

SOCIAL LISTENING CONSULTANT





ACTIVITIES

One stop shop compacted in 2 days

- Conference
- Seminar
- Panel Discussion
- Business Matching
- Tech/Software Park Tour
- Gala Dinner
- City Tour

TOP 10
IT OUTSOURCING ENTERPRISES



isentia.boomerang

FLASH REPORT VNITO CONFERENCE

From August 15th to October 31th, 2017

FREE ADMISSION
For overseas participants

Email : contact@vnito.org
www.vnito.org

Vietnam IT

CONFERENCE
2017

THE BIGGEST ITO/BPO EVENT IN VIETNAM

- Leverage the world's TOP TEN engineering talents
- Penetrating Vietnamese market – 92M population

Vietnam
A RELIABLE DESTINATION
FOR ENGINEERING SERVICES



October 19 - 20, 2017

Mr. Chi Minh City Vietnam

SUMMARY



OVERVIEW

- Both of the **VNITO** conference's conversation peaks have been contributed by related articles on **News channel**.
- **The news of Prime Minister stops promulgating software's importing/exporting managament policy** and **the opening of VNITO conference** were the topics that generated most of the event's conversations.

CONVERSATION ON CHANNELS

- **News channel** acted as the major buzz generator for VNITO conference. This was due to the fact that the event has been introduced on many online news sites, including well known pages like **dantri** or **kenh14**.
- Most of the conversations on **Facebook** channel have been generated from **tech universities pages** and **tech fanpages (tinhte FPT, etc.)**, as well as the **conference's official fanpage**.

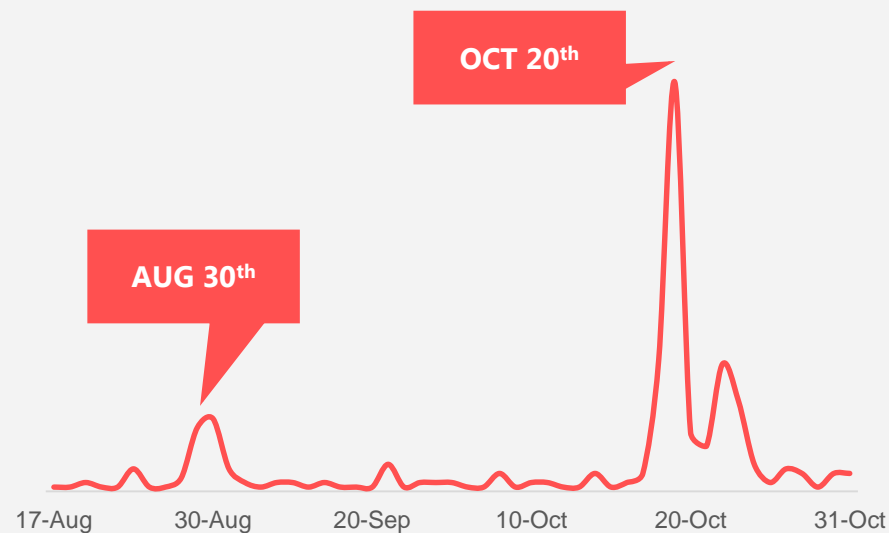
CAMPAIGN SENTIMENT CONVERSATION

- **Being published on many news sites** have brought in a huge amount of neutral conversations for VNITO.
- Users **sharing the articles** about the event have contributed to the major amount of positive buzz for VNITO. **People tagging their friends** in the posts and **showing affection toward the event's HR** have also generated some positive conversations for the conference.

- **No negative conversations** have been recorded.

EVENT PERFORMANCE AT SNAPSHOT

STORYLINE BY VNITO EVENT



- **August 30th:** Prime Minister stops promulgating software's importing/exporting management policy ([link](#))
- **October 20th:** Opening of VNITO ([link](#)).

VNITO CONFERENCE 2017

317 BUZZES

😊 21.4% POSITIVE FEEDBACK

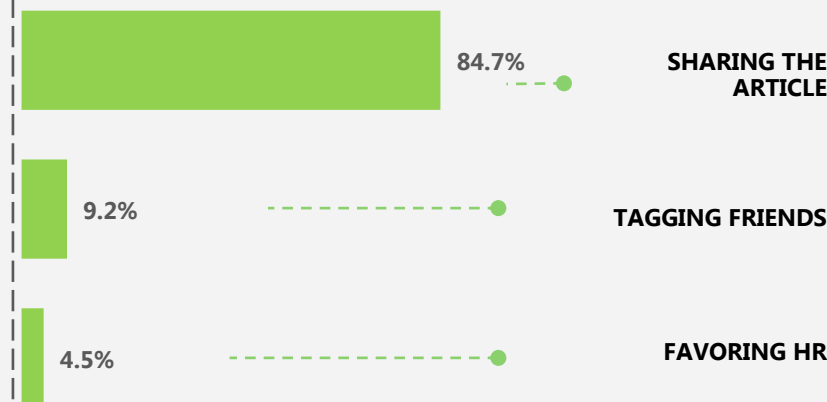
😞 NEGATIVE FEEDBACK 0.0%

😐 78.6% NEUTRAL FEEDBACK

SENTIMENT CONVERSATION BY CAMPAIGN

21.4%

POSITIVE SENTIMENT



NO NEGATIVE CONVERSATIONS



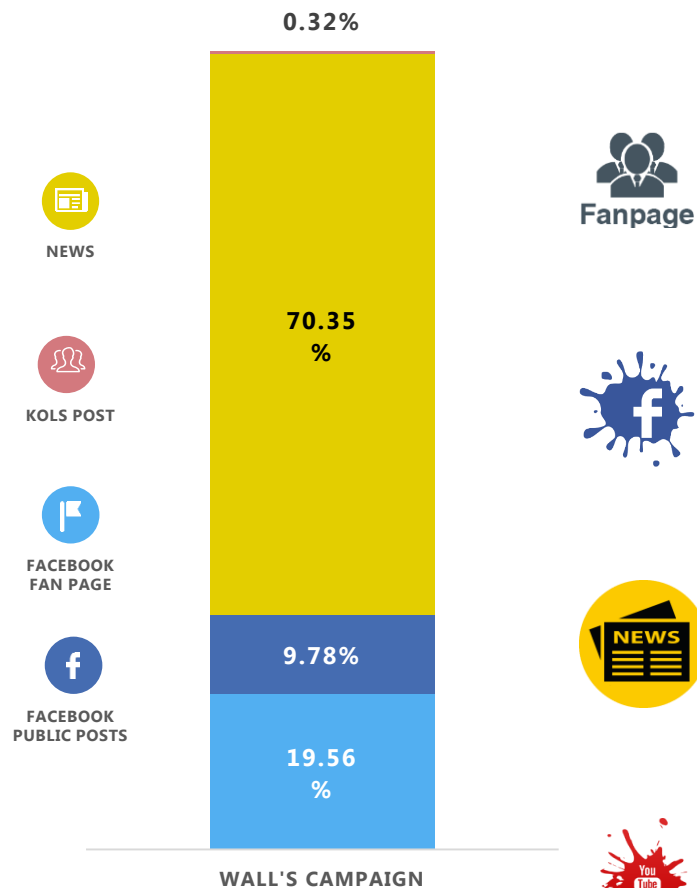
OVERVIEW OF CONVERSATION BY VNITO CONFERENCE





CONVERSATION ON CHANNELS

VNITO CONFERENCE'S CONVERSATION ON SOCIAL CHANNEL



VERBATIMS FOR CHANNEL TALKS

FACEBOOK FANPAGE



VNITO Alliance

5 September · 🌐

👍 Like Page ...

Join us at VNITO Conference 2017 - the biggest ITO/BPO conference from 19th & 20th, October, 2017 in Ho Chi Minh City, Vietnam. You can not miss!!!

FACEBOOK PUBLIC POST



Sen Le · 4:01 Can we see some Techies' faces?

Like · Reply · 👍 1 · 19 October at 09:48

NEWS



Dân trí Hội nghị Xuất khẩu Dịch vụ CNTT 2017 đã chính thức khai mạc vào sáng nay 19/10 tại TPHCM. Đây là hội nghị lớn nhất tổ chức tại Việt Nam mỗi 2 năm/ lần về xuất khẩu dịch vụ CNTT với mục tiêu giới thiệu năng lực phát triển phần mềm, khả năng cung cấp dịch vụ CNTT và mở rộng cơ hội hợp tác đầu tư của Việt Nam với các nước trên thế giới.

YOUTUBE



VNITO 2017 - Luxoft Vietnam - Mr. Nguyen Thai An (Managing Director)

KEY FINDINGS

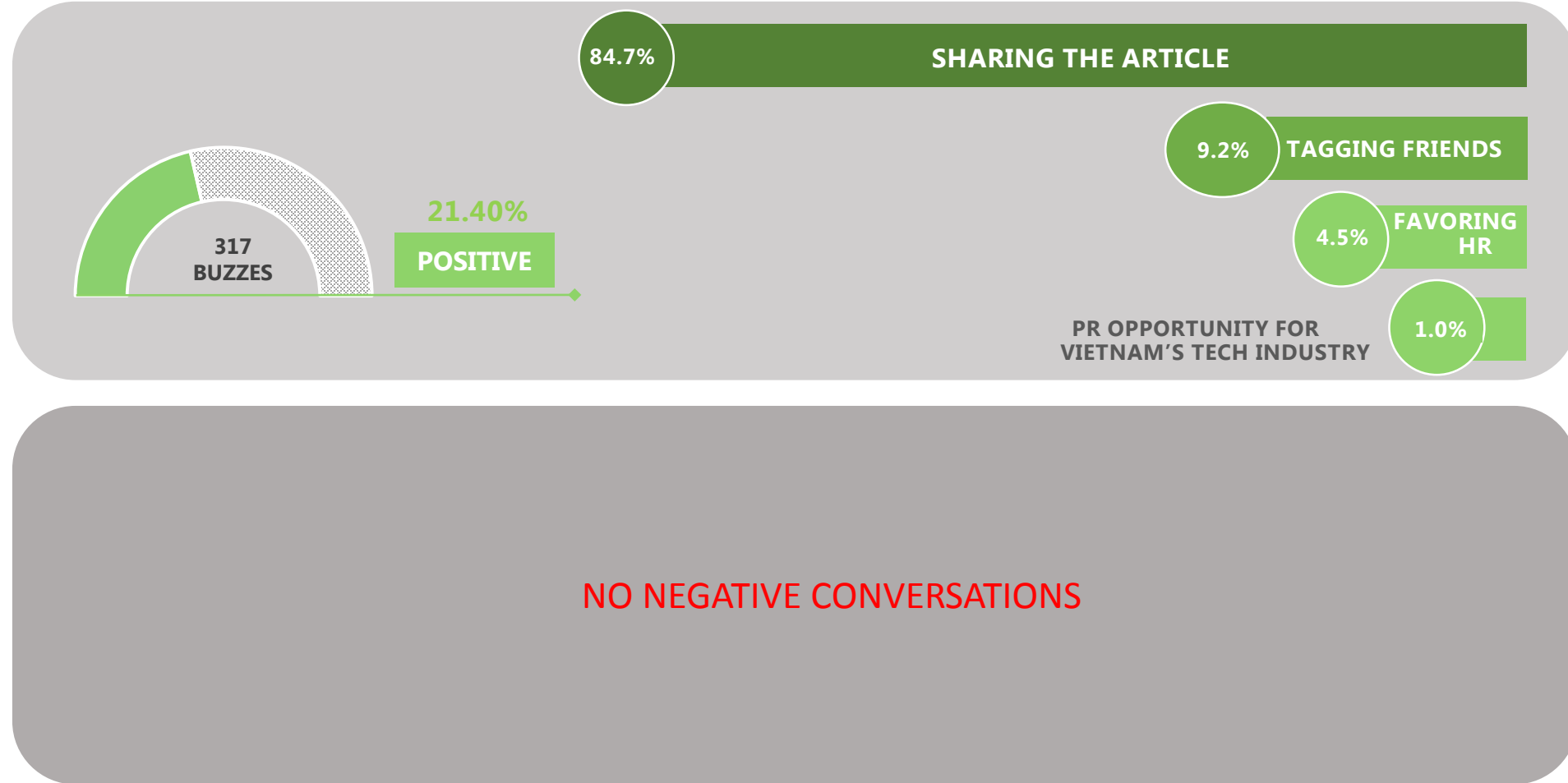
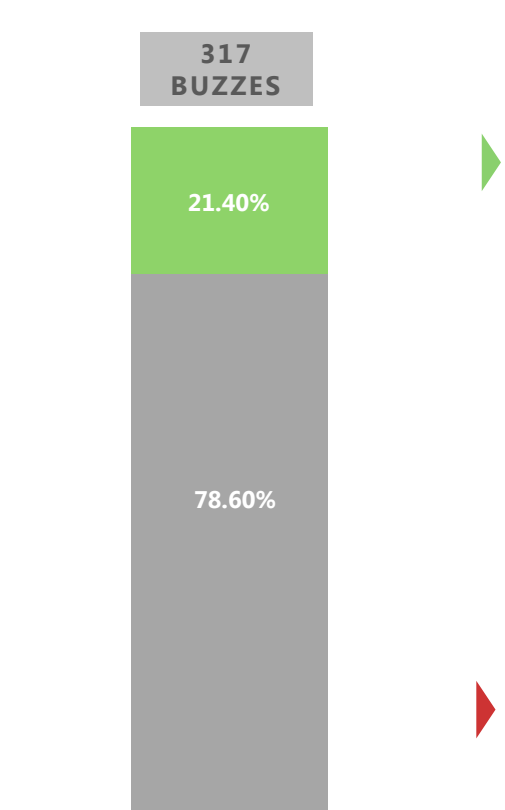
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- Most of the conversations on **Facebook** channel has been generated from **tech universities pages** and **tech fanpages** (tinhte FPT, etc.), as well as the conference's official fanpage.



SENTIMENT CONVERSATION

VNITO CONFERENCE'S SENTIMENT CONVERSATION

■ POSITIVE ■ NEUTRAL ■ NEGATIVE



Based on 317 buzzes on VNITO from Aug 15 to Oct 31, 2017

10



- › Being published on many news sites have brought in a huge amount of neutral conversations for VNITO.
- › Users sharing the articles about the event have contributed to the major amount of positive buzz for VNITO. People tagging their friends in the posts and showing affection toward the event's HR have also generated some positive conversations for the conference.
- › No negative conversations have been recorded.

VERBATIMS FOR POSITIVE CONVERSATION BY VNITO

84.7%

SHARING THE ARTICLE



Khu Công nghệ Phần Mềm - ĐHQG HCM - ITP added 32 new photos — 😊 feeling motivated.
21 October at 20:44 · 🌐

➡ Ngày 19 và 20/10/2017 vừa qua, ITP tham gia giao lưu và trưng bày tại Hội nghị xuất khẩu dịch vụ công nghệ thông tin VNITO 2017 ở GEM Center. Đây là hội nghị lớn nhất về xuất khẩu dịch vụ CNTT tại Việt Nam cụ thể như bao gồm ở lĩnh vực ITO - Information Technology Outsourcing và BPO - Business Process Outsourcing nhằm giới thiệu năng lực phát triển phần mềm, khả năng cung cấp dịch vụ CNTT của Việt Nam đến thị trường quốc tế.

9.2%

TAGGING FRIENDS



Rosalie Nguyễn · 1:49 🙄 oh my, Khánh Linh ahihi
Like · Reply · 🍌 1 · 19 October at 10:07

4.5%

FAVORING HR



Nghe Nguyen CEO đẹp trai quá!
Like · Reply · 20 October at 17:20

1.0%

PR OPPORTUNITY FOR VIETNAM'S TECH INDUSTRY



Hung Truong That is excellent news.
Vietnam gets good PR regardless.
Congrats.
Like · Reply · 🍌 1 · 22 October at 02:31



TOP ACTIVE USERS & HOT TOPICS

TOP ACTIVE USERS OF VNITO CONFERENCE

TOP USERS WITH THE HIGHEST COMMENTS			
FB PUBLIC POSTS		FANPAGE	
USERNAME	BUZZ	USERNAME	BUZZ
SaigonTech - Đại Học Mỹ tại Việt Nam	6	VNITO Alliance	62
Trinh Minh Phuong	5		
Khu Công nghệ Phần Mềm - ĐHQG HCM - ITP	2		
Antonio Lê	1		
F319 Chứng Khoán	1		
Rosalie Nguyễn	1		
FPT	1		
Vương Văn Vũ	1		
Khoa Công Nghệ Thông Tin - Trường Đại Học Sài Gòn	1		
Phu Nguyen Van	1		

TOP INTERACTIVE TOPICS OF VNITO CONFERENCE



Sáng 19-10, tại TP Hồ Chí Minh, Hội nghị Xuất khẩu Dịch vụ Công nghệ thông tin 2017 (Vietnam ITO Conference 2017) đã chính thức khai mạc.

SOURCE [daibieunhandan](#)



Việt Nam-Mỹ sẽ tăng cường hợp tác về nông nghiệp

SOURCE [Thesaigontimes](#)



Dừng ban hành quy định quản lý xuất nhập khẩu phần mềm

SOURCE [tin247](#)

THANK YOU

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