

GIF: [here](#)

RETAIL UNIVERSITY
Grow Retail with 


   

Thúc đẩy kinh doanh trực tuyến cho doanh nghiệp bán lẻ



Retail University - Drive Online sales for Retail Businesses Wave 3 Report

- **Online Training Events:**

- **Date & Time:** 1:30 PM - 4:30 PM, June 30, July 1 and July 2, 2021
- **Platform:** [Ads on Air \(Gather\)](#)

We hosted a series of online training (wave 3) from 30th June to 2nd July, 2021 through [Retail University webinars](#) to help domestic Retailers in Vietnam learn advanced digital, business, and marketing skills to transition from offline to online.

WHAT WE DID & WHY

Retail University equips local retailers with the necessary digital skills and eCommerce tools with the help of local and global e-commerce solutions providers, such as Chili for web stores, Visa for payments, EMS for shipments and Lazada for e-commerce stores.

Topics include:

Online Events:

- **Day 1:** Build professional website and Measure important indicators with Google Tag Manager
- **Day 2:** Customer acquisition & business growth with Google My Business and maximize sales advertising effectiveness with Google Smart Shopping

- **Day 3:** Sales model on e-commerce platform, multi-channel payment promotion and order processing solutions

RESULTS WE ACHIEVED (up to July 17, 2021)

2,219

Total unique registrations

7

Earned Media

3,543

Total views
across 3 days (Live + W-O-D)
(634 Gather + 2,909 YouTube)

3,256

Total unique trained
across 3 days
(347 Gather + 2,909 YouTube)

4.6/5

Average CSAT Score
across 3 days
(from 189 surveys)

883 hours

Total watch time

3,227

Views (Live)
(547 Gather + 2,680
YouTube)

316

Views
(Watch on demand)
(87 Gather
+ 229 YouTube)

78/323

Attendees
Passed all the exams

SURVEY FEEDBACK FROM ATTENDEES

92%

Attendees were satisfied with the webinar content and speaker's presentation
(*8% has no comment)

92%

I felt that the contents are relevant and timely
(*8% has no comment)

71%

want Google and partners to contact after the events

91%

will recommend the webinars to their colleagues and peers

The content of the program is excellent and useful. I hope Google will organize more classes like this for us

- **Lê Hoàng Anh Dũng** - Quang Ngai Electricity Company

Good program content and good trainer. I want to ask for a lecture slide. Thank you!

- **Phạm Minh Trí** - Đăng Huy Company (DHC)

Perfect program. I hope the upcoming events should add more basic content and increase engagement with attendees.

- **Nguyễn Thị Mai** - Anh Sao Lighting Equipment JSC

I have received a lot of useful knowledge from 3 days of events. Thank you!

- **Trương Quốc Sơn** - Flower Store: Magnolia

LEARNINGS FOR NEXT WAVE

Recruitment

- **Partners:** finalize Partners **at least 1.5 -2 months** before the event
- **Recruitment:** finalize with partners the % of registration & attendance they need to handle. (70% from partners & 30% from organizer)

- **Marketing Plan:** partners to support more on recruitment by sharing the marketing materials on the variety of platforms such as website, FB/ IG fanpages, YouTube channel, Zalo Page, Application,...
- **Registration Form:** consider to shorten the form for registration
- **Event Date:** consider to host the event during the more stable covid period

RESOURCES

[Events Page](#) | Training Content [DAY 1](#) | [DAY 2](#) | [DAY 3](#) | [Detail Event Report](#) |
Examination Content [DAY 1, DAY 2, DAY 3](#) | Feedback Form Content [DAY 1, DAY 2, DAY 3](#)

WHO BROUGHT IT TOGETHER

Core Team: [Tammy Phan](#), Lien Nguyen, Doan Quoc Tam, Tran Van Trong, [Thu Hoang](#)

Google Speaker: [Tammy Phan](#)

Guest Speakers: [NIC](#), [Chili](#), [EMS Vietnam](#), [Visa](#), [Lazada](#), [BPVND4.0 Trainers](#)