

ITINERARY FORM

Project Name: Marketing Enhancement on Sustainable Community-Based Tourism

Date: November 15-19, 2021

Venue: Buhi, Camarines Sur

| Date / Time | Activity | Remarks |
|-------------------------|---|--------------|
| Nov. 14-19, 2021 | (5D/4N) BUHI, CATANDUANES | |
| DAY 0 | | |
| 1 st group | | Pax from EMC |
| 10:00 p.m. | Assembly Time | |
| | Assembly Area: Quezon City | |
| DAY 01 | NAGA CITY - BUHI, CAMARINES | |
| 7:00 a.m. | ETA in Buhi, Camarines Norte | |
| 8:00 a.m. | Breakfast at (TBD) | |
| | Ingress at the Community | |
| 12:00 n.n. | Lunch at (TBD) | |
| 2:00 p.m. | Check-in at the Resort Lake Buhi Resort | |
| | | |
| 2 nd group | | Pax from TPB |
| 11:00 a.m. | Lunch at the Airport | |
| 1:15 p.m. | ETD from Manila to Naga City DG9117 | |
| 2:45 p.m. | ETA to Naga City | |
| 3:30 p.m. | Courtesy call at Local Tourism Office and Brgy. Hall for final preparation | |
| | Continuation of the Ingress | |
| 5:00 p.m. | Check-in at Lake Buhi Resort | |
| 6:30 p.m. | Dinner at(TBD) | |
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| DAY 02 | BUHI, CAMARINES SUR | |
| 8:00-8:15 a.m. | Introduction to the Workshop | |
| | Invocation | |
| | National Anthem | |
| | Welcome Message from LGU | |
| | Keynote Message for Activity Takeaway from TPB | |
| | Introduction and Ice Breaker of participants | |
| | Session One: Morning Introduction Lecture on 'Packvertising' : Improving Packaging Design and Crafting it to "speak" to customers | |
| | Lunch Break | |
| | Icebreaker | |
| | Session One: Afternoon | |

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| | Hands On Session on 'Packvertising' : Improving Packaging Design and Crafting i.e Logo Creation, Packaging making and design | |
| | DAY 1 Wrap up (Photo Op) | |
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| DAY 2 | BUHI, CAMARINES SUR | |
| | Icebreaker | |
| | Session Two: Introduction Lecture on Digital Marketing / Social Media Management / Content Creation Speakers Presentations | |
| | Lunch Break | |
| | Non-Contact Games/Raffle/Q&A from lecture with prizes | |
| | Session Three: Introduction Lecture on <i>E-commerce Management: A crash course on online shopping platforms and techniques</i> Speakers Presentations | |
| | Session Three: Hands On Session on <i>E-commerce Management: A crash course on online shopping platforms and techniques</i> Setting Up Accounts, Cost Analysis, Setting Up E-Payments | |
| | Day 2 Wrap up (Photo Op) | |
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| DAY 03 | BUHI, CAMARINES SUR | |
| | Icebreaker | |
| | Session Four: Morning Introduction Lecture on Elevator Pitching Basics: How MSMEs can present their products to potential investors, clients, and tourism fairs Speakers Presentations | |
| | Session Four: Morning Introduction Lecture on Elevator Pitching Basics: How MSMEs can present their products to potential investors, clients, and tourism fairs Participant inputs and practice pitching | |
| | Lunch Break | |
| | Non-Contact Games/Raffle/Q&A from lecture with prizes | |
| | Session Four: Afternoon Introduction Lecture on Elevator Pitching Basics: How MSMEs can present their products to potential investors, clients, and tourism fairs | |

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| | Pitching, Presentation of Outputs and Q&A from Panelists | |
| | Awarding of Certificates and Special Awards | |
| | Closing and Synthesis | |
| | Photo Op | |
| | Fellowship (optional) | |
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| 7:00 p.m. | Dinner and debriefing with LGU / DOT/ EMC | |
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| Day 05 | NAGA CITY- MANILA | |
| 7:00 a.m. | Breakfast | |
| 8:00 a.m. | Local visit to the following areas: A. Pamuntugan Bells B. St. Francis of Assisi Parish Church | |
| 11:00 a.m. | Check-out | |
| 12:30 n.n. | ETA in Naga City | |
| | Lunch at (TBD) | |
| 3:05 p.m. | ETD from Naga City to Manila DG6118 | |
| 4:25 p.m. | ETA in Manila | |
| Second group | | |
| 10:00 p.m. | Travel back to Manila | |
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| Day 06 | | |
| 7:00 a.m. | ETA in Manila | |
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As of: August 20, 2021 subject to change without prior notice