



**DA NANG CENTER FOR
PROMOTION OF HUMAN
RESOURCE DEVELOPMENT**
29th Floor, Da Nang
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CPHUD'S PROPOSAL FOR MARKETING - 2015

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INVITATION LETTER
EXHIBITION ON OVERSEAS STUDY AND SCHOLARSHIP 2015

Da Nang, 01st July 2015

Dear distinguished organizations, institutions and partners!

First of all, on behalf of Da Nang Center for Promotion of Human Resource Development (CPHUD), I would like to express our sincere thanks to you for your continuing support.

In 2015, we do hope to recruit and send more talented students from Da Nang to study at the good quality institutions all over the world. To make this happen, we tentatively organize an exhibition on overseas study and scholarships 2015 as follows:

Time: 14hrs00 – 18hrs00, September 26th, 2015 (Saturday)
Venue: HAGL Plaza Hotel Da Nang

It's our honour to welcome institutions' representatives to this exhibition. This will be a good opportunity for foreign institutions to meet and provide potential students and parents with information on study programs as well as to promote institutions' educational quality and reputation.

We would like to receive your confirmation of participation by August 5th, 2015 at the latest. In case your schedule will not be relevant to this exhibition, don't hesitate to contact us soon because we are always willing to assist you organize your institution's private information workshop in Da Nang. Please kindly let us know your visit schedule to Vietnam so that we can support you at our best.

Thank you for taking time reading this letter.

We are looking forward to hearing from you soon.

Sincerely yours,

Nguyen Van Chien
Director

EXHIBITION ON OVERSEAS STUDY AND SCHOLARSHIP

1. Introduce about CPHUD

Center for Promotion of Human resource development (CPHUD) is directly under the Da Nang People's Committee and has the responsibility to advise on and carry out human resources development policies, including:

- Administer Da Nang Human Resources Development Scholarship Program;
- Advise and identify the career norms for training and recruit candidates for Da Nang Human Resources Development Scholarship Program;
- Promote cooperation in education and training;
- Assist departments and enterprises with human resources development;
- Provide education and training services;
- Provide training services and human resource development as required.

2. Introduce about CPHUD's Exhibition

- Content: Provide the information of English programs, foundation, undergraduate and postgraduate programs and scholarship schemes.
- Time and Venue: 14hrs00 – 18hrs00, September 26th, 2015 at HAGL Plaza Hotel Da Nang.
- Estimated number of visitors: 200-300 students, parents and individuals who are concerned in overseas study.
- Participants: representatives from overseas universities, colleges, and high schools.

3. Effectiveness of Exhibition

- Opportunity to promote images and educational quality of institutions to customers from Da Nang and neighboring provinces;
- Opportunity to present about the institution's academic programs and admission process;
- Opportunity to meet up with potential students.

4. Exhibition's Goal

- Recruit about 30 students for overseas study;
- Find out about 50 prospective students who are interested in overseas study;
- Convey information to parents of students concerned in overseas study.

5. Tentative Number of Participated Institutions:

- From 10 to 15 overseas institutions.

MARKETING PLAN

No.	Name of working	Quantity	Content	Time
1	Street Banners	30 pieces	20% - 100% tuition fee scholarships	10 days before
2	TV Advertisement	5 times		01 week before
3	Newspapers Advertisement	6 times	Issued on the best newspapers in Central Vietnam	01 week before
4	SMS	5,000		5 days before
5	Advertisement on Wifidanang.gov.vn			7 days before
6	Advertising on CPHUD's Website		Updated information about Exhibition frequently, introduce about each institution on website, websites of institutions which participate in the exhibition will be linked to CPHUD's website	03 weeks before
7	Advertisement on e-networking	10 times	Post information on CPHUD's Facebook, language centers and private enterprises' website	10 days before
8	Poster A3	50 sheets	High schools, colleges, universities, language centers, banks...	10 days before
9	Leaflets	4,000 sheets	High schools, colleges, universities, dormitories...	5 days before
10	Standee	6 pieces	Once/ each school	Exhibition
11	Advertisement on Google Adwords			03 days before
12	Sending Emails via Public Service Hotline		Sending 20,000 emails directly to customers.	5 days before
13	Invitations	1,000 letters	Sending invitations by post to customers	5 days before

PARTICIPATION COSTS

No.	Content	Option 1 US\$ 1,000	Option 2 US\$ 700
1	Exhibition Booth	x	x
2	Assistance from CPHUD's staff	2	1
3	Logo on banner, leaflet, website, poster, invitation	x	x
4	Advertisement on Facebook, Google Adword	x	x
5	Advertisement on newspapers	6 times	4 times
6	Advertisement on wifidanang; language centers' website	10 times	5 times
7	Advertisement at high schools, colleges and universities	x	x
8	Marketing email	x	x
9	Presentation	40 minutes	20 minutes
10	Overseas Study Forum	x	x
11	Arrange scholarship interview or institution's information workshop at CPHUD after exhibition	x	

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THE REMARKABLE ACTIVITIES OF CPHUD

THE ONLY REPRESENTATIVE ORGANIZING STUDY QUEENSLAND EDUCATION FAIR IN 2012, 2013



THE ONLY REPRESENTATIVE ORGANIZING UK EDUCATION EXHIBITION OF BRITISH COUNCIL IN 2013,2014



**ACTIVITIES AT OVERSEAS STUDY CONSULTANCY
EXHIBITION OF CPHUD IN 2014**



**THE ONLY REPRESENTATIVE ORGANIZING AUSTRALIA
EDUCATION EXHIBITION OF AUSTRADE IN 2014**



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