

COMMUNICATION IN EDUCATION

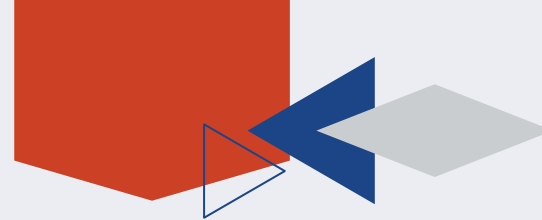
Applied since 12/2022



A decorative graphic in the top-left corner consisting of a red hexagon, a blue triangle, and a grey triangle.

CONTENT

- 01** Competitive advantages
- 02** Why choose Vietnamnet?
- 03** Solutions & Rate card



01

Competitive advantages

Nationwide student number

2021 - 2022
21.816.400

Total number of schools across the country *

- Kindergarten: **15.422**
- Primary School: **12.527**
- Secondary School: **8.744**
- High School: **2.380**
- Inter-level School: **2.596**
- University, College, Academy: **About 460**

Number of Inter-level School **increase**

dramatically in 2015 - 2022

Schools	2015	2022
Inter-level School (Primary + Secondary school)	597	2035
Inter-level high school (Secondary + High school)	389	561

When recruitment season rolls around again,
what makes students **choose your school over another**
and what constitute the **best school growth strategies?**

It's time for **communication!**

*Data from the Ministry of Education and Training in 2021-2022



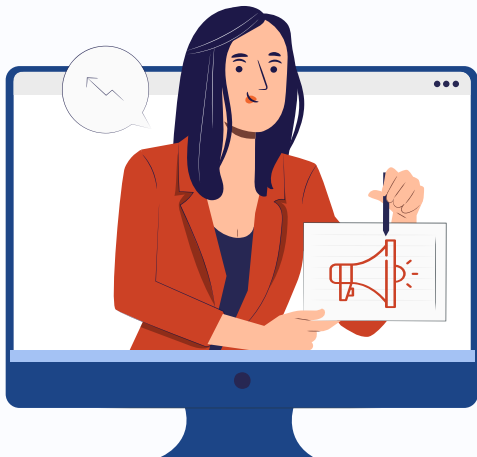
How to attract more students to your school?

How to make your school **a top priority**
when parents choose the learning
environment for their children?



SCHOOL COMMUNICATION

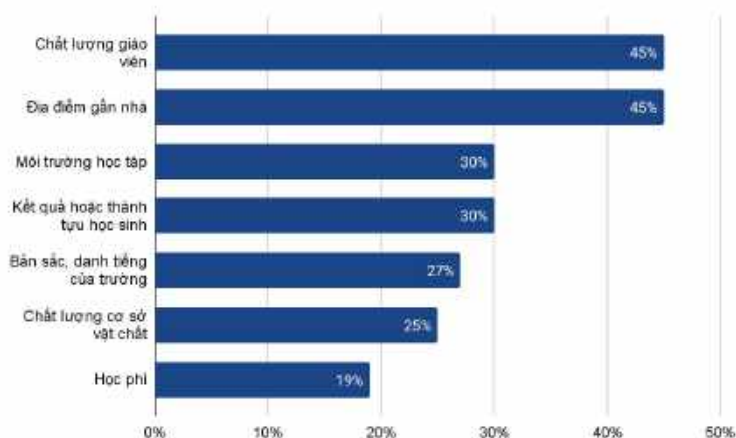
The importance of "need" in boosting competitive advantage



- ★ Every parent who has a child of school age or who is in a transitional level worries about finding the best school for their child.
- ★ Every decision regarding a school is one that is measured using a variety of criteria and referencing numerous sources.
- ★ Effective communication plan is a necessary component for any school. In addition to highlighting and communicating the school's advantages, communication plan is very important in influencing parents' and students' psychology when choosing a study environment.

Highlight the school's advantages based on the topics that parents and students find interesting.

Decisions are made based on many factors



**Based on Survey published by Varkey Foundation in 2018*

Information about school is chosen from many sources



Advice from family and friends



Information in the press



Discussion topics on social networks



Directly from school



Communication hits the psychology of parents and children when choosing which schools to attend at each stage



Need awareness

Communication demonstrates the significance of selecting a school: In addition to having an emotional impact on the learning process, a school also has an impact on students' futures.

Look for information

Communication helps locate your school on a large scale and provides information such as location, school features, strengths...

Evaluate options

Communication helps highlight strengths, increase competitive advantages while parents and students are considering

Give decision

Parents, students make school selection decisions after being navigated by the media



ONLINE NEWSPAPER

is an effective and reliable communication channel due to:



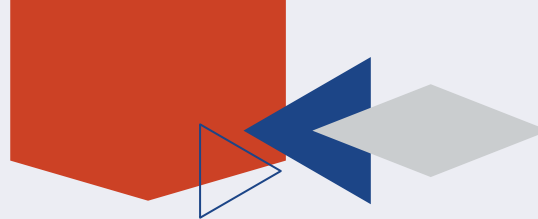
Objectivity



Reputation

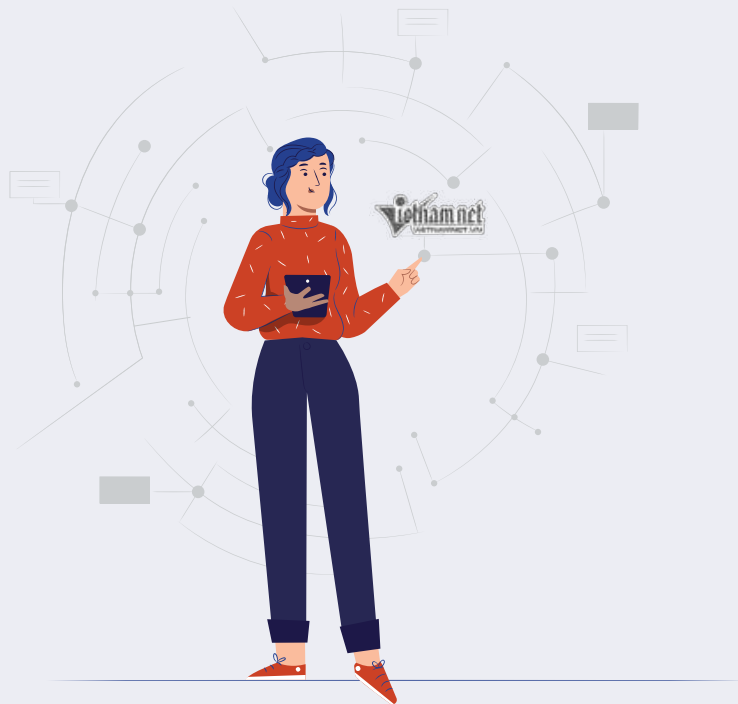


Wide coverage



02

**Why choose
VietNamNet?**

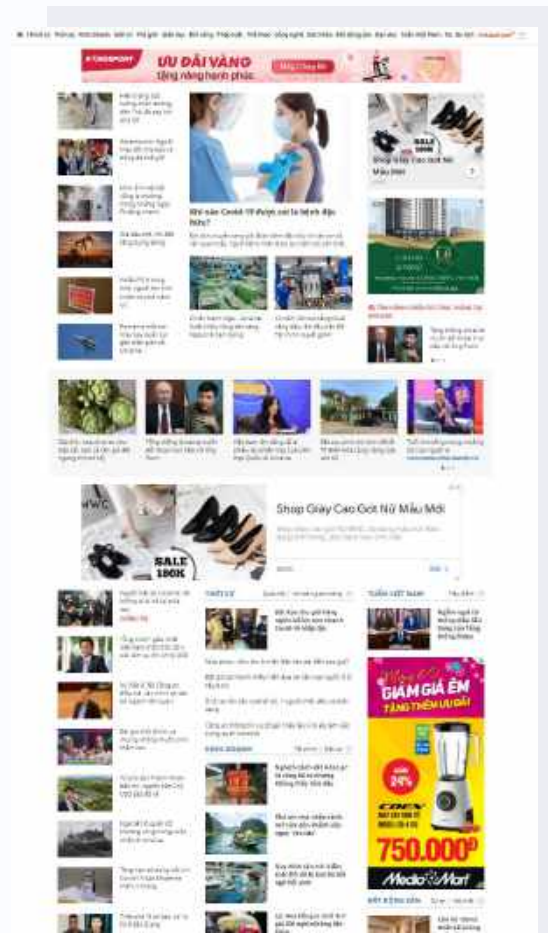


VIETNAMNET

is particularly **strong** in the area of education.

VietNamNet is not the shortest or fastest means for your school to reach parents and students because we require time to prepare each communication plan about your school.

However, VietNamNet will aid in creating and promoting your school's image in the best, most prestigious, and long-lasting manner possible.



MAXIMUM EFFICIENCY

Prestige, orthodox

As an official organ of the Ministry of Information and Communications, Vietnamnet strictly censors every content uploaded to ensure authenticity and dependability.

After more than 20 years of expansion, VietNamNet has a considerable following of committed readers.

Experience, ability

VietNamNet has a team of experienced reporters, journalists, editors, etc. Competence is proven through quality and inspirational articles and reports that attract many readers and are confirmed through each exam event.

Optimal solution

A media package created especially for schools guarantees targeted access to the audience, enhances the school's image, and guides readers to intuitively understand the school's benefits.

TRAFFIC

230.000.000

Pageviews

00:04:30

Time on site

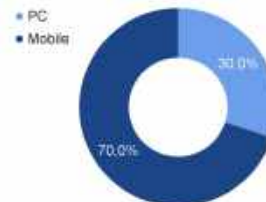
30.000.000

Users

Regions



Devices



Gender



Age

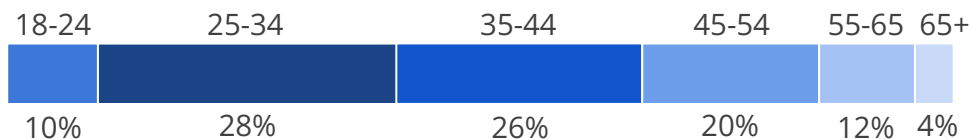


Illustration of VietNamNet's Competitiveness in Education

Entrance examination for the 10th grade in Hanoi in 2021

The index is at the top in comparison to other online
newspaper

Google Visibility

Above 80%

Google Search

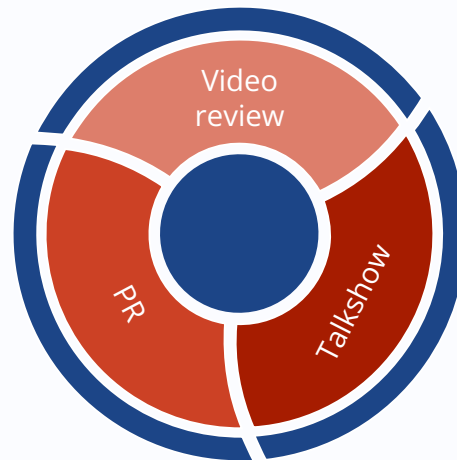
Top 1 - 1.8



Customized communication packages

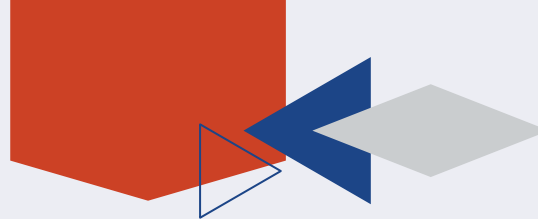
VietNamNet is aware that there isn't a universal method for expressing all branches of knowledge. Education, real estate, and pharmaceuticals each have unique traits and modes of communication.

We create a special communication package for schools based on the psychology and actions of parents and students.



Communication package includes
3 main items

>> See overview of media package



03

Solutions & Rate card

Details of the school evaluation package
built exclusively by VietNamNet

Solution package

185.000.000 VND *



Video review

Bring the clearest
visualization of facilities,
studying environment

Impress



PR Article

Provide typical, highlighted
information and the most
interesting contents

Understand



Live webcast

Answer questions publicly;
access to parents and
students directly

Believe

No	Content	Detail	Position/ Size
1	Video review	Video production	Maximum 10 minutes
		Upload video on Education category	Top 2 - 5 of Education category in 2 hours
		Upload video on Video category	Top 2 - 3 of Video category in 2 hours
2	PR article	Topic: Successful students	Top 2 - 5 of Education category in 2 hours
		Topic: Enrollment activities	Top 6 of Education category in 2 hours
		Topic: School background	Top 2 - 5 of Education category in 2 hours
3	Live webcast	1st PR article: An article introduces the topic, brand name and the urgency of that event. It also receives questions from audiences	Published on Top 7-12 of Hot News section on Vietnamnet.vn Homepage (co-published on Top of suitable category) in 2 hours, then stored in an appropriate subcategory
		Center banner 3 links to the article introducing the event	Dimension of banner: 980x250px.
		2nd PR article: An article introduces the event published on Homepage (adding more details from the 1 st PR article)	Published on Top 7-12 of Hot news section on Vietnamnet.vn Homepage (co-published on Top 3 of a suitable category) in 2 hours, then stored in an appropriate subcategory
		3rd PR article: An PR article reports and summarizes the event	Published on Top 3 of Hot news category on Vietnamnet.vn Homepage (co-published on 3 rd Top of suitable category) in 2 hours, then stored in an appropriate subcategory



Video review

Videos can last up to **10 minutes**. VietNamNet developed and provided input on the script.

Upload videos
on Top 3 of
Education category



Upload videos
on of Video category



**Maximum
10 minutes**

No	Categories	Posting location
1	Video producing (hosting, setting, character interviewing)	Maximum 10 minutes
2	Upload video on Education category	Top 2 - 5 of Education category
3	Upload video on Video category	Top 2 - 3 of Video category

VietNamNet based the video script on the school's best qualities, traits, and highlights.

Video photos that take advantage of the school environment, amenities, and student activities give readers a vivid visualization and lasting impression.

In order to promote intimacy and realism, the video incorporates interviews.



A red hexagonal icon containing a white outline of a newspaper. The newspaper has the word "NEWS" followed by a dollar sign "\$" in the top left corner, and several horizontal lines representing text columns below it.

PR ARTICLE

Three PR articles **take advantage** of the concerns people have when selecting a school to attend.

PR articles about Successful
Students and School
background
Top 3 of Education category

PR Post



PR articles about enrollment
activities
Top 6 of Education category

No	Categories	Position
1	Topic: Successful students	Top 2 - 5 of Education category
2	Topic: Enrollment activities	Top 6 of Education category
3	Topic: School background	Top 2 - 5 of Education category

DEMO OF PR ARTICLES

Exploiting outstanding student to demonstrate the effectiveness of the educational process



[Đỗ Bách Khoa - nam sinh gây 'sốt' là thành viên đội Olympic Toán quốc tế](#)

Describing the school's history and features, such as its convenient location, its exceptional teaching techniques, the range of extracurricular activities, and the possibility to take part in exchange programs



[Trường mầm non Việt Nam được giới thiệu trên trang web kiến trúc hàng đầu thế giới](#)

Providing readers with information about enrollment activities and study options

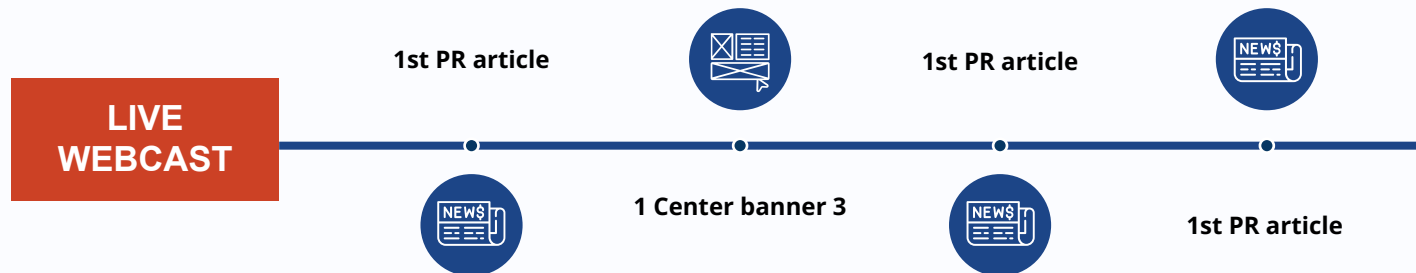


[Những điểm mới trong tuyển sinh Trường ĐH Bách khoa Hà Nội năm 2020](#)



Live webcast

PR articles and **banners** are used throughout the live webcast to introduce the content.



No	Categories	Posting location	Time
1	1st PR article: An article introduces the topic, brand name and the urgency of that event. It also receives questions from audiences	Published on Top 7-12 of Hot News section on Vietnamnet.vn Homepage (co-published on Top of suitable category) in 2 hours, then stored in an appropriate subcategory	03-07 days before the launching day (based on sponsor's requirements)
2	1 Center banner 3	Size: 980x250px	During 03 days until the launching day
3	2nd PR article: An article introduces the event published on Homepage (adding more details from the 1 st PR article)	Published on Top 7-12 of Hot news section on Vietnamnet.vn Homepage (co-published on Top 3 of a suitable category) in 2 hours, then stored in an appropriate subcategory	Half of day before the launching day
4	3rd PR article: An PR article reports and summarizes the event	Published on Top 7-12 of Hot news category on Vietnamnet.vn Homepage (co-published on 3 rd Top of suitable category) in 2 hours, then stored in an appropriate subcategory	On the launching day

1st PR article:

An article provides information about the main topic, brand name, and the urgency of that topic. It also receives the questions for the live webcast

2nd PR article:

An article published on the homepage updates more information about the live webcast than the 1st PR article

3rd PR article:

A PR article reports and summarizes information and results of the event

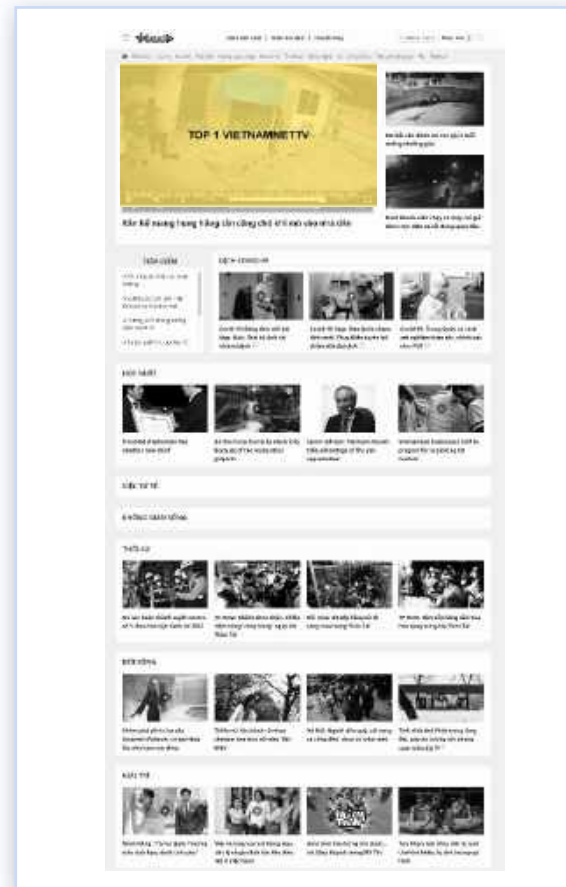


Center Banner 3:

links to the article introducing the event

3rd PR article

contains the video of
the live webcast



Video is embedded in
the article updating
the event and
co-published on Top 1
of VietnamnetTV
Homepage in 2 hours



[CLICK TO VIEW DEMO](#)



Decorative graphic on the left side of the slide, consisting of a large red hexagon, a smaller blue hexagon, and two intersecting grey lines.

Contact Information

VietNamNet Media Joint Stock Company

Ha Noi: 4th Floor, C'land Building, 156 Xa
Dan II St., Nam Dong Ward, Dong Da Dist.

Phone: (+84)24 37 727 988

Ho Chi Minh City: 2nd Floor, 27 Nguyen
Binh Khiem St., Da Kao Ward, District 1.

Phone: 028 38 181 436,

Fax: 028.38181433

