



LIVE ENTERTAINMENT



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i17 LIVE ENTERTAINMENT

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- *LIVE ENTERTAINMENT PERFORMANCE*
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BUSINESS MODEL

PIONEER & PROACTIVE



LIVE ENTERTAINMENT

01

ABOUT i17



i17

i17 Live Entertainment is always striving toward international quality with the highest standards and quality services to promote the development of the live entertainment industry in Vietnam and international.

**Our ambition is to become an ecosystem of entertainment and performance.
We are enthusiastic professionals with burning aspirations for our dream.**

**We appreciate the human value "Human is everything"
as each person brings us irreplaceable value.**

We may not be the only one, but we always be the pioneer.



LIVE ENTERTAINMENT PERFORMANCE



COMMERCIAL EVENTS



GOVERNMENT EVENTS

02

i17 PROJECTS

After 7 years of establishment and development, i17 is proud to be the creator of entertainment programs with higher artistic and commercial values

LIVE ENTERTAINMENT PERFORMANCE



TRI ÂM

2021

2022

Ho Chi Minh City
Ha Noi



All in One: Plan → Project Management → Concept → Director → Consulting

- **60.000** participants
- **300** tons of equipments per show
- **250** millions hashtag **#TriAm** in social media
- Hashtag **#TriAm** achieved **100M** views on Tiktok
- The show ambient **was active more than 01 month** after the performance







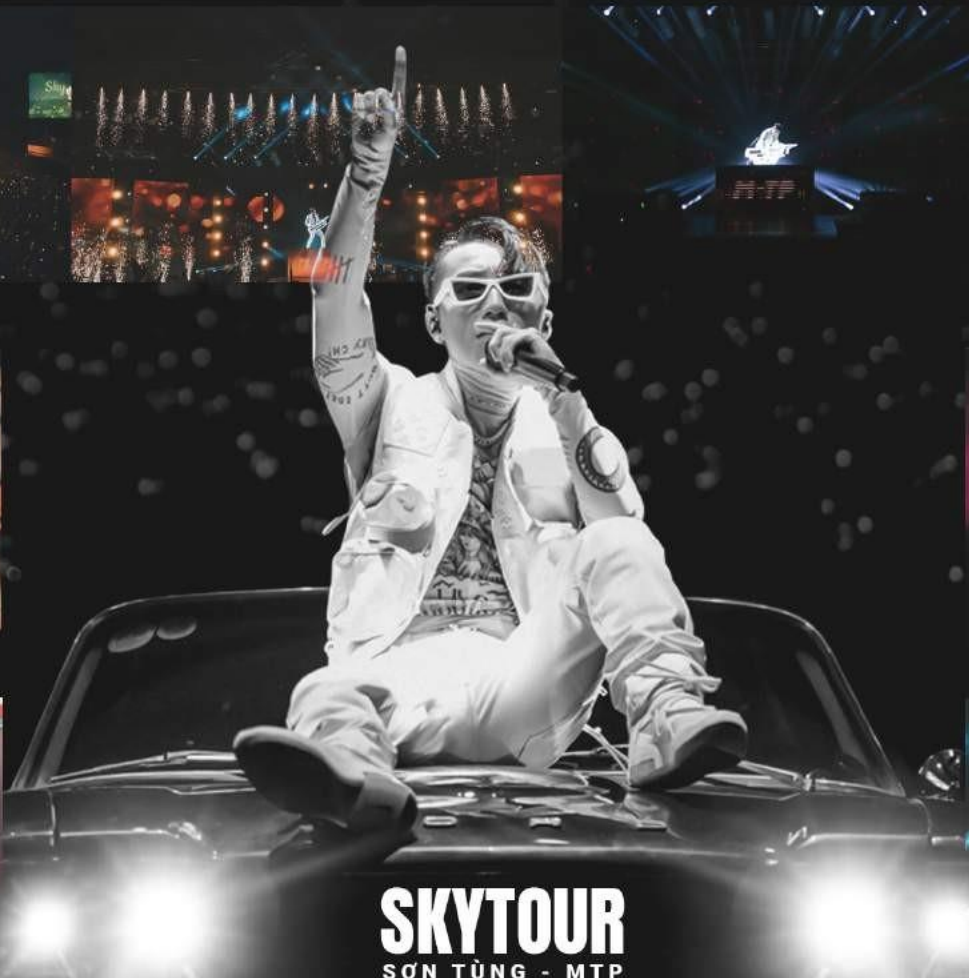
SKY TOUR 2019

HO CHI MINH CITY
DA NANG
HA NOI



All in One: from Objective → Plan → Execution → Result

- **3** shows - **21** day - **3** regions
- **20.000** participants
- **400** million mentions about the shows
- Top social keyword **#Skytour** in **2 months**
- The greatest successful shows of Son Tung M-TP's current career.





TRÌNH CÔNG SƠN

- CÁNH VẠC KINH BẮC
- NHỮNG SỚM MAI VIỆT NAM



Rejuvenating Trinh's Music

*A new perspective for young people
about Trinh Cong Son's music*

Developing young talents who love Trinh music, a combination of traditional instruments with the modern entertainment vibes

Trinh Luxury

An art cooperation program between TCS's Music and Culture and partners who are in line with the luxury and high-class positioning.



NHỮNG SỚM MAI VIỆT NAM
LIVESHOW 20 NĂM NHỚ TRỊNH
LIVESHOW CẶN VẠC KINH BẮC
19 NĂM NHỚ TRỊNH



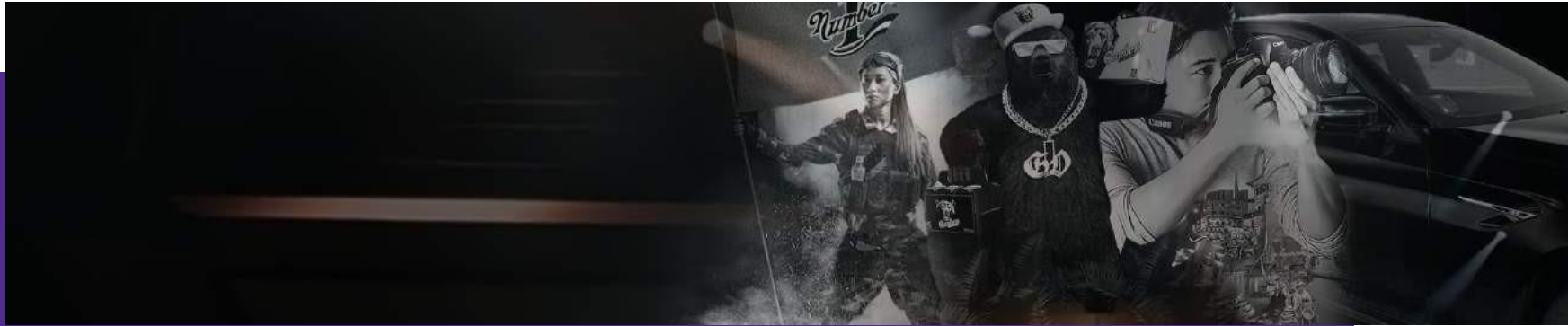
BINGO MUSIC WORLD FESTIVAL

Ho Chi Minh City





COMMERCIAL EVENTS





5 ELEMENTS CRAFT BEER LAUNCHING FACTORY 2023



BMW

**LUXURY CLASS LAUNCH
2023**





PNJ
35 NĂM
2023





BMW JOYFEST 2018





5 HOT THINGS AT BMW JOYFEST VIETNAM 2018

- An enormous scale of BMW's show
- Latest models, first introduced in Vietnam
- Showcase of the most luxurious model
- Breathtaking performances
- The most family-friendly car event for the weekend

BREATHTAKING PERFORMANCE

At BMW Joyfest, KK Wong and Mattie Griffin - two famous top performers from BMW - will delight audiences with their drifting and stunts full of adventure. With more than 10 years of experience and countless championship trophies worldwide, these two experts guaranteed breathtaking and precise performances in this event.





CANON 2018 FASHION ME RUN

AGENCY: APRIL

Event: i17

Venue: Youth Culture House

Ho Chi Minh City

Date : 10/06/2018

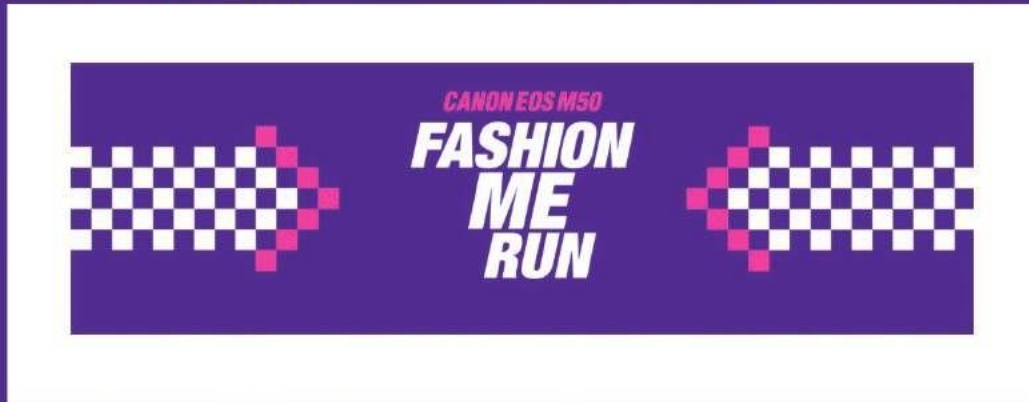
INTRODUCTION VIDEO

A combination of Running and Fashion event



Announcement video

<https://fb.watch/kgYE1rHxz/>





CANON
PHOTOMARATHON
VIETNAM
2018

XIII

CANON 2018 PHOTO MARATHON



Canon

#LoveVietnam

EOS

After the Fashion Me Run campaign's success, Canon continues to ignite the youthful spirit in another annual Canon event: Photomathon, with the theme: Live What You Love. The event required more challenging levels for amateur and semi-professional while keeping the excitement for the professional Canon fan.

A competition with the most number of photographers

TP.HCM – **6710** photographers

TP. HÀ NỘI – **3800** photographers



NUMBER 1 ANH HÙNG ĐẠI CHIẾN





INTRODUCTION:

Number 1 energy drink is a popular beverage throughout Vietnam. However, the brand is starting to lose connection with younger customers in the age of smartphones and urbanization.

Idea:

- For the first time in Vietnam, a large-scale paintball war was organized
- More than 1000 subscribers
- More than 100 participating teams
- Experience from online to offline
- Inspired by Hunger Game movie



<https://www.youtube.com/watch?v=iiimtOo9FR0>



GAUDEN
BEER
2016



LAUNCHING EVENT

By creating a consistent brand theme and with dynamic and youthful activities in the launching event, we have successfully built a successful media buzz for the brand, making Gauden the part of the Saigonese and amplify the bold “us culture” of the brand.



<https://www.facebook.com/5ELEMENTSBEER/video/746754368788178/>

Gauden

CANON ENTERPRISE SOLUTION





CANON

ENTERPRISE SOLUTION



MOTUL

NEW PRODUCTS LAUNCHING IN VIETNAM



KHAI TRƯƠNG KENWOOD

Saigon Centre
27.04.2017





Launching of NOVOTEL

Da Nang
10.03 – 08.04 – 15.04





vinaphone

**16 YEARS
“CONNECT
THE FUTURE”**



Kỉ niệm 10 năm

FOCUS SHIPPING GROUP

Thành phố Đà Nẵng
10.03 – 08.04 – 15.04





GOVERNMENT EVENTS

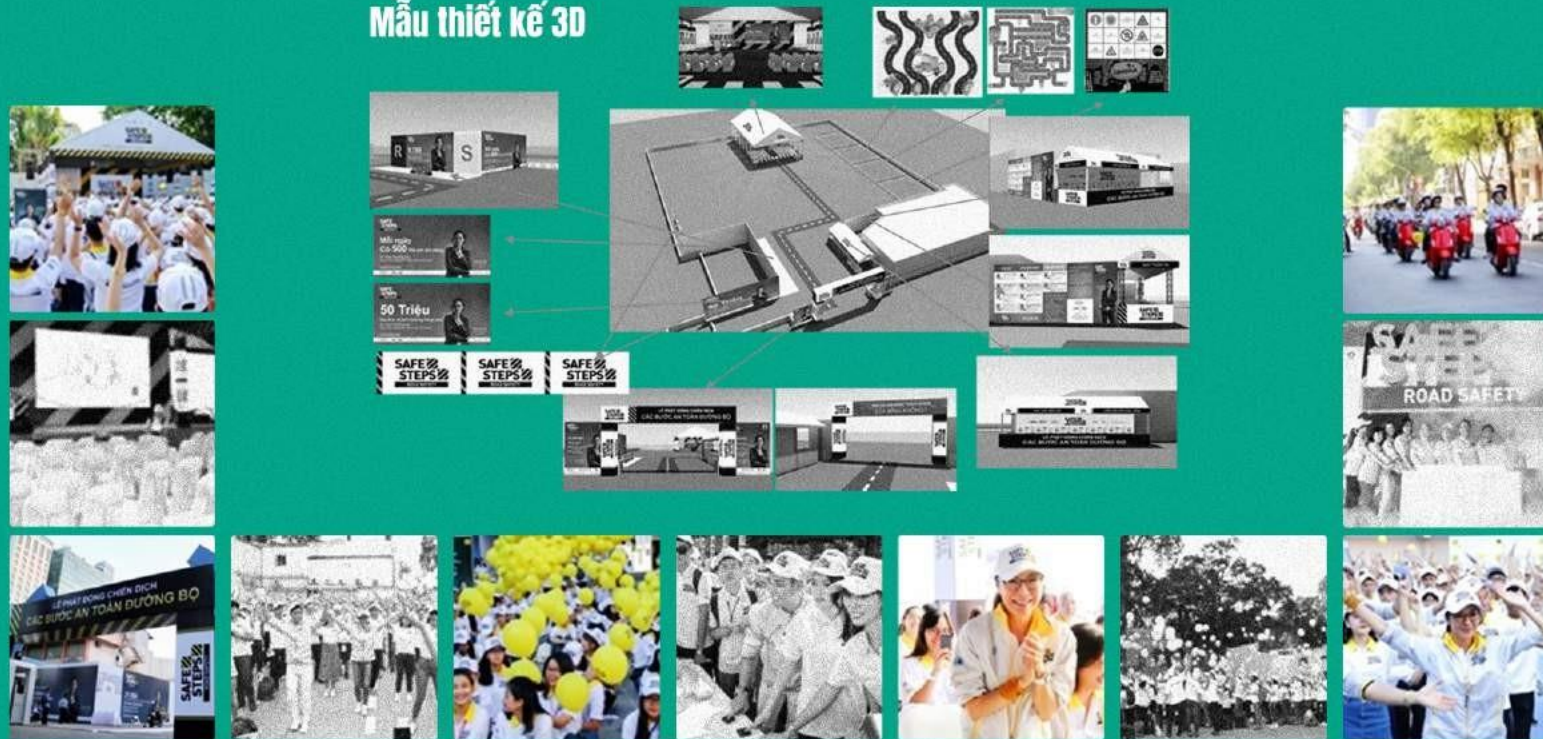


SAFE STEPS ROAD SAFETY

Ho Chi Minh City
04.09.2017



Mẫu thiết kế 3D



GET HOME SAFE

Vung Tau
15.05.2016





SAFE STYLE

HCMC University of Technology and Education
20.04.2018





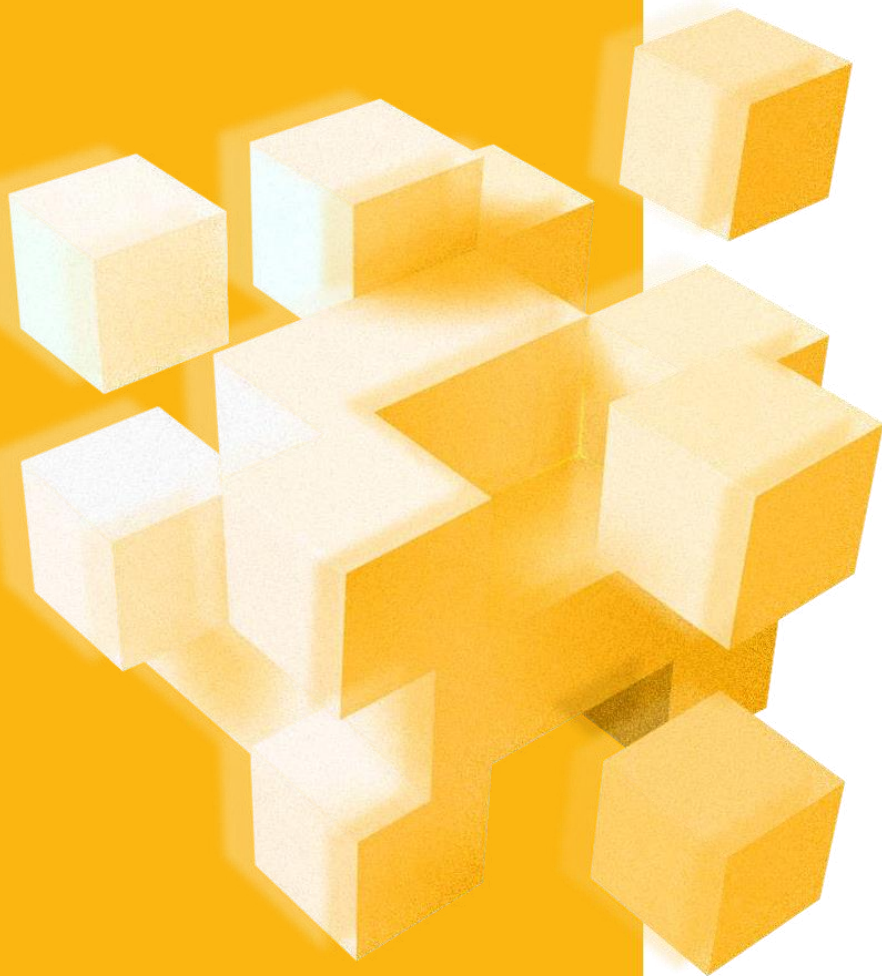
PROTECT YOUR BELOVED ONES

Ho Chi Minh City
Da Nang
Ha Noi

10.03 – 08.04 – 15.04







03

**BUSINESS
MODEL**

A high-energy concert scene with a large crowd of people in the foreground, many holding up phones to capture the moment. The stage is illuminated with bright, warm lights, and two performers are visible on stage. The background is filled with a dense crowd of spectators, creating a sense of a large-scale event.

i17 aspires to become the *pioneer* & and take a *proactive*
in the commercial entertainment industry

STRATEGIES

1

Commercial entertainment

Effective investment solutions for investors, brands and artists.

2

Performance Platform

- . Enhancing performance competency
- . Creating platforms that brings art and commercial values

3

Showbiz - artists

- . Creating sustainable and civilized brand strategies for artists
- . Creating practical opportunities for artists

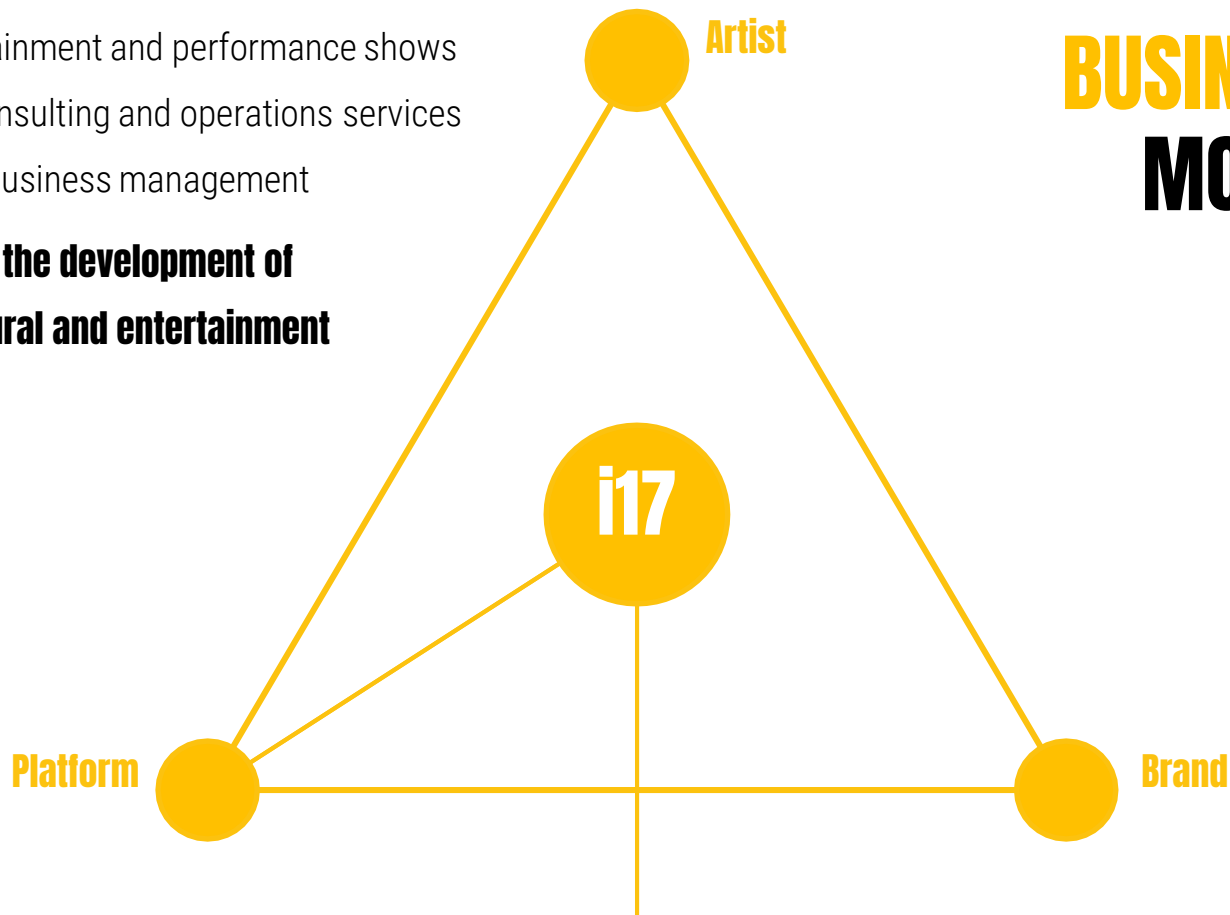
4

International Standard

- . Shaping the imagery of Vietnamese artists according to the international standards
- . Producing Vietnamese artists for the world
- . Inviting international artists to come to Vietnam

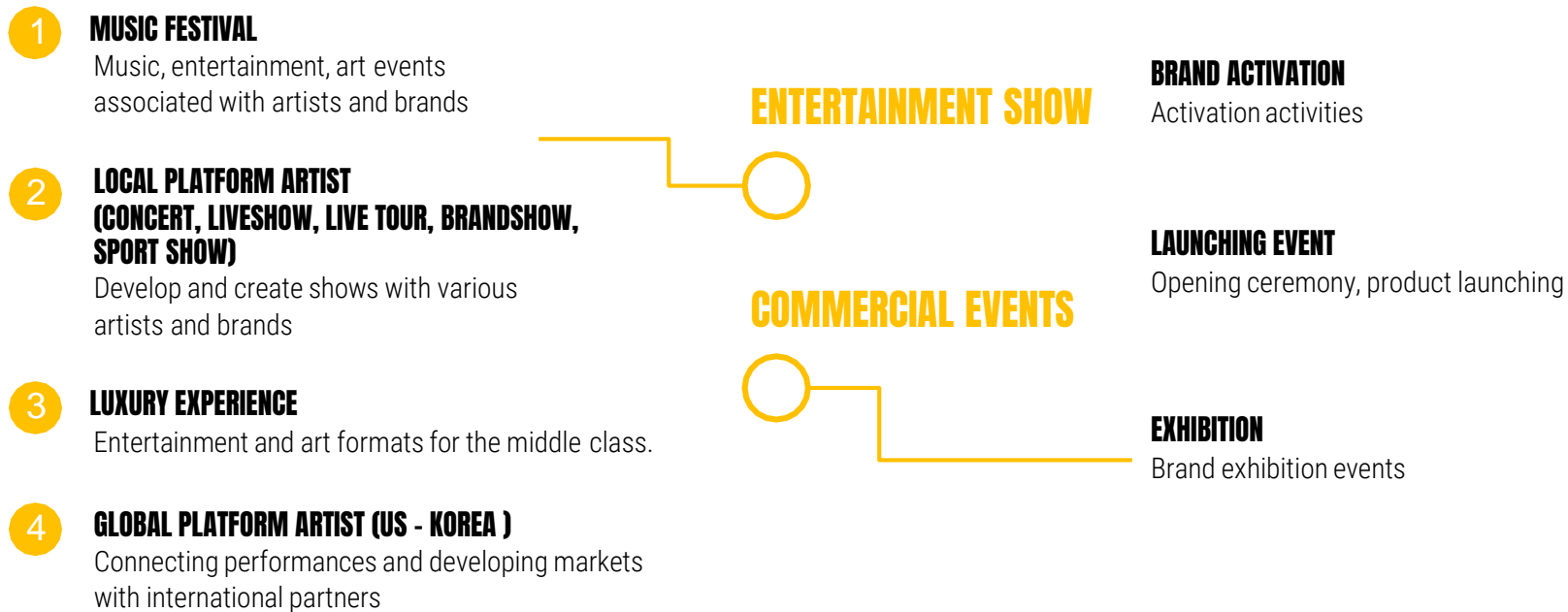
- Creating entertainment and performance shows
- Professional consulting and operations services
- Entertainment business management

**Contributing to the development of
Vietnam's cultural and entertainment
industry**



**BUSINESS
MODEL**

SEGMENTATION



*"Chúng ta cố gắng không chỉ để thành công, mà
là để trở nên có giá trị hơn."*

Ngã i SHOW DIRECTOR *õ*

*"Tôi theo đuổi sự tự do ở mọi khoảnh khắc trong cuộc sống
của mình, vì nó tạo nên giá trị của đời mình."*

*"Và đối với tôi, nghệ thuật cũng là sự tự do, nó tự do trong
cảm xúc của người xem và những khoảnh khắc ấy là vô giá"*



- Hơn 15 năm kinh nghiệm nghề sự kiện, trình diễn show và giải trí
- Nắm bắt xu hướng công nghệ hiện đại nhất của thế giới
- Theo đuổi sự khác biệt về nghệ thuật trình diễn cho show
- Tạo ra nghệ thuật đa chiều bằng cảm xúc và mãn nhãn
- Thấu hiểu mong muốn của khách hàng và đưa giải pháp linh hoạt
- Làm việc bằng cái "tâm" và khẳng định mình bằng cái "tâm" của kết quả

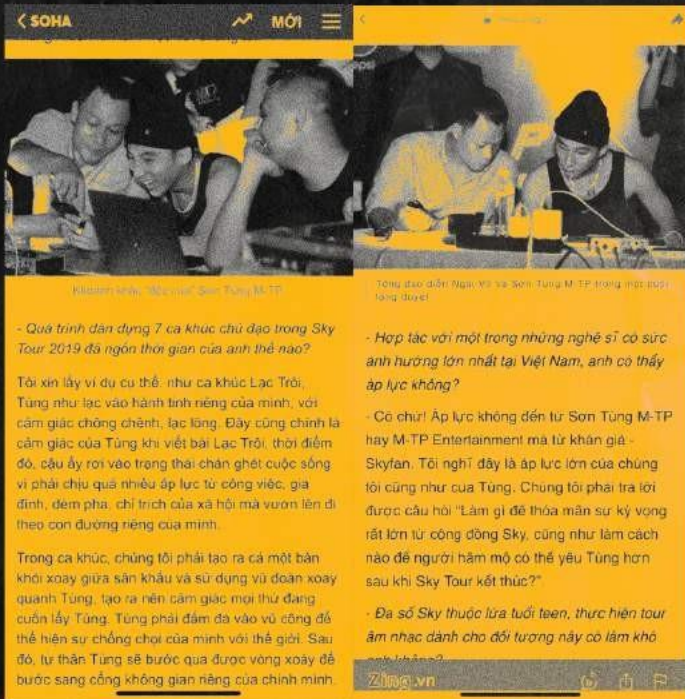
NGÃI VÕ **SHOW DIRECTOR**

<https://mensfolio.vn/dao-dien-ngai-vo-trong-sang-tao-toi-muon-lam-nguoi-nghiep-du/>



<https://vietgiaini.com/dao-dien-sky-tour-2019-son-tung-moi-24-tuoi-da-gioi-nhu-the-den-nam-30-tuoi-con-khucg-khiep-co-nao-201908164193656/>

<https://zingnews.vn/nghe-tong-dao-dien-sky-tour-ke-chuyen-lam-viec-cung-son-tung-m-tp-post979389.html>



NGÃ VỖ SHOW DIRECTOR

<https://billboardvn.vn/liveshow-tri-am-cua-my-tam-het-sach-10-000-ve-trong-1-gio-khach-moi-bieu-dien-dau-tien-la-phan-manh-quynh/>

<https://dep.com.vn/dao-dien-ngai-vo-uoc-mo-lon-nhat-la-quay-tro-lai-cuoc-song-thuong-nhat-nhu-truoc/>

THANK YOU!

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