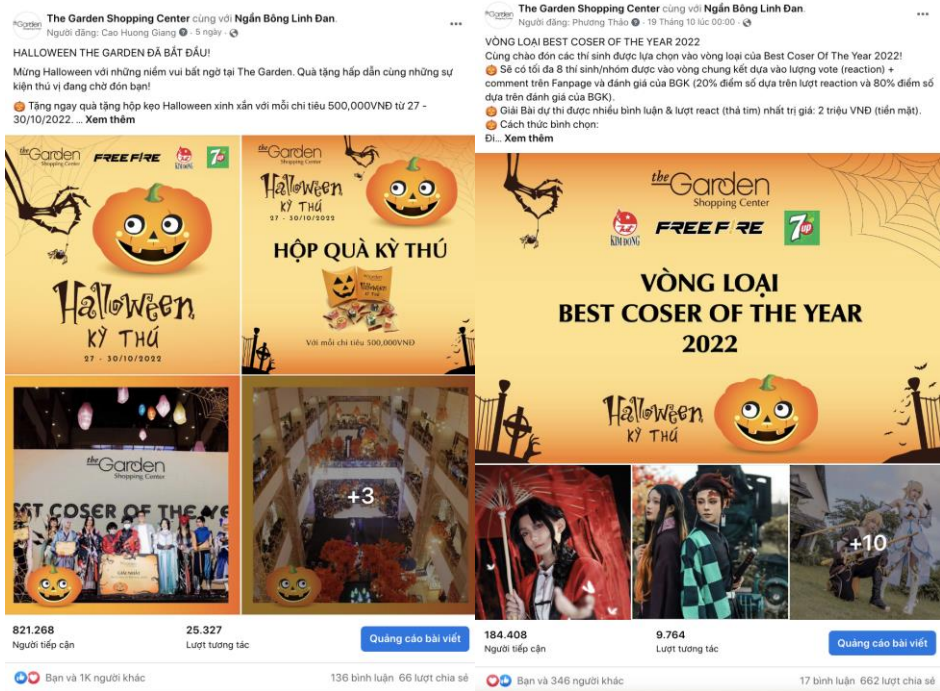


Figure 26: Post on Fanpage The Garden Shopping Center

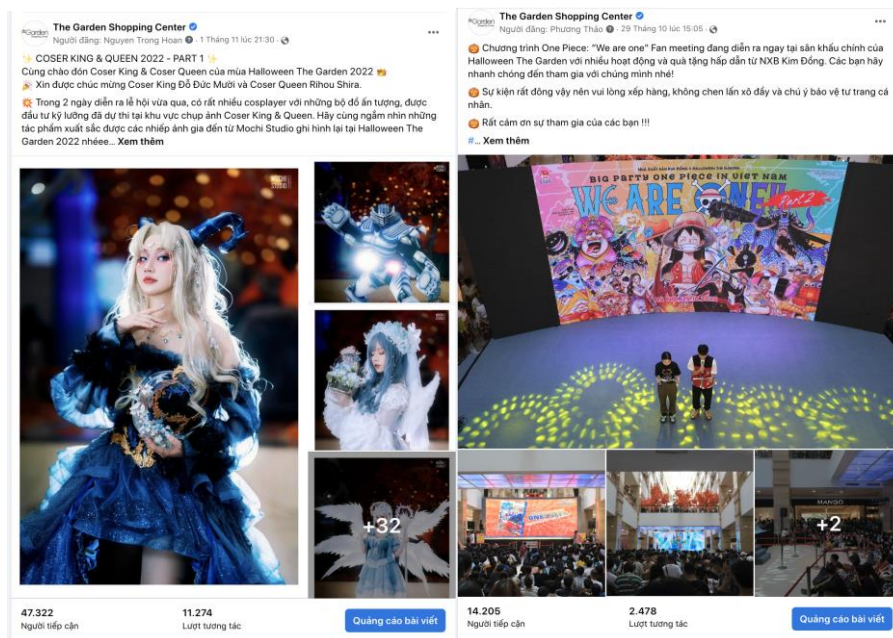


Figure 27: Post on Fanpage The Garden Shopping Center

III. DURING THE EVENT

1. Overview



Figure 28 : Activities all of Event

2. Series of Online Events

2.1. First Round of Best Coser of The Year

2.1.1. Registration and Submission Deadline

- Deadline to receive photos: 23:59' on October 18, 2022. Immediately after receiving the contest photo, the organizers post to conduct voting.
- Voting time: until 23:59' on October 22, 2022.
- Time to announce Top 7: October 23, 2022

2.1.2. Requirements for Competition Attire

- Costumes used in pictures must be costumes that have never been used in any other cosplay contest.
- Costumes for the competition must be made by the group itself or ordered/purchased. The contest does not accept entries with rented/borrowed clothing.
- Contestants who cosplay as Free Fire characters will get an extra 5 points if they make it to the final night and the prize will increase by 5 million VND & limited, special edition Halloween items in the Free Fire game if they are the Free Fire cosplay champion.

2.1.3. Scoring Method

Contestants/teams must submit only one (01) photo of a cosplay game/anime/manga/comic/cartoon... Contest photos must have a minimum width of 1024px, good quality, sharp and clear image. Cosplay needs to be based on characters that have been

designed, built, and have pre-existing story content. Contestants need to send the organizer a picture/video with the costume design and character that you show.

Compulsory requirement: After the photo is uploaded on the Fanpage of The Garden Shopping Center, tag all Facebook members present in the contest photo.

Entries will be posted on The Garden's Facebook page at: The Garden Shopping Center. There will be a maximum of 08 contestants to enter the final round based on the number of votes (reaction) + comments on the Fanpage and the judge's assessment (20% of the score is based on the reaction and 80% of the score is based on the judge's assessment).

2.1.4. First Round Scoreboard Best Coser of The Year 2022

FIRST ROUND BEST COSER OF THE YEAR 2022					MARK SHEET						
No.	Contestant	Photo	Character	Game / Manga / Anime	Mahio	Mariko	Hmnyang	Sinmoon	The Garden	TB BGK (80%)	Điểm Vote (20%)
1	Nguyen Tran Tuan Duong	Photo	Ootengu - Đại Thiên Cầu	Onmyouji (Âm Dương Sư)	5	6	6	5	6	5.6	94
2	Utopia	Photo	Jinx (Powder) x Vi (Violet)	Jinx (Powder) x Vi (Violet)	8	9	7	7	8	7.8	495
3	Nguyen Ta	Photo	Ghost (last breath)	Call of Duty	4	5	3.5	4	4	4.1	134
4	Zucool	Photo	Errol + Richter	Liên Quân Mobile	6	4	7	7	6	6	704
5	Thuy Tien	Photo	Hutao	Genshin Impact	4	4	5	4	4	4.2	662
6	Jack Kal-Elnos/Jackson Team	Photo	Hades và Tân Thủy Hoàng	Record of Ragnarok	9	8	9	9	9	8.8	1933
7	Shieru Fant	Photo	Hoa Thành ver Tam Lang (manhua)	Thiên Quan Tứ Phúc	5.5	6	7.5	7	6.5	6.5	398
8	Double Potatoes	Photo	Aether & Lumine	Genshin Impact	6	6	7.5	7	6.5	6.6	666
9	Âm Dương Gia	Photo	Inuyasha-Kikyo	Inuyasha	6.5	5	6.5	6	6	6.1	275
10	Little Fox	Photo	Kamado Tanjiro & Kamado Nezuko	Demon Slayer	6	6	7	7	7	6.6	1278

11	Blink Dagger	<u>Photo</u>	Dante by Neos, Nero by Masaki	Devil May Cry	7	6	7.5	6	7	6.7	259
12	Makoto	<u>Photo</u>	Zen'in Maki	Jujutsu Kaisen	8	8	8	8	8.5	8.1	1078

Table 19 : Score of Candidate's

2.1.5. Results of the first round of Best Coser of The Year

After the judging results of the judges and the votes of the audience, the first round of Best Coser of The Year named the top 7 candidate groups including:

1. Blink Dagger
2. Double Potatoes
3. Jack Kal- Elnos/ Jackson Team
4. Little Fox
5. Makoto
6. Utopia
7. Zucool

2.2. Minigame of Free Fire

Join the Halloween The Garden 2022 Festival on October 30, 2022 for a chance to own 1 of 10 extremely rare Halloween items from Free Fire.

2.2.1. How to Join

- Step 1: Find and take a photo of the Free Fire logo at the Halloween Ky Thu
- Step 2: Comment the photo below the post + UID in Free Fire + tag your friends to drop like for easy to win

Time: from now until the end of 23:59' on October 30, 2022

Regardless of selfies or landscape photos, as long as you have a Free Fire picture, the 10 people with the fastest comments and the most interactions will become the owners of super cool items from Free Fire!

2.2.2. Notes

- Each person is only allowed to comment on the picture once
- It is strictly forbidden to cheat in any form (Getting photos from other users, blurry photos, old photos with unknown Free Fire logo, ...)
- Only comments on Facebook posts are counted, not on posts on other social media platforms
- The list of winners will be officially announced in the comments on this post on October 31, 2022.



Figure 29: Mini Game of Free Fire

3. The First Day - 29/10

3.1. Event Flow

Time	Action	Location
14.00 - 16:00	One Piece Fan Meeting with the theme of We Are One in cooperation with NXB Kim Dong	Stage
16.30 - 17.30	Rehearsal of Best Coser of the Year 2022	Stage
19.00 - 20.45	Trick or Treat counter : 7-Up free drink	Atrium
20.00 - 20.45	Meet and interact with international judges & winners of Best Coser of The Year 2020	Stage
20.45 - 21.00	Lucky draw	Stage

Table 20 : Event flow of the first day

3.2. Waiting Screen

LED screen projection will help people understand the schedule of the entire event as well as admire the advertising products of the companion units. The screen will be placed in the center of the stage so that all participants can easily view and capture the best information of the program. The videos will be played in turn order and played at empty time slots when there are no events of the program taking place.

Waiting screen First Day		
No.	Màn Led	Nhãn hàng
1	<u>Lịch Hoạt động One Piece</u>	Kim Dong
2	<u>Lịch Chung kết Best Coser</u>	Free Fire
3	<u>Lịch trick or treat Ngày 29</u>	7Up
4	<u>Lịch trick or treat Ngày 30</u>	7Up

5	<u>TVC 7Up</u>	7Up
6	<u>TVC Free Fire 1</u>	Free Fire
7	<u>TVC One Piece Vol 100</u>	Kim Dong
8	<u>TVC Free Fire 2</u>	Free Fire
9	<u>Trailer Film Red</u>	Kim Dong
10	<u>TVC Free Fire 3</u>	Free Fire
11	<u>TVC Free Fire 4</u>	Free Fire
12	<u>TVC Free Fire 5</u>	Free Fire
13	<u>Lịch Hoat động One Piece</u>	Kim Dong
14	<u>Lịch Chung kết Best Coser</u>	Free Fire
15	<u>Lịch trick or treat Ngày 29</u>	7Up
16	<u>Lịch trick or treat Ngày 30</u>	7Up
17	<u>TVC 7Up</u>	7Up
18	<u>TVC Free Fire 7</u>	Free Fire
19	<u>TVC One Piece Vol 100</u>	Kim Dong
20	<u>TVC Free Fire 8</u>	Free Fire
21	<u>Trailer Film Red</u>	Kim Dong
22	<u>TVC Free Fire 9</u>	Free Fire
23	<u>TVC Free Fire 10</u>	Free Fire
24	<u>TVC Free Fire 11</u>	Free Fire

Table 21 : Waiting screen of the first day



Figure 30: TVC One Piece on LED

3.3. Event Setup

List of items included in the event on the 29th			
No.	Name	Amount	Categories
1	Table 1m4*6	18	Stall
2	Cocktail Table	4	Meet & Greet, Best Coser
3	Bar stool	7	Meet & Greet, Best Coser
4	Folding table 1m2*50	4	Trick or Treet
5	Black tablecloth	22	Booth, Trick or Treat
6	Camera (+ props support)	6	All event (Shoot + Record)
7	New gray carpet	1	Trick or Treet, Best Coser
8	Light LED P3	1	All event
9	Rear hanging LED truss	2	All event
10	LED before	1	All event
12	Mixing sound	1	All event
13	LED Screen 4,096m*10,24m 1024*2560 pixels	1	All event
14	Máy tạo khói	1	All event

Table 22 : Event Supplies of the first day



Figure 31: Set up the stage One Piece on 29/10



Figure 32: Set up stall on 29/10

3.4. Rehearsal of Best Coser of the Year 2022

3.4.1. Overview

In order to prepare for the finale of Best Coser of The Year to be conducted smoothly and in accordance with the program's script, The Garden had a rehearsal so that everyone could grasp the schedule of activities in the program. .

For the rehearsal program on October 29, the contestants do not need to wear costumes for the final night, just test run the performance with full sound, light, props and support group.

Time: 16.30 - 17.30 on October 29

Location: Main Stage - G Floor, The Garden Shopping Center

3.4.2. About the Activities

- Announcement of the order of contestants' performances
- Test run the order of performances
- Get detailed information about the sound, light, led screen of each performance
- Reminder of information to note for the final round

3.4.3. Candidate's Performance Order

No.	Contestant/team name	Character	Game/ Manga/ Anime
1	Jack Kal- Elnos/ Jackson Team	Hades và Tần Thủy Hoàng	Record of Ragnarok
2	Makoto	Zen'in Maki	Jujutsu Kaisen
3	Utopia	Jinx (Powder) x Vi (Violet)	Liên Minh Huyền Thoại
4	Little Fox	Kamado Tanjiro & Kamado Nezuko	Demon Slayer
5	Double Potatoes	Aether & Lumine Genshin Impact	Genshin Impact

6	Blink Dagger	Dante by Neos, Nero by Masaki	Devil May Cry
7	Zucool	Errol + Richter	Liên Quân Mobile

Table 23 : Candidate's performance order of Best Coser of The Year

3.4.4. Detailed information about the candidate's sound, light, and LED screen

No.	Contestant/ team name	Smoke effect	Light effect	Audio + LED screen
1	Jackson	3 times smoke (3p0s, 3p36s, 6p19s)	The battle lighting effects can be used arbitrarily during the course of the match. Except for the segment from 5p24s to 6p09s, the monochromatic light shows sadness, then the light continues to light up to enter the final battle scene. Using spotlights to focus on an individual (Tan Thuy Hoang) from 6p31s to 6p41s	<u>File thí sinh</u>
2	Makoto	-	-	<u>File thí sinh</u>
3	Utopia	0:01: Smoke 6:00 Smoke	0:01: Smoke + Focus on Jinx (blue hair) 0:55 Focus Vi (red hair) 1:03 Focus Jinx 1:20-1:45: light off 1:46 - 1:57: light on, focus Vi. Blue light 1:58 Focus Jinx . Red light 3:46 Red light 4:30 focus on Jinx on the table	<u>File thí sinh</u>
4	Little Fox	-	Focus main character	<u>File thí sinh</u>
5	Double Potatoes		00:00- 00:20: light off 00:21- 01:50: light on 01:51- 03:04: yellow light during the fight 03:05- 03:48: white light focus on candidate 03:49- end: light on	<u>File thí sinh</u>
6	Blink Dagger	-	Focus on main character	<u>File thí sinh</u>
7	Zucool	1:03 đến 1:06 khói từ cánh gà tay trái sân khấu (gần khu vực âm thanh) 3:35 đến 3:38 khói từ 2 bên sân khấu	1:36 đến 1:49 focus light on kneeling figure (wearing red) 3:10 đến 3:22 focus light on kneeling figure (wearing red) 3:30 đến 3:35 light off 3:35 đến 3:46 focus lights in the middle of the stage 3:50 đến 4:06 flashing lights	<u>File thí sinh</u>

			4:06 đến 4:18 focus light on white suit character and support person 4:58-end: light off	
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Table 24 : Detailed information about the candidate's sound, light, and LED screen

3.5. Off Fan One Piece

3.5.1. Overview

One Piece – the most popular manga of all time and has achieved a Guinness record as the manga with the most copies in the world created by a single author.

One Piece has experienced a journey of more than 20 years with many impressive numbers and milestones. One year after the release of the first volume, One Piece officially became a phenomenal series when it continuously topped the charts in the Japanese manga village. Therefore, in the territory of Vietnam One Piece also has a strong fan base and followers.

The special Halloween The Garden 2022 will feature One Piece with a Fan Meeting themed "We are one" to celebrate the 100th anniversary of the story. This is an extremely important milestone of One Piece to mark great success in the world of Manga as well as in the field of comics.

One Piece: "We are one" Fan meeting is taking place right at the main stage of Halloween The Garden. The party takes place and takes place at 14:00 to 16:00 on October 29, 2022 with many activities and parts. attractive gifts from Kim Dong Publishing House.

With a huge fan base and audience, One Piece offers exciting activities and a huge audience that makes Halloween even more colorful and exciting.



Figure 33: One Piece Fan meeting

3.5.2. About the Activities

The presence of One Piece has attracted a large number of fans and viewers to Halloween The Garden, interesting and new information for fans when participating in the event.

The main activities in the One Piece program "We Are One" include:

- MC: Ping & Linlin [OP FC in Vietnam]
- Opening Dance & Cosplayer
- Pose picture/ Cut/Eat cake to celebrate 100 episode milestone
- Lucky Draw
- Meet the production team, get the latest information about OP & Movie Red

- Part 3 copyright announcement from Kim Dong Publishing House
- Enjoy cool and emotional MVs/Clips
- Join the game, challenge the hegemony from the program and receive gifts



Figure 34: Minigame of One Piece Fan meeting

3.5.3. Images of One Piece Fan meeting



Figure 35: Space setting of One Piece Fan meeting



Figure 36: Backdrop Fan meeting

3.6. Trick or Treat: 7-Up Free Drink

3.6.1. Overview

The "Trick or Treat" counter includes activities: receiving free gifts, lucky draws. Held hourly on October 29. The program Halloween The Garden includes 7UP as a companion. Using the company's free water cans, organizing committee will gather information from attendees, including their full name and phone number. Benefits to the brand include the use of 7UP by visitors and the program's ability to photograph consumers receiving the identical can of 7UP and submit it to The Garden's Facebook page. On the customer's end, they get free water and can choose from the organizing committee's assortment of presents. Since that time, the program and the brand have both succeeded in their objectives.



Figure 37: Standee of Trick or Treat

3.6.2. Trick and Treat Flow

Time	Actione	Location
29/10 (Thứ 7)		
19.00 - 20.45	Trick or Treat counter : 7-Up free drink	Atrium
20.45 - 21.00	Lucky draw	Stage
	Anyone who receives a 7-UP drink can multiply their lucky number to participate in the lucky draw	
	1 First prize includes VND500,000 cash & 1	

	tube of Aloe Vera Gel from RNW Cosmetics (Korea)	
	3 Second prizes include VND100,000 cash & 1 tube of Aloe Vera Gel from RNW Cosmetics (Korea)	

Table 25 : Trick or Treat 29/10 flow

3.6.3. Trick or Treat Activities

a. Free gift-giving activity

- Time: 19:00 - 20:45 on October 29
- Location: Atrium - G Floor, The Garden Shopping Center.
- Purpose: Collect customer database for marketing activities of The Garden Shopping Center.
- Method of implementation: Set up two tables to give free gifts to festival participants.
- Customers queuing need to provide information: Name, Phone number, Email to receive free gifts. After receiving the gift, each guest will be given 01 7-Up can including a lucky number for the lucky draw at the end of the event.
- Note: Each customer can only receive 1 gift. The staff reminded everyone to keep the can with the lucky number and stay until the end of the Lucky Draw activity.



Figure 38: Free gift-giving activity of Trick or Treat 29/10

b. Lucky draw activity

- Time: 20:45 - 21:00 on October 29
- Venue: Main Stage - G Floor, The Garden Shopping Center.
- Purpose: Retaining attendees until the end of the program, increasing the audience for Meet and Greet activities
- Method of implementation: Draw by numbers distributed to customers
- Note: The activity takes place on stage led by the MC, the lucky draw is done on the Random.org platform. Each lucky number will be called 3 times, after 3 times without anyone receiving the reward, the number will continue to be dialed.



Figure 39: Lucky draw activity of Trick or Treat

3.7. Meet & Greet

3.7.1. Overview

Meet & Greet is the first event included in The Garden Halloween festival. The program has the participation of Japanese and Korean judges and the winner of Best Coser of The Year for 2 consecutive years in 2019 & 2020. In the program "Meet & Greet", the audience interacted with international guests with many special activities such as performing on the stage of Ryu-en group with 2 members Mahio & Mariko from Japan and 2 guests coming from Korea are Hmnyang and Sinmoon. In addition, the audience attending the event also interacted with the guests through questions and sharing about Cosplay by the guests. At the end of the program, the lucky audience also received a photobook of Ryu-en group

Time: 20:00 Saturday night, October 29

Location: wooden floor main stage, The Garden shopping center.



Figure 40: Meet & Greet 29/10

3.7.2. Main Activities

- Admire the "terrible" costume, never seen in the 10-year history of the Halloween festival.
- Enjoy world-class performances.

- Exchange, question and answer round the judges & guests.
- Play games with Hmnyang, Sinmoon, Mahio, Mariko, team O.E.K.
- Take pictures with the guests.

3.7.3. Meet & Greet Flow

No.	Time	Content
1	19:55	MC reminds the audience to round up at the stage area The committee will give paper and pens to those in the audience who want to ask questions to the guests. The committee will choose from the audience's questions (if any) to ask questions to the guests.
2	20:00	Opening performed by cosplayer Týt of the group O.E.K
3	20:05	MC will thank & introduce the team O.E.K and invite Fuu to the stage, take a seat. The MC continued to introduce 2 groups of guests left (the screen showed the video of the guests while the MC read the intro). Guests take turns taking their seats on the stage.
4	20:10	Q&A: Nhóm O.E.K: <ol style="list-style-type: none"> 1. Can you tell us a little bit more about yourself for the audience here? How long have you been in the field of cosplay and what achievements have you achieved? <p>Ask cosplayer Týt of the O.E.K team: You have participated in the Best cosplayer of the year contest for many years and won the first prize twice. Can you share with the audience a most memorable memory with you during the times participating in the competition?</p> <ol style="list-style-type: none"> 2. Ask Sinmoon: First time coming to a cosplay festival in Vietnam, what do you think? And what do you think about cosplayers in Vietnam? 3. Ask Mahio: As far as I know, you really like cosplaying male characters, is there any special reason for this hobby of yours?
5	20:20	Performed by guests Mahio & Mariko (Japan)
6	20:25	Performed by guests Hmnyang (South Korea)
7	20:30	Q&A: <ol style="list-style-type: none"> 4. Hmnyang: You've performed on so many big stages & every performance is amazing, no less than professional action movie actors. Vietnamese audiences have also seen your impressive performances not only today, also at the Halloween festival in

		<p>previous seasons. Can you share some tips for Vietnamese cosplayers to improve their performance on stage?</p> <p>5. Hmnyang: You have experience of participating in many big cosplay contests, so what do you think is the most necessary skill for a cosplayer when performing?</p> <p>6. Mariko: You have 33 years of experience of cosplay, so in your opinion, how do you see the change in costume design styles and cosplay trends after 33 years?</p> <p>7. Mahio: As I know, this is the 7th year that you and Mariko were guests of The Garden Halloween festival. The Organizing Committee revealed that you always like to go to Hang Bo street. What appeals to you there?</p>
8	20:40	<p>Sinmoon from Korea will perform the performance that won the G-dragon 2021 champion award</p> <p>Q&A: Hôi Sinmoon</p> <p>8. During the production of this cosplay costume, what difficulties did you face and how did you solve that?</p> <p>9. What is your favorite food when coming to Vietnam?</p>
9	20:50	MC popularizes mini game rules
10	21:00	<p>MC invited Mrs. Dinh Thi Cam Van - Head of organizing committee to give flowers & thank the judges, guests & take a group photo.</p> <p>Invite all the audience to take photos with the Guests & Head of organizing committeeC & end the Meet&Greet section.</p> <p>The guests came off the stage & the Japanese team sat down at the autograph table prepared under the stage</p>
11	21:05	The MC announced that there was a surprise from Japanese guests and invited everyone to line up to receive autograph photo books on the spot (signature desk right below the stage). At the same time when signing autographs, the Lucky trickster draw took place on stage.
12	21:10	<p>Start lucky draw the winning numbers -> MC announces prizes including: 1 first prize: 500k cash & gifts, 3 consolation prizes: 100k cash each & gifts.</p> <p>“”All spectators present at the festival from 19:00 onwards will receive a free drink of 7Up water & 1 lucky number stuck on the can, keep the water can with your number to join in the lucky draw. cash bonus (500k,</p>

		100k) and Halloween gift bags.””
13	21:10	The End

Table 26 : Meet & Greet Flow

3.7.4. Light and Sound Script

Time	Actione	Sound	The Light	Led Screen
20.00 - 20.45	Meet and interact with international judges & winners of Best Coser of The Year 2020 1. O.E.K . group performance 2. O.E.K introduction clip Q&A 2. Mahio & Mariko (Japan) 3. Hmnyang (Korea) Q&A 4. Sinmoon (Korea) Q&A 5. Game 1: Dance to the music - Music 1 - Music 2 - Music 3 - Music 4 - Music 5 Game 2: Sacrifice (Fun music)	Game 1: Dance to the music - Music 1 - Music 2 - Music 3 - Music 4 - Music 5 https://bit.ly/3ueC5RZ Game 2: Rock-paper-scissors https://bit.ly/3VHLtD	On stage light	Text display: MEETING and EXCHANGE International Judge & Champion 2022 Best Coser of The Year
20.45 - 21.00	Lucky draw	Exciting Background Music https://bit.ly/3uhsQp	Overall light	
	Awards	Award Music https://bit.ly/3Um xKH5	On stage light	

Table 27 : Light and Sound Script of Meet & Greet

3.7.5. MC Script

No.	Time	Categories	Script
1	19:55	Voice off	Kính thưa quý vị! Chỉ còn ít phút nữa, chương trình Gặp gỡ và giao lưu cùng các Giám khảo quốc tế & Quán quân của Best Coser of The Year

			<p>mùa trước sẽ diễn ra. Ban tổ chức trân trọng kính mời các bạn khán giả tập trung về sân khấu, đưa điện thoại về chế độ yên lặng và hãy cùng nhau chia sẻ không gian một cách trật tự, không chen lấn, đứng ngoài khu vực dây chắn. Và trong cuộc gặp gỡ đặc biệt rất đáng được mong đợi hôm nay, Ban tổ chức sẽ phát giấy và bút cho những khán giả muốn đặt câu hỏi cho các khách mời. Chúng tôi sẽ chọn từ các câu hỏi của khán giả (nếu có) để đặt câu hỏi cho khách mời.</p> <p>Và đừng quên, tất cả các khán giả có mặt tại lễ hội từ 19h00 trở đi đều được nhận đồ uống miễn phí là nước 7Up & 1 số may mắn dán trên vỏ lon, hãy giữ lon nước có số của mình để tham gia bốc thăm trúng thưởng tiền mặt (500k, 100k) và túi quà Halloween.</p> <p>Xin trân trọng cảm ơn!</p> <p><i>[MC reminds the audience to round up at the stage area The committee will give paper and pens to those in the audience who want to ask questions to the guests. The committee will choose from the audience's questions (if any) to ask questions to the guests]</i></p>
2	20:00	Opening performed by cosplayer Týt of the group O.E.K]	<p>Xin kính chào quý vị khán giả. Nồng nhiệt chào đón các bạn đang đến với một sự kiện rất được chờ đợi trong chuỗi hoạt động Halloween 2022 của Trung tâm thương mại The Garden - Gặp gỡ và giao lưu cùng các Giám khảo quốc tế & Quán quân của Best Coser of The Year năm 2020.</p> <p>Các bạn thân mến! Halloween The Garden luôn được coi là sự kiện bùng nổ của giới cosplay Việt Nam với các trang phục hóa trang lộng lẫy & cầu kỳ. Tất cả các cosplayer tham dự Halloween The Garden đều có cơ hội trở thành Coser King & Queen của lễ hội Halloween. Đây là cơ hội tỏa sáng của các cosplayer với trang phục & hình ảnh ấn tượng & đẹp mắt. Và trước khi đêm chung kết diễn ra vào tối mai 30.10.2022, hôm nay chúng ta sẽ được trò chuyện và thưởng thức nhiều phần biểu diễn hấp dẫn. Sự kiện năm nay nhận được sự đồng hành của: Game Free Fire, Nhà xuất bản Kim Đồng, nhãn hàng 7Up đến từ công ty Pepsico Việt Nam. Chúng ta hãy chào đón nhau bằng một tràng pháo tay thật to được không ạ?</p> <p>Còn ngay bây giờ, chúng ta sẽ cùng nhau đến với món quà đầu tiên. Đó là gì chúng ta hãy cùng chờ đợi ngay sau đây!</p>
3	20:05	Invite guests to the stage for turn 1	<p>Xin trân trọng cảm ơn & giới thiệu về nhóm O.E.K & mời thành viên còn lại của team, Cosplayer Fuu lên sân khấu</p> <p>Và bên cạnh O.E.K, chúng tôi cũng xin trân trọng giới thiệu 2 nhóm khách mời còn lại:</p>

			<p>[Màn hình chiếu video của khách mời trong khi MC đọc intro). Khách lần lượt ngồi vào vị trí trên sân khấu. MC will thank & introduce the team O.E.K and invite Fu to the stage, take a seat. The MC continued to introduce 2 groups of guests left (the screen showed the video of the guests while the MC read the intro). Guests take turns taking their seats on the stage]</p> <p>[Nhóm RYU-EN: Họ đã đại diện cho Nhật Bản tham dự WSC 2015 & WSC 2017. Tại WSC 2017, nhóm đã giành giải 3 chung cuộc. Nhóm luôn tự may đồ & tự làm tất cả các đạo cụ biểu diễn. Nhóm chuyên về biểu diễn trên sân khấu. Nhóm đã từng tham gia nhiều sự kiện cosplay trong nước và quốc tế với tư cách khách mời như: Tokyo Game Show, Niconico Chou Kaigi, Asia Cosplay Meet 2016/2017 (Singapore), Gyonggi Internatinal Cosplay Festival (Hàn Quốc). Một tràng pháo tay thật lớn để chào đón MAHIO & MARIKO đại diện nhóm RYU-EN đến từ Nhật Bản]</p> <p>[Từ xứ sở kim chi - Hàn Quốc, xin trân trọng giới thiệu Hmnyang & Sinmoon của Nhóm Real_cos. Nhóm Real_cos huyền làm trang phục cosplay & phụ kiện cosplay tại Hàn Quốc. Nhóm biểu diễn cosplay và sản xuất video clips. Các thành viên của nhóm đã đại diện Hàn Quốc tham dự WCS các năm 2009, 2010, 2013, 2016.</p> <ul style="list-style-type: none"> - Hmnyang: 13 năm kinh nghiệm cosplay, là Đại diện Hàn Quốc các năm 2009, 2013, 2016, tham gia rất nhiều các sự kiện lớn nhỏ trong và ngoài nước, luôn nỗ lực đưa đến cho khán giả những màn trình diễn phong phú và đặc sắc - Sinmoon đã có 20 năm kinh nghiệm trong giới cosplay. Và với kinh nghiệm dày dặn cùng sự đầu tư nghiêm túc, Sinmoon đã trở thành quán quân các cuộc thi lớn như: Hansung Benzt LOL Cosplay 2021, G-Star Cosplay Contest 2021, Seoul Pop Culture Convention Cosplay 2022, BICOF Cosplay 2022, Play Expo 2022 và Popcon 2022. Ngoài ra còn giành được giải nhì cuộc thi G-Star 2021 và E-Fun Cosplay Contest 2021, giải ba cuộc thi G-Star năm 2020. Sinmoon có sở thích tự làm đồ cosplay nên tất cả những đồ cosplay của anh đều do Sinmoon tự tay làm. Sinmoon còn rất nhiều kế hoạch cosplay trong tương lai]
4	20:10	[Q&A 1-MC will add or remove sentences based on the character's	<p>Nhóm O.E.K:</p> <ol style="list-style-type: none"> 1. Xin chào các thành viên của nhóm O.E.K, cảm ơn sự sôi động tuyệt vời các bạn đã mang lại. Các bạn có thể giới thiệu thêm đôi chút về bản thân cho khán giả ở đây biết được không?

		answers and the actual happenings of the audience]	<p>0. Có lẽ nhiều khán giả ở đây thắc mắc các bạn hoạt động trong lĩnh vực cosplay từ bao giờ và đã đạt được những thành tựu gì ?</p> <p>[Can you tell us a little bit more about yourself for the audience here? How long have you been in the field of cosplay and what achievements have you achieved?]</p> <p>3. Hỏi cosplayer Týt của nhóm O.E.K team: Quý vị khán giả thân mến! Ngày mai là chung kết của một cuộc thi rất được chờ đợi đó là Best Coser of the year, và cá nhân tôi rất háo hức khi hôm nay được đứng cạnh và thay mặt quý vị giao lưu với Týt của O.E.K Team. Týt ơi, tôi được biết bạn đã tham gia thi Best cosplayer of the year rất nhiều năm và từng 2 lần đoạt giải quán quân. Bạn có thể chia sẻ với khán giả ở đây một kỷ niệm đáng nhớ nhất với bạn trong các lần tham gia dự thi chứ?</p> <p>[Ask cosplayer Tyt of the O.E.K team: You have participated in the Best cosplayer of the year contest for many years and won the first prize twice. Can you share with the audience a most memorable memory with you during the times participating in the competition?]</p> <p>Sinmoon: Lần đầu tiên đến với 1 lễ hội cosplay của Việt Nam, bạn cảm thấy thế nào? Bạn đánh giá thế nào về các cosplayer của Việt Nam?</p> <p>[Ask Sinmoon: First time coming to a cosplay festival in Vietnam, what do you think? And what do you think about cosplayers in Vietnam?]</p> <p>Mahio: Theo tôi được biết thì bạn rất thích cosplay các nhân vật nam, liệu có lý do gì đặc biệt với sở thích này của bạn không ?</p> <p>[Ask Mahio: As far as I know, you really like cosplaying male characters, is there any special reason for this hobby of yours?]</p>
5	20:20	[Performed by guests Mahio & Mariko (Japan)]	<p>[MC tự tiểu kết phần giao lưu vừa rồi]</p> <p>Và ngay sau đây, không để các bạn thí sinh của Best Coser of the year 2022 cũng như quý vị khán giả đợi lâu hơn nữa, chúng ta hãy cùng đến với phần trình diễn của khách mời Mahio & Mariko đến từ đất nước mặt trời mọc - Nhật Bản.</p> <p>[MC khuấy động hết sức]</p>
6	20:25	Performed by guests Hmnyang (South Korea)	<p>Xin cảm ơn Mahio & Marikoooooooooooo!</p> <p>Đó là các khách mời đến từ xứ hoa anh đào, còn bây giờ sẽ là xứ sở kim chi... Xin chào đón phần trình diễn của khách mời Hmnyang (Hàn Quốc).</p> <p>[MC Khuấy động]</p>

7	20:30	[Q&A 2-MC will add or remove sentences based on the character's answers and the actual happenings of the audience]	<p>[MC tự nghĩ script dẫn nói vào theo diễn biến thực tế]</p> <p>Hmnyang: Bạn đã biểu diễn tại rất nhiều sân khấu lớn & phân biểu diễn nào cũng rất tuyệt vời, không kém các diễn viên phim hành động chuyên nghiệp. Chào Hmnyang, bạn có thể chia sẻ thêm về cách bạn tạo ra những bộ trang phục của mình?</p> <p>[Hmnyang: You've performed on so many big stages & every performance is amazing, no less than professional action movie actors. So can you share how do you make your own costumes?</p> <p>Hmnyang: Bạn có thể chia sẻ thêm về loại hình cosplay mà bạn theo đuổi? [What kind of cosplay do you play with?]</p> <p>Hammyang: Bạn có thể tâm sự thêm với khán giả Việt Nam về động lực, mục đích khi quyết định theo đuổi công việc sáng tạo trang phục và trình diễn cosplay? [What is the point when you make a costume or play?]</p> <p><i>[MC để dành thêm: Các khán giả Việt Nam cũng đã được chiêm ngưỡng những màn biểu diễn ấn tượng của bạn không chỉ ngày hôm nay, mà còn tại chính lễ hội Halloween các mùa trước. Bạn có thể chia sẻ vài tips để các Cosplayer của Việt Nam có thể cải thiện khả năng biểu diễn trên sân khấu không? [Vietnamese audiences have also seen your impressive performances not only today, also at the Halloween festival in previous seasons. Can you share some tips for Vietnamese cosplayers to improve their performance on stage?]</i></p> <p><i>[Với kinh nghiệm tham gia rất nhiều cuộc thi lớn về cosplay Quốc tế, vậy theo bạn kỹ năng cần thiết nhất cho cosplayer khi biểu diễn là gì? You have experience of participating in many big cosplay contests, so what do you think is the most necessary skill for a cosplayer when performing?]</i></p> <p>Mariko: Bạn đã có 33 năm kinh nghiệm trong lĩnh vực cosplay, vậy trong hành trình cosplay của mình bạn thấy thế nào về sự thay đổi trong phong cách thiết kế trang phục và xu hướng cosplay ?</p> <p><i>[Mariko: You have 33 years of experience of cosplay, so in your opinion, how do you see the change in costume design styles and cosplay trends after 33 years?]</i></p>
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			<p>Mahio: Được biết đây là năm thứ 7 bạn & chị Mariko làm khách mời của lễ hội Halloween The Garden, Ban tổ chức bật mí là lần nào bạn cũng thích đến phố Hàng Bò. Có gì hấp dẫn bạn ở đó vậy?</p> <p><i>[Mahio: As I know, this is the 7th year that you and Mariko were guests of The Garden Halloween festival. The Organizing Committee revealed that you always like to go to Hang Bo street. What appeals to you there?]</i></p>
8	20:40	Performance by Simon and short Q&A	<p>[MC tự tiêu kết phần Q&A trên]</p> <p>Và kính thưa quý vị! Bây giờ sẽ là món quà tiếp theo từ đại diện đến từ Hàn Quốc. Đó chính là tiết mục đoạt giải quán quân G-dragon 2021 – và chủ nhân của màn trình diễn này không ai khác chính là: Sinmoonnnnnnnn [khuấy động]</p> <p><i>[Sinmoon from Korea will perform the performance that won the G-dragon 2021 champion award]</i></p> <p>Q&A: Hỏi Sinmoon</p> <p>Trong quá trình sản xuất ra bộ trang phục này (show trên màn hình led), bạn đã gặp phải những khó khăn gì và bạn đã giải quyết nó như thế nào?</p> <p><i>[During the production of this cosplay costume, what difficulties did you face and how did you solve that?]</i></p>
9	20:50	Game MC popularizes mini game rules:	<p>Kính thưa quý vị! Riêng chương trình hôm nay, không chỉ có thưởng thức biểu diễn cosplay, không chỉ có lắng nghe tâm sự của các khách mời mà ban tổ chức đã chuẩn bị rất nhiều phần quà và đây cũng là cơ hội để khán giả có thể đứng gần hơn với các khách mời mà các bạn rất yêu quý. Chúng ta sẽ có 2 trò chơi:</p> <p>1. Nhảy theo nhạc.</p> <p>Luật chơi: MC mời 5 khán giả lên sân khấu nhảy cùng khách mời, khách mời sẽ nhảy mẫu và khán giả nhảy theo, sau đó khách mời sẽ lựa chọn ra khán giả nhảy đẹp nhất và nhận được quà của khách mời đó, 4 bạn còn lại sẽ nhận được voucher gian hàng Halloween (riêng lượt chơi của quán quân O.E.K team không có phần quà đặc biệt, cả 5 bạn sẽ nhận được voucher), mỗi voucher trị giá 100k sử dụng như tiền mặt để dùng mua các</p>

		<p>sản phẩm tại các gian hàng Halloween. Voucher có hạn sử dụng trong 2 ngày diễn ra lễ hội Halloween Kỳ Thú.</p> <p>Note: Mỗi lượt chơi sẽ có 1 khách mời + 5 khán giả. Thứ tự chơi: Hmnyang -> Mahio -> Sinmoon -> Mariko-> O.E.K team</p> <p>Follow the melody</p> <p>Rules of the game: MC invites 5 spectators on stage to dance with the guest, the guest will dance as a model and the audience will dance along, then the guest will choose the best dance spectator and receive the guest's gift, 4 The rest of spectator will receive a Halloween voucher (Just only the O.E.K team's does not have a special gift, all 5 of spectator will receive a voucher), each voucher worth 100k can be used as cash to buy products. products at Halloween stalls. The voucher is valid for 2 days during the Halloween festival.</p> <p>Note: Each turn will have 1 guest + 5 spectators.</p> <p>Play order: Hmnyang -> Mahio -> Sinmoon -> Mariko-> O.E.K team</p> <p>2. Oẳn tù xì với khách mời</p> <p>Luật chơi: 6 khách mời sẽ lần lượt chơi oẳn tù xì với khán giả, ai thắng khách mời thì được nhận được 1 phần quà, đó là voucher gian hàng Halloween, mỗi voucher trị giá 100k sử dụng như tiền mặt để dùng mua các sản phẩm tại các gian hàng Halloween. Voucher có hạn sử dụng trong 2 ngày diễn ra lễ hội Halloween Kỳ Thú.</p> <p>Rules of the game: 6 guests will take turns to play rock-paper-scissors with the audience, whoever wins the guest will receive 1 gift, which is a Halloween booth voucher, each voucher worth 100k used as cash to buy items. products at Halloween stalls. The voucher is valid for 2 days during Halloween Ky Thu festival.</p> <p><i>[MC dẫn linh hoạt]</i></p>
10	21:00	<p>Take photo</p> <p>Kính thưa quý vị và các bạn! Cuộc gặp gỡ ngắn với các khách mời quốc tế và nhà vô địch Best coser of the year 2020 đã để lại rất nhiều cảm xúc và sự chờ đợi cho màn thể hiện của các thí sinh vào chung kết tối mai 30.10. Ngay sau đây, chúng tôi trân trọng kính mời chị Đinh</p>

			<p>Thị Cẩm Vân - Trưởng ban tổ chức lên tặng hoa & cảm ơn các Giám khảo cũng như khách mời.</p> <p>Xin cảm ơn chị Đinh Thị Cẩm Vân, sau đây xin kính mời quý vị và các bạn cùng chụp ảnh kỷ niệm.</p> <p>Còn bây giờ, trân trọng kính mời tất cả khán giả lên cùng chụp ảnh với Các khách mời & đại diện ban tổ chức.</p> <p><i>[Khách mời xuống sân khấu & đội Nhật xuống ngồi ở bàn ký tặng đã chuẩn bị dưới sân khấu.</i></p> <p><i>MC invited Mrs. Dinh Thi Cam Van - Head of organizing committee to give flowers & thank the judges, guests & take a group photo. Invite all the audience to take photos with the Guests & Head of organizing committee & end the Meet&Greet section.</i></p> <p><i>The guests came off the stage & the Japanese team sat down at the autograph table prepared under the stage]</i></p>
11	21:05	Introduction to Mahio and Mariko .'s activities	<p>Và kính thưa quý vị! Sau đây, sẽ là một bất ngờ đến từ những khách mời Nhật Bản.</p> <p>Đó là Mahio và Mariko đến từ Nhật Bản sẽ phát miễn phí photobooks & postcard kèm ký tặng trực tiếp [MC đẩy không khí lên].</p> <p>Chúng tôi xin kính mời mọi người xếp hàng dưới sân khấu để nhận photobook ký tặng tại chỗ (bàn ký tặng ngay dưới sân khấu).</p> <p>Trong khi đó, chúng ta cũng sẽ cùng nhau lựa chọn những cái tên may mắn trong số quý vị khán giả để tham dự bốc thăm Lucky trickster.</p> <p><i>[The MC announced that there was a surprise from Japanese guests and invited everyone to line up to receive autograph photo books on the spot (signature desk right below the stage). At the same time when signing autographs, the Lucky trickster draw took place on stage]</i></p>
12	21:10	Lucky trickster	<p>Ngay bây giờ, chúng ta cùng nhau đến với phần quay số trúng thưởng. Hôm nay, chúng ta sẽ cùng nhau tìm ra chủ nhân của:</p> <ul style="list-style-type: none"> - 1 giải nhất: 500k tiền mặt & quà tặng - 3 giải khuyến khích: 100k tiền mặt mỗi giải & quà tặng.

			<p>Và như chúng tôi đã nói từ đầu, tất cả các khán giả có mặt tại lễ hội từ 19h00 trở đi đều được nhận đồ uống miễn phí là nước 7Up & 1 số may mắn dán trên vỏ lon, hãy giữ lon nước có số của mình để tham gia bốc thăm trúng thưởng tiền mặt (500k, 100k) và túi quà Halloween.</p> <p><i>[Start lucky draw the winning numbers -> MC announces prizes including: 1 first prize: 500k cash & gifts, 3 consolation prizes: 100k cash each & gifts. All spectators present at the festival from 19:00 onwards will receive a free drink of 7Up water & 1 lucky number stuck on the can, keep the water can with your number to join in the lucky draw. cash bonus (500k, 100k) and Halloween gift bags]</i></p> <p><i>[MC điều hành bốc thăm với script linh hoạt theo thực tế không gian và khán giả]</i></p>
13	21:10	The End	<p>Kính thưa quý vị, đến đây, chương trình gặp gỡ của chúng ta cũng xin phép được khép lại. Trân trọng cảm ơn các giám khảo, khách mời quốc tế và nhà vô địch 2020.</p> <p>Một lần nữa, chúng tôi xin nhắc lại chung kết Best Coser of The Year 2022 sẽ diễn ra từ 19h30 tối mai - Chủ nhật 30/10/2022 tại khu vực sân khấu, tầng G. Đây là hoạt động bùng nổ nhất của Halloween The Garden năm nay, nơi chúng ta sẽ đến với màn trình diễn của khách mời quốc tế đến từ Nhật Bản và Hàn Quốc. Chúng ta cũng sẽ chứng kiến phần so tài trên sân khấu của các 8 thí sinh/nhóm lọt vào vòng chung kết. Hẹn gặp lại quý vị và các bạn vào ngày mai! Chào tạm biệt!</p>

Table 28 : MC Script of Meet & Greet

3.7.6. Minigame

Minigame takes place in the Meet & Greet program for all participants.

Prize:

- The gift was specially prepared by the foreign judges
- 40 vouchers worth 100k used as cash to buy products at Halloween stalls. The voucher is valid for 2 days during the Amazing Halloween festival.

a. Dance to the music. (21 vouchers)

Rules of the game: MC invites 5 spectators to dance with the guest on stage, the guest will dance as a model and the audience will dance along, then the guest will choose the best dancing audience and receive the guest's gift, 4 the rest of you will receive a Halloween booth voucher (the O.E.K team's turn alone does not have a special gift, all 5 of you will receive a voucher), each voucher worth 100k can be used as cash to buy products. products at Halloween stalls. The voucher is valid for 2 days during the Amazing Halloween festival.

Note: Each turn will have 1 guest + 5 spectators. Play order: Hmnyang -> Mahio -> Sinmoon -> Mariko-> O.E.K team



Figure 41: Game 1 - Dance to the music

b. Rock-paper-scissors with guests (19 vouchers)

Rules of the game: 6 guests will take turns to play rock-paper-scissors with the audience, whoever wins the guest will receive 1 gift, which is a Halloween booth voucher, each voucher worth 100k used as cash to buy items. products at Halloween stalls. The voucher is valid for 2 days during Halloween Ky Thu Festival.



Figure 42: Game 2 - Rock-paper-scissors with guests

3.7.7. Images of Meet & Greet



Figure 43: Backdrop of Trick or Treat

4. The Second Day - 30/10

4.1. Event Flow

Time	Action	Location
10.30 - 12.00	Trick or Treat Counter : Halloween-themed face painting - Freely open, no bill required	Atrium
14.00 - 17.30		
19.30 - 21.30	Finalist of Best Coser of The Year contest	Stage
	Coser King & Coser Queen	

Table 29 : Event Flow of The Second Day

4.2. Waiting Screen

LED screen projection will help people understand the schedule of the entire event as well as admire the advertising products of the companion units. The screen will be placed in the center of the stage so that all participants can easily view and capture the best information of the program. The videos will be played in turn order and played at empty time slots when there are no events of the program taking place.

Waiting screen - First Day		
No.	Led screen	Brand
1	<u>Lịch Chung kết Best Coser</u>	Free Fire
2	<u>Lịch trick or treat Ngày 30</u>	7Up
3	<u>TVC 7Up</u>	7Up
4	<u>TVC Free Fire 1</u>	Free Fire
5	<u>TVC One Piece Vol 100</u>	Kim Dong
6	<u>TVC Free Fire 2</u>	Free Fire
7	<u>Trailer Film Red</u>	Kim Dong

8	<u>TVC Free Fire 3</u>	Free Fire
9	<u>TVC Free Fire 4</u>	Free Fire
10	<u>TVC Free Fire 5</u>	Free Fire
11	<u>Lịch Chung kết Best Coser</u>	Free Fire
12	<u>Lịch trick or treat Ngày 30</u>	7Up
13	<u>TVC 7Up</u>	7Up
14	<u>TVC Free Fire 7</u>	Free Fire
15	<u>TVC One Piece Vol 100</u>	Kim Dong
16	<u>TVC Free Fire 8</u>	Free Fire
17	<u>Trailer Film Red</u>	Kim Dong
18	<u>TVC Free Fire 9</u>	Free Fire
19	<u>TVC Free Fire 10</u>	Free Fire
20	<u>TVC Free Fire 11</u>	Free Fire

Table 30 : Waiting screen of The Second Day



Figure 44: TVC Free Fire



Figure 45: TVC 7-UP

4.3. Event Setup

List of items included in the event on 30			
No.	Name	Amount	Categories
1	Table 1m4*6	12	Booth
2	Cocktail table	5	Best Coser
3	Bar stool	5	Best Coser
4	Folding table 1m2*50	4	Livestream, Award table
5	Black tablecloth	22	Gian hàng, Trick or Treat, Best Coser
6	Camera (+ props support)	6	Whole event (Capture + Record)
7	Camera + gimbal	3	Livestream
8	Mixer table	1	Livestream
9	Laptop connected to Live	1	Livestream
10	Modern broadcast 4g	1	Livestream
11	New gray carpet	1	Trick or Treat, Best Coser
12	Laptop	3	Sân khấu (Đèn, Màn hình LED, Âm thành)
13	LED P3	1	The whole event
14	Rear hanging LED truss	2	The whole event
15	Led front	1	The whole event
16	Audio Mixer	1	The whole event
17	LED screen 4,096m*10,24m 1024*2560 pixels	1	The whole event
18	Smoke generator	1	The whole event

Table 31 : Event Supplies of The Second Day



Figure 46: Set up Trick or Treat space on 30/10



Figure 47: Set up the space Best Coser of The Year on 30/10

4.4. Trick or Treat: Halloween-themed face painting

4.4.1. Overview

The "Trick or Treat" counter includes the main activity: face painting and free Halloween tattoo. Held at 10:30 - 11:30 and 14:00 - 17:30 on October 30

4.4.2. Trick and Treat Flow

Time	Action	Location
30/10 (Chủ nhật)		
10.30 - 11.30	Trick or Treat Counter : Halloween-themed face painting	Atrium
14:00- 17:30		

Table 32 : Trick or Treat Flow of The Second Day

4.4.3 Free Halloween theme painting activity

- Time 10:30 - 12:00 on October 30
- Location: Atrium, G Floor - The Garden Shopping Center
- Purpose: Create activities for the festival, collect customer information into the database
- How to do it: All event attendees can register, attendees fill in the information and wait for their turn.
- Note: Each customer can only participate in the activity once.

4.5. Best Coser of The Year

4.5.1. Overview

Best Coser of the year is the official contest of The Garden Halloween event held annually at the end of October, organized by The Garden Shopping Center. This is a contest that brings together the top cosplayers, bringing impressive and eye-catching moments to cosplay lovers from everywhere.

The 11th year of the contest promises to be explosive with many new and exciting points when, for the first time, Best Coser of the year will cooperate with Garena Free Fire - the leading mobile game in Vietnam. Free Fire with the spirit of "Battle In Style: Fighting in Style " and a rich and high-quality costume system hopes to bring endless inspiration to the coser world.

More specifically, in this year's contest, Halloween The Garden in addition to the familiar judges are 2 members Mahio & Mariko of the Ryu-End group from Japan, there are also 2 members of the jury for the first time. appeared at Best Coser of The Year Halloween The Garden: Hmnyang & Sinmoon from Korea.

- Time: 19:30 - 21:30 on October 30
- Location: Main stage, G Floor - The Garden Shopping Center



Figure 48: Best Coser of The Year 30/10

4.5.2. Rules of the Best Coser of The Year contest

a. First Round

Registration and submission deadline for Best Coser of The Year:

- Deadline to receive photos: 23:59' on October 18, 2022. Immediately after receiving the contest photo, the organizers post to conduct voting.
- Voting time: until 23:59' on October 22, 2022.
- Time to announce Top 7: October 23, 2022

Requirements for competition attire:

- Costumes used in pictures must be costumes that have never been used in any other cosplay contest.
- Costumes for the competition must be made by the group itself or ordered/purchased. The contest does not accept entries with rented/borrowed clothing.
- Contestants who cosplay as Free Fire characters will get an extra 5 points if they make it to the final night and the prize will increase by 5 million VND & limited, special edition Halloween items in the Free Fire game if they are the Free Fire cosplay champion. .

Contestants/teams must submit only one (01) photo of a cosplay game/anime/manga/comic/cartoon... Contest photos must have a minimum width of 1024px, good quality, sharp and clear image. Cosplay needs to be based on characters that have been designed, built, and have pre-existing story content. Contestants need to send the organizer a picture/video with the costume design and character that you show.

Compulsory requirement: After the photo is uploaded on the fanpage of The Garden Shopping Center, tag all Facebook members present in the contest photo.

Entries will be posted on The Garden's Facebook page at: The Garden Shopping Center. There will be a maximum of 08 contestants to enter the final round based on the number of votes (reaction) + comments on the Fanpage and the judge's assessment (20% of the score is based on the reaction and 80% of the score is based on the judge's assessment).

b. Final round

Time and place:

- Review time: 17:15 on October 29, 2022. Teams entering the Finals are required to participate in the rehearsal.
- Time: 19:30 - 21:30 on October 30, 2022
- Location: Main lobby, G Floor, The Garden Shopping Center

The finalists will compete with the stage performance, the contestants can use any form to best express their character. Performances can be done in the form of choreography (dancing, dancing, etc.), short films, action sequences, or any other form of performance.

Each contestant has a maximum of 7 minutes to complete their performance. Each performance is a minimum of 2 minutes.

Performances will be livestreamed at Facebook The Garden at 19:30 on October 30, 2022. The finalists are required to participate in the final round at The Garden Shopping Center. Contestants need to cosplay the characters in their entries to participate in the final round.

Scoring Criteria:

- Outfits: 40%
- Performance skills: 40%
- Content and ideas of the performance compared to the original (including the preparation of sound, props, and script): 20%

Request:

- Teams entering the Final round send their performance music (mp3 format) via email: halloween.thegarden@gmail.com before 0:00 on October 28, 2022.
- The competition has an LED screen layout to support the performing teams. Teams that require the display of photos/videos (at the ratio of 4.5:10) to support the performance, please send the music file along with the performance via email: halloween.thegarden@gmail.com before 0:00 on 28/28 10/2022.

c. Other rule

- Participants need to provide accurate and complete information including: Full name, phone, email when registering to participate. Any errors in information leading to the status of the prize not being delivered to the winner will not be the responsibility of The Garden Shopping Center. Organizing committee reserves the right to check the authenticity of any information provided. In case the organizing committee finds that the information provided is incorrect, violates the above regulations or the contest

entries show signs of fraud, the organizing committee will have the right to cancel the participation without prior notice.

- Contest photos and videos must be images that have never been entered in other cosplay photo contests. Contest photos and videos must not appear with any images or trademarks of shopping centers other than The Garden Shopping Center.
- Costumes used in pictures must be costumes that have never been used in any other cosplay contest.
- Costumes for the competition must be made or ordered by the contestants themselves. The contest does not accept entries with rented/borrowed clothing.
- In compliance with Facebook's general regulations and applicable laws, the organizers do not accept entries with images that violate or are contrary to fine customs. Organizing committee reserves the right to remove infringing photos without notifying the team.
- Any group that participates in the contest and is found by the organizers to buy or hack/cheat comments will not be counted immediately. Organizing committee reserves the right of final decision and is not accountable to any other party.
- Organizing committee reserves the right to adjust the rules/change the prize if necessary, but the minimum prize will be equivalent to the announced prize. Organizing committee reserves the right of final decision and is not accountable to any other party.
- Organizing committee has the right to use all images, videos, information of the contestants and winners without having to ask for permission and pay any additional costs.

4.5.3. Award for Best Coser of The Year

- **1 First Prize**

VND 15 million (cash) + Cup & winner will be the judge of next year's contest (if organized). If the winning team cosplays the theme or character in the Free Fire game, they will receive another 5 million VND, bringing the total prize value to 20 million VND & receive a limited, special edition Halloween item in the Free Fire game.

The Champion Team is responsible for maintaining the image from the time of coronation until the next season. After being selected as the Judge for the next season, within 1 year, all statements related to Halloween The Garden must be approved by the Head of the Organizing Committee - Ms. Dinh Thi Cam Van.

The winning team has the right to refuse to be the judge for the next season if it finds itself unable to meet the above requirements...

- **1 second prize:** 6 million VND (cash) + Cup
- **1 Third Prize:** 3 million VND (cash) + Cup
- **1 Award Most Favorite Entries**

The entry with the most comments & reactions is worth: 2 million VND (cash).

Points are calculated by = total number of reactions (drop hearts) + total valid comments (positive comments related to the test - excluding spam comments, up or drop marks, negative provocative comments. Valid comment content: at least 3 words or more, comments related to the test such as comments or words of encouragement to support the candidate.

Entries that win the online round must participate in the final round on stage, otherwise the prize will be forfeited.



Figure 49: Cup and award table of Best Coser of The Year

4.5.4. Candidate's script of Top 7 Best Coser of The Year

No.	Contestant/team name	Character	Game/Manga/Anime	Candidate's script
1	Jack Kal-Elnos/Jackson Team	Hades và Tần Thủy Hoàng	Record of Ragnarok	Các vị thần muốn xóa sổ loài người. Tuy nhiên vẫn còn cơ hội cho nhân loại chứng minh giá trị của mình. Một giải đấu một chọi một giữa 13 con người và 13 vị thần đã được tổ chức. Nếu nhân loại chiến thắng, họ sẽ được phép sống thêm 1000 năm nữa. Bài diễn dựa trên trận đấu giữa Hades đại diện các vị thần và Tần Thủy Hoàng đại diện cho nhân loại.
2	Makoto	Zen'in Maki	Jujutsu Kaisen	Điều kiện tiên quyết để trở thành một chú thuật sư là có chú lực, khả năng nhìn thấy nguyên hồn. Zen'in Maki mang trong mình Thiên Dữ Chú Phục, bẩm sinh không có chú lực, bị cả gia tộc khinh thường trong suốt những năm tháng tuổi thơ. Sau cái chết của em gái song sinh Zen'in Mai, Maki từ một học sinh năm hai trường Cao đẳng Chú thuật Tokyo trở thành một con quái vật cuồng bạo, san bằng gia trang Zenin chỉ trong nháy mắt. Trong trò chơi tàn sát này, Maki như kẻ đánh mất tâm trí và phản nghịch gia tộc, nhưng liệu có ẩn khuất gì sau cuộc càn quét điên đảo của cô tại gia trang Zen'in hay không? Liệu có mấy người biết, vì có gì, Zen'in Maki lại vung kiếm chém người không ghê tay, cũng không có lấy một lần chớp mắt? "Hãy phá hủy mọi thứ. Ý của em là tất cả mọi thứ, chị hai."
3	Utopia	Jinx (Powder) x Vi (Violet)	Liên Minh Huyền Thoại	Một vở kịch ngắn, lấy cảm hứng từ bộ phim Arcane về quá trình thay đổi của Powder thành Jinx... Từ một Powder trong sáng, có sự nhiệt huyết muốn được tỏa sáng để cứu mọi người, cho đến khi bị bỏ rơi và được Silco nuôi nấng

				để trở thành một Jinx điên loạn như hiện tại. Vì yêu thích tính cách cũng như vẻ đẹp cả bên trong lẫn bên ngoài của hai nhân vật chính, nhóm Utopia chúng mình quyết định sẽ cùng nhau để tạo dựng lại một sân khấu với những bữa tiệc sủng thật bùng nổ. Câu chuyện đằng sau sẽ thế nào, liệu có những uẩn khuất gì và có những ai sẽ hy sinh trong "bữa tiệc trà điên loạn" đó, hãy đón chờ vào dịp Halloween này.
4	Little Fox	Kamado Tanjiro & Kamado Nezuko	Demon Slayer	Tanjirou bước vào mộng cảnh do huyết quỷ thuật của quỷ gây ra, cậu bị ép nhìn lại cảnh cả gia đình mình bị thảm sát nằm trên nền tuyết lạnh lẽo một cách bất lực. Nezuko - người em gái còn sống duy nhất của cậu nay đã thành quỷ, người em gái xinh đẹp của cậu đã không còn nhận ra bản thân và cậu là anh trai mình. Một lời hát ru có lẽ sẽ giúp em ấy bình tĩnh lại chăng?
5	Double Potatoes	Aether & Lumine Genshin Impact	Genshin Impact	Aether và Lumine là cặp song sinh đã du hành cùng nhau qua vô số thế giới trong suốt một khoảng thời gian dài. Khi đặt chân xuống Teyvat, họ đối đầu với một vị thần vô danh và bị đánh bại. Người anh trai Aether bị phong ấn và tỉnh dậy sau một giấc mộng dài. Lúc này, thế giới đã thay đổi. Aether gặp gỡ Paimon và bước vào cuộc hành trình xuyên suốt Teyvat để tìm kiếm lại người em gái đã thất lạc. Nhưng có vẻ như sau một thời gian dài xa cách, Lumine đã không còn chung chí hướng với người anh trai đã cùng gắn bó với mình suốt hàng ngàn năm phiêu bạt. Xung đột xảy ra như một lẽ tất yếu và có lẽ một trong hai người, sẽ phải kết thúc cuộc hành trình của mình tại đây...
6	Blink Dagger	Dante by Neos, Nero by Masaki	Devil May Cry	Devil may cry là một trong những tựa game tuổi thơ của chúng mình câu chuyện về những thợ săn quỷ với phong cách chiến đấu đầy mạnh mẽ điên rồ và đầy háo nhoáng đã khiến mình trở thành fan của dòng game này. Dante chàng thợ săn quỷ đầy phóng khoáng hơi có phần "tung tung" nhưng luôn mang trong mình trái tim quả cảm sẵn sàng trừ gian diệt ác. Nero - một thợ săn quỷ trẻ tuổi vô cùng nóng máu và bốc đồng. Liệu rằng cuộc gặp gỡ đầu tiên của hai người sẽ xảy ra như thế nào ?
7	Zucool	Errol + Richter	Liên Quân Mobile	Câu chuyện của Errol - một thợ săn quỷ đã được cải tạo bởi hắc ma pháp lạc lõng trong dòng chảy thời gian cùng một con người khác

				bên trong mình, mọi thứ với Errol như đã chẳng còn ý nghĩa khi những người thân yêu nhất của anh đều đã ra đi. Những binh lính mở miệng chế giễu Errol đã chết bất đắc kỳ tử trong quân trưởng. Miệng vết thương trí mạng đen xì đã chứng minh chỉ có Hắc ma pháp sư và Thọ sản quý gây nên. Lúc này Errol đã biệt tâm biệt tích. Bởi vì có thân phận đặc thù, quân đoàn Thọ sản quý không thể không đứng ra gánh chịu trách nhiệm. Đồng thời doanh trại cũng điều động sĩ quan Richter chỉ huy đội truy kích bắt Errol về quy án.
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Table 33 : Information about Top 7 Best Coser of The Year

4.5.5. Best Coser of The Year Flow

No.	Time	Content	Note
1	19:15	MC contestant reminds all contestants to focus on preparing for the final round	
2	19:25	Preparing for the opening	
3	19:28	Opening the contest	
4	19:30	Introducing the Judges Introducing 2 Japanese judges: group Ryu-End with 2 members Mahio & Mariko	Play the judges' introduction video on the LED screen when the MC reads the intro
		Introducing 2 Korean judges: Hmnyang & Sinmoon from Korea	
		Head of the Organizing Committee Mrs Dinh Thi Cam Van	
5	19:35	Performed by Hmnyang & Sinmoon	While waiting for points

6	19:40	7 competitions of the teams (after each performance, invite the judges to give opinion , maximum 1-2 judges)	Order of performance: 1. Jackson Team 2. Makoto 3. Utopia 4. Little Fox 5. Double Potatoes 6. Blink Dagger 7. Zucool
7	21:00	Performed by Mahio & Mariko	While waiting for points
8	21:10	The MC invites the head of the organizing committee - Ms. Dinh Thi Cam Van to give flowers to thank the guest judges	
9	21:15	MC announces the award announcement	
10	21:17	The MC invites the head of the organizing committee - Mrs. Dinh Thi Cam Van to present the award for the most voted contestant	The Head of the Organizing Committee will have a few words of thanks
11	21:20	MC invites 2 judges Zing Ruby & Le Trung Hieu to announce and award the King & Queen of Halloween The Garden 2022	
12	21:25	MC invites all competing teams to the stage to award the final round	
13	21:28	Invite 2 Korean judges to award 3rd prize	
14	21:31	MC invites 2 Japanese judges to award second prize	
15	21:33	MC mời Trưởng ban tổ chức - chị Đinh Thị Cẩm Vân lên trao giải nhất Open Judge Mrs Dinh Thi Cam Van - Head of The Garden Halloween Organizing Committee to present the first prize	

16	21:35	At the end of the contest, MC invited all judges and teams to take a group photo	
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Table 34 : Best Coser of The Year Flow

4.5.6. Light and Sound Script

Time	Action	Sound	The light	LED screen
19:15	General introduction Finalist of Best Coser of the Year 2022	Exciting Background Music bit.ly/3ueEAnh		Image of the word Best Coser of The Year 2022
19:30	Introducing 2 Japanese judges: group Ryu-End with 2 members Mahio & Mariko	Audio of the introduction video		Introduction video of them
	Introducing judges Hmnyang & Sinmoon from Korea	Audio of the jury introduction video	On stage light	Introduction video of them
	Head of the Organizing Committee- Ms. Đinh Thị Cẩm Vân	The sound of the video introducing the organizers	On stage light	Photo of her
19:35	Opening performance by Hmnyang & Sinmoon	Judge's audio	On stage lighting (at the judge's request)	Image of the judge's led screen (if any, leave the image of the word Best Coser of The Year 2022)
19:40	7 competitions of the teams Show order: 1. Jack Kal- Elnos/ Jackson Team 2. Makoto 3. Utopia 4. Little Fox 5. Double Potatoes 6. Blink Dagger 7. Zucool	Contestant's audio	<u>stage lighting (at the request of the contestant)</u>	The MC introduces the performance of the team that shows the screen name of the performance and the name of that team Image of the contestant's led screen (if any, leave the name of the performance)

				and the name of the contestant)
21:00	Performed by Mahiro and Mariko	Judge's audio	On stage light - Focus the main character	Image of the judge's led screen (if any, leave the image of the word Best Coser of The Year 2022)
21:15	Invite judges to receive flowers from organizing committee and give a speech		On stage light	Text image Best Coser of The Year 2022
	Announcement & awarding of prizes	bit.ly/3UmxKH5		Text image Best Coser of The Year 2022
21:17	Prize for the contest with the most votes Invite Judge C. Van to present		On stage light	Text image Most vote for entries (According to the AWARD TABLE FORM)
21:20	Invite 2 judges Zing Ruby & Le Trung Hieu to announce and award the King & Queen of Halloween The Garden 2022		On stage light	Text image COSER KING & COSER QUEEN 2022
	Announcement of the final round results			
21:28	Invite Korean judges to award 3		On stage light	Text image THE THIRD PRIZE Best Coser of The Year 2022 (According to the AWARD TABLE FORM)"
21:31	Invite Japanese Judges to award the second prize		On stage light	Text image THE SECOND PRIZE Best Coser of The Year 2022 (According to the AWARD TABLE

				FORM)"
21:33	Open Judge Dinh Thi Cam Van - Head of The Garden Halloween Organizing Committee to present the first prize		On stage light	Hình ảnh chữ GIẢI NHẤT Best Coser of The Year 2022 (THEO FORM BẢNG TRAO THƯỞNG)"
21:35	At the end of the program, take a group photo	bit.ly/3VmbU83	Overall light	Text image Best Coser of The Year 2022

Table 35 : Light and Sound Script of Best Coser of The Year

4.5.7. MC Script

MC 1: Kim Nguyen Bao – MC 2: Ly Xuan Mai

No.	Time	Categories	Content	Note
1	19:15	Voice off 1	Kính thưa quý vị khán giả và các bạn thí sinh! Đêm chung kết Best coser of the year 2022 sắp bắt đầu ngay sau đây. Ban tổ chức đề nghị tất cả các thí sinh tập trung chuẩn bị cho vòng chung kết bên cạnh sân khấu, phía gần gian hàng Gosumo & Charles & Keith. Xin cảm ơn! <i>[MC contestant reminds all contestants to focus on preparing for the final round]</i>	2 MCs turn off voice
2	19:25	Voice off 2 Prepari ng for the openin g	Quý vị và các bạn thân mến, đã sắp tới giờ bắt đầu vòng Chung Kết Cuộc Thi Best Coser of The Year 2022, xin được trân trọng kính mời quý vị và các bạn tiến về khu vực sân khấu, tầng G để chương trình của chúng ta được bắt đầu. Một lần nữa xin kính mời quý vị và các bạn hướng về khu vực sân khấu, tầng G... để sẵn sàng hòa mình với chương trình chung trong khuôn khổ Halloween The Garden thường	2 MCs turn off voice

			niên vô cùng hấp dẫn của chúng ta ngày hôm nay.
3	19:30	Opening	<p>MC 1: Nhiệt liệt chào mừng quý vị và các bạn đã đến với Chung Kết Cuộc Thi Best Coser of The Year 2022 - một điểm nhấn trong sự kiện thường niên Halloween The Garden ngày hôm nay. (vỗ tay)</p> <p>MC 2: Lời đầu tiên cho phép Nguyễn Bảo và Xuân Mai xin được gửi tới quý vị lời chúc sức khỏe và lời chào trân trọng nhất. Chúc các thí sinh của chúng ta sẽ hoàn thành xuất sắc phần dự thi và trở thành quán quân của cuộc thi BEST COSER OF THE YEAR năm nay.</p> <p>MC 1: Thưa quý vị! Halloween là lễ hội phương Tây đã sớm du nhập vào Việt Nam và trong những ngày này các khán giả sẽ có rất nhiều lựa chọn về các điểm đến để hoà mình vào không khí của sự kiện này. Nhưng Halloween của The Garden thì luôn có sức hút riêng. Theo Xuân Mai vì sao?</p> <p>MC2: Đúng là như vậy. Ở Hà Nội có rất nhiều nơi tổ chức Halloween nhưng Halloween của trung tâm thương mại The Garden thì nổi tiếng bậc nhất bởi các hoạt động đa dạng phong phú. Đây là lễ hội thường niên do TTTM The Garden tổ chức. Không chỉ mang đến một không gian mang đậm màu sắc Halloween với nhiều hoạt động vui chơi giải trí, lễ hội còn là điểm đến của các coser - những người yêu thích hóa trang thành nhân vật phim, truyện, với trang phục đẹp mắt và câu kỳ, tạo nên một không gian choáng ngợp với sự xuất hiện của hàng ngàn nhân vật được yêu thích.</p> <p>MC1: Đặc biệt, năm nay, Halloween The Garden sẽ kết hợp với Free Fire, game trên di động hàng đầu tại Việt Nam trong 2021 (theo App Annie) & cũng là một trong những môn thể thao điện tử chính thức của SEA Games 31 năm nay. Đây là màn hợp tác đặc biệt nhân kỷ niệm sinh nhật 5 tuổi của Free Fire. Với tinh thần “Battle In Style: Chiến Đấu Thật Phong Cách” cùng hệ thống trang phục phong phú, Free Fire hi vọng sẽ mang lại nguồn cảm hứng bất tận cho giới cosplay trong mùa Halloween năm 2022. Bên cạnh đó, chúng ta còn sự đồng hành của Nhà xuất bản Kim Đồng, Nhân hàng 7Up đến từ công ty Pepsico Việt Nam.</p> <p>MC 2: Bên cạnh một phần không thể thiếu trong dịp Halloween thường niên của TTTM The</p>

			<p>Garden, đó là danh vị dành cho Vua & Nữ hoàng Halloween thì trong buổi tối đặc biệt ngày hôm nay chúng ta sẽ có cơ hội gặp gỡ những thí sinh đã xuất sắc lọt vào vòng chung kết cuộc thi BEST COSER OF THE YEAR 2022 và các khách mời quốc tế.</p>	
4	19:35	About the Jury	<p>MC 1: Xuân Mai cũng như quý vị khán giả thân mến! Một trong những điểm nhấn tạo nên uy tín của BEST COSER OF THE YEAR tại halloween the garden trong nhiều năm qua, kể cả khi tổ chức trực tiếp hay online qua mùa dịch Covid-19, đó chính là chúng tôi luôn mời được những tên tuổi được hâm mộ trong và cả ngoài nước tham gia Ban giám khảo. Và sau đây, hãy cùng chào đón họ:</p> <p>MC 1: Đến từ xứ sở mặt trời mọc, đó là 2 giám khảo Nhật Bản: Họ đã đại diện cho Nhật Bản tham dự WSC 2015 & WSC 2017. Tại WSC 2017, nhóm đã giành giải 3 chung cuộc. Nhóm luôn tự may đo & tự làm tất cả các đạo cụ biểu diễn.</p> <p>MC2: Nhóm chuyên về biểu diễn trên sân khấu. Nhóm đã từng tham gia nhiều sự kiện cosplay trong nước và quốc tế với tư cách khách mời như:</p> <p>MC1: Tokyo Game Show, Niconico Chou Kaigi, Asia Cosplay Meet 2016/2017 (Singapore), Gyonggi International Cosplay Festival (Hàn Quốc). Một tràng pháo tay thật lớn để chào đón Giám khảo khách mời MAHIO & MARIKO đại diện nhóm RYU-EN đến từ Nhật Bản.</p> <p>MC2: Từ xứ sở kim chi - Hàn Quốc, xin trân trọng giới thiệu 2 giám khảo Hàn Quốc: Hmnyang & Sinmoon của Nhóm Real_cos.</p> <p>MC 1: Nhóm Real_cos huyền làm trang phục cosplay & phụ kiện cosplay tại Hàn Quốc. Nhóm biểu diễn cosplay và sản xuất video clips. Các thành viên của nhóm đã đại diện Hàn Quốc tham dự WCS các năm 2009, 2010, 2013, 2016.</p> <p>MC 2: Hmnyang: 13 năm kinh nghiệm cosplay, là Đại diện Hàn Quốc các năm 2009, 2013, 2016, tham gia rất nhiều các sự kiện lớn nhỏ trong và ngoài nước, luôn nỗ lực đưa đến cho</p>	<p>Play the judges' introduction video on the LED screen when the MC reads the intro</p>

khán giả những màn trình diễn phong phú và đặc sắc.

MC1: Trong khi đó, Sinmoon đã có 20 năm kinh nghiệm trong giới cosplay. Và với kinh nghiệm dày dặn cùng sự đầu tư nghiêm túc, Sinmoon đã trở thành quán quân các cuộc thi lớn như: Hansung Benzt LOL Cosplay 2021, G-Star Cosplay Contest 2021, Seoul Pop Culture Convention Cosplay 2022, BICOF Cosplay 2022, Play Expo 2022 và Popcon 2022. Ngoài ra còn giành được giải nhì cuộc thi G-Star 2021 và E-Fun Cosplay Contest 2021, giải ba cuộc thi G-Star năm 2020. Sinmoon có sở thích tự làm đồ cosplay nên tất cả những đồ cosplay của anh đều do Sinmoon tự tay làm. Sinmoon còn rất nhiều kế hoạch cosplay trong tương lai.

MC 1: Và giám khảo cuối cùng, là một vị giám khảo Việt Nam đã rất quen thuộc với những ai là tín đồ của các hoạt động tại The Garden. Như đã công bố trên fanpage, người kiến tạo nền móng và giữ được thương hiệu bền vững của Lễ hội Halloween The Garden 2022 nói chung và Best Coser of the year nói riêng chính là giám khảo tiếp theo. Xuân Mai có thể chia sẻ thêm về nhân vật “quyền lực” nhưng cũng rất “ngầu” này được không?

MC 2: Trong công việc thì chị ấy được những người làm truyền thông như Nguyễn Bảo và Xuân Mai nể trọng với 18 năm kinh nghiệm trong lĩnh vực marketing, truyền thông, sự kiện. Và có lẽ, những nét đặc trưng riêng và độ uy tín của Halloween The Garden là kết quả của một tập thể sáng tạo và điểm nhấn là kinh nghiệm của vị giám khảo này, người đã trải qua nhiều vị trí quản lý cao cấp về thương hiệu, truyền thông, quản trị sự kiện tại các tên tuổi lớn.

MC1: Đúng như vậy, chúng tôi muốn nhắc đến người đã từng làm việc tại IBGroup; ntermak Việt Nam rồi Trưởng Ban Marketing của Viettel Venture. Là một MC, Nguyễn Bảo cũng từng biết đến chị trong vai trò Giám Đốc Khách Hàng & Marketing của Bóng Đá TV & Thể Thao TV, Giám Đốc Kinh Doanh & Marketing của TVShopping VCTV11.

			<p>MC 2: Và bây giờ, chị là PR, Event & Promotions của TTTM The Garden, Event Manager của tập đoàn Bitexco. Và với độ hot của mình thông qua các sáng kiến mà The garden tạo ra, chị cũng chính là mảnh ghép cuối cùng trong dàn ban giám khảo - người năm nào cũng ngồi ghế Giám khảo của tất cả các cuộc thi trong Lễ Hội Halloween The Garden từ 2012 đến nay.</p> <p>MC 1: Xin giới thiệu giám khảo Đinh Thị Cẩm Vân - Trưởng ban tổ chức lễ hội Halloween The Garden.</p> <p>Head of the Organizing Committee Mrs Dinh Thi Cam Van</p> <p>MC 1: Xin toàn thể quý vị 1 tràng pháo tay thật giòn giã chào đón, cảm ơn và chúc ban giám khảo CHUNG KẾT CUỘC THI BEST COSER OF THE YEAR 2022 sẽ làm việc thật hiệu quả. Xin cảm ơn!</p>	
5	19:40	Contest	<p>[7 tiết mục thi của các đội (sau mỗi tiết mục mời BGK nhận xét luôn, tối đa từ 1-2 BGK) 7 competitions of the teams (after each performance, invite the judges to give opinion , maximum 1-2 judges!]</p> <p>—</p> <p>[MC chủ động tự nghĩ script khuấy động không khí]</p> <p>MC 1: Kính thưa quý vị! Và ngay bây giờ, không để quý vị và các bạn phải chờ lâu hơn nữa, chúng ta sẽ cùng đến phần thi của 7 đội tham gia vòng chung kết cuộc thi The Best Coser of The Year 2022.</p> <p>MC 2: Xin nhắc lại, các thí sinh/nhóm lọt vào vòng Chung Kết sẽ thi với hình thức trình diễn trên sân khấu, các bạn có thể sử dụng bất kỳ hình thức nào để thể hiện tốt nhất nhân vật của mình. Mỗi nhóm có thời gian tối đa là 7 phút để hoàn thành phần trình diễn của mình. Mỗi phần trình diễn tối thiểu là 2 phút.</p> <p>MC 1: Tiêu chí chấm điểm của giám khảo sẽ là: Điểm Trang phục; Điểm Kỹ năng trình diễn trên sân khấu và Điểm Nội dung, ý tưởng của bài diễn so với nguyên tác (bao gồm khâu chuẩn bị âm thanh, đạo cụ và kịch bản). Từ cơ sở đó, chúng ta xác định được ba ngôi vị cao nhất.</p>	

			<p>MC 2: Còn bây giờ, hãy chuẩn bị đến với các phần dự thi:</p> <p>Thứ tự trình diễn:</p> <ol style="list-style-type: none"> 8. Blink Dagger 9. Double Potatoes 10. Jack Kal- Elnos/ Jackson Team 11. Little Fox 12. Makoto 13. Utopia 14. Zucool <p>[Hai MC dẫn linh hoạt, ngắn gọn giữa từng đội và mời giám khảo nhận xét luôn]</p>	
6	21:00	Perfor med by Mahio & Mariko	<p>MC1: Kính thưa quý vị, như vậy là vừa rồi chúng ta đã đến với 7 phần trình diễn của 7 đội thi trong khuôn khổ VÒNG CHUNG KẾT CUỘC THI BEST COSER OF THE YEAR 2022. Quả thực, các thí sinh đã mang đến những phần trình diễn mãn nhãn với với tiết mục xuất sắc được dàn dựng công phu của mình.</p> <p>MC2: Và không biết rằng, những giải thưởng giá trị năm nay sẽ thuộc về tiết mục đặc sắc nào, chúng ta sẽ phải chờ đợi trong ít phút để hội đồng BGK công bố kết quả. Còn bây giờ, để quý vị và các bạn bớt hồi hộp khi chờ đợi kết quả của cuộc thi, chúng ta sẽ đến với những món quà SIÊU TUYỆT VỜI mà The Garden mang lại cho khán giả.</p> <p>MC1: Ngày hôm qua, nhiều khán giả có mặt trong sự kiện Meet&Greet đã được lắng nghe tâm sự của các khách mời quốc tế. Và hôm nay, họ trở lại với vai trò giám khảo và.... biểu diễn nghệ thuật. Xin chào đón phần trình diễn của Mahio & Mariko đến từ Nhật Bản.</p>	Whil e waiti ng for point s
7	21:05	Perfor med by Hmnya ng & Sinmoo n	<p>MC 1: [Nguyễn Bảo sẽ dẫn lại một vài ý mà khách mời Hàn Quốc chia sẻ trong sự kiện 29.10]</p> <p>MC2: Và không chờ đợi lâu hơn nữa, ngay bây giờ sẽ là phần biểu diễn của Hmnyang & Sinmoon đến từ Hàn Quốc.</p>	Whil e waiti ng for point s

8	21:10	<p>The MC invites the head of the organizing committee - Ms. Dinh Thi Cam Van to give flowers to thank the guest judges</p>	<p>MC1: Xin cảm ơn các khách mời quốc tế với món quà tuyệt vời dành cho khán giả Việt Nam. Kính thưa quý vị! Phần trình diễn của khách mời quốc tế và các thí sinh một lần nữa khẳng định uy tín của các sự kiện mà TTTM The Garden tổ chức, trong đó nổi bật là Halloween. Là đơn vị tiên phong tổ chức lễ hội Halloween tại Hà Nội từ năm 2011, TTTM The Garden đã trải qua hành trình không ít khó khăn trong những năm đầu tổ chức trong việc tìm kiếm các đối tác, khách mời; lựa chọn các hoạt động phù hợp & thu hút...</p> <p>MC 2: Tuy nhiên, nhờ có sự hỗ trợ & giúp sức của Cộng đồng Cosplay, Halloween The Garden đã từng bước thu hút sự chú ý, quan tâm & tham gia đông đảo của các cosplayer & sau hành trình 12 năm phát triển đã gặt được những quả ngọt rực rỡ với số lượng người tham gia liên tục tăng nhanh chóng qua các năm, trung bình 15.000 lượt tham dự/sự kiện. Chất lượng thí sinh cùng ngày càng cải thiện với những bộ trang phục & tiết mục trình diễn được đầu tư công phu & tỉ mỉ.</p> <p>MC 1: Sau hơn hai năm điều chỉnh cách thức tổ chức do đại dịch Covid-19, năm nay Halloween The Garden liên tục có sự góp mặt của những cosplayer nổi tiếng đến từ Nhật Bản, Hàn Quốc tham gia lễ hội và làm giám khảo cuộc thi. Đây đã là một nét độc đáo từ năm 2013.</p> <p>MC 2: Sau đây, xin trân trọng kính mời Trưởng ban tổ chức - chị Đinh Thị Cẩm Vân lên tặng hoa cảm ơn các giám khảo trong nước lẫn khách mời quốc tế.</p> <p>MC1: Trân trọng kính mời:</p> <ul style="list-style-type: none"> - Giám khảo Mahio & Mariko - Giám khảo Hmnyang & Sinmoon - Giám khảo của cuộc thi Coser King & Queen : Zing Rubi & Lê Trung Hiếu <p><i>[MC bình luận thêm nếu cần: Những bó hoa thay lời cảm ơn sâu sắc và chân thành nhất tới những vị giám khảo cũng là những người bạn thân thiết của lễ hội Halloween The Garden. Sự đồng hành của các giám khảo góp phần củng cố uy tín của cuộc thi và Halloween The Garden với tư cách một lễ hội hàng đầu trong dịp này tại Hà Nội]</i></p>	
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9	21:15	MC announces the award announcement	<p>MC 1: <i>[Cảm ơn một lần nữa Ms. Cẩm Vân và khách mời giám khảo]</i></p> <p>MC 2: Kính thưa quý vị, sau đây chúng ta sẽ cùng đến với những giây phút hồi hộp, gay cấn được mong chờ nhất. Đó là phần công bố và trao giải thưởng của cuộc thi BEST COSER OF THE YEAR 2022.</p> <p>[Hai MC giao đãi thêm theo hướng sôi động và kịch tính]</p>	
10	21:17	Voting Award	<p>MC 1: Sau đây, chúng tôi kính mời trưởng ban tổ chức - chị Đinh Thị Cẩm Vân lên trao giải thí sinh được bình chọn nhiều nhất.</p> <p>MC 2: Và bây giờ, kính mời chị Vân sẽ công bố kết quả thí sinh được bình chọn nhiều nhất.</p> <p><i>[MC chúc mừng theo thực tế]</i></p>	
11	21:20	Coser King and Coser Queen Award	<p>MC 1: Kính thưa quý vị! Đã trở thành truyền thống và là một điểm nhấn quan trọng của Best Coser of the year hằng năm tại Halloween The Garden, đó là chúng ta sẽ cùng biết được ai là Vua và Hoàng hậu của lễ hội.</p> <p>MC2: Và sau đây, xin kính mời 2 giám khảo Zing Ruby & Lê Trung Hiếu lên công bố và trao giải cho Vua & Nữ Hoàng của lễ hội Halloween The Garden 2022</p> <p><i>[MC invites 2 judges Zing Ruby & Le Trung Hieu to announce and award the King & Queen of Halloween The Garden 2022]</i></p> <p><i>[Hai MC chúc mừng và tung hứng theo thực tế]</i></p>	
12	21:25	Invite the teams back	<p>MC 1: Và bây giờ, chúng ta sẽ đến với các giải thưởng chính thức của Best coser of the year năm nay.</p> <p>MC 2: Trước tiên, hãy chào đón sự trở lại của cả 7 đội thi:</p> <ol style="list-style-type: none"> 1. Blink Dagger 2. Double Potatoes 3. Jack Kal- Elnos/ Jackson Team 4. Little Fox 5. Makoto 6. Utopia 7. Zucool 	

			<i>[MC invites all competing teams to the stage to award the final round]</i>	
1 3	21:28	Awarding the Third Prize	<p>MC2: Và bây giờ, sẽ là chủ nhân của giải ba. Phần thưởng gồm 1 cúp danh giá và 3 triệu đồng tiền mặt.</p> <p>MC 1: Vâng đội thi đạt giải 3 của chúng ta là đội..... Mời các bạn bước lên phía trước để nhận phần thưởng từ Ban Tổ chức.</p> <p>MC 2: Chúng tôi xin mời Hmnyang & Sinmoon của Nhóm RyuCos lên sân khấu để trao giải cho đội thi đạt giải 3.</p> <p>MC 1: Vâng đội thi đạt giải 3 của chúng ta là đội..... Mời các bạn bước lên phía trước để nhận phần thưởng từ Ban tổ chức.</p> <p>MC 2: Xin cảm ơn Hmnyang & Sinmoon.</p> <p>[Dự phòng: We would like to invite Hmnyang & Sinmoon to come up on stage and present the award for the third prize]</p> <p>[MC tự tung hứng với nhau thêm theo thực tế?]</p>	
1 4	21:31	Second Prize Award	<p>MC invites 2 Japanese judges to award second prize</p> <p>MC 2: Các bạn nghĩ đội nào là đội thi xuất sắc đạt giải nhì?? Thực ra các bạn ấy xuất sắc quá nên là nếu cho tôi làm giám khảo có lẽ tôi sẽ muốn chia đều phần thưởng cho tất cả các bạn ấy quá .^^</p> <p>MC 1: Bây giờ tôi xin mời giám khảo MAHIO & MARIK lên sân khấu để trao giải cho đội thi đạt giải nhì.</p> <p>[Dự phòng: We would like to invite MAHIO & MARIKO to come up on stage and present the award for the second prize]</p> <p>MC 2: Vâng đội thi đạt giải nhì của chúng ta..... Phần thưởng mà các bạn nhận được là 3 triệu đồng tiền mặt và một Cúp danh giá. Mời các bạn bước lên phía trước để nhận phần thưởng từ ban tổ chức.</p> <p>MC 1: Xin cảm ơn MAHIO & MARIKO.</p> <p>[MC tự tung hứng với nhau thêm theo thực tế?]</p>	Head of the organizing committee speaks

<p>1 5</p>	<p>21:33</p>	<p>MC invites Head of organizing committee - Ms. Dinh Thi Cam Van to present the first prize</p>	<p>MC 1: Còn bây giờ, chúng ta sẽ cùng nhau chuẩn bị chào đón tân quán quân của Best Coser of The Year trong khuôn khổ Halloween The Garden 2022.</p> <p>MC 2: Các bạn cũng đã biết Best Coser of The Year là cuộc thi thường niên trong chuỗi sự kiện chào đón lễ hội Halloween tại TTTM The Garden phải không ạ, các đội thi còn lại thân mến, nếu đêm nay các bạn không phải là đội chiến thắng thì cũng không sao, đó không phải vì phần thi của các bạn không xuất sắc, mà chỉ là với chủ đề năm nay thì đội winner quá xuất sắc thôi ạ, năm sau các bạn hãy tiếp tục tham gia nhé vì biết đâu chủ đề năm sau lại là sở trường của các bạn, giải thưởng danh giá nhất của các năm tiếp theo vẫn luôn chờ các bạn đón nhận đấy ạ.</p> <p>MC 1: Chúng tôi xin nhắc lại, ngoài việc sở hữu giải thưởng là 15 triệu VNĐ (tiền mặt) + Cúp & đội quán quân sẽ được làm Giám khảo của cuộc thi năm tiếp theo (nếu có tổ chức). Nếu đội quán quân cosplay chủ đề hoặc nhân vật trong game Free Fire thì sẽ được nhận thêm 5 triệu VNĐ nữa, nâng tổng giá trị giải thưởng là 20 triệu VNĐ & nhận được vật phẩm limited, special edition cho Halloween trong game Free Fire. Đội Quán quân có trách nhiệm giữ hình ảnh kể từ khi đăng quang cho đến khi làm Giám Khảo mùa tiếp theo. Sau khi được chọn làm Giám Khảo cho mùa sau, trong vòng 1 năm, mọi phát ngôn liên quan đến Halloween The Garden phải được thông qua Trưởng Ban Tổ chức – MS. Cẩm Vân. Đội chiến thắng có quyền từ chối làm BGK cho mùa sau nếu thấy mình không đảm bảo được yêu cầu trên.</p> <p>MC 2: Và ngay sau đây chúng ta sẽ cùng đến với giải dành cho người thắng cuộc. Một lần nữa xin mời chị Đinh Thị Cẩm Vân - Trưởng ban Tổ chức sẽ quay lại sân khấu và xướng tên người thắng cuộc.</p> <p>[MS Cam Van could you please come up on stage and help me announce the name of the winner]</p> <p>MC 1: Thưa chị Cẩm Vân! Phải hỏi Halloween The Garden nói chung và Best coser of the year nói riêng năm nào, và với hình thức nào, trực tiếp hay online luôn tạo được tiếng vang rất lớn. Mong chị có đôi lời chia sẻ thêm để quý vị khán giả hiểu hơn về</p>
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			<p>sự kiện này cũng như cảm nhận của chị về thí sinh năm nay?</p> <p>[The MC invites the head of the organizing committee - Mrs. Dinh Thi Cam Van to present the award for the most voted contestant]</p> <p>Chị Vân trả lời:</p> <p>MC 2: Vâng, danh hiệu BEST COSER OF THE YEAR đã thuộc về đội thi...</p> <p>Mời các bạn bước lên phía trước để nhận phần thưởng từ ban tổ chức</p>	
1 6	21:35	At the end of the program, MC invited all judges and teams to take a group photo	<p>MC 1: Kính thưa quý vị, vậy là cuộc thi BEST COSER OF THE YEAR 2022 trong khuôn khổ Lễ hội Halloween được tổ chức Tại TTTM The Garden đã thành công rực rỡ. Thay mặt ban tổ chức xin được trân trọng cảm ơn:</p> <ul style="list-style-type: none"> - Sự đồng hành của Free Fire, Nhà xuất bản Kim Đồng, 7Up - Các cơ quan báo chí, ban lãnh đạo và quản lí tòa nhà, các ekip thực hiện chương trình đã phối hợp và hỗ trợ để cuộc thi BEST COSER OF THE YEAR 2022 được diễn ra trọn vẹn. - Cảm ơn các bạn thí sinh đã rất nỗ lực cùng toàn thể quý vị khán giả đã tham dự lễ hội năm nay. <p>MC 2: Xin chúc mừng nhà vô địch mới và một lần nữa xin được chúc mừng các thí sinh đã hoàn thành xuất sắc phần thi của mình và thể hiện tài năng trên sân khấu của BEST COSER OF THE YEAR.</p> <p>MC 1: Trân trọng cảm ơn The Garden với sân chơi đẳng cấp, uy tín và lâu đời dành cho các coser của chúng ta. Cảm ơn các giám khảo quốc tế từ Nhật Bản và Hàn Quốc. Hẹn gặp lại các thí sinh và những khán giả yêu mến COSPLAY vào chương trình năm sau.</p> <p><i>2 MC: Chào tạm biệt và hẹn gặp lại.</i></p> <p>MC 2: Mời tất cả mọi người cùng chụp ảnh.</p> <p>[At the end of the contest, MC invited all judges and teams to take a group photo]</p>	

Table 36 : MC Script of Best Coser of The Year

4.5.8. Result

Top 7 candidates of the final round of Best Coser of The Year have excellently completed their performance. After careful consideration, the jury selected the champion as the group Utopia.

After that Zucool and Little Fox won second and third place. Here are the Top 3 and most favorite contest results.



Figure 50: First prize - Utopia



Figure 51: The second prize - Zucool



Figure 52: The third prize - Little Fox



Figure 53: Prize Most voted contest entry - Jackson

4.5.9. Images of Best Coser of The Year



Figure 54: Set the space of Best Coser of The Year



Figure 55: Backdrop of Best Coser of The Year

4.5.10. Live stream

The Best Coser of The Year contest is broadcast live only on The Garden Shopping Center Fanpage.



Figure 56: Livestream on Facebook The Garden Shopping Center

4.6. King & Queen

4.6.1. Overview

In the event area, the photographers from the companion unit, Mochi Studio, will set up their cameras and props. The only requirements for participants are to register and snap photos at the event. The Coser King & Coser Queen will then be judged by the King & Queen jury based on those photographs. The companion unit will have the chance to become more knowledgeable and will be allowed to use a shooting assistance tool in the event location. Regarding the contestants and attendees, they will receive lovely photos, much-deserved recognition, and an opportunity to win awards from the show.

4.6.2. Conversation system

Contestants participating in the King & Queen activity cosplaying their favorite costumes come to The Garden Halloween Festival on both October 29 and 30, 2022.

Contestants came to take photos at the King & Queen photo booth on the G floor, next to the Event hall, between the Trueskin & Al Fresco's booths. Mochi Studio's photographers wore organizing committeeC tokens and took pictures. These photos will be posted the same day on The Garden's Page.

The participating contestants provide Mochi Studio with information such as full name or Facebook nickname, date of birth, phone number, email and citizen identification number (for comparison if the contestant is the winner).



Figure 57: Standee of King & Queen

4.6.3. Voting Method

The judges are the ones who choose the 2 best contestants at the King & Queen activity. They are Zing Ruby & Hakaryo from Amaris Photography

Criteria to choose the title of Coser King & Queen is the owner of the best costume and the most impressive makeup.

The organizers will contact and announce the winners. The organizers will announce & award the Coser King & Queen award at the end of the stage competition of Best Coser of the Year 2022.

4.6.4. Prize

Accompanying the title of Coser King & Coser Queen is a cash prize of 2 million each. Especially, if King & Queen cosplay as Free Fire, the prize will be added 1 million.

The prize includes cash of 3,000,000/ contestant and was honored at the stage of Halloween The Garden 2022 with the winners in the Best Coser of The Year activity.

4.6.5. Result

The organizers and 2 judges Zing Ruby & Hakaryo had to consider carefully to choose the King & Queen title for this year.

The two best contestants, the most charismatic with the most impressive costumes and makeup this year's Halloween season belong to two contestants Rihou Shira and Do Duc Muoi.



Figure 58: Coser King & Queen Halloween 2022

IV. RISK MANAGEMENT

During the course of the event, we encountered a number of mishaps before and during the event.

1. Pre-Event

1.1. Free Fire Does Not Have Enough Personnel

In the planning of the entire event, the Free Fire companion unit plans to organize the Free Fire League with the Free Fire game format on the main stage of The Garden. However, due to insufficient personnel to organize, the Free Fire companion party canceled the Free Fire League before the official event took place.

Therefore, to overcome this, the organizers of Halloween The Garden have replaced the Free Fire League with the Meet and Greet program. The show takes place from 8 pm to 9 pm on October 29, 2022. The program is a place to meet and interact with international judges & winners of Best Coser of The Year in 2020.

1.2. Not Enough Teams to Participate

After the preliminary round, the photo contest took place on the fan page of Halloween The Garden. The organizers have selected the top 8 excellent contestants to participate in the finale of Best Coser of The Year.

However, there was a team that competed close to the event date and informed the organizers that it would be absent because of a costume problem.

The organizers have decided that in this year's Halloween season, the organizers will shorten the list of contestants to 7 groups of contestants. Due to the quality assurance for the program,

from the costumes of the contestants. The organizers did not select 1 more team from the teams participating in the preliminary round - the photo contest.

2. During-Event

2.1. Transmission Problems

Due to this year's event there was an explosion in event participants. As a result, the transmission line in the event area encountered many problems and was overloaded. It was very difficult for the technical parties and the livestream to connect to the local area network in The Garden, leading to the inability to broadcast the livestream during the Best Coser of The Year program.

The organizers contacted The Garden's IT department, but the problem was still not fixed. Therefore, the organizers contacted Viettel to rent a private transmission line to serve the technical side. The cost to pay for a private transmission line is 6,000,000 VND per hour. The network operator has opened a separate bandwidth for a store right next to the stage in the shopping center, the organizers have connected the network wire to the server to overcome the above situation.

2.2. Violations Against Regulations of The Organizers

Before the event took place, the organizers had posted about the rules when participating in the festival. In which, it is not allowed to buy and sell items, items, costumes, except for the booths registered with the organizers. However, the status of participants still buying and selling during the event still exists.

The organizers have sent people to the major Cosplay groups and if it is detected that illegal trading is taking place, they will determine the location and the seller to come to the place to remind. In addition, some members of the Organizing Committee also regularly observe in the event area for quick detection and timely handling.

V. COST

No.	Categories	Unit price (VND)	Amount	Cost(VND)			
				Total	Free/Reduced by partner	Expenses borne by Garden (VND)	Final costs borne by Garden (VND, including TNCN)
I	Free Fire						
1	Event cost	350.000.000	1	350.000.000	350.000.000	0	0
II	Best Coser of The Year 2022 (30/10)						
1	Participation fee for Japanese cosplay	80.000.000	2	160.000.000	120.000.000	40.000.000	40.000.000
2	Participation fee for	70.000.000	2	140.000.000	110.000.000	30.000.000	30.000.000

	Korean cosplay						
3	Costume support for 6 judges (cosplay, King & Queen)	6.500.000	6	39.000.000	0	39.000.000	43.333.333
4	Coser King & Queen judges participation fee	10.000.000	2	20.000.000	10.000.000	10.000.000	11.111.111
5	Round trip air ticket Tokyo - Hanoi	22.500.000	2	45.000.000	0	45.000.000	45.000.000
6	Hotel double room	1.400.000	3	4.200.000	0	4.200.000	4.200.000
7	Round trip air ticket Seoul - Hanoi	12.625.000	2	25.250.000	0	25.250.000	25.250.000
8	Hotel double room	1.400.000	3	4.200.000	0	4.200.000	4.200.000
9	Travel insurance	664.000	4	2.656.000	0	2.656.000	2.656.000
10	PCR test	510.000	4	2.040.000	0	2.040.000	2.040.000
11	Airport transfer - hotel	300.000	2	600.000	0	600.000	600.000
12	Moving hotel - airport	300.000	2	600.000	0	600.000	600.000
13	MC Kim Nguyen Bao	7.000.000	2	7.000.000	0	7.000.000	7.777.778
14	MC Ly Ngoc Mai	3.000.000	1	3.000.000	0	3.000.000	3.333.333
15	Flowers for the judges	200.000	6	1.200.000	0	1.200.000	1.200.000
16	Award for the most comments on FB	2.000.000	1	2.000.000	0	2.000.000	2.000.000
17	First prize Best Coser of The Year	20.000.000	1	20.000.000	0	20.000.000	22.222.222
18	The second prize Best Coser of The Year	6.000.000	1	6.000.000	0	6.000.000	6.000.000
19	The third prize Best Coser of The Year	3.000.000	1	3.000.000	0	3.000.000	3.000.000
20	Prize for Coser King & Queen	3.000.000	2	6.000.000	0	6.000.000	6.000.000
21	Cup set and award table	800.000	6	4.800.000	0	4.800.000	4.800.000
22	Welcome dinner for judges, domestic partner cosplay	8.000.000	1	8.000.000	0	8.000.000	8.000.000
23	Thank you meal for the support of the cosplay community in the country	4.000.000	1	4.000.000	0	4.000.000	4.000.000
24	Japanese cosplay translator	2.000.000	3	6.000.000	0	6.000.000	6.666.667

III	Side activities (29 & 30/10)						
1	Trick or Treat gift giving (7-Up)	6.000	840	5.040.000	5.040.000	0	0
2	Face Painter (includes accessories)	3.000.000	1	3.000.000	0	3.000.000	3.333.333
3	Last lucky draw	500.000	2	1.000.000	0	1.000.000	1.000.000

4	1st lucky draw	100.000	6	600.000	0	600.000	600.000
4	2nd lucky draw	100.000	6	600.000	0	600.000	600.000
IV HR / Extra Support							
1	Professional cosplay filming & photography package (4 photos, 2 videographers & personnel to record information, attached equipment)	12.000.000	2	24.000.000	20.000.000	4.000.000	4.444.444
2	Livestreaming package for Sunday: 3-angle camera, live transmission on LED screens, mixers, photo directors, livestream tools, Viettel 4G Internet	12.000.000	1	12.000.000	0	12.000.000	12.000.000
3	Enhanced Protection	25.000	46	1.150.000	0	1.150.000	1.150.000
V Set Up							
1	The stage on October 29 & 30 (Including 3 stairs)	175.000	60	10.500.000	0	10.500.000	10.500.000
2	Sub-stage 15m2, with new gray carpet & U-shaped 2-sided panel 1m high to be barrier when supporting stage	5.000.000	1	5.000.000	0	5.000.000	5.000.000
3	Comparative & professional sound for 2 days	70.000.000	1	70.000.000	20.000.000	50.000.000	50.000.000
4	LED P3, including truss for hanging LED lights, with LED curtain rear cover	800.000	45	36.000.000	0	36.000.000	36.000.000
5	Cocktail table & bar chair for judges for 2 days	3.400.000	1	3.400.000	0	3.400.000	3.400.000
6	Package Setup & Shipping	3.000.000	1	3.000.000	0	3.000.000	3.000.000
7	Stickers for contestants & cards for organizers	500.000	1	500.000	0	500.000	500.000
Total (VND)				1.046.736.000	635.040.000	404.696.000	421.918.222

Table 37 : Budget of Halloween The Garden 2022 festival

CHAPTER 4: POST-LAUNCH PROJECT & REFLECTION

I. EVENT EVALUATION

1. KPI

No.	Activities	Unit	KPI	Actual result	%Result/ KPI
1	Number of attendees at the event	Number of participants	20.000	41.000	204.9

2	Livestream of the Best Coser of the year	Real-time view	3.000	2.100	70
		Total view after 1 week	7.000	5.700	81.4
3	Total reach of channels The Garden Shopping Center owns	Total reach	1.500.000	1.806.768	120.4
4	The minimum number of teams registering for the Best Coser of The Year contest is 10	The number of teams	10	11	110

Table 38 : KPI of Halloween The Garden 2022

2. Participants's Survey

To determine the level of satisfaction with the event, we did a survey on the level of satisfaction with the event space, concept, program quality, booth and location. Survey participants will rate based on a scale from (Dissatisfied - Very Satisfied).

6. Bạn thấy sự kiện Halloween The Garden năm nay như thế nào ?

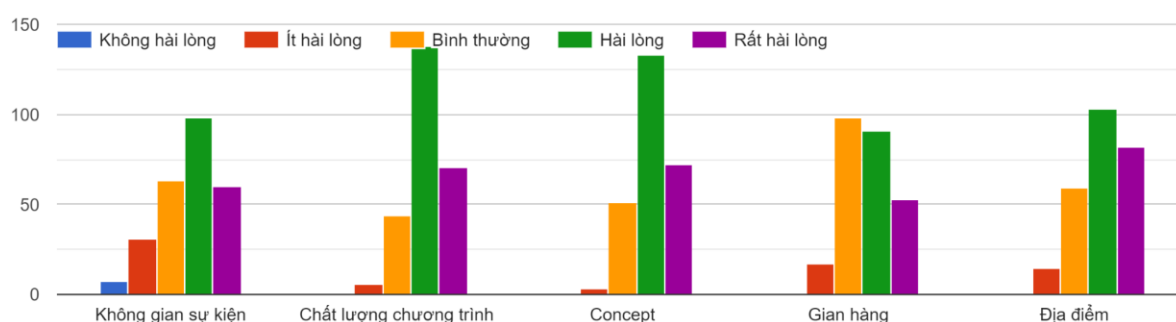


Chart 4: Reviews of the audience about the event

The biggest reason for participants to choose Halloween The Garden 2022 is to join their friends and the prestige of the event with specific statistics is 83.7% and 79.2%. This shows that the organizing committee has successfully built the credibility of the event and programs that draw in and keep viewers over time.

7. Điều gì khiến bạn lựa chọn tham gia Halloween The Garden ?

266 câu trả lời

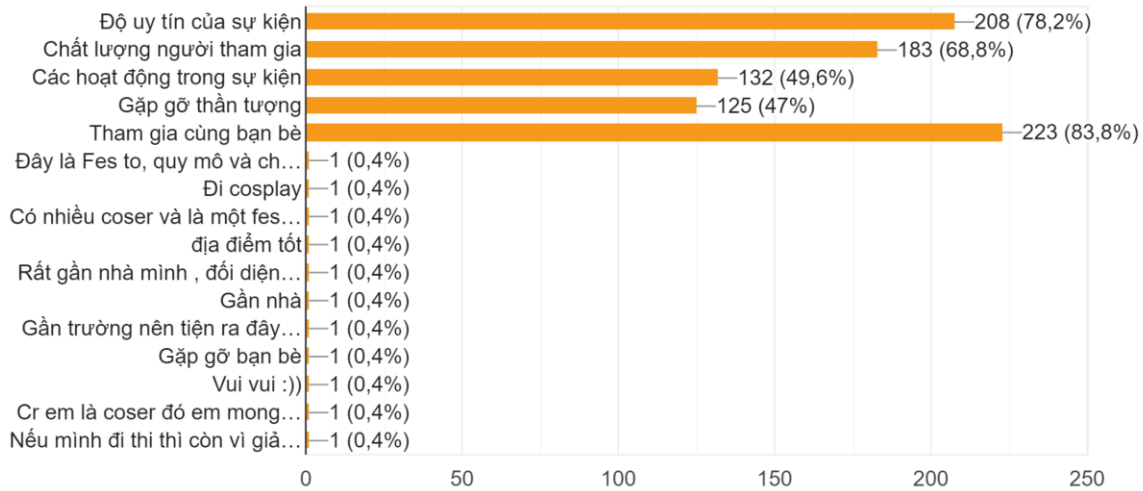


Chart 5: The audience's reasons for choosing to attend the Halloween The Garden 2022 festival

The survey showed that 84.6% of participants knew about Halloween The Garden program through Facebook, 68.1% knew through friends. This shows that the program has made good use of online communication channels and created word of mouth communication.

With 69,5% and 49.2% of the vote, respectively, Best Coser of The Year and Coser King & Queen remain the most favored and anticipated shows this year. Additionally, this year's One Piece fan meeting has received a lot of positive feedback.

8. Bạn thích hoạt động nào trong lễ hội năm nay ?

266 câu trả lời

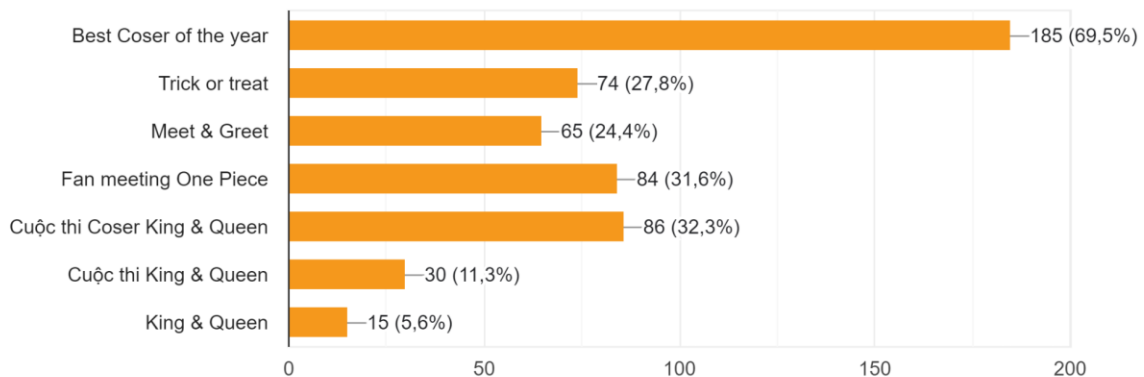


Chart 6: Audience's favorite festival activity

The obvious problem and need to be improved next year is that the space is too small, there is not enough room for attendees to take pictures and it is difficult to travel, the issues that are also reflected a lot are security issues, There are still problems such as theft and metamorphosis

in the event area. Parking space and storage space are also issues that need to be improved for next year.

10. Bạn có thích chủ đề FreeFire năm nay không?

878 câu trả lời

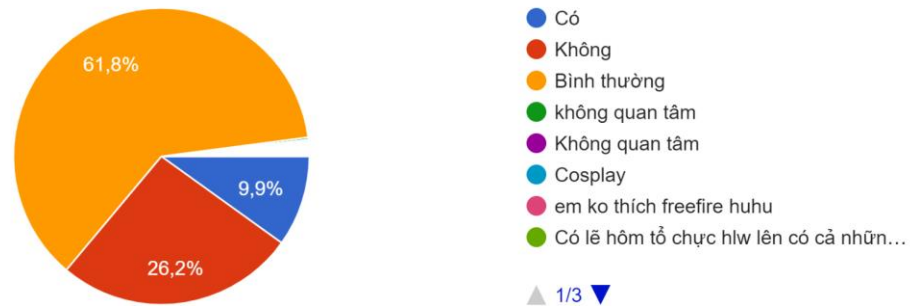


Chart 7: audience's love for the Free Fire theme

Regarding the topic associated with this year's Free Fire, the participants mostly felt okay with this topic and 26.2% of the participants did not like it. Therefore, the program should consider changing the companion unit for next year so that everyone can respond more positively.

According to the survey, attendees want next year to be held both indoors and outdoors, accounting for 48.9%. This shows that the event space is really an urgent matter to find ways to improve or change the venue to be more suitable for the number of guests.

16. Bạn thích tham gia lễ hội trong nhà hay ngoài trời

860 câu trả lời

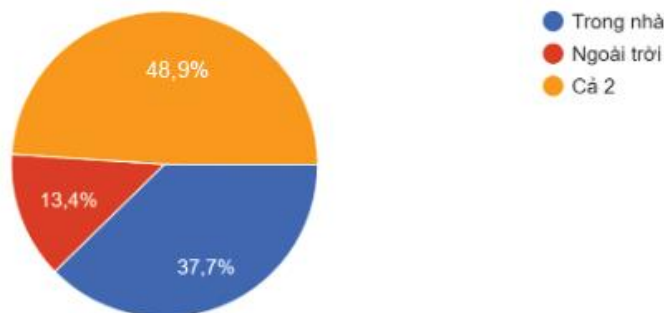


Chart 8: Desire survey about event space

When asked if they are willing to participate in the program to be held next year at The Manor Central Park, Hoang Mai, 85.8% of respondents said they would participate. This shows that Halloween The Garden still retains its appeal to customers.

17. Bạn có sẵn sàng tham gia nếu BTC Halloween gây dựng 1 lễ hội có Concept khác , quy mô lớn hơn tại The Manor Central Park, Nguyễn Xiển - Hoàng Mai - Hà Nội vào tháng 2 tới không ?

867 câu trả lời

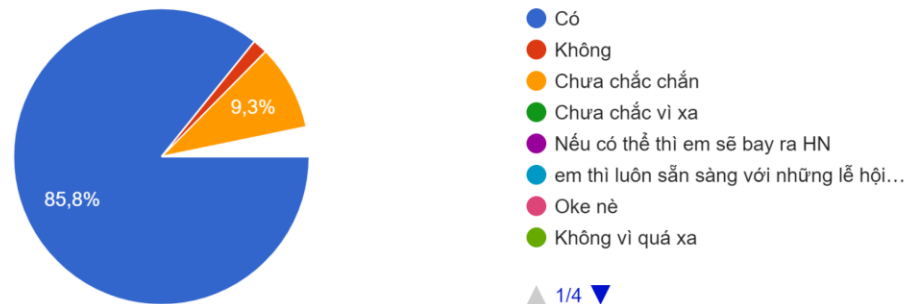


Chart 9: The Garden Shopping Center's desire to participate in another Halloween event

3. Feedback

3.1. Feedback from Candidates

Team Utopia - Winner of Best Coser of The Year 2022: "Halloween The Garden 2022 is a festive season that is both epic and wonderful. We would like to thank the entire organizing committee, staff, sound and light brothers and sisters for helping us have a great performance."

Little Fox Team - Third Prize of Best Coser of The Year 2022: "A great Halloween season with everyone's hard work. Thank you to the judges who liked our performance even though it was our first try, we will try harder in the next seasons."

Jackson Group - The Most Favorite Contestant of the Best Coser of The Year 2022: "We would like to express our sincerest thanks to those who have enthusiastically helped us over the years. Thank you to the organizers and Ms. Dinh Thi Cam Van for creating an annual and really useful playground for cosplayers; Thank you to the team for your support so that the team can have a really good entry."

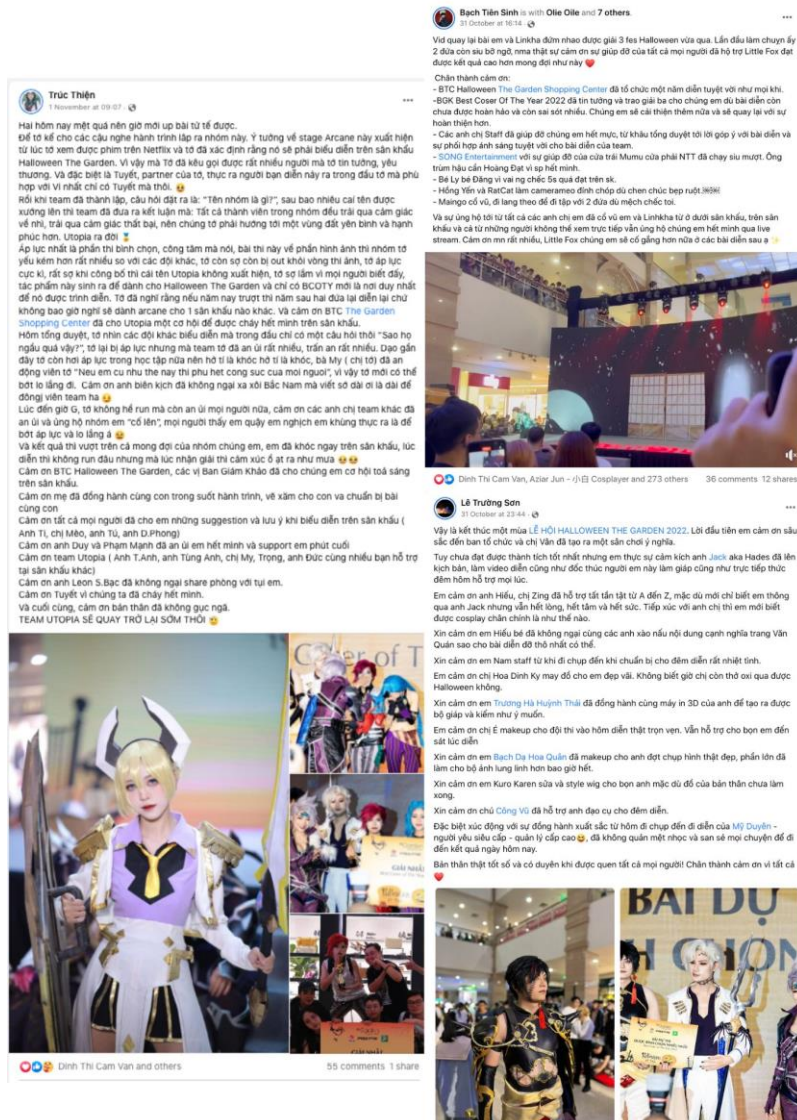


Figure 59: Share of the Candidates of the Best Coser of The Year contest on personal Facebook

3.2. Feedback from Audience

Coser Doan Ngoc Anh: "It's been a long time since I've cosplayed at fes, although the process of making clothes was a twist, and I didn't make it in time for the event, but I'm glad I persevered to the end so that I could have a good cos today. to join the event today. It's been a long time since I've seen cosplay, so I'm very happy because passersby complimented me on my beautiful cosplay, Love you 3000"

Coser Ha Trang: "I have participated in Halloween The Garden for 4 seasons, but I feel that this year's event is much more professional, and the Best Coser of The Year entries are also getting better and better, it's really eye-catching."

Mrs.Pham Thi Thu Ha: "Congratulations to the organizing committee team on another brilliant Halloween season. I like this year's male MC, calm, moderate, well controlled. My family can only watch the livestream on Sunday night, but everyone compliments the amazing performances this year."

3.3. Feedback from Companion Unit

Mr.Cao Cuong from Kim Dong: *“This is the first time in the history of Kim Dong Comics doing an event in the Mall with a bright "skylight" that makes everything more Epic and the audience is super crowded but no one sweats. After this event, he realized one thing: "It turns out that being in the shopping mall can be like that!!!"*

Ms. Phan Thi Anh Dao from Pepsico: *“Halloween The Garden is becoming more and more professional, quality, outstanding and more crowded. The Garden is a longtime partner and we believe in the organizing committee’s capabilities. Happy Halloween The Garden 2022 has been a great success.”*

Ms. Pham Thuy Trang from Tagger: *“This year's Halloween the Garden program is very "burning" and genuine. In particular, there was a very lively One Piece fan meeting. The Garden Halloween Festival is organized by a professional and experienced team that has created a festival as an occasion to gather for Coser and partners to participate, creating a certain excitement for the audience. Thank you Halloween The Garden for creating another memorable event for this year's Halloween season. Hopefully, next year I will have the opportunity to cooperate and bring more interesting programs.”*

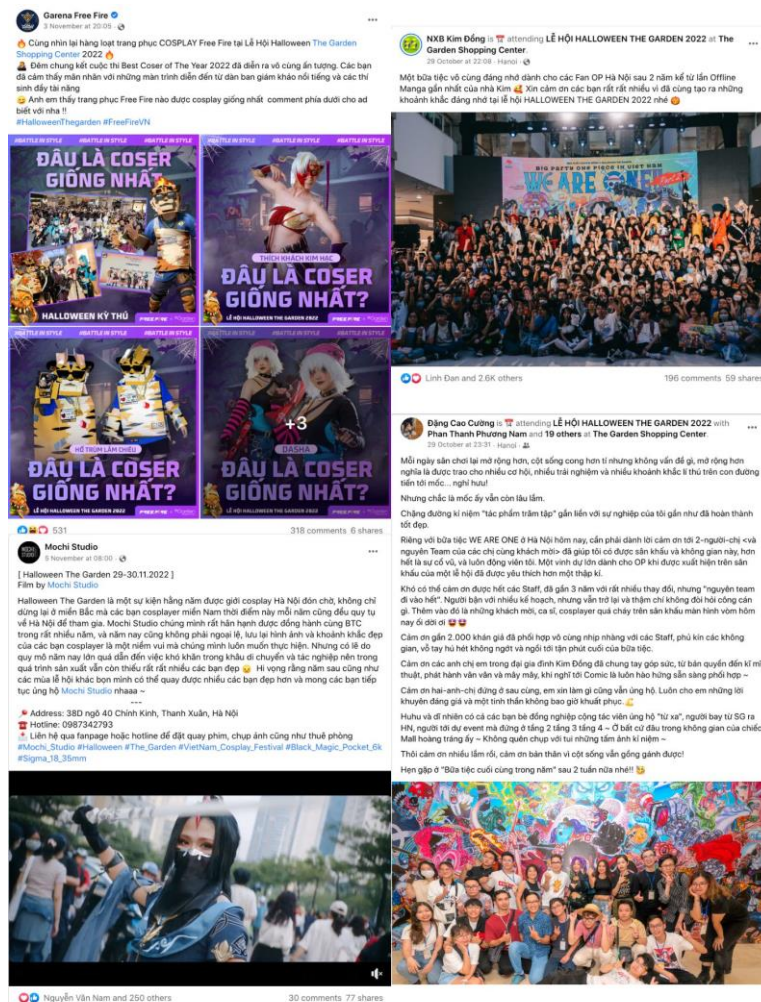


Figure 60: Share by Companion Unit on Fanpage and personal Facebook

3.4. Feedback from Organizing Committee

Ms. Dinh Thi Cam Van - Head of Halloween The Garden Organizing Committee:

“Halloween The Garden season 11 has been successful beyond expectations, I feel very happy and happy because of it. The explosion in the number of participants proves that the quality of the event is increasing and I am confident that Halloween The Garden will grow even more in the following seasons.”

Ms. Cao Huong Giang - Member of the Organizing Committee:

“The Garden 2022 Halloween festival is really bigger and better than previous seasons when the program is combined with two big partners, Garena Free Fire and Kim Dong Publishing House. However, I find the crowd control problem of the security force still limited, I think this is an issue that needs to be noticed and fixed in the following seasons of Halloween The Garden.”

Mr. Nguyen Trong Hoan - Member of the Organizing Committee:

“Through 11 seasons of Halloween The Garden, I find the event is getting more and more perfect and grand. The number of participants was larger than expected, leading to the accompanying consequence that there was less space to take pictures for the Coser. Although the event was very successful and the Coser friends also had a lot of beautiful photos in the event, I think if the space can be improved better, the event in the following seasons will be even more successful.”

3.5 Feedback from Judges

Sinmoon: *“During my time with Halloween The Garden, I found this year to be a really explosive year, the contestants and the program have invested a lot. I am very happy to be part of the program.”*

Mahio: *“The year has been fantastic. I can tell that the Halloween The Garden organisation has put in a lot of time and effort. There are a huge number of participants as well.”*

Mariko: *“This year's show has a very good scale. Both candidates and attendees take investment very seriously. The show this year was fantastic. I hope the program continues to expand.”*

Hmnyang: *“I've been to 4 seasons of Halloween The Garden already, but this year I feel the shows are more diverse and well-invested. I am very happy to interact with the audience through the minigame of the Meet&Greet program, and at the same time, I can also feel the cosplay passion of young Vietnamese people through high-quality performances.”*

II. MEDIA RESULT

1. Overview Result

No.	Description	KPI	Actual result	%Result/KPI
Fanpage				
1	Total reach	1.400.000	1.728.815	131.8
2	Traffic	20,000 hits	45.120 hits	225.5
3	Video Views	100,000 views	177.497 views	177.4
4	Total post	45	45	100
5	Total Reaction	5.000	7893	157,8
6	Total Share	1.000	1471	147.1
7	Total Comment	800	1114	139.6
8	Page followers	2.000	3.072	153.6
9	Page likes	2.000	2.360	118
Website				
10	Users	5.000	6.490	129.8
11	New users	4.000	6382	159.5
12	Pageviews	10.000	19.904	199
Event on Facebook				
13	Attending the event	3.000	5.407	180.2
14	Searches	10.000	14.324	143.2
15	Total Reach	50.000	56.146	112.2

Table 39 : Overview Result

2. Owned Media

First, we measure communication effectiveness across media, including The Garden Shopping Center Fanpage, The Garden Halloween Event on Facebook and The Garden's official website. The metrics that are focused on are reach, views, and engagement. The result of this process will be the first step in evaluating the effectiveness of the communication campaign.

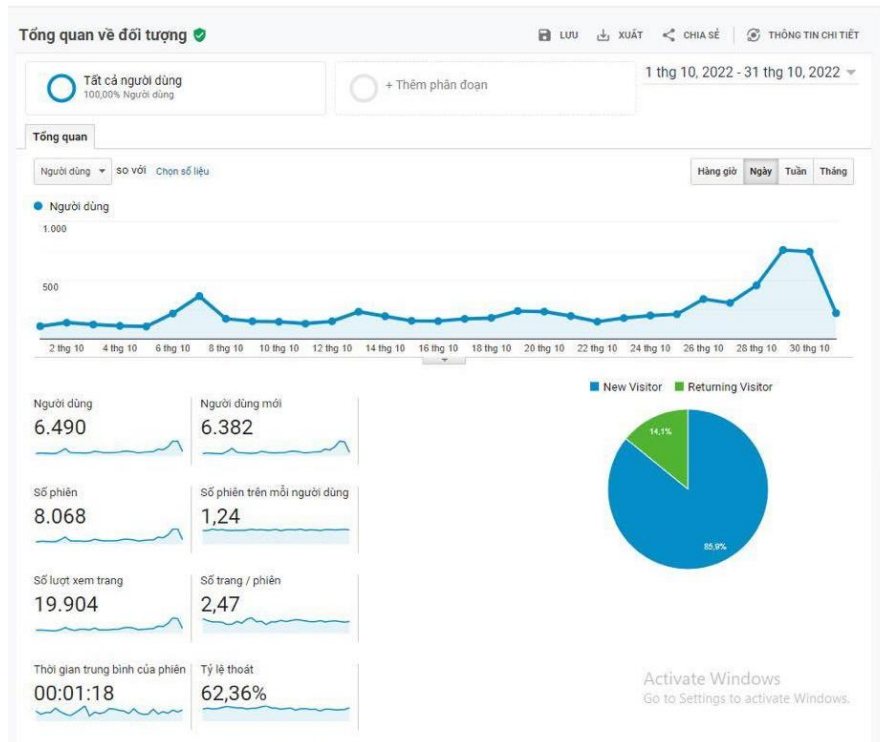


Chart 10: Website traffic from October 28 to October 31

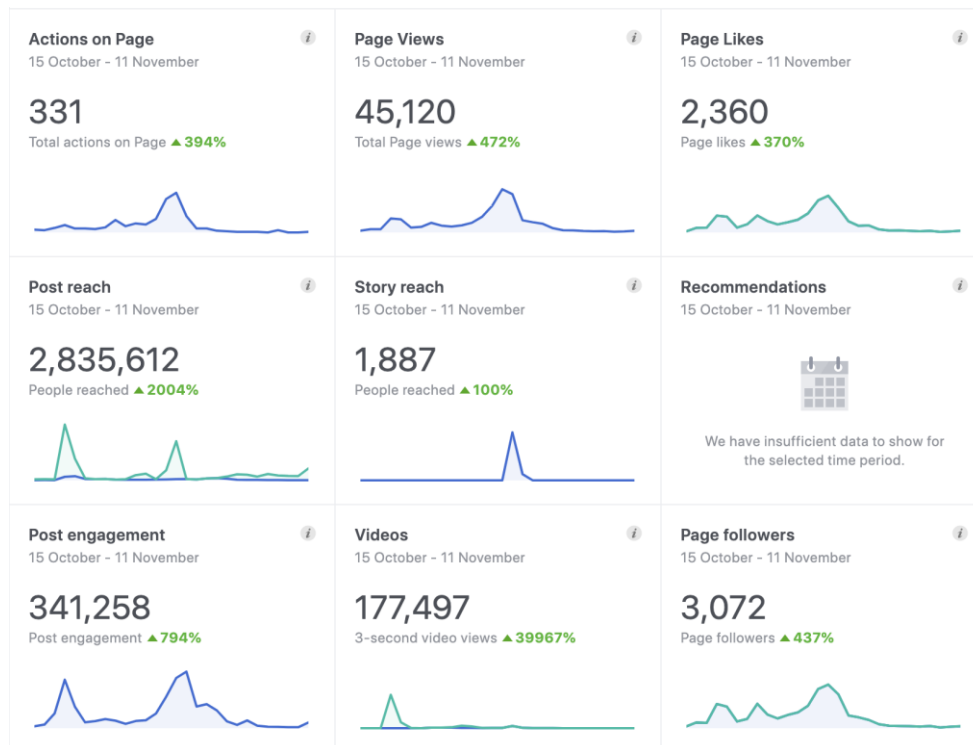


Chart 11: From October 15 to November 11 on Fanpage

From the above data analysis, it can be seen that most of the goals achieved with communication channels are achieved with outstanding efficiency. The Garden Shopping Center's fanpage acts as the most effective communication channel, reaching about 28,315 visits and had a high amount of interaction during the event period.

Meanwhile, Website thegarden.com.vn has a modest amount of old user interaction when it only reaches 108/1000. To explain this, thegarden.com.vn only plays the role of announcing that the official event will be available at The Garden this Halloween season while the information is usually updated on the Facebook platform, namely the Fanpage. Officially The Garden Shopping Center, old users will aim to update information at Fanpage, not through The Garden's website. In order for thegarden.com.vn to attract more readers, the Organizing Committee should have separate articles from those on the fanpage (articles of in-depth analysis, opinions, creative perspectives).

As for the event on Facebook, it can be seen that after 1 year it had to be held offline due to the Covid 19 pandemic. Participants were somewhat excited and looked forward to the event. Specifically, the search for Halloween The Garden event has increased significantly. Participation also increased slightly, showing that the number of people interested in the event is still a large number.

3. Earned Media

3.1. Newspapers

The Garden Shopping Center does not book articles from any press, but there are many newspapers reporting on Halloween The Garden event such as: Ticket Go, Kenh14, ngoisao.net, VietNammoi,...

No.1	Name Newspaper	Link
1	Ticket Go	https://ticketgo.vn/blog/le-hoi-halloween-the-garden-2022-se-duoc-to-chuc-vao-ngay-29-va-30-thang-10-toi-day
2	Kenh14	https://kenh14.vn/manh-tay-chi-tien-chuan-bi-toi-nua-nam-cho-mua-hoa-trang-halloween-2022103012125105.chn
3	Ngoisao.net	https://ngoisao.vnexpress.net/gioi-tre-ha-noi-chi-chuc-trieu-dong-hoa-trang-dip-halloween-4530062.html
4	Suckhocong	https://suckhocong.vn/dia-diem-vui-choi-chup-hinh-song-ao-halloween-2022-tai-ha-noi-d82737.html
5	Allevnts	https://allevnts.in/hanoi/!%E1%BB%84-h%E1%BB%98i-halloween-the-garden-2022/200023400399634?ref=past-event-page
6	Vietnammoi	https://vietnammoi.vn/10-dia-diem-di-choi-halloween-o-ha-noi-va-sai-gon-dam-chat-ma-quai-2022-20221027171716611.htm

Table 40: Earn media from Newspaper

3.2. Social Sharing

The Halloween event The Garden 2022 does not book PR articles from any unit, so the posts below are all personal opinions of the writer. To find event posts, we used the keyword "Halloween The Garden 2022" to search for information and collect feedback and sharing from people.

3.2.1. Facebook

Facebook is the social networking platform with the most posts sharing about Halloween The Garden event. The participants in the event, the Cosplayers shared their stories, photos, and memories during the 2 days of the event, and the results showed that everyone had very positive feedback about Halloween. The Garden 2022.

Chi Chan
31 October at 23:23
Halloween năm nay là lần đầu tiên tui vắc máy đi chụp fes. Ai ngờ các bạn í lộng lẫy quá, bạn í nhìn tui mà tui run tay nhảy trượt huhu.
Thích nhất là về chụp được nhiều ảnh đẹp kinh, buồn nhất là quên xin info bạn cos Reze

Fes Halloween The Garden 2022 - Chụp bởi Chi Chan

Wcoota - CLB giao lưu Văn hoá Việt Nam - Nhật Bản Trường THPT Quốc Oai
30 October at 22:48
"TRICK OR TREAT"
Nói đến văn hoá Nhật Bản thì không thể thiếu những lễ hội cosplay và ngày hôm nay - lễ hội HALLOWEEN THE GARDEN 2022 được nxb Kim Đồng dành cho các fan OP Hà Nội, Wcoota chúng mình hẹn nhau đi quẩy hết mình. Nếu bạn hỏi nó liên quan gì tới CLB thì Wcoota xin trả lời rằng cùng các buổi họp offline cũng sẽ có những buổi đi festival như này. Vừa được họp mặt, vừa được lưu lại những khoảnh khắc vui nhộn của các thành viên. Và dưới đây là một số hình ảnh chúng mình đã lưu lại.
Halloween vui về nhà mọi người. #HALLOWEEN THE GARDEN 2022_30-10
Mọi thông tin xin liên hệ: [Email]: wcootacfb@gmail.com [Facebook]: Wcoota - CLB giao lưu văn hóa Việt Nam - Nhật Bản Trường THPT Quốc Oai

Ashita Japan Club - CLB Văn hóa Nhật Bản AJC
31 October at 20:30
CÙNG ASHITA THAM GIA LỄ HỘI HALLOWEEN THE GARDEN 2022
Sau bao ngày mong đợi, Lễ hội Halloween The Garden 2022 đã chính thức diễn ra vào ngày 29 và 30/10 tại trung tâm thương mại The Garden Shopping Mall. Các Ashita-er cũng đã có một ngày thật khó quên khi được hết mình hội nhập, hóa trang và gặp gỡ cái cosplayer vô cùng xinh đẹp đến từ rất nhiều nơi trên địa bàn thành phố Hà Nội.
Hãy cùng điểm lại những khoảnh khắc ấn tượng nhất thông qua ống kính của chúng mình nhé!
HAPPY HALLOWEEN
Quang Ngô, Hoàng Ngân, Thái Vũ
#AshitaJapanClub #AJC #HalloweenTheGarden2022
Ashita Japan Club - CLB Văn hóa Nhật Bản AJC
Fanpage: <https://www.facebook.com/ashita.ajc/>
Email: ashita.ajc@gmail.com
Tik tok: <https://vt.tiktok.com/ZSeLv6Y3>

Aki Ngô
31 October at 22:17
Lần thứ ba cosplay :33 đây là bé Nahida trong Genshin Impact
Fes HALLOWEEN THE GARDEN 2022 -> nói chung là vui hihi hơi tiếc vì về hơi sớm chưa chụp được với đàn
Tuan Anh
Anh Minh Hà
Hà Văn Tiến & Đoàn Đỗ

Nguyễn Đình Đạt and others
Nguyễn Đình Đạt and others

Figure 61: Share from participants of Halloween The Garden 2022

Ngô Tuyết Mai
31 October at 07:46 · 🌐

HALLOWEEN THE GARDEN 2022

Tham gia vào lễ hội này do The Garden tổ chức vào năm 2020 và 2022, mình rất ấn tượng với các cosplayer. Với những trang phục cầu kỳ và lối trang điểm đẹp mắt phỏng theo các nhân vật trong anime Nhật Bản, bạn sẽ thấy sự đầu tư chĩn chu của các bạn trẻ. Halloween ở đây không phải là những hình tượng kinh dị khiến người xem ám ảnh, mà nó thực sự làm mình hào hứng khi đi tìm các coslayer để chụp lại những hình ảnh đẹp.

BTC năm nay cũng tổ chức một cuộc thi hoành tráng với những giải thưởng hấp dẫn cho các coslayer ở sân khấu tầng G. Không khí lễ hội năm nay thu hút hàng trăm khán gia cổ mặt, đồng kin các tầng của TT The Garden. Có lẽ cũng một phần vì mọi người tìm thấy tuổi thơ trong hình tượng của các nhân vật mà mình đã đọc trong những bộ truyện tranh hồi còn đi học.



Dinh Thị Cam Van and 26 others · 8 comments

Hoàng Minh Đức added 7 new photos — with Dinh Thị Cam Van at The Garden Shopping Center · 31 October at 07:32 · 🌐

Năm nào cũng đợi ngày này để wibu hết mình :))



Phát Quang is with Ami Lee and 13 others.
31 October at 21:51 · 🌐

Tổng hợp ảnh đi lượm lặt + ăn cắp, gọi là có cái album điểm danh

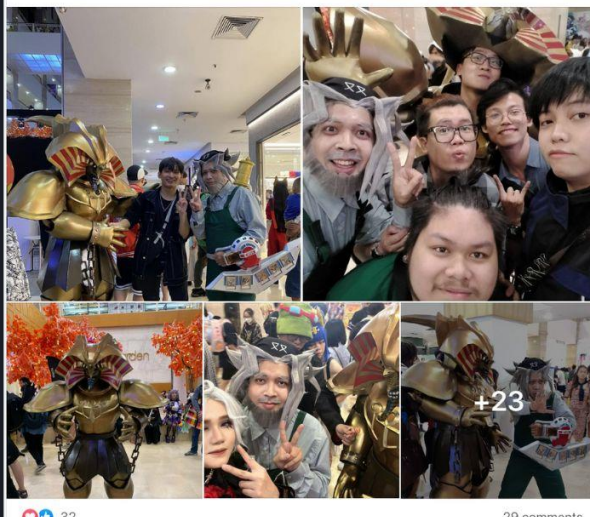
Nhắc lại chiếc kèo với ng e ruột **Tung Nguyễn** hẹn nhau bao năm cốt đời xong cuối cùng chốt PJ trong 1 tháng. Rất vui vì đây cũng là PJ cuối của mình.

Tướng là nghĩ prop thì chạy đó sẽ ko mệt, ai ngờ vẫn p chạy ngược chạy xuôi mệt zì 🤔 may các người em vẫn tận tâm đến phút cuối cùng **Sơn Sybydu Thu Trang Tạ Hoàng Gia Bảo Tuấn Anh Nguyễn Nguyễn Nhật**

Ko thể quên đi bàn tay của ng chị **Đỗ Ngọc** aka MUA - lần nào cos lệ mặt là đều p nhờ qua tay của chị =)))

Ko thể ko cảm ơn dân staff, các anh chị em yêu quý đã giúp đỡ, cùng chụp hình lưu niệm; các ban ngành đoàn thể đã duy trì lễ hội Halloween hàng năm để những wibu chúng em có sân chơi đến tận bây giờ.

Còn ai chưa tag thì sẽ tag ảnh nhè 🤔 ảnh nào mn đẹp thì thả tòm còn ko đẹp thì xin thứ tha nhè 🤔



32 · 29 comments

Hara Natsuga is with Nguyễn Tiến Đạt and 15 others.
31 October at 00:22 · 🌐

Sau n lần từ chối tuyên bố nghỉ hưu để tự huỷ hoặc lòng mình rằng chúng tôi vẫn còn đi cos thì cuối cùng sau 5 năm chúng tôi đã đi cos lại thật =))) Và chỉ để nhận ra rằng nghỉ hưu là 1 quyết định khá đúng đắn trước những áp lực mà cột sống gây ra cho chúng tôi 🥰🥰🥰

Anw, Halloween của The Garden thật sự vẫn là con fes chất nhất HN, vẫn luôn là dịp duy nhất những coser già và hưu trí chúng tôi có cơ hội tụ ôn lại chuyện xưa =)))

Anh em BlackPink chúng tôi cùng thằng cháu Luát và anh Chi lé cu đơn xin cảm ơn tất cả anh em bạn đi đã dành rất nhiều tình cảm và lời khen ấm lòng hình. Mãi yêu và hẹn (chắc là) 5 năm nữa lại tái xuất giang hồ =)))

P/S: Có mấy bạn coser xinh xẻo chụp cùng mà giờ tôi tới cổ quá các bác a =))) Bác nào biết danh tính xin tag giùm để tôi còn stalk các bạn trẻ xinh đẹp 🤔



Figure 62: Share from participants of Halloween The Garden 2022

3.2.2. Other Social Networking Platforms

Tik Tok: Searching for the keyword: "Halloween Festival The Garden 2022" will display a lot of videos sharing about the event, the total views of videos about this content reached 823.8k views.

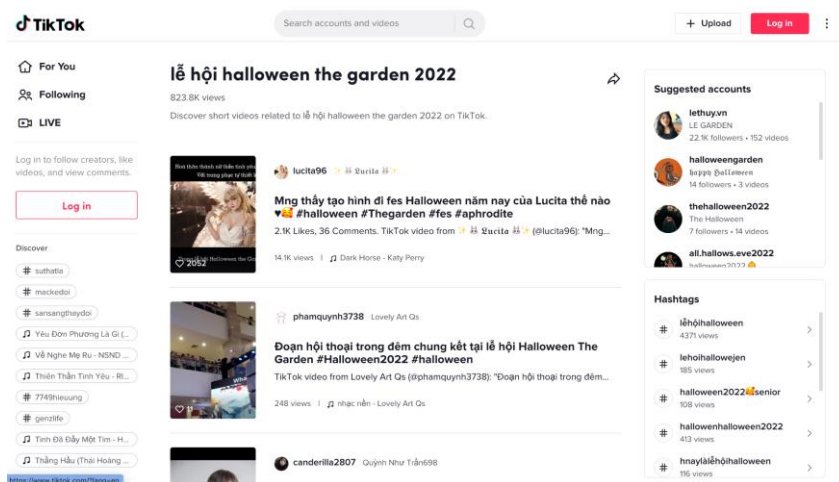


Figure 63: Videos shared on Tiktok about Halloween The Garden 2022

Youtube: With the keyword "Halloween The Garden 2022" on Youtube, there will also be videos sharing about 2 festival days at The Garden.

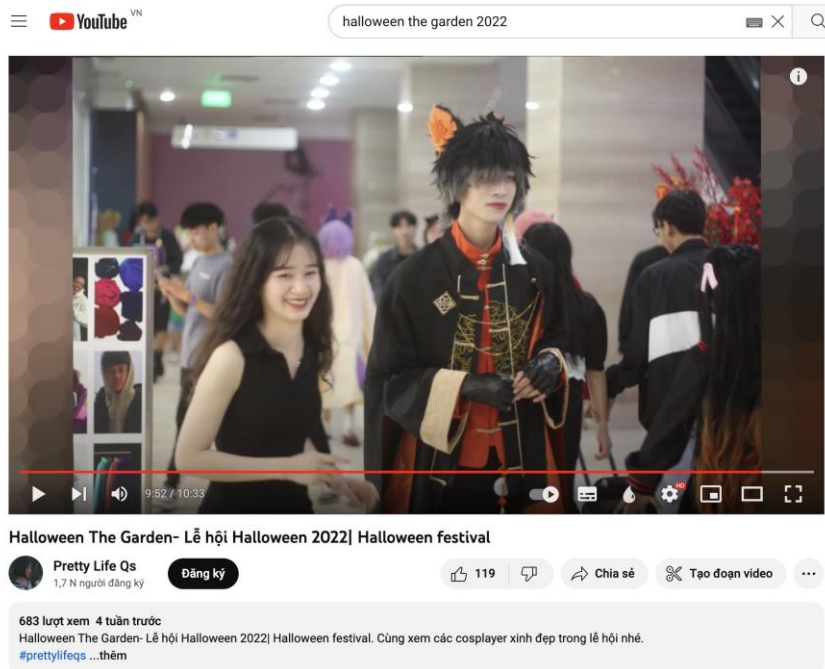


Figure 64: Videos shared on Youtube about Halloween The Garden 2022

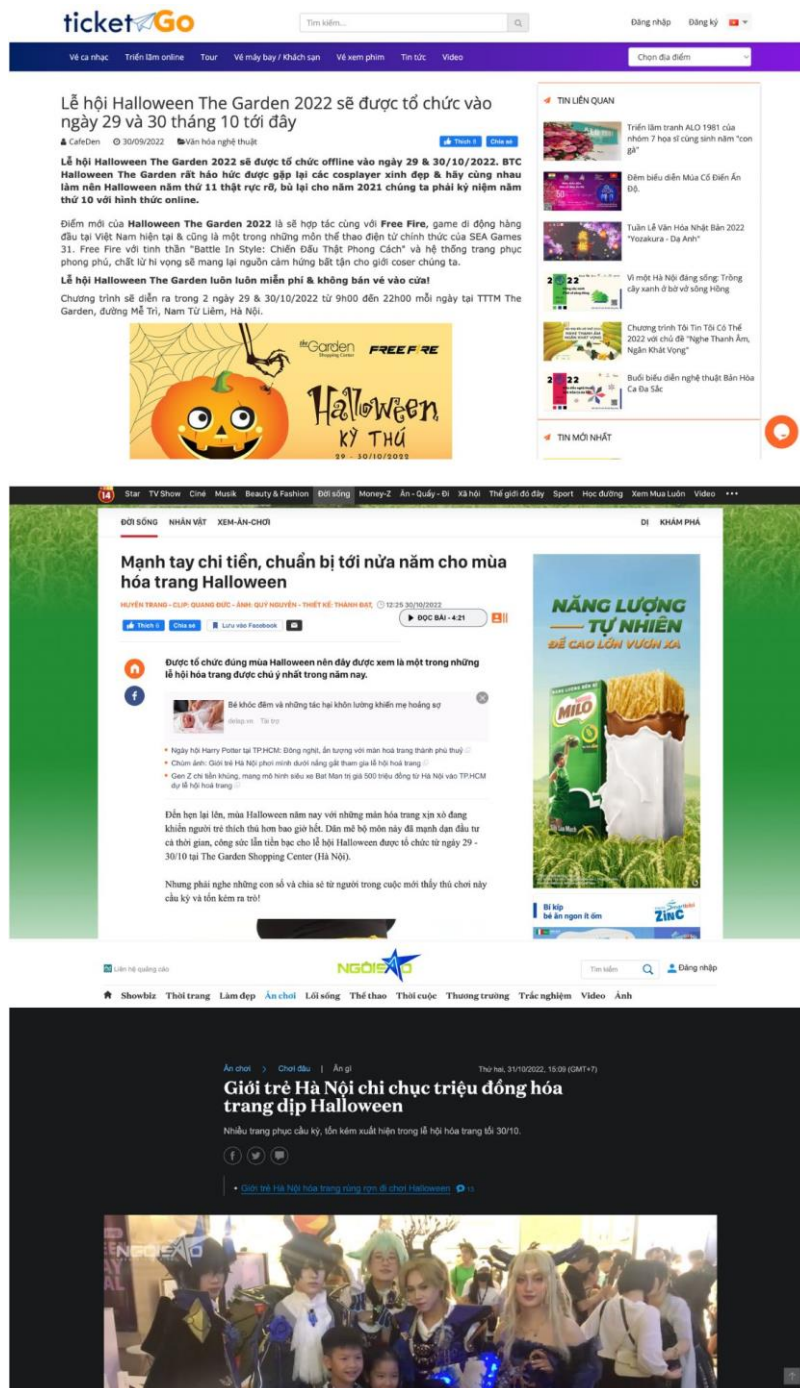


Figure 65: Newspapers write about Halloween The Garden 2022

III. REFLECTION

1. Positive Points

- As an event that has been going on for 10 years, lessons have been learned as well as a smooth operation with employees who have worked together for a long time. And applied this 11th year smoothly to be able to quickly solve the problems and sudden changes in the program script that can be said as the Free Fire League program on the 29th has been changed. quickly became a Meet & Greet program that did not affect anything related to program quality.

- Media work in the event has ensured the effectiveness of the event. And Social Listening is always guaranteed to be able to listen to the community's opinions about the event. The event listened and gave notice along with timely interventions to prevent risks in both online and offline fields.
- Communication products are always guaranteed to meet deadlines and quality before being posted on social media. Along with the companion units, great guests, the media products are always outstanding and attract a lot of attention to the product.
- The number of people attending the event exceeded expectations a lot, which is a result of the successes of previous seasons as well as the good work of media this year.
- The team members have received great help from the brothers and sisters in the Marketing Department of The Garden. The whole group has been assigned very specific tasks and can actively develop their own plan and will receive direct feedback from the head of the organizing committee so that any unreasonable issues can be corrected. These are valuable practical lessons that the whole team has received and also help the team to work more professionally and responsibly with their parts.

2. Negative Points

- The event has a lot of competition on the event days as it is an international festival so many units also have their own Halloween events and participants will have to choose or just can visit each place a little bit
- Contestants in the final round did not ensure the quality of their performance, forcing the Organizing Committee to remove from the Top 8 best teams to the Top 7 teams.
- The event space is difficult when the number of participants is too large, leading to many unexpected risks during the event such as: loss of phone signal, hygiene, photography space for participants, loss of items. measure, ...
- The security force did not work well, so the stability around the stage area was still messy

3. Recommendations for Future Projects

- **Make more media products to attract contestants to register for the Best Coser of The Year contest.**
 - Although the number of applications for the program is guaranteed, the program needs more qualified candidates to have backup candidates if there are problems with the candidates.
 - There will be more media response as more teams register for the competition, the amount of media will be increased
 - We propose to add companionships with KOLs in the field of Cosplay. The organizers of the event can contact, hire and post calls to be able to bring the contest information to as many people as possible. Head of the Organizing Committee - Ms. Dinh Thi Cam Van is also a big KOL of the event and a big voice in the field of Cosplay, so the combination with KOLs is also very easy and can form a network. huge communication network
- **More activities in the event.**

- Although the event had signature events of Halloween The Garden, there was still a lot of free time in the event. That allows participants to form their own groups to play together at the event.
 - We propose to build more mini-game chains for participants during the event. It will help all participants stay excited throughout the day participating in the event to achieve the total achievements in the whole process.
 - Because of this year's event, we have proposed and really want to do it, but there are other items and complications if implementing a minigame series program requires a specific plan in advance and takes time. for development so this year we are not sure about the quality so we have not been able to do that yet.
- **Organize more festivals with larger space.**
 - The recent event, despite being a great success, still encountered the limitations of the event's space, which prevented attendees from having the best experience.
 - Based on the survey from participants, up to 85.8%/867 survey respondents said that they want to participate in more new events of The Garden with a larger and more spacious scale.
 - So we can organize more big festivals and build it to become the next signature of The Garden
- **Invite more Manga/Anime/Game authors to participate in the program**
 - They will be the ones to share about the stories around shaping the main characters in it and help Cosplayers have a deeper understanding of the characters they are incarnating in. Besides, there will be evaluation activities that make up a contest, like that the author will score the short freestyle performance of the candidate selected to go on stage to participate in the minigame.
- **Red carpet catwalk contest**
 - The program will create an additional activity that takes place in the morning, the time when the program has the largest participation of Cosplayers.
 - Understanding the psychology of Cosplayers who participate in Cosplay events, they often want to show off the most beautiful and sophisticated Cosplay costumes and especially they like to pose for pictures.
 - They really want people to pay attention to the costumes they have prepared so this program will help everyone have an extra playground in the event as well as the connection to make new friends and learn more. Gain experience in the field of Cosplay.
 - Not only that, but there will be more veteran Cosplayers along with a famous model who will admire and give comments to help the contestants improve.

4. Lesson Learned

- Learn how to multitask and be flexible in all activities, not in charge of a certain job
- Learn how to avoid risks from official announcements by the organizers by posting information before the event to avoid problems or questions that will not be difficult to resolve.
- Learning how to choose the right partner will contribute to the success of the event
- Learn how to handle situations appropriately and timely so as not to affect the progress and quality of the program

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