



# SPORTS CENTRE DEVELOPMENT -

## 21-WEEK VIDEO COMMUNICATIONS PLAN

### 1. Strategic Purpose

The Sports Centre Development communications programme is designed to provide consistent, transparent, and proactive engagement with the UNIS Hanoi community throughout a complex campus development project.

We recommend weekly, on-site video storytelling to:

- Reduce uncertainty and speculation
- Build trust through visibility and openness
- Humanise construction and facilities work
- Reinforce alignment between infrastructure investment and educational purpose
- Create momentum and shared anticipation leading to opening

### 2. Audiences

#### Primary

- Parents and guardians
- Students (all divisions)
- Faculty and staff
- Governors

#### Secondary

- Alumni
- Prospective families
- Partners and donors

### 3. Core Communications Principles

1. **Consistency** – weekly cadence regardless of scale of change
2. **Radical transparency** – showing progress, complexity, and constraints
3. **Human voice** – interviews with people, not announcements
4. **Visual proof** – on-site filming to contextualise impact

5. **Future-focused narrative** – linking construction to student experience

## 4. Content Framework (Applied Weekly)

Each video will follow a consistent structure:

- What's happening this week
- Why it matters to the community
- Who is involved
- What's coming next

## 5. 21-Week Video Content Plan

### PHASE 1: PREPARATION & EARLY WORKS

#### **Week 1 – Preparing for Renovations**

Introduce the Sports Centre project, scope, timelines, and guiding principles.

#### **Week 2 – Rolling Out the Red Carpet**

Explain site access changes, wayfinding, and safety measures.

#### **Week 3 – Preparing for Demolition**

Outline demolition planning and risk mitigation.

#### **Week 4 – Demolition Started This Week!**

Visual update on early demolition with clear safety messaging.

#### **Week 5 – Learning About Machinery**

Educational lens: explaining construction equipment and processes.

#### **Week 6 – Keeping Safe On Site**

Deep dive into safety protocols and community responsibilities.

### PHASE 2: ENGAGEMENT, LEARNING & MILESTONES

#### **Week 7 – What's Everyone Excited About?**

Student and staff voices on hopes for the new facility.

#### **Week 8 – Let's Go Underground!**

Foundations and underground works explained visually.

#### **Week 9 – Protecting Ourselves From a Fire**

Fire safety systems and compliance explained.

**Week 10 – Belgian State Visit**

Showcase the Sports Centre as part of UNIS's global profile.

**Week 11 – Incoming Head, Dr Gale**

Leadership engagement and continuity during development.

**Week 12 – Practice Makes Perfect!**

Testing systems, rehearsal of operations, readiness planning.

**PHASE 3: STRUCTURAL PROGRESS & TECHNICAL INSIGHT****Week 13 – The Steel Is Up!**

Major construction milestone; structural framing explained.

**Week 14 – A Room With a View!**

Interior spaces begin to take shape.

**Week 15 – Update From Our DFO**

Financial stewardship and accountability.

**Week 16 – All About Cranes!**

Heavy logistics explained accessibly and safely.

**Week 17 – Campus Development Update (June)**

Holistic mid-phase review of progress.

**Week 18 – Campus Development Update (July #1)**

Final structural works and transition to fit-out.

**PHASE 4: COMPLETION & OPENING****Week 19 – The Main Campus Walkway (Spine)**

Connectivity, circulation, and student flow.

**Week 20 – Getting Ready for the Opening!**

Final preparations, systems testing, staff readiness.

**Week 21 – First Impressions of the Sports Centre!**

Opening highlights and community celebration.

**6. Channels & Distribution**

- Dedicated Sports Centre Development webpage
- Weekly parent communications on Tin Tuc

- Social media amplification (Facebook, Instagram, LinkedIn)
- Internal staff channels (HOS Notes, Portals)
- On-campus digital displays

## **7. Governance & Workflow**

- Weekly planning between Marketing & Communications and Facilities
- Alignment with project management timelines
- Rapid filming and editing cycle to maintain relevance
- Content archived as a permanent institutional record

## **8. Outcomes to Achieve**

This structured, weekly approach:

- Normalises transparency during disruption
- Reduces reactive communication
- Increases understanding and confidence
- Strengthens leadership visibility
- Creates a replicable model for future campus projects