

ITINERARY FORM

Project Name: Marketing Enhancement on Sustainable Community-Based Tourism

Date: November 8-12, 2021 (indicative date)

Venue: Zamboanga Peninsula

Date / Time	Activity	Remarks
Nov. 8, 2021	(5D/4N) ZAMBOANGA PENINSULA	
DAY 01	MANILA-ZAMBOANGA CITY	
4:00 a.m.	ETD from Manila to ZAMBOANGA	
5:45 a.m.	ETA in Zamboanga City	
6:30 a.m.	Breakfast at (TBD)	
7:00 a.m.	Proceed to venue for set-up of the workshop area	
8:30 a.m.	Breakfast at the workshop area	
10:00 a.m.	Meeting with the community leaders	
12:00 n.m.	Lunch at the workshop area	
1:30 p.m.	Proceed to Hotel for check-in	
3:00 p.m.	Final Meeting with Events Management Company and Program	
6:00 p.m.	Dinner at TBD	
7:30 p.m.	Workshop Meeting	
DAY 02	WORKSHOP PROPER 1	
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 Hands On Session on ' Packvertising ' : Improving Packaging Design and Crafting i.e Logo Creation, Packaging making and design	
	DAY 1 Wrap up (Photo Op)	
DAY 03	WORKSHOP PROPER 2	
	Icebreaker	

	<p>Session Two: Introduction Lecture on Digital Marketing / Social Media Management / Content Creation Speakers Presentations</p>	
	Lunch Break	
	Non-Contact Games/Raffle/Q&A from lecture with prizes	
	<p>Session Three: Introduction Lecture on <i>E-commerce Management: A crash course on online shopping platforms and techniques</i> Speakers Presentations</p>	
	<p>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</p>	
	Day 2 Wrap up (Photo Op)	
DAY 04	WORKSHOP PROPER 3	
	Icebreaker	
	<p>Session Four: Morning Introduction Lecture on Elevator Pitching Basics: How MSMEs can present their products to potential investors, clients, and tourism fairs Speakers Presentations</p>	
	<p>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</p>	
	Lunch Break	
	Non-Contact Games/Raffle/Q&A from lecture with prizes	
	<p>Session Four: Afternoon Introduction Lecture on Elevator Pitching Basics: How MSMEs can present their products to potential investors, clients, and tourism fairs Pitching, Presentation of Outputs and Q&A from Panelists</p>	
	Awarding of Certificates and Special Awards	
	Closing and Synthesis	
	Photo Op	
	Fellowship (optional)	

7:00 p.m.	Dinner and debriefing with LGU / DOT/ EMC	
Day 05	ZAMBOANGA- MANILA	
7:00 a.m.	Breakfast	
8:00 a.m.	A. Visit the different Tourism Attractions in the area	
11:00 a.m.	Check-out	
12:30 n.n.	ETD from ZAMBOANGA to MANILA	
1:20 p.m.	ETA in Manila	
2:00 p.m.	End of the Tour	

As of: September 09, 2021 subject to change without prior notice