

VIETNAM

AN EMERGING DESTINATION FOR IT OUTSOURCING

★ 2015 CONFERENCE

🕒 14 - 17 October, 2015

📍 The Reverie Saigon at Times Square, 22-36 Nguyen Hue Boulevard, District 1, HCMC

THE CONFERENCE – MEDIA ACCELERATION REPORT





Media Key Results



VND 4,480 mln
media value
(ROI)



VND 2,525 mln
PR booking
equivalence



180 favorability points
averagely (versus optimal
300 pts per article)

Conference figures

400 business leaders &
companies attendance



65 survey
respondents



91% respondents
confirmed "objectives met"

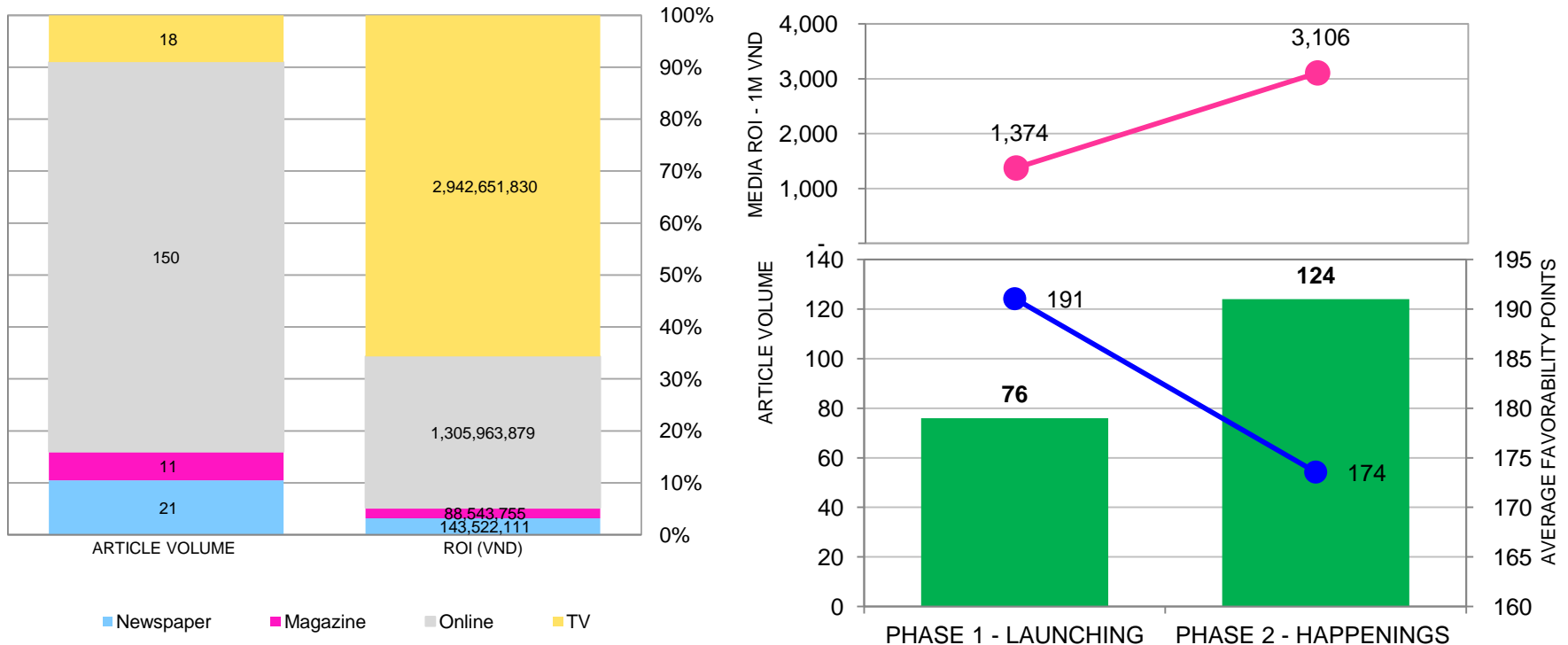


by: Strategic Media Research Partner isentia



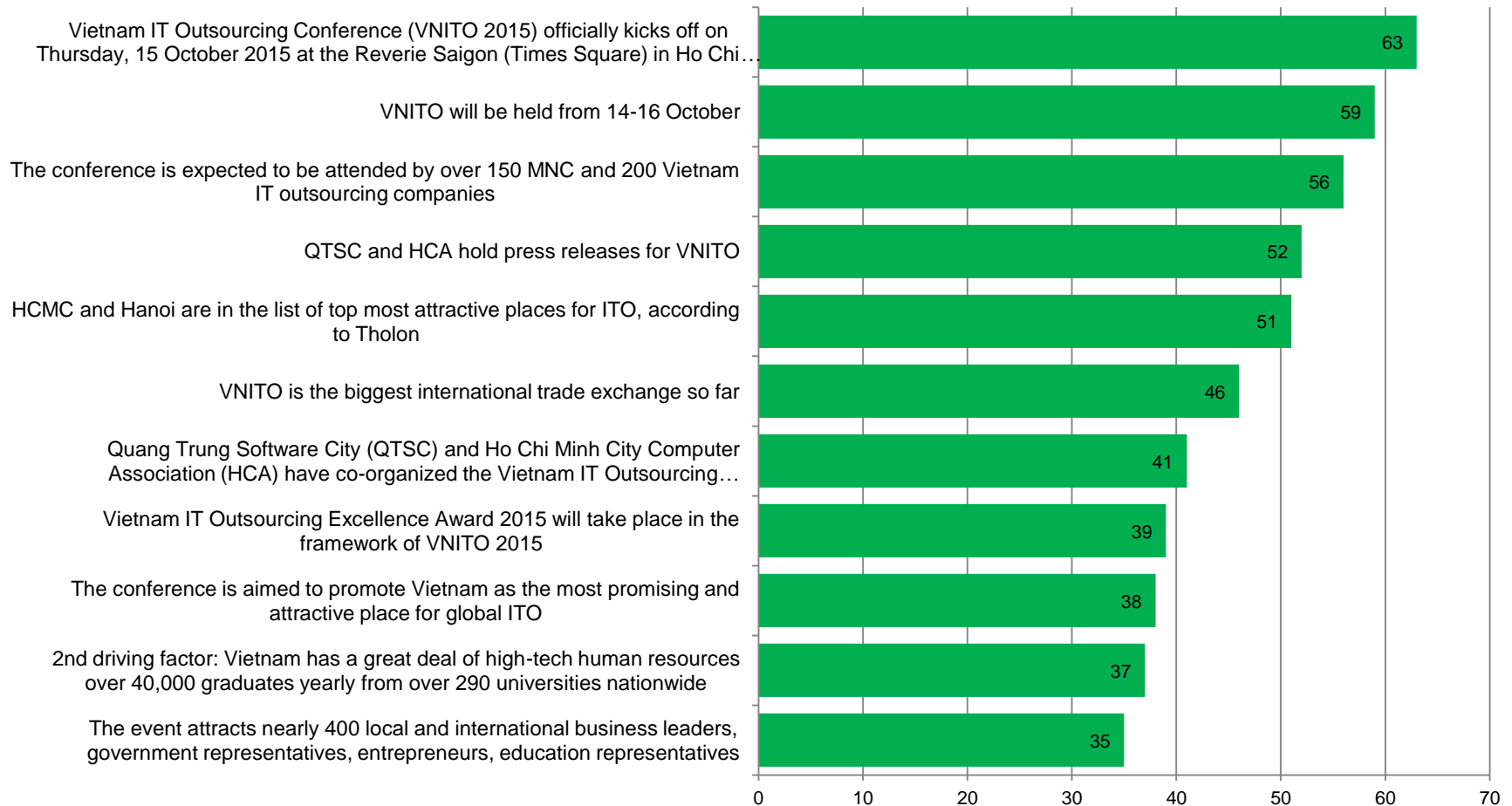
- > VNITO conference received strong applaud and support from various sides: government offices, ITO companies as well as enterprises community in general – all brought out a “flying with color” successful event.
- > The event was participated by 400 business leaders and companies from US, Japan, Singapore, South Korea, Israel, Malaysia, Vietnam and many others, while the expectation of up to 150 representatives. 91% out of total attendees confirmed that they have their objectives met when joining the conference.
- > It should be mentioned the contribution of communication activities toward conference success. The conference took place in the middle of October yet the press releases/articles has been started out early June and media exposure continued appearing until early Nov.
- > 200 articles was found in the mainstream media, bringing about approx VND4,5 bln media value measured by leading media intelligence company – Isentia and basically equivalent to VND2,5 bln PR booking expense.
- > Content specifically, other from Conference details (date, venue), the media captured the most about:
 - > *the ultimate goal of the conference “promote Vietnam as the most promising and attractive place for global ITO*
 - > *2nd driving factor – the advantage of talented human resources was strongly emphasized.*
 - > *IT Outsourcing Excellence Award*
- > From post-event survey and media research, the objectives and harvesting was well matched right at the first time event organization for both organizer and attendees. Furthermore, VNITO organizer also can make best use of the key messages to better communicate in the upcoming events.

Total View – Media Key Results



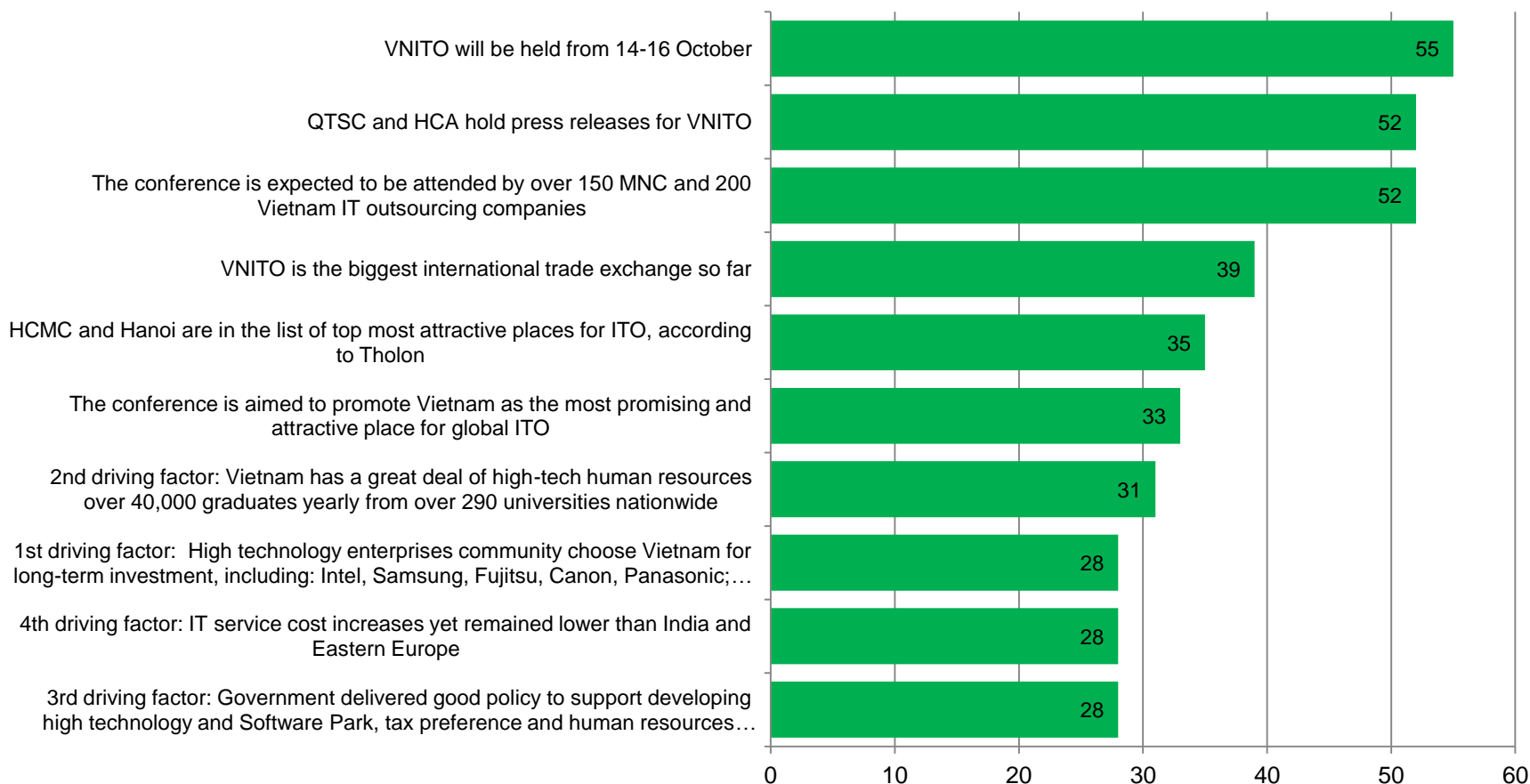
- > There were total 200 articles found airing for VNITO conference – starting from 04 June and closed off from 04 Nov 2015.
- > Online was the dominant source of media exposure with 150 articles – 75% out of total bringing about over VND1,3bln media value.
- > TV channel was bestowed by FBNC, HTV7 and HTV9, in which FBNC contributed the most coverage (23 articles) lasted in 49 minutes broadcasting in total. All TV channels contributed up to VND2,9 blin, equally to 65% share which is the biggest channel.
- > The media campaign for VNITO conference can be separated into 2 phases: the launching and the conference itself.
 - > The phase 1 was delivered with “event introduction” “Why Vietnam” “Vietnam’s ITO driving force” – running from early June to Oct, right before the conference. Phase 2 – media coverage generating from official press releases by VNITO organizer: the event content, the awards and other harvesting spreading from Oct to early Nov (the last article was collected on Nov 4th)
 - > It can be said that Phase 1 paved the great pathway with very good impact article (favorability score averagely at 191pts, even higher than the articles in Phase 2 at 174 favorability score on average). 76 articles were prepared before official day of event.
- > Phase 2 – within a month – media performance was impressive in both terms of volume (124 articles) and value (over VND 3,1bln media value). Phase 2 accounted approx 70% share of total media value for the whole media campaign for the VNITO conference.

VNITO Conference – Top 10 Messages (Total: 200 articles)



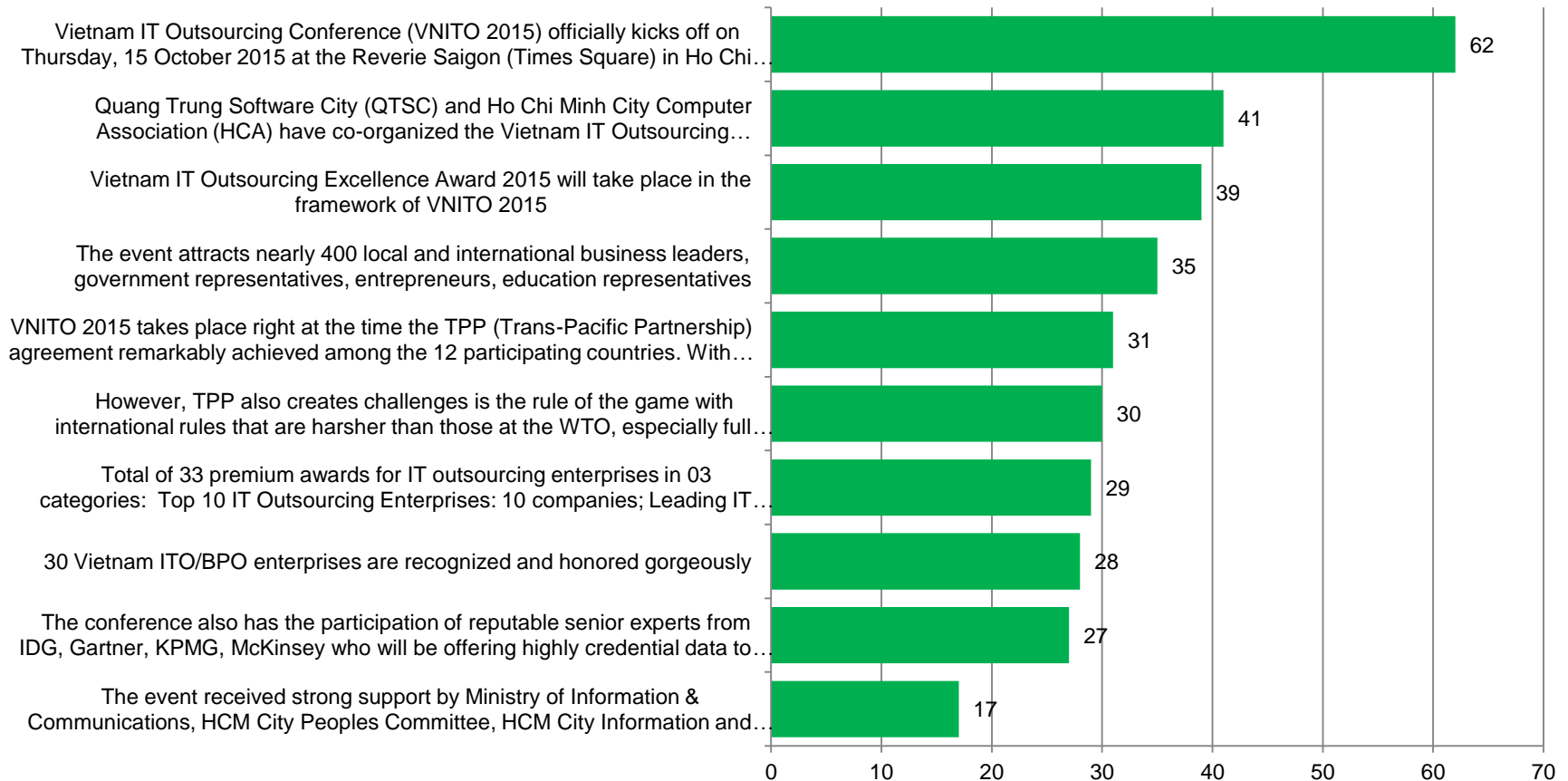
- > Above is the top 10 Key Messages delivered throughout the media campaign
 - > Other from Conference details (date, venue), the ultimate goal of the conference “*promote Vietnam as the most promising and attractive place for global ITO*” and IT Outsourcing Excellence Award were highlighted by media
- [For full list of messages conveyance, please see the appendix](#)

Phase 1 – Launching & Announcing the Conference (total: 76 articles)



- > Phase 1 – playing the role of preparation and energizing – was mostly found with “*Why Vietnam*” rationale
- > 2nd driving factor – the advantage of talented human resources was strongly emphasized.
- > The Press releases organized by QTSC and HCA session received up to 55 coverage mentions.

Phase 2 – The conference happenings & harvesting (total: 124 articles)



- > Phase 2 – time & venue for the conference – found in 62 coverages
- > Updated TPP agreement was among top 10 key messages delivered in Phase 2 articles

Key Messages Breakdown

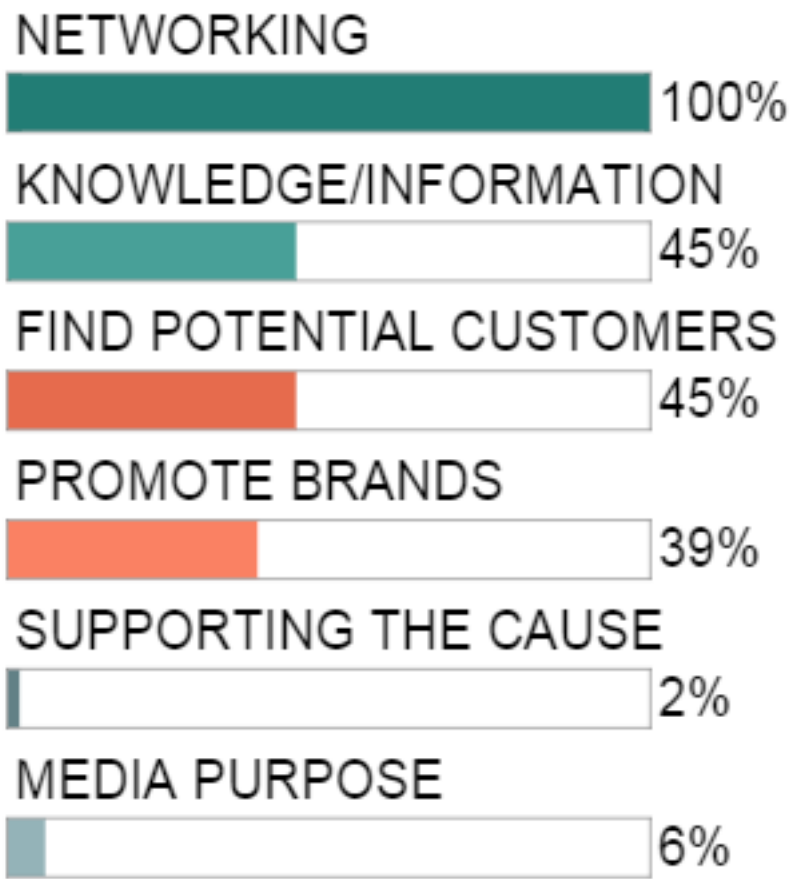
Matching Conference Objectives and Harvesting - Phase 1 vs. Phase 2

Objectives	Phase 1 – Objectives set	Phase 2 – Actions & Harvesting
Number of Attendance	The conference is expected to be attended by over 150 MNC and 200 Vietnam IT outsourcing companies	The event attracts nearly 400 local and international business leaders, government representatives, entrepreneurs, education representatives
Knowledge Sharing	At VNITO, speeches about global trend, current practices of ITO in the global to be shared	valuable experience from foreign investors in Vietnam through their proven success stories
Action-orientation	VNITO will address the short-term and long-term plans to increase the value chain	propose solutions to accelerate promotion activities, training, human resources development, investments in infrastructure and telecom that support the development of software outsourcing business
		Speakers present a variety of topics, such as: the Future of Offshore IT Outsourcing in Vietnam; Vietnam IT Outsourcing 2015 Survey; Software Outsourcing to Vietnam: Capabilities and Competencies; Lessons learned about workforce and talent development i
Networking	VNITO is the biggest international trade exchange so far	VNITO 2015 accommodates a significant number of B2B opportunities and direct sales, as well as direct networking
The Directory Initiative	Vietnam ITO/BOP Directory website has been created and sponsored by VNITO http://vietnamitodirectory.com	Phase 2: The directory will be delivered and updated as promotional materials to international enterprises/associations/organizations in more than 20 countries/territories via

02. What were your primary objectives for the event?

03. Did the event meet your objectives?

TOP OBJECTIVES



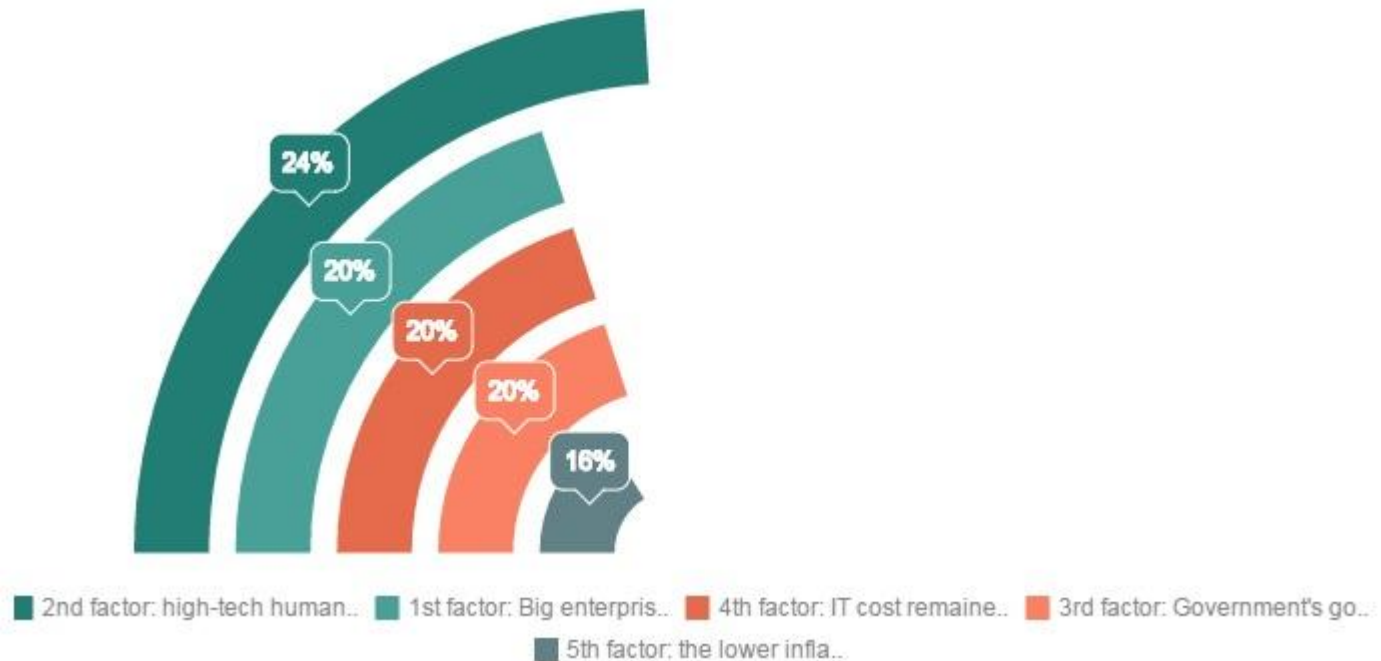
Objectives Met



- > It can be concluded that there is well-matched between objectives and harvestings for both VNITO organizers as well as the attendees. What the organizer set out in Phase 1 was well covered in Phase 2 harvesting.
- > By learning well the attendees' objectives, the organizer can better communicate those messages in media releases for next event media campaigns.

Key Messages Breakdown

The 5 key factors driving Vietnam to be ITO hub (total: 155 articles)



2nd factor: great deal of high-tech human resources over 40,000 graduates yearly from over 290 universities nationwide

1st factor: Big enterprises choose Vietnam for long-term investment, including: Intel, Samsung, Fujitsu, Canon, Panasonic; Many big companies relocated the R&D to Vietnam, including HP, CSC, Cisco, Avaya, Toshiba, Sony, Sharp

4th factor: IT service cost increases yet remained lower than India and Eastern Europe

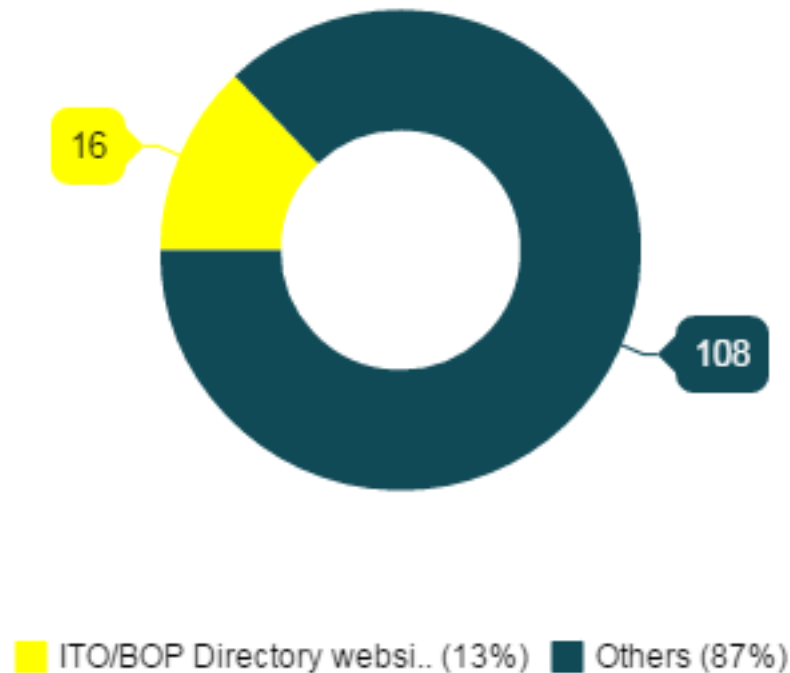
3rd factor: Government delivered good policy to support developing high technology and Software Park, tax preference and human resources development policy

5th factor: the inflation rate is lower than 10% yearly

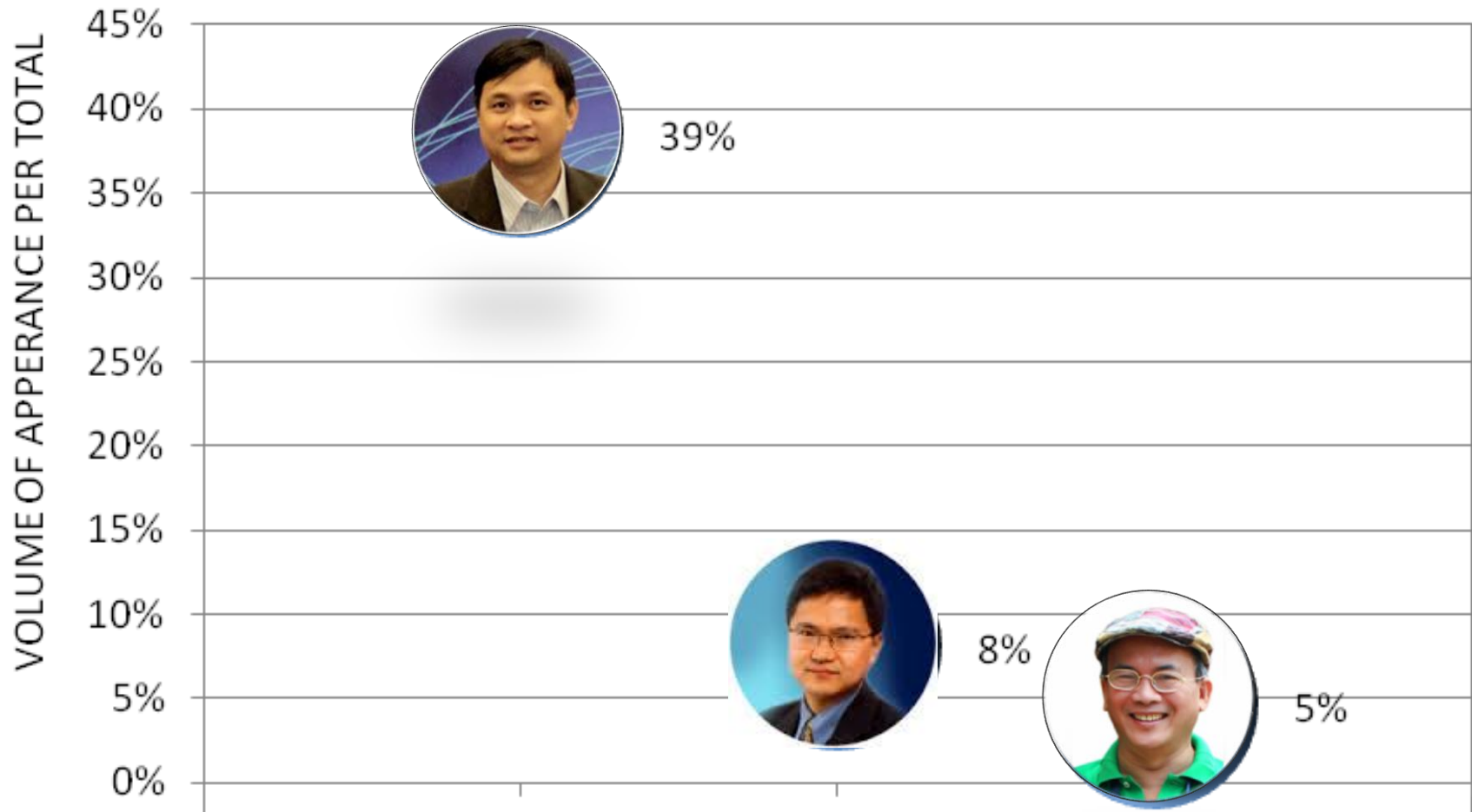
Key Messages Breakdown

ITO/BTO Directory Mentions (Out of total 124 articles in Phase 2)

ITO/BTO Directory Mentions

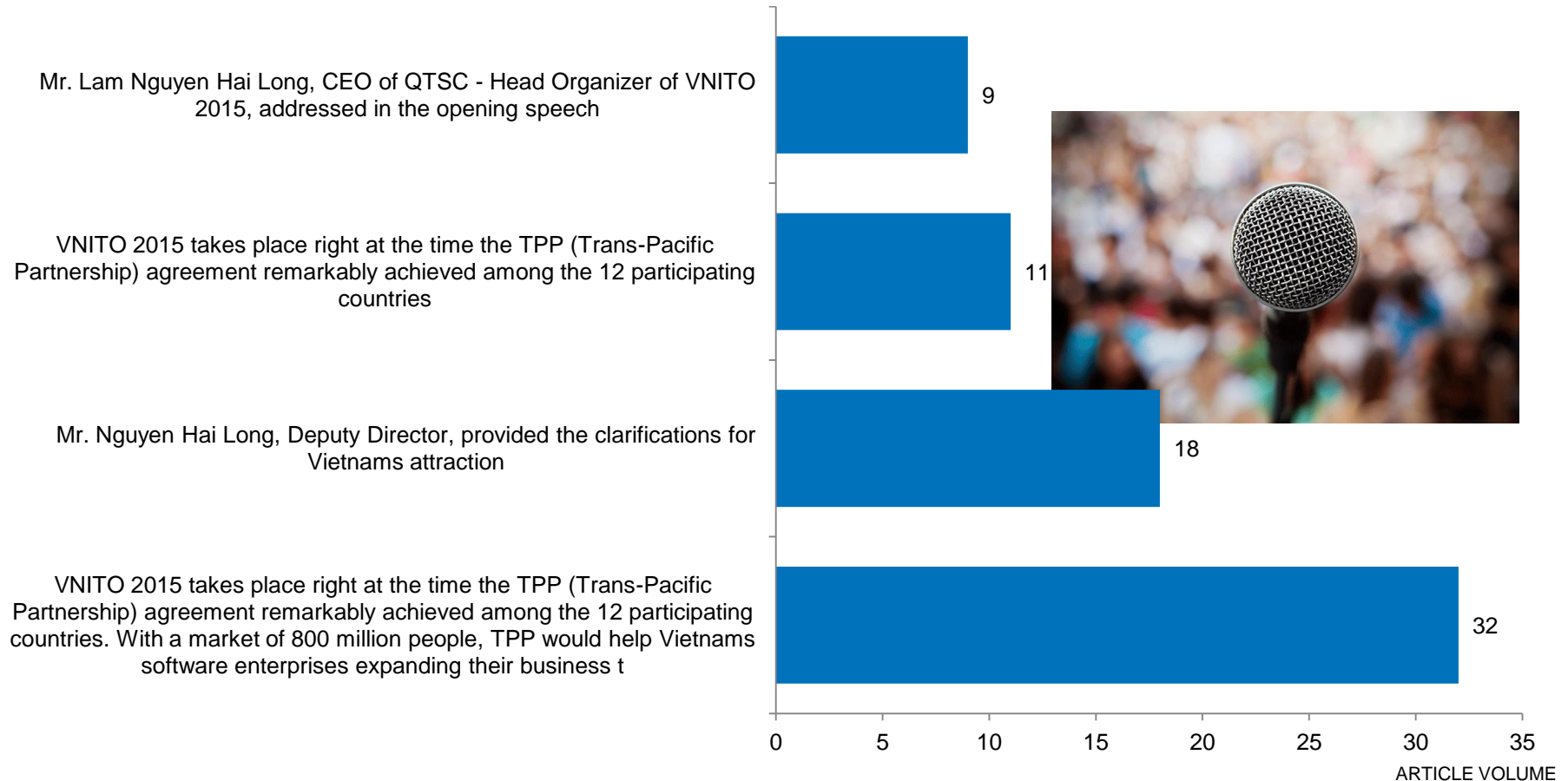


Spokesperson Appearance



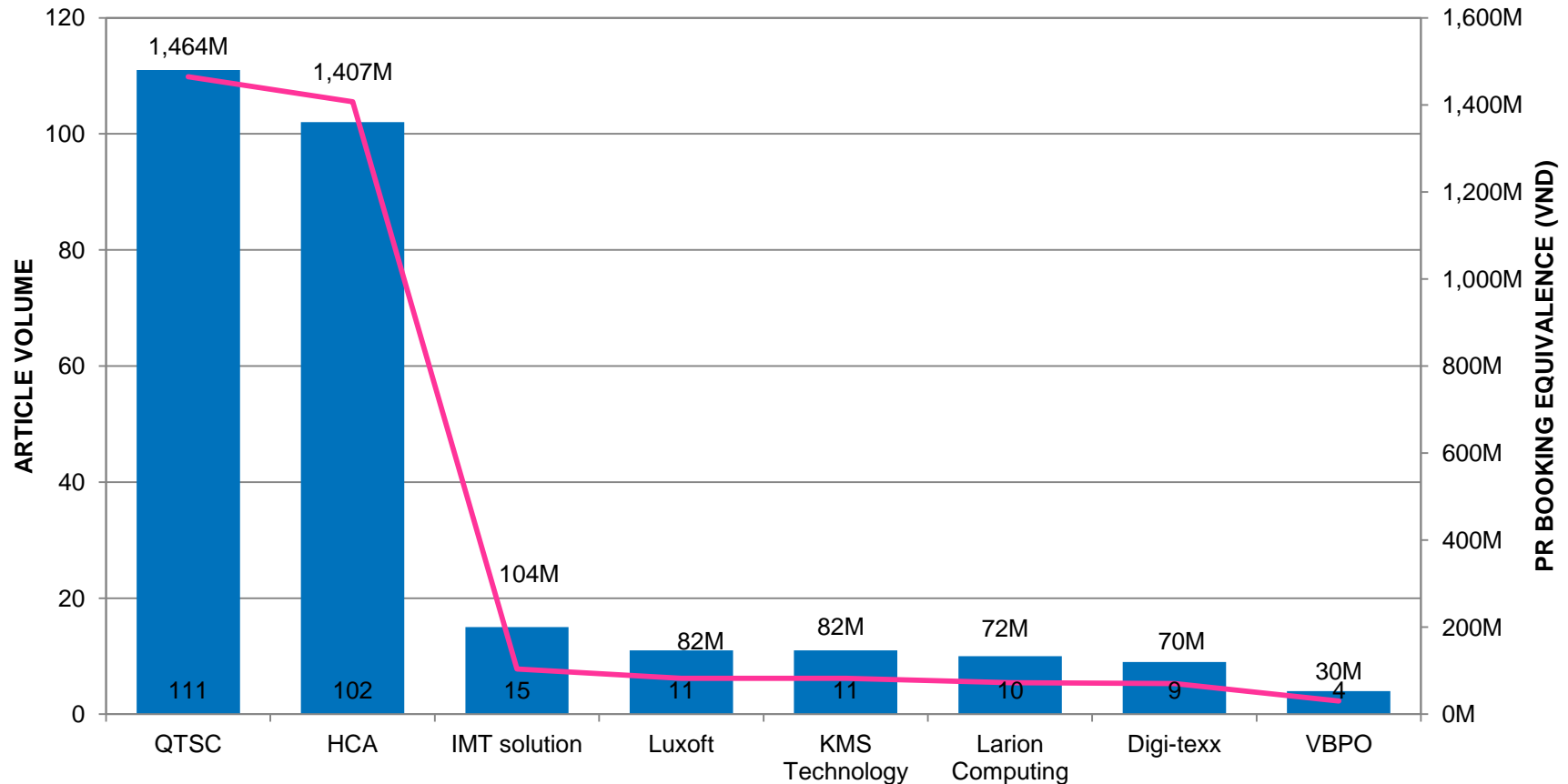
There were 102 articles quoting the spokesperson out of 200 articles.

Mr. Hai Long's quotes



> There is "NO" full quotation for Mr. Long's speeches on the media but parts or key points of it.

Key Sponsors – Media Earnings

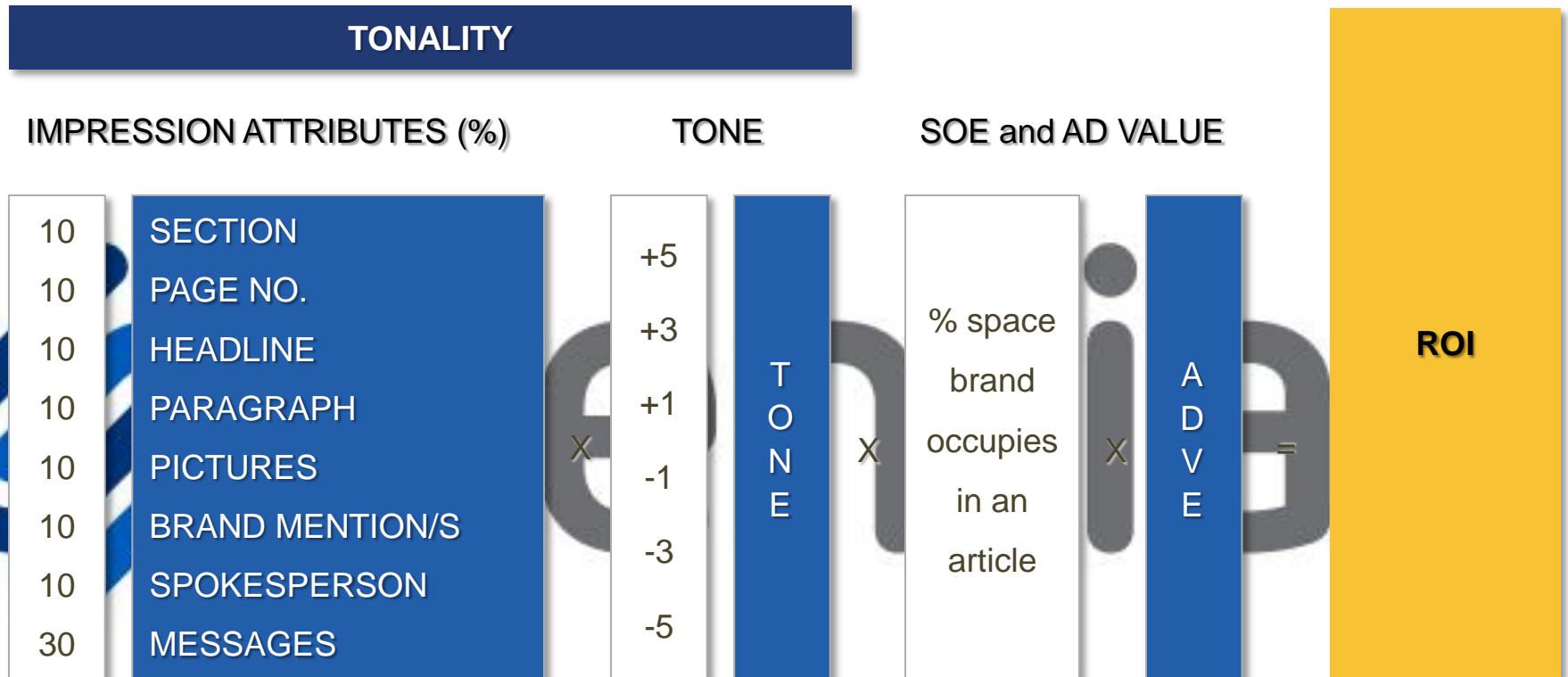


- By sponsoring the event, the organizer and sponsors enjoyed a big volume of coverage and saved up a decent spending of PR booking.
- Other from QTSC and HCA, IMT solution exposed in the most coverage – 15 articles equivalent to VND104 PR booking expense.
- Luxoft, KMS Technology and Larion followed up closely.

Top Media Contributors by Article Volume

Newspaper	Magazine	TV	Online
Khoa Hoc Pho Thong	Saigon Times Weekly	FBNC	Khoa Hoc Pho Thong (http://www.khoahocphothong.com.vn)
Sai Gon Giai Phong The Thao	Thoi Bao Vi Tinh Sai Gon	HTV9	Tai Chinh Dien Tu (http://www.taichinhdientu.vn/)
Nguoi Lao Dong	The Gioi So	HTV7	Vietnam Net Online (www.vietnamnet.vn)
Saigon Times Daily	Vietnam Economic News		ICT News Online (ictnews.vn)
Sai Gon Giai Phong	The Gioi Tiep Thi		VOVNews(english.vovnews.vn)
Dau Tu	Thoi Bao Kinh Te Sai Gon		Sai Gon Giai Phong Online (www.sggp.org.vn)
Dai Doan Ket			Dien Tu Tieu Dung Online (www.dientutieudung.vn)
Doanh Nhan Sai Gon			Xa Luan Online (www.xaluan.com)
Giao Thong Van Tai			Thoi Bao Kinh Te Sai Gon Online (www.thesaigontimes.vn)
Vietnam News			PC World Online (www.pcworld.com.vn)
			VNReview (http://vnreview.vn/)
			Dan Tri Online (www.dantri.com.vn)
			ICT World Online (www.ictworld.vn)

For full list of Media contributors, please see appendix



- > **ROI** refers to the brand's over-all media effectiveness. By standard, if ROI is beyond ad value, it implies that the brand was able to optimise quality and reach. Unit of presentation is in Vietnamese Dong (VND).
- > **FAVORABILITY SCORE** reflects the brand's performance in terms of article impact, message translation and favourability. Average tonality score that is above 100 generally suggests that the qualitative objectives of the communication plan were satisfied. Unit of presentation is in PTS (points)
- > **EXPOSURE VOLUME** is the actual space dedicated to a brand from a single article. Unit of presentation is in cm² for Print, seconds for Broadcast. It is not applicable to Online.
- > **ARTICLE VOLUME** refers to number of articles
- > **STONE** defines the overall treatment of a material - whether positive or negative - it is based on a 6-point scale: -5, -3, -1, 1, 3, 5.
- > **SOE/SHARE OF EXPOSURE** is the portion of the article where your company is discussed, presented in % and is normally coupled with Total Size to gauge actual media space trends.

> ISENTIA IS THE WORLD'S MOST AWARDED MEDIA ANALYSIS AND MEASUREMENT COMPANY 2010 – 2015



> AMEC Membership

- > Isentia is a member of the International Association for Measurement and Evaluation of Communication (AMEC), the leading organisation for media analysis and measurement globally
- > To give you confidence that you have received the best reports and insights, having this membership means that Isentia complies with AMEC's strict standards (see www.amecorg.com).

> 2015 AMEC Communication Effectiveness Awards

- > Isentia named **Communications Research and Measurement Company of the Year**, adding to our tally of over 20 since 2010.
- > Isentia also won awards in the following categories:
 - Gold medal - **Best Measurement of a Public Sector Campaign** for our report for the New Zealand Electoral Commission analysing coverage from the 2014 General Election
 - Ho Chi Minh City-based Media Insights Manager Ngo Thi Khang won **Young Professional of the Year**.



 isentia.insights