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**SWOT Analysis of
The National Project Status Awareness
Conference Day
HUST, Dec. 18th 2018**

Compiled by HUST's CATALYST Team

The objective of the National Awareness Day was to disseminate the information of CATALYST project to non-stakeholders such as lecturers, staff members and students at HUST and other institutions outside the university and to collect and review open-ended questionnaire feedback from participants about the events.

This included active participation of HUST, UTEHY and ULIS, Student Youth Union, Associate Partners, GIZ Vietnam with support of Vietnam's Ministry of Education and Training and Ministry of Labour, Invalids and Social Affairs.



INTERNAL:

Strengths

1. Good location for these events – on the large campus of Hanoi University of Science and Technology
2. Consultation with qualified media and communication staff.
3. Time of the event was very convenient with ideal weather conditions.
4. Very friendly and focused atmosphere.
5. Educational and entertaining events.



6. It was an opportunity for general public to know about the objectives, partners of the project, activities and achievements of the projects
7. It was an opportunity to meet and interact with interesting and experienced people (experts, professionals, lecturers and employers, etc.)
8. Active, creative and emotional participation of lecturers, staff members and students.
9. Close coordination among the 3 universities HUST, UTEHY and ULIS in organising the events.



Weaknesses

1. Limited budget for the event.
2. A number of participants such as teachers and students had to cancel their classes to attend the event.
3. A number of participants had to travel long distance to attend the event.
4. A lot of preparatory work - advertising, decorating and inviting guests.



EXTERNAL:

Opportunities

1. Increased number of new visitors to HUST and the Project websites.
2. Promotion of School of Foreign Languages (HUST) in social networks, mass media and university sites.
3. Exposure of Project status in society.
4. Networking and cooperation with other institutions and stakeholders.
5. Exposure of the event in media on regional and national level.



Threats

1. The absence of some intended visitors.
2. Possibly some visitors did not like the event.
3. The absence of DAAD
4. More sponsorship would be more positive.

CONCLUSION

The event had an overall positive effect. The main goals were totally realised, namely:

1. Positive view on HUST and other two partners
2. Popularization of the project – CATALYST
3. Several practical aims on job orientation were achieved.
4. The event was supported by different organisations

Overall, the National Awareness Day at HUST, Hanoi was a very good start for the future NAD in 2019 on UTEHY campus, Hung Yen city.