

# ONLINE ROUND-TABLE DISCUSSION (BÀN TRÒN TRỰC TUYẾN)



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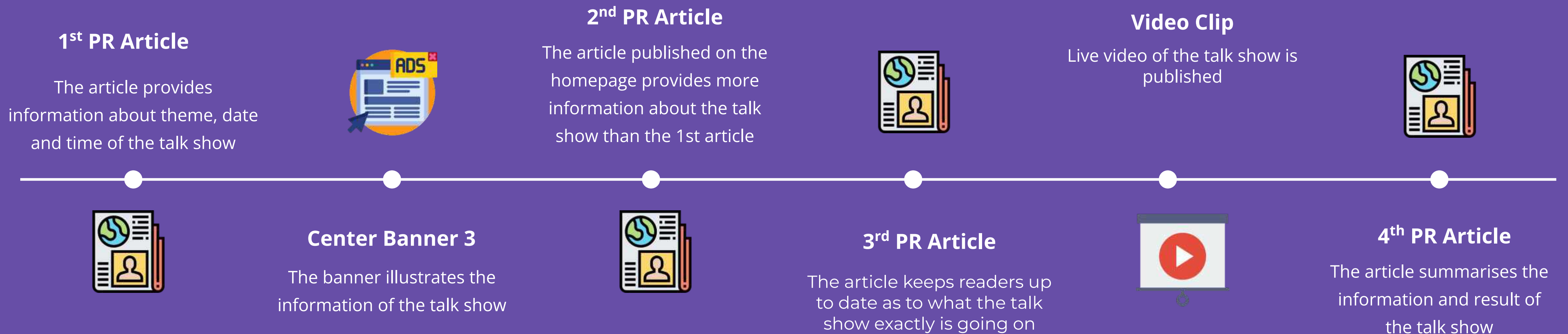
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# INTRODUCTION OF ONLINE ROUND-TABLE DISCUSSION

Online Round-table Discussion is a talk show where experts and audiences discuss about hot social topics.

## CONTENT TIMELINE



# 1. INTRODUCTION OF ONLINE ROUND-TABLE DISCUSSION

**1<sup>st</sup> PR Article:** The article provides information about theme, date and time of the talkshow

**2<sup>nd</sup> PR Article:** The article published on the homepage provides more information about the talkshow than the 1st article

**3<sup>rd</sup> PR Article:** The article keeps readers up to date as to what the talk show exactly is going on

**4<sup>th</sup> PR Article:** The article summarises the information and result of the talkshow

The screenshot shows a news website layout with multiple columns of articles. A large yellow banner is positioned in the center, containing the text: "BÀI PR SỐ 1,2,3 VỊ TRÍ MỚI NÓNG 7-12 (BÀI PR 4 NĂM Ở VỊ TRÍ TOP 3 CHUYÊN MỤC PHÙ HỢP)". Below the banner, there are several news snippets with images and headlines, such as "Thủ tướng: NHNN cần xác định những việc trọng điểm, cấp bách để xử lý dứt điểm" and "Thủ tướng Anh: Không nên quá lạc quan về vaccine Covid-19". At the bottom, there is a "PREMIUM\*" section with more news items.

This screenshot shows a similar news website layout but with a prominent yellow banner at the top center that reads "Center banner 3 980x250". Below the banner, there are several news articles and sections, including "ĐỌC NHIỀU BÌNH LUẬN NHIỀU" with a list of 9 items, "BẠN ĐỌC" with a "Quy định mới về PCCC", and "RAO VẬT" with various real estate listings. A "Bottom banner 980x250" is located at the very bottom of the page.

**Center Banner 3:** The banner illustrates the information of the talkshow

# 1. INTRODUCTION OF ONLINE ROUND-TABLE DISCUSSION

3<sup>rd</sup> PR Article: The article contains the video of the talk show

The screenshot shows a news article on Vietnamnet.com. The main headline is "Thi trắc nghiệm Toán: Tất cả đồng thuận thì còn gì là đổi mới?". The article text discusses the format of the national math aptitude test (THPT) for the year 2017. A video clip is embedded in the article, showing a panel discussion with several people seated around a table. The video clip is labeled "Video Clip".

The screenshot shows the Vietnamnet.com website. The main headline is "TOP 1 VIETNAMNETTV". The video is titled "Rắn hổ mang hung hăng tấn công chó khi mò vào nhà dân". The video is embedded in the article and published on Top 1 of the Video section in 2 hours.

Video updating the talk show is embedded in the article and published on Top 1 of Video section in 2 hours.

## 2. DEMO OF ONLINE ROUND-TABLE DISCUSSTION



[Click to view Demo](#)

# 3. QUOTATION OF ONLINE ROUND-TABLE DISCUSSION

- Price: **130.000.000 VNĐ**
- Details:

No	Content	Description	Time
1	<b>1<sup>st</sup> PR Article:</b> The article provides information about theme, date and time of the talk show	Published on Top 7-12 of Hot news on VietNamNet Homepage (co-published on Top 3 of a suitable section) in 2 hours, then stored in an appropriate subsection	03-07 days before the launching day (based on sponsors' requirements)
2	<b>Center Banner 3:</b> The banner illustrates the information of the talk show	Dimension of banner: 980x250	During 03 days before the launching day
3	<b>2<sup>nd</sup> PR Article:</b> The article published on the homepage provides more information about the talk show than the 1st article	Published on Top 7-12 of Hot news on VietNamNet Homepage (co-published on Top 3 of a suitable section) in 2 hours, then stored in an appropriate subsection	Half of day before the launching day
4	<b>MC</b>	MC hosting the event is VietNamNet journalist	On the launching day
5	<b>3<sup>rd</sup> PR Article:</b> The article keeps readers up to date as to what the talk show exactly is going on	Published on Top 7-12 of Hot news on Vietnamnet.vn Homepage (co-published on 3 <sup>rd</sup> Top of suitable Cate) during 2 hours, then stored on an appropriate subsection	On the launching day
6	<b>Live video</b> of the talk show	Attached in the article updating the talk show and co-published on the 1st Top on VietnamnetTV Homepage in 2 hours.	On the launching day
7	<b>4<sup>th</sup> PR Article:</b> The article summarises the information and result of the talk show	Published on Top 3 of an appropriate category on Vietnamnet.vn Homepage (co-published on Top 3 of an appropriate section) in 2 hours, then stored in an appropriate subsection	After the event

- Notes:**
- Additional cost of recording outside of VietNamNet office (equipment & staff): **50.000.000 VNĐ**
  - Travel expenses if recording in other city are covered by sponsor.

## Contact Information

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