



The Saigon Times



TALK SHOW CHAT WITH CEO

CHATting WITH LEADING CEOs IN VIETNAM

DETAILS OF THE TALK SHOW



01

FORM

Talk show
Comfortable and joyful talks

02

DURATION

15 – 30 minutes/ 01 show
Every two weeks
Broadcast on Thursdays

03

PERSONNEL: 02 PEOPLE

- 01 CEO (appears throughout the talk show)
- 01 journalist is the Host of the talk show

04

PLATFORM

Channels of
The Saigon Times
(english.thesaigontimes.vn),
including: Website, Youtube,
Fanpage, Twitter, Spotify,
Instagram.

05

BACKGROUNDS AND VENUES

Recording at the Saigon Times'
studio or outside or with the
background of enterprises and
production activities, depending on
the conditions and topics of stories

...way would the real estate market develop in the Covid-19 pandemic?
on Times



▶ 🔊 0:34 / 25:00

Chatting with CEOs of domestic and foreign firms about interesting topics, such as:

1. Business strategies
2. Hot issues in sectors
3. Entrepreneurs' styles
4. Human Resource management
5. Leadership
6. Orientations for future
7. Startup journey
8. Breakthrough ideas



EPISODES WHICH HAVE BEEN ON AIR

EPISODE 1

In what way would
the real estate
market develop in
the Covid-19
pandemic?

**David Jackson,
Chief executive
officer of Colliers
Vietnam**



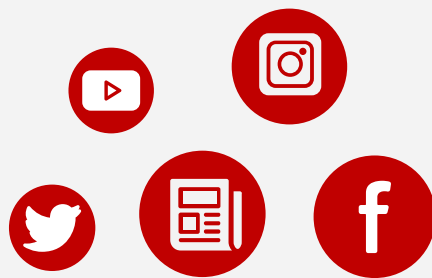
EPISODE 2

An English man on
his journey in
Vietnam

**Paul Cleves,
Founder of the
Saigon Children's
Charity (SCC)**



MEDIA CHANNELS



1. Website of The Saigon Times

100,000 views/day

2. Youtube channel of The Saigon Times

10,000 views/day

3. Fanpage of The Saigon Times

25,000 followers

And Instagram, Spotify...

SPONSOR 3 EPISODES

VND120 MILLION

SPONSOR 4 EPISODES

VND160 MILLION



**SPONSORSHIP
PACKAGES**

CHAT WITH CEO

SPONSOR 1 EPISODE

VND40 MILLION

FOR MORE INFORMATION

E-newspaper Project Development Board
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