

Corporate Affairs Practice**TRIAL TEST FOR CORPORATE AFFAIRS INTERN**

Dear Candidate,

Thank you for your interest in applying for the Corporate Affairs Intern position at T&A OGILVY – Corporate Affairs Practice. Corporate Affairs is a challenging yet rewarding area of work. The opportunity to intern here will open up many doors for your career in the sector of communication and government relations. Therefore, there is a fierce competition for the select candidate. In order to get a better evaluation of your capability and interest, we would like to invite you to take the following test and send back to: dangkhoa.nguyen@ogilvy.com within 3 days since the recipient time of this e-mail.

The trial test will include three parts:

1. Translation
2. Spotting the errors
3. Power point sense of art

Only those ones who complete the test with attention and interest will be contacted further for an interview. Do inform us should you have any difficulty in completing the test and feel free to share if you have any other things in mind.

Again, thank you for your interest and we wish you all the best.
Looking forward to seeing you in person real soon.

Best regards,
Corporate Affairs Practice.

TASK 1: TRANSLATION

Translate the following documents into English/Vietnamese, please note that you can use all kind of tools you need online to complete the task. Upon completion, please indicate the timing you spend for this task (*Working at T&A Ogilvy will require frequent similar tasks under pressure of time, this assignment will help you to get an idea what it is like to work for us*)
How to do it: Use the space below to write your translation

Translation from Vietnamese to English

Kính gửi: Ông Nguyễn Văn A – Phó Cục Trưởng
 Cục Hợp Tác Quốc Tế - Bộ Giáo Dục & Đào Tạo

V/v.: ĐỀ NGHỊ TỔ CHỨC CUỘC HỌP ĐỂ GIỚI THIỆU VỀ CÔNG TY ABC

Kính thưa Ông Nguyễn Văn A,

Công ty TNHH Liên Doanh T&A Ogilvy, Đối tác về Đối ngoại và Truyền thông tại Việt Nam của Công ty ABC, xin được gửi tới Ông lời chào trân trọng.

Chúng tôi xin được hân hạnh giới thiệu với Ông về Công ty ABC, một trong những công ty công nghệ hàng đầu thế giới có trụ sở đặt tại Singapore. Công ty ABC chuyên cung cấp các giải pháp công nghệ cho các doanh nghiệp y tế vừa và nhỏ. Sứ mệnh của chúng tôi là giúp các doanh nghiệp này xây dựng chiến lược vận hành hiệu quả để cho ra đời những sáng kiến y tế đột phá.

Với mong muốn tìm hiểu các cơ hội hợp tác với các trường đại học, học viện tại Việt Nam và hy vọng sẽ mang lại lợi ích cho doanh nghiệp và sinh viên. Chúng tôi trân trọng đề nghị được hẹn gặp Ông trong một cuộc họp để giới thiệu về ABC. Chúng tôi sẽ rất biết ơn nếu Ông có thể dành chút ít thời gian vào lúc **11:00 sáng ngày 20 tháng 6 năm 2024** tại văn phòng của Ông để chúng tôi chào ra mắt.

Thông qua cuộc gặp gỡ này, chúng tôi hy vọng có thể chia sẻ với Ông về định hướng và sự quan tâm của ABC trong việc thiết lập một mối quan hệ hai bên cùng có lợi trong tương lai gần. Vì vậy, chúng tôi mong được thảo luận về các ưu tiên của Quý Cục và lắng nghe lời khuyên của Ông về cách ABC có thể giúp Quý Cục đạt được những mục tiêu đó.

Cám ơn Ông đã xem xét đề nghị này. Kính chúc Ông thành công và nhiều niềm vui trong cuộc sống và công việc.

Trân trọng kính chào,

Translation from English to Vietnamese

(You are encouraged to be creative with your translation, not word by word)

Despite a growing increase in conversation around action on sustainability issues from corporates, brands and the media - the environmental and social issues being addressed seem to be worsening, not improving.

At Ogilvy Consulting, we wanted to understand why.

Using the comparative text analysis platform of our partner, Relative Insight, we have analysed the last 12 months of sustainability communications from the UK's five most talked about brands, alongside the general population's online conversations, and media commentary.

We uncovered a disconnected conversation.

Firstly, on the issues being discussed and secondly, on the ways in which they were being talked about. It seems that corporates and brands have focused on the long-term, discussing issues within their operations at a supply chain scale, with the media following suit, leading on high-level agendas, sustainability targets and corporate investments.

Yet for the public, the sustainability conversation is focused on the day-to-day and the immediate future - on what to wear, how to recycle and sustainable ways to eat.

It seems that everyone is having separate conversations, speaking a different language, when discussing the same issues. We believe this disconnect is dividing us, at a time when the global community must come together to act.

We call this the: 'Action-Connection Dilemma'. To fix it, we believe that sustainability communications need to get real. That corporates and brands need to find better connection points between their efforts in daily life, to lead to positive behaviour change in the public.

Through the application of behavioural science in communications design, we can make this possible – and we expand on this at the end of the report. After all, it is our thoughts and words that become our actions.

TRANSLATION:

Please indicate the time for your completion of the task:

Indicate timing: (minutes/ hour(s))

TASK 2: SPOTTING THE ERRORS

Identify at least 5 errors (meaning something wrong or doesn't look good) in the following paragraph (in terms of format, wording, or anything you may notice) *(Working at a communication firm requires your careful eyes to details in all communication materials, this assignment will determine if you have the eyes for this)*

How to do it: Use the space below to list out your discoveries, or you can simply re-write the paragraph to make it look better!

1. OVERVIEW

In 2024, ABC continues to collaborate with the Central Committee of Vietnam Student Association (CCVAS) to organise a finance contest for university students nationwide named X. This year's X continues the ongoing successful of the program from previous years with the purpose of enhancing the ability to convey messages through a series of team competitions attracting more than 10,000 students to partake in.

The competition's theme is "Y", a problem that students always confront in real life, helping students to improve their financial management skill in a more creative and interesting approach. 10,000 students will be invited to an online test.

The pre-event meeting before the X 2019 launching between ABC and CCVSA will then be a chance for both parties to get to know the newly appointed leadership, to understand both parties' expectation and discuss further opportunity for future collaboration

2. SUGGESTED TOPICS:

- the introduction about two parties;
- Sharing about expectation through X.
- Q&A and/or casual exchange information.

3. AGENDA

Time: 4.30 – 17.00 PM, 21th April 2024

Venue: Hall A, CCVAS Head Quarter office, 64 Ba Trieu st, Hoan Kiem Dist, Hanoi city

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The more errors you identify, the better you score!

SPOTTING THE ERRORS:

Please indicate the time for your completion of the task:

Indicate timing: (minutes/ hour(s))

TASK 3: POWER POINT SENSE OF ART

Using the following brief to create a 3-slide PowerPoint presentation, you don't have to research and add in any new information (images are freely searched and encouraged to use for this), use what you are given, your structured thinking and the tool of power point to show your sense of art (*Working as a creative agency, it's important to get some sense of art, you will discover your capability after doing this assignment*)

Slide 1: Vietnam health technology landscape

Vietnam's digital health market is poised for substantial revenue growth, with projections indicating a rise to USD 905.8 million by 2024.

A steady annual growth rate of 7.71% (CAGR 2024–2028) is anticipated, leading to a projected market volume of USD 1.219 billion by 2028.

Significant deals:

- Gene Solutions – Biotechnology – Series B – 21 mil
- BuyMed – Consumer Marketplace – Series B – 51.5 mil
- Medigo – Teleconsultation – Series A – 2 mil
- Drcom – Healthcare marketing – Pre-A – 2.1 mil

Slide 2: Opportunities and challenges

Opportunities

- Shifting demographic headwinds resulting in rising demand for healthcare services
- Accelerating pace of digital adoption, transformation, and delivery
- Increasing sophistication of patients alongside the increase in chronic diseases and conditions
- Supporting Government policies for digital transformation in healthcare sector

Challenges

- The industry is still in its infancy
- Reliance of technology startups with the traditional medical facilities
- Patient's data as well as ethical issues emerged once advanced technology is applied
- Patient's conservative perception in terms of health
- Lack of technology infrastructure across the country (especially with rural areas)

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- Lack of regulatory framework and specific regulations for this industry

Slide 3: Proposal on Entry Communications Services

Phase 1 (Jan – Mar): Market research

- Market evaluation – market potential
- Competitor analysis
- Customer base
- Potential business partner
- Legislative requirements

Phase 2 (Apr – Sep): Capabilities preparedness

- Political landscape training
- Spokesperson training
- Media engagement training

Phase 3 (Oct – Dec): Strategic consulting

- Stakeholder mapping & auditing
- One on one / small group engagements
- Influencer engagement
- Go-to-market media & comms strategy
- Thought leadership

How to do it: Create a PowerPoint and attach it with your complete assignment

Indicate timing: (minutes/ hour(s))

--- END OF TEST---

Team description: Corporate Affairs

Corporate Affairs team at T&A Ogilvy is committed to become the trusted partner of our clients and their leaders in helping their organisations sustain, grow and win in the market through corporate affairs services.

We help the clients build, strengthen and protect the corporate reputation while supporting them to create and nurture a strong network of internal and external stakeholders. This will help establish their competitive edge to win in the market. The deliverables will be tailor-made with key services, including but not limited to strategic counsel, public relations and influence, public affairs and advocacy as well as sustainability and health.

Our team comprise of the highly skilled, dedicated and passionate communications practitioners with many years of in-depth experiences in both public and private sectors with a strong sense of client servicing and growth mindset.

Job Description: Corporate Affairs Intern

Report to: Head of Corporate Affairs

Primary responsibilities:

Assist the Corporate Affairs team in delivering consulting services to the clients in day-to-day operation, including but not limited to:

- o Research, draft and conduct bilingual report in the areas of: market analysis, media clipping, business intelligence, meeting/event recap, etc;
- o Assist in preparing communications materials such as press releases, press kits and booklets, press clippings and reports as assigned;
- o Support stakeholder engagement activities and events to maintain relationships with the journalists, regulators and build brand awareness, in alignment with agency compliant and transparent approach.
- o Assist in event planning, creating event checklist, preparing logistics and supporting event on-site.
- o Perform administrative duties such as creating and tracking spreadsheets, working with vendors, making business phone calls, conducting payment procedures, sorting documents and other similar tasks;

Assist the Corporate Affairs team in developing new services and enhancing agency branding and communications:

- o Assist in market research and drafting proposal on industry sustainability initiatives;
- o Develop content for agency communications materials and provide support for social management on social media, if required;
- o Conduct competitive analysis and keep abreast of industry movement;
- o Other tasks assigned by line supervisor;

Required skills and qualifications:

We seek university students with ambition and a strong can-do attitude who strive for professionalism in satisfying clients through strategic service delivery. Ideal candidates should have:

- ✓ Strong willingness to conquer challenges and burning desire to learn new things;
- ✓ Great command of English (with priority for translation & writing);
- ✓ Proficiency in Microsoft Office skills (Word, PowerPoint, Excel);
- ✓ Sense of details and result orientation, mindset of entrepreneurship;
- ✓ Interest in exploring (Vietnam) media and government landscape;
- ✓ Passion with sustainability and health;
- ✓ Relevant experiences in communication & event organization being a plus;
- ✓ Familiarity with editing software (AI, Photoshop, etc.) being a plus.

Benefits:

Joining T&A Ogilvy Corporate Affairs team will expose undergraduates to a profound network of reputable clients, influential stakeholders and high-profile public figures alongside talented and experienced advisors; you can also benefit from:

- Professional, young and dynamic environment to work and learn;
- Frequent training on the job and by manager through real projects and events with expert advice;
- Free fruit on Wednesday, free lunch on Thursday and happy hour on Friday with drinks & snacks;
- Frequent development chats with line manager;
- Knowledge and experience in a unique sector of Corporate Affairs in one of the biggest communication consulting firms;
- Compensation: 2.850.000 VNĐ/month (including parking fee)

Interested applicants are invited to send your CV and Cover letter to dangkhoa.nguyen@ogilvy.com before **Sep 14th** for further guidance on the application process.

Company description: T&A Ogilvy

T&A Ogilvy is part of the growing Ogilvy Public Relations Worldwide network, which is part of the WPP Group, one of the world's largest communications services organizations. T&A Ogilvy specialties include Corporate Communications, Brand & Marketing, Behavior Change Communications and Social Marketing, Media Relations, Sport Marketing, Government Relations & Public Affairs, Corporate Social Responsibility, Crisis Management, Internal Communications.

Company website: <http://ogilvy.com>

**Due to the volume of the applications, only shortlisted candidates will be contacted. Thank you for your understanding.*