

Project Name: Community-Based Tourism Marketing Enhancement

Venue: LAKE SEBU, SOUTH COTABATO

Indicative Date: November 09-11 2023 (Indicative dates)

Date / Time	Activity	
	MANILA- GENERAL SANTOS	
DAY 01	CITY	
6:00 a.m.	Travel from Manila to General	
	Santos City	
8:30 a.m.	ETA in general Santos city	
11:00 a.m.	Lunch at Organic Restaurant	
1:30 p.m.	Production Team (Ingress)	
4:00 p.m.	ETA at the Jump-off area	
4:30 p.m.	Back to City	
6:30 p.m.	Dinner at the Hotel together	Total Exhibit will move to Hotel
	with Production Team/	Rodolfo for the Tech Run with
	Speakers/ DOT/ TPB	Subject Matter Experts
		TDD/TEEC
		TPB/TEES
		Final Meeting with Events
		Management Company (EMC) and
		Program Flow
8:30 p.m.	Lights off	
DAY 02	Itinerary for MEDIA	
6:05 a.m.	Check-in and Assembly at NAIA	
7:00 a.m.	Terminal 2	
8:00 a.m.	MANILA – GENERAL SANTOS	
8:10 a.m.	CITY via PR453	
8:30 a.m.	Estimated Time of Arrival for	
9:30 a.m.	Breakfast at SARANGGANI	
	HIGHLAND GARDEN	
10:00 a.m.	Visit Bai Yabing School of Living	
10:15 a.m.	Tradition	



12:00 p.m.	Proceed to Lake Sebu, South	
12:15 p.m.	Cotabato	
4:00 p.m.	Lunch at Maria Todi's School of	
4.00 p.m.	Living Tradition with cultural	
	_	
	performances	
	Check in at Dolores Lake Resort	
	ETA at Gallery of 100 T'nalak	
	Collection	
	Laan Dulay Weaving Center	
	Snacks at Punta Isla	
	in Lake Sebu with photo shot	
	Incentivized Dinner with	
	Business to Business Activity	
DAY 03	IMMERSION ACTIVITY	
6:00 a.m.	Breakfast	
9:00 a.m.	Check-out	
10:30 a.m.	ETD from General Santos City to	
	Manila	
12:00 p.m.	ETA in MANILA	



Project Name: Community-Based Tourism Marketing Enhancement

Venue: ARGAO CEBU

Indicative Date: September 29- October 03 (Indicative dates)

Date / Time	Activity	
	MANILA-CEBU	
DAY 01		
3:00 a.m.	Assembly Time	
	Place: Terminal 2	
	Café France	
4:40 a.m.	ETD from Manila to Cebu	
6:00 a.m.	ETA in CEBU	
	via PR	
	Breakfast at (TBD)	
7:15 a.m.	ETD to Argao, Cebu	
10:00 a.m.	ETD to Argao, Cebu	
11:00 a.m.	Lunch at Argao, Cebu	
	Check-in at the Hotel	
1:30 p.m.	Production Team (Ingress)	
4:00 p.m.	ETA at the Jump-off area	
4:30 p.m.	Back to City	
6:30 p.m.	Dinner at the Hotel together	Total Exhibit will move to Hotel
	with Production Team/	Rodolfo for the Tech Run with
	Speakers/ DOT/ TPB	Subject Matter Experts
		TPB/TEES
		Final Meeting with Events
		Management Company (EMC) and
		Program Flow
8:30 p.m.	Lights off	
DAY 02	WORKSHOP PROPER 1	Itinerary for MEDIA
December 18,	#BUDBRANDMARK:	Tellierary for MEDIA
December 18,	#DUUDNAINUIVIANN.	



2022	Business Development and	
	Brand Marketing	
Venue: Hotel		
Rodolfo		
(5 th Floor)		
4:30 a.m.		Note: Media will join the Opening
6:05 a.m.	Breakfast at the Resort	Program
7:00 a.m.		
8:00 a.m.	#BUDBRANDMARK	Tour Itinerary will cover the visit to
8:10 a.m.	Opening Program	different communities involved in
8:30 a.m.	I. National Anthem II. Invocation	the workshop.
9:30 a.m. 10:00 a.m. 10:15 a.m. 10:30 a.m. 11:00 a.m. 11:15 a.m.	III. Welcome Remarks from (Mayor and or any DOT Rep) IV. Message from (DOT/ or LGU Rep) IV. Rationale of the Programm Introduction and Ice Breaker of participants Participants AM snack BizDev 101: Introduction - Understanding the Customer Journey: From Curiosity to Loyalty	Incentivized Pilgrimage Tour Within – Southern Cebu 6:00 -7:35 a.m. MNL- CEB via PR2845 8:00 a.m. – Breakfast 9:00 a.m. – Start of the Tour Pilgrimage Tour in Cebu City Carcar, Simala Shrine 12:00 n.n. Lunch at Argao 1:30 p.m. Check-in Sea Breeze Hotel and Spa
	- Marketing Mix (Essential Marketing Ps)	3:00 p.m. Church visit at Argao, Cebu
12:00 p.m.	Workshop – Lunch	
12:15 p.m.		6:30 p.m. Incentivized Dinner
1:00 p.m.		•
2:00 p.m.	Importance of Branding and its Practical Applications in Product and Packaging Workshop: Mobile Product Photography and Video Reels	



3:00 p.m.	Break with pm snack	
4:00 p.m.	Continuation of the workshop	
-		
4:30 p.m.	DAY 1 Wrap up	
4:55 p.m.	(Photo Opportunity)	
5:00 p.m.	Participants Back to Hotel	
6:00 p.m.	Incentivized Dinner at the Hotel	
	together with the Invited	
	MEDIA/ Speakers and	
	Production Team	
	Back to its respective Hotels	
DAY 03	WORKSHOP PROPER 2	MEDIA Itinerary
December 19,	#SOSI: School of Sales and	
2022	Influence	
Venue: Hotel		
Rodolfo		
6:00-7:30 a.m.	Breakfast	Day 02
8:00 a.m.	Icebreaker	
8:10 a.m.	Understanding different types	Incentivized Nature-Based activity
	of Sales Strategy	offered by the host Municipality
	Create your Sales Plan	
	Deliver an Elevator Pitch	8:00 a.m. – Breakfast
	Hands-On Activity: Product	9:00 a.m. – Boljoon Church
	Pitching	11:00 a.m. – Sumilon Island
12:00 n.n.	Lunch	12:30 n.n. – Lunch at the Island
1:00 p.m.	Showcase and Customer	3:00 p.m. – Back to Argao
	Experience Feedback	7:00 p.m. – Dinner
	Workshop: Real-Time Live	
	Selling and Vlogging	
4:30 p.m.	Day 2 Wrap up (Photo Op)	
6:00 p.m.	Dinner at Hotel with the LGU/	PM Invited participants will attend
	DOT/Media/ Guest	the Business to Business (B2)
		organized by TPB/ Community
		organized by 17 b/ Community
DAY 04	WORKSHOP PROPER 3	Itinerary Media
December 20,	#BUDOL: E-Commerce Trends	



2022	and Social Media Promotion	
Venue:	Techniques	
7:00 a.m.	Breakfast	
8:00 a.m.	Icebreaker	8:00 a.m. Breakfast
8:10 a.m.	Why should be social and	9:00 a.m. – Visit to the weaving
	online?	community
	Setting up Facebook Page and	12:00 n.n Lunch
	Shop	1:00 p.m. – Business to Business
	Exploring TikTok: Entertainment	Activity
	and Shopping	3:00 p.m. – Check-out back to Cebu
	Social and Chat e-commerce	City
	Marketing Step-by-step Demo	6:00 p.m. – Flight Back to Manila
	and Hands-on Activities	
12:00 n.n.	Lunch Break	
1:00 p.m.	Non-Contact Games/Raffle/Q&A	
	from lecture with prizes	
	Workshop Proper	
	Doing elevator pitch	
2:00 p.m.	Awarding of Certificates/	
	Special Awards	
	Closing and Synthesis	
	Charica Managara	
	Closing Message	
	From the DOT Region XII Officer-	
	in-charge	
	Photo opportunity	
	Participants proceed to Hotel for	
	check-out	
5:30 p.m.	Sun Cruise (San Juanico Bridge)	<u> </u>
7:00 p.m.	Dinner at (TBD)	
7.00 p.m.	Diffici de (1887)	
Day 05	BACK TO MANILA	
December 21,		
2022		
8:00 a.m.	Breakfast	
9:00 a.m.	Check-out/ proceed to	
	Villaconzoilo Farm	
11:00 a.m.	Lunch at the Farm	



2:00 p.m.	Back to Tacloban City with	
	pasalubong	
4:00 p.m.	Heavy pm snack (TBD)	
5:30 p.m.	Arrival at the Airport	
7:00 p.m.	Flight Back to Manila from TAC	
	Airport via PR	
8:40 p.m.	ETA at Manila	
	End of the Program	



Project Name: Community-Based Tourism Marketing Enhancement

Venue: ILOCOS

Indicative Date: October 14-18, 2023 (Indicative dates)

Date / Time	Activity	
	MANILA-ILOCOS	
DAY 01		
10:00 a.m.	Travel from Manila to Ilocos	
	Norte	
12:00 a.m.	Lunch	
1:30 p.m.	Mobile to Pinili, Ilocos Norte	
	Magdalen Gamayo	
3:00 p.m.	Check-in at any 4 star hotel	
	near Pinili, Ilocos Norte and or	
	Hotel Luna	
	Ingress at venue (Pinili)	Total Exhibit will move to the
		venue for the Tech Run with
		Subject Matter Experts
6:30 p.m.	Dinner at the Hotel together	TPB/TEES
	with Production Team/	Final Meeting with Events
	Speakers/ DOT/ TPB	Management Company (EMC) and
		Program Flow
8:30 p.m.	Lights off	
DAY 02	WORKSHOP PROPER 1	Itinerary for MEDIA
	#BUDBRANDMARK:	
	Business Development and	
	Brand Marketing	
4:30 a.m.		Note: Media will join the Opening
6:05 a.m.	Breakfast at the Resort	Program
7:00 a.m.		_
8:00 a.m.	#BUDBRANDMARK	Tour Itinerary will cover the visit to
8:10 a.m.	Opening Program	different communities involved in



8:30 a.m.	I. National Anthem	the workshop.
9:30 a.m. 9:30 a.m. 10:00 a.m. 10:15 a.m. 10:30 a.m. 11:00 a.m. 11:15 a.m.	II. Invocation III. Welcome Remarks from (Mayor and or any DOT Rep) IV. Message from (DOT/ or LGU Rep) IV. Rationale of the Programm Introduction and Ice Breaker of participants Participants AM snack BizDev 101: Introduction - Understanding the Customer Journey: From Curiosity to Loyalty - Marketing Mix (Essential Marketing Ps) Workshop – Lunch	Incentivized Heritage Tour in Ilocos Sur 9:00 a.m. – Assembly at Terminal 3 via PR 11:50- 13:10 – via PR 2196 MNL- LAO Incentivized Pilgrimage Tour from Ilocos Norte to South - Paoay Church - Empanada in Batac - Malacanan of the North - Juan Luna Shrine - 6:00 p.m. check in at La Casa Blanca Hotel in Vigan
1:00 n m		
1:00 p.m.	Importance of Branding and its	
2:00 p.m.	Importance of Branding and its Practical Applications in Product and Packaging Workshop: Mobile Product Photography and Video Reels	
3:00 p.m.	Break with pm snack	
4:00 p.m.	Continuation of the workshop	
4:30 p.m.	DAY 1 Wrap up	
4:55 p.m.	(Photo Opportunity)	
5:00 p.m.	Participants Back to Hotel	
6:00 p.m.	Incentivized Dinner at the Hotel together with the Invited MEDIA/ Speakers and Production Team	



	Back to its respective Hotels	
DAY 03	WORKSHOP PROPER 2	MEDIA Itinerary
December 19,	#SOSI: School of Sales and	
2022	Influence	
Venue: Hotel		
Rodolfo		
6:00-7:30 a.m.	Breakfast	Day 02
8:00 a.m.	Icebreaker	
8:10 a.m.	Understanding different types	Incentivized Nature-Based activity
	of Sales Strategy	offered by the host Municipality/
	Create your Sales Plan	or City
	Deliver an Elevator Pitch	
	Hands-On Activity: Product	Vigan Tour
	Pitching	Calle District
12:00 n.n.	Lunch	
1:00 p.m.	Showcase and Customer	PM Invited participants will attend
	Experience Feedback	the Business to Business (B2)
	Workshop: Real-Time Live	organized by TPB/ Community
	Selling and Vlogging	
4:30 p.m.	Day 2 Wrap up (Photo Op)	Check-in: Hotel Luna
6:00 p.m.	Dinner at Hotel with the LGU/	
	DOT/Media/ Guest	
DAY 04	WORKSHOP PROPER 3	Itinerary Media
December 20,	#BUDOL: E-Commerce Trends	
2022	and Social Media Promotion	
Venue:	Techniques	
7:00 a.m.	Breakfast	
8:00 a.m.	Icebreaker	1:00 p.m. Proceed to Juan Luna
8:10 a.m.	Why should be social and	Shrine
	online?	
	Setting up Facebook Page and	3:00 p.m. Magdalena GAMAYO
	Shop	weaving center
	Exploring TikTok: Entertainment	5.00
	and Shopping	5:00 p.m. LAOAG Museum for the
	Social and Chat e-commerce	Business to Business Activity
	Marketing Step-by-step Demo	organized by TPB/ Community
	and Hands-on Activities	
12:00 n.n.	Lunch Break	



1:00 p.m.	Non-Contact Games/Raffle/Q&A	
·	from lecture with prizes	Back to City Proper- Manila
	Workshop Proper	Via Laoag International Airport
	Doing elevator pitch	
2:00 p.m.	Awarding of Certificates/	
·	Special Awards	
	Closing and Synthesis	
	Closing Message	
	From the DOT Region I	
	Photo opportunity	
	Participants proceed to Hotel for	
	check-out	
5:30 p.m.		
7:00 p.m.	Dinner at (TBD)	
Day 05	BACK TO MANILA	
Day 05 December 21,	BACK TO MANILA	
-	BACK TO MANILA	
December 21,	BACK TO MANILA Breakfast	
December 21, 2022		
December 21, 2022 8:00 a.m.	Breakfast	
December 21, 2022 8:00 a.m. 9:00 a.m.	Breakfast Check-out/ proceed to	
December 21, 2022 8:00 a.m. 9:00 a.m. 11:00 a.m.	Breakfast Check-out/ proceed to Lunch at the Farm	
December 21, 2022 8:00 a.m. 9:00 a.m. 11:00 a.m.	Breakfast Check-out/ proceed to Lunch at the Farm Back to LAO City with	
December 21, 2022 8:00 a.m. 9:00 a.m. 11:00 a.m. 2:00 p.m.	Breakfast Check-out/ proceed to Lunch at the Farm Back to LAO City with pasalubong	
December 21, 2022 8:00 a.m. 9:00 a.m. 11:00 a.m. 2:00 p.m.	Breakfast Check-out/ proceed to Lunch at the Farm Back to LAO City with pasalubong Heavy pm snack (TBD)	
December 21, 2022 8:00 a.m. 9:00 a.m. 11:00 a.m. 2:00 p.m. 4:00 p.m. 5:30 p.m.	Breakfast Check-out/ proceed to Lunch at the Farm Back to LAO City with pasalubong Heavy pm snack (TBD) Arrival at the Airport	
December 21, 2022 8:00 a.m. 9:00 a.m. 11:00 a.m. 2:00 p.m. 4:00 p.m. 5:30 p.m.	Breakfast Check-out/ proceed to Lunch at the Farm Back to LAO City with pasalubong Heavy pm snack (TBD) Arrival at the Airport Flight Back to Manila from LAO	
December 21, 2022 8:00 a.m. 9:00 a.m. 11:00 a.m. 2:00 p.m. 4:00 p.m. 5:30 p.m. 7:00 p.m.	Breakfast Check-out/ proceed to Lunch at the Farm Back to LAO City with pasalubong Heavy pm snack (TBD) Arrival at the Airport Flight Back to Manila from LAO Airport via PR	
December 21, 2022 8:00 a.m. 9:00 a.m. 11:00 a.m. 2:00 p.m. 4:00 p.m. 5:30 p.m. 7:00 p.m.	Breakfast Check-out/ proceed to Lunch at the Farm Back to LAO City with pasalubong Heavy pm snack (TBD) Arrival at the Airport Flight Back to Manila from LAO Airport via PR	



Project Name: Community-Based Tourism Marketing Enhancement

Venue: DAVAO

Indicative Date: August 24-28, **2023** (Indicative dates)

Date / Time	Activity	
	MANILA-DAVAO	
DAY 01		
10:00 a.m.	Travel from Manila to Davao	
12:00 a.m.	Lunch	
1:30 p.m.	Mobile to Davao Del Sur	
3:00 p.m.	Check-in Big Eight Hotel	
	Ingress at venue	
6:30 p.m.	Dinner at the Hotel together with Production Team/ Speakers/ DOT/ TPB	Total Exhibit will move to Hotel Rodolfo for the Tech Run with Subject Matter Experts TPB/TEES Final Meeting with Events
		Management Company (EMC) and Program Flow
8:30 p.m.	Lights off	
DAY 02	WORKSHOP PROPER 1 #BUDBRANDMARK: Business Development and Brand Marketing	Itinerary for MEDIA
4:30 a.m.		Note: Media will join the Opening
6:05 a.m.	Breakfast at the Resort	Program
7:00 a.m.		_
8:00 a.m.	#BUDBRANDMARK	Tour Itinerary will cover the visit to
8:10 a.m.	Opening Program	different communities involved in
8:30 a.m.	I. National Anthem II. Invocation	the workshop.
9:30 a.m.	ii. Ilivocation	



URISIM PROMOTIONS BOAR	T	Т
	III. Welcome Remarks from	Incentivized Heritage Tour in Davao
	(Mayor and or any DOT Rep)	Oriental
	IV. Message from	
	(DOT/ or LGU Rep)	Aliwagwag Falls Eco-Park
	IV. Rationale of the Programm	Subangan Museum
	The state of the Hogianini	Dahican Beach
	Introduction and Ice Breaker of	
	participants	
10:00 a.m.	Participants AM snack	Dinner at Mati City
10:15 a.m.]
10:30 a.m.	BizDev 101: Introduction	
11:00 a.m.	- Understanding the	
11:15 a.m.	Customer Journey: From	
	Curiosity to Loyalty	
	- Marketing Mix	
	(Essential Marketing Ps)	
12:00 p.m.	Workshop – Lunch	1
12:15 p.m.	•	
1:00 p.m.		
2:00 p.m.	Importance of Branding and its	
p	Practical Applications in	
	Product and Packaging	
	Workshop: Mobile Product	
	Photography and Video Reels	
	i notography and video neels	
3:00 p.m.	Break with pm snack	
4:00 p.m.	Continuation of the workshop	
τ.ου μ.m.	Continuation of the workshop	
4:30 p.m.	DAY 1 Wrap up	
4:55 p.m.	(Photo Opportunity)	
5:00 p.m.	Participants Back to Hotel	1
6:00 p.m.	Incentivized Dinner at the Hotel	
	together with the Invited	
	MEDIA/ Speakers and	
	Production Team	
	Back to its respective Hotels	
DAY 03	WORKSHOP PROPER 2	MEDIA Itinerary
December 19,	#SOSI: School of Sales and	,
2022	Influence	
LULL	IIIIaciicc	



Venue: Hotel		
Rodolfo		
nodono		
6:00-7:30 a.m.	Breakfast	Day 02
8:00 a.m.	Icebreaker	
8:10 a.m.	Understanding different types	6:00 a.m. Breakfast
	of Sales Strategy	9:00 a.m. ETA at CARAGA
	Create your Sales Plan	Municipal Hall
	Deliver an Elevator Pitch	10:30 a.m. ETA at the Mandaya
	Hands-On Activity: Product	Community
	Pitching	12:00 n.n. Lunch
12:00 n.n.	Lunch	
1:00 p.m.	Showcase and Customer	2:00 p.m. Back to Caraga Town
	Experience Feedback	4:00 p.m. ETA at Mati City
	Workshop: Real-Time Live	7:00 p.m. Incentivized Dinner
	Selling and Vlogging	
4:30 p.m.	Day 2 Wrap up (Photo Op)	
6:00 p.m.	Dinner at Hotel with the LGU/	
	DOT/Media/ Guest	
DAY 04	WORKSHOP PROPER 3	Itinerary Media
December 20,	#BUDOL: E-Commerce Trends	Itinerary Media
December 20, 2022	#BUDOL: E-Commerce Trends and Social Media Promotion	Itinerary Media
December 20, 2022 Venue:	#BUDOL: E-Commerce Trends and Social Media Promotion Techniques	Itinerary Media
December 20, 2022 Venue: 7:00 a.m.	#BUDOL: E-Commerce Trends and Social Media Promotion Techniques Breakfast	
December 20, 2022 Venue: 7:00 a.m. 8:00 a.m.	#BUDOL: E-Commerce Trends and Social Media Promotion Techniques Breakfast Icebreaker	7:00 a.m. Breakfast
December 20, 2022 Venue: 7:00 a.m.	#BUDOL: E-Commerce Trends and Social Media Promotion Techniques Breakfast Icebreaker Why should be social and	7:00 a.m. Breakfast 8:00 a.m. ETD going to Davao City
December 20, 2022 Venue: 7:00 a.m. 8:00 a.m.	#BUDOL: E-Commerce Trends and Social Media Promotion Techniques Breakfast Icebreaker Why should be social and online?	7:00 a.m. Breakfast 8:00 a.m. ETD going to Davao City 11:00 a.m. Lunch at Tagum City
December 20, 2022 Venue: 7:00 a.m. 8:00 a.m.	#BUDOL: E-Commerce Trends and Social Media Promotion Techniques Breakfast Icebreaker Why should be social and online? Setting up Facebook Page and	7:00 a.m. Breakfast 8:00 a.m. ETD going to Davao City 11:00 a.m. Lunch at Tagum City 1:00 p.m. Shopping at Poblacion
December 20, 2022 Venue: 7:00 a.m. 8:00 a.m.	#BUDOL: E-Commerce Trends and Social Media Promotion Techniques Breakfast Icebreaker Why should be social and online? Setting up Facebook Page and Shop	7:00 a.m. Breakfast 8:00 a.m. ETD going to Davao City 11:00 a.m. Lunch at Tagum City 1:00 p.m. Shopping at Poblacion 2:30 p.m. snacks at Habi at Kape
December 20, 2022 Venue: 7:00 a.m. 8:00 a.m.	#BUDOL: E-Commerce Trends and Social Media Promotion Techniques Breakfast Icebreaker Why should be social and online? Setting up Facebook Page and Shop Exploring TikTok: Entertainment	7:00 a.m. Breakfast 8:00 a.m. ETD going to Davao City 11:00 a.m. Lunch at Tagum City 1:00 p.m. Shopping at Poblacion 2:30 p.m. snacks at Habi at Kape 3:00 p.m. Proceed to Davao
December 20, 2022 Venue: 7:00 a.m. 8:00 a.m.	#BUDOL: E-Commerce Trends and Social Media Promotion Techniques Breakfast Icebreaker Why should be social and online? Setting up Facebook Page and Shop Exploring TikTok: Entertainment and Shopping	7:00 a.m. Breakfast 8:00 a.m. ETD going to Davao City 11:00 a.m. Lunch at Tagum City 1:00 p.m. Shopping at Poblacion 2:30 p.m. snacks at Habi at Kape 3:00 p.m. Proceed to Davao International Airport
December 20, 2022 Venue: 7:00 a.m. 8:00 a.m.	#BUDOL: E-Commerce Trends and Social Media Promotion Techniques Breakfast Icebreaker Why should be social and online? Setting up Facebook Page and Shop Exploring TikTok: Entertainment and Shopping Social and Chat e-commerce	7:00 a.m. Breakfast 8:00 a.m. ETD going to Davao City 11:00 a.m. Lunch at Tagum City 1:00 p.m. Shopping at Poblacion 2:30 p.m. snacks at Habi at Kape 3:00 p.m. Proceed to Davao
December 20, 2022 Venue: 7:00 a.m. 8:00 a.m.	#BUDOL: E-Commerce Trends and Social Media Promotion Techniques Breakfast Icebreaker Why should be social and online? Setting up Facebook Page and Shop Exploring TikTok: Entertainment and Shopping	7:00 a.m. Breakfast 8:00 a.m. ETD going to Davao City 11:00 a.m. Lunch at Tagum City 1:00 p.m. Shopping at Poblacion 2:30 p.m. snacks at Habi at Kape 3:00 p.m. Proceed to Davao International Airport
December 20, 2022 Venue: 7:00 a.m. 8:00 a.m.	#BUDOL: E-Commerce Trends and Social Media Promotion Techniques Breakfast Icebreaker Why should be social and online? Setting up Facebook Page and Shop Exploring TikTok: Entertainment and Shopping Social and Chat e-commerce Marketing Step-by-step Demo	7:00 a.m. Breakfast 8:00 a.m. ETD going to Davao City 11:00 a.m. Lunch at Tagum City 1:00 p.m. Shopping at Poblacion 2:30 p.m. snacks at Habi at Kape 3:00 p.m. Proceed to Davao International Airport
December 20, 2022 Venue: 7:00 a.m. 8:00 a.m. 8:10 a.m.	#BUDOL: E-Commerce Trends and Social Media Promotion Techniques Breakfast Icebreaker Why should be social and online? Setting up Facebook Page and Shop Exploring TikTok: Entertainment and Shopping Social and Chat e-commerce Marketing Step-by-step Demo and Hands-on Activities	7:00 a.m. Breakfast 8:00 a.m. ETD going to Davao City 11:00 a.m. Lunch at Tagum City 1:00 p.m. Shopping at Poblacion 2:30 p.m. snacks at Habi at Kape 3:00 p.m. Proceed to Davao International Airport
December 20, 2022 Venue: 7:00 a.m. 8:00 a.m. 8:10 a.m.	#BUDOL: E-Commerce Trends and Social Media Promotion Techniques Breakfast Icebreaker Why should be social and online? Setting up Facebook Page and Shop Exploring TikTok: Entertainment and Shopping Social and Chat e-commerce Marketing Step-by-step Demo and Hands-on Activities Lunch Break	7:00 a.m. Breakfast 8:00 a.m. ETD going to Davao City 11:00 a.m. Lunch at Tagum City 1:00 p.m. Shopping at Poblacion 2:30 p.m. snacks at Habi at Kape 3:00 p.m. Proceed to Davao International Airport
December 20, 2022 Venue: 7:00 a.m. 8:00 a.m. 8:10 a.m.	#BUDOL: E-Commerce Trends and Social Media Promotion Techniques Breakfast Icebreaker Why should be social and online? Setting up Facebook Page and Shop Exploring TikTok: Entertainment and Shopping Social and Chat e-commerce Marketing Step-by-step Demo and Hands-on Activities Lunch Break Non-Contact Games/Raffle/Q&A	7:00 a.m. Breakfast 8:00 a.m. ETD going to Davao City 11:00 a.m. Lunch at Tagum City 1:00 p.m. Shopping at Poblacion 2:30 p.m. snacks at Habi at Kape 3:00 p.m. Proceed to Davao International Airport



2:00 p.m.	Awarding of Certificates/ Special Awards	
	Closing and Synthesis	
	Closing Message	
	From the DOT Region XII Officer-in-charge	
	Photo opportunity	
	Participants proceed to Hotel for check-out	
5:30 p.m.	Sun Cruise (San Juanico Bridge)	
7:00 p.m.	Dinner at (TBD)	
Day 05	BACK TO MANILA	
Day 03	DACK TO WANTE	
December 21,	BACK TO WANILA	
-	BACK TO WIANILA	
December 21,	Breakfast	
December 21, 2022		
December 21, 2022 8:00 a.m.	Breakfast	
December 21, 2022 8:00 a.m.	Breakfast Check-out/ proceed to CARAGA	
December 21, 2022 8:00 a.m. 9:00 a.m.	Breakfast Check-out/ proceed to CARAGA Weaving Community	
December 21, 2022 8:00 a.m. 9:00 a.m. 11:00 a.m.	Breakfast Check-out/ proceed to CARAGA Weaving Community Lunch at the Farm	
December 21, 2022 8:00 a.m. 9:00 a.m. 11:00 a.m. 2:00 p.m.	Breakfast Check-out/ proceed to CARAGA Weaving Community Lunch at the Farm Back to Mati City	
December 21, 2022 8:00 a.m. 9:00 a.m. 11:00 a.m. 2:00 p.m. 4:00 p.m.	Breakfast Check-out/ proceed to CARAGA Weaving Community Lunch at the Farm Back to Mati City Heavy pm snack (TBD)	
December 21, 2022 8:00 a.m. 9:00 a.m. 11:00 a.m. 2:00 p.m. 4:00 p.m. 5:30 p.m.	Breakfast Check-out/ proceed to CARAGA Weaving Community Lunch at the Farm Back to Mati City Heavy pm snack (TBD) Mobile to Davao City	
December 21, 2022 8:00 a.m. 9:00 a.m. 11:00 a.m. 2:00 p.m. 4:00 p.m. 5:30 p.m.	Breakfast Check-out/ proceed to CARAGA Weaving Community Lunch at the Farm Back to Mati City Heavy pm snack (TBD) Mobile to Davao City Flight Back to Manila from	
December 21, 2022 8:00 a.m. 9:00 a.m. 11:00 a.m. 2:00 p.m. 4:00 p.m. 5:30 p.m. 7:00 p.m.	Breakfast Check-out/ proceed to CARAGA Weaving Community Lunch at the Farm Back to Mati City Heavy pm snack (TBD) Mobile to Davao City Flight Back to Manila from Davao - Manila	



Project Name: Community-Based Tourism Marketing Enhancement

Venue: MAGUINDANAO

Indicative Date: December 08-12, 2023 (Indicative dates)

Date / Time	Activity	
	MANILA-MAGUINDANAO	
DAY 01		
3:00 a.m.	Assembly Time	
	Place: Terminal 2	
	Café France	
4:40 a.m.	ETD from Manila to Cebu	
9:00 a.m.	ETA in COTABATO CITY	
	via PR	
	Breakfast at (TBD)	
11:00 a.m.	Lunch at Argao, Cebu	
	Check-in at the Hotel	
1:30 p.m.	Production Team (Ingress)	
4:00 p.m.	ETA at the Jump-off area	
4:30 p.m.	Back to City	
6:30 p.m.	Dinner at the Hotel together	Total Exhibit will move to Hotel
	with Production Team/ Speakers/ DOT/ TPB	Rodolfo for the Tech Run with Subject Matter Experts
		TPB/TEES
		Final Meeting with Events
		Management Company (EMC) and Program Flow
8:30 p.m.	Lights off	
DAY 02 December 18, 2022	WORKSHOP PROPER 1 #BUDBRANDMARK: Business Development and Brand Marketing	Itinerary for MEDIA



Venue: Hotel		
Rodolfo		
(5 th Floor)		
4:30 a.m.		Note: Media will join the Opening
6:05 a.m.	Breakfast at the Resort	Program
7:00 a.m.	1	, c
8:00 a.m.	#BUDBRANDMARK	Tour Itinerary will cover the visit to
8:10 a.m.	Opening Program	different communities involved in
8:30 a.m.	I. National Anthem	the workshop.
9:30 a.m.	II. Invocation III. Welcome Remarks from	
	(Mayor and or any DOT Rep)	Incentivized Pilgrimage Tour
	IV. Message from	Within and nearby towns
	(DOT/ or LGU Rep)	
	IV. Rationale of the Programm	- Abas weaving community
	iv. Rationale of the Programm	metal weaver
	Introduction and Ice Breaker of	Maguindanao Waaying
	participants	 Maguindanao Weaving Community
10:00 a.m.	Participants AM snack	Community
10:15 a.m.		
10:30 a.m.	BizDev 101: Introduction	
11:00 a.m.	- Understanding the	
11:15 a.m.	Customer Journey: From	
	Curiosity to Loyalty	
	- Marketing Mix	
	(Essential Marketing Ps)	
12:00 p.m.	Workshop – Lunch	1
12:15 p.m.		
1:00 p.m.		
2:00 p.m.	Importance of Branding and its	
	Practical Applications in	
	Product and Packaging	
	Workshop: Mobile Product	
	Photography and Video Reels	
3:00 p.m.	Break with pm snack	
4:00 p.m.	Continuation of the workshop	
4:30 p.m.	DAY 1 Wrap up	
4:55 p.m.	(Photo Opportunity)	



5:00 p.m.	Participants Back to Hotel	
6:00 p.m.	Incentivized Dinner at the Hotel	
	together with the Invited	
	MEDIA/ Speakers and	
	Production Team	
	Back to its respective Hotels	
DAY 03	WORKSHOP PROPER 2	MEDIA Itinerary
December 19,	#SOSI: School of Sales and	
2022	Influence	
Venue: Hotel		
Rodolfo		
6:00-7:30 a.m.	Breakfast	Day 02
8:00 a.m.	Icebreaker	
8:10 a.m.	Understanding different types	Incentivized Nature-Based activity
	of Sales Strategy	offered by the host Municipality
	Create your Sales Plan	
	Deliver an Elevator Pitch	Sites and attractions will be
	Hands-On Activity: Product	provided by the LGU
	Pitching	
12:00 n.n.	Lunch	
1:00 p.m.	Showcase and Customer	
-	Experience Feedback	
	Workshop: Real-Time Live	
	Selling and Vlogging	
4:30 p.m.	Day 2 Wrap up (Photo Op)	
6:00 p.m.	Dinner at Hotel with the LGU/	
	DOT/Media/ Guest	
DAY 04	WORKSHOP PROPER 3	Itinerary Media
December 20,	#BUDOL: E-Commerce Trends	
2022	and Social Media Promotion	
Venue:	Techniques	
7:00 a.m.	Breakfast	
8:00 a.m.	Icebreaker	Back to City Proper- Manila
8:10 a.m.	Why should be social and	
	online?	
	Setting up Facebook Page and	
	Shop	
	Exploring TikTok: Entertainment	
	and Shopping	



Social and Chat e-commerce
Marketing Step-by-step Demo
and Hands-on Activities
Lunch Break
Non-Contact Games/Raffle/Q&A
from lecture with prizes
Workshop Proper
Doing elevator pitch
Awarding of Certificates/
Special Awards
Closing and Synthesis
Closing Message
From the DOT Region XII Officer-
in-charge
_
Photo opportunity
Participants proceed to Hotel for
check-out
Sun Cruise (San Juanico Bridge)
Dinner at (TBD)
BACK TO MANILA
Breakfast
Breakfast Check-out/ proceed to
Check-out/ proceed to
Check-out/ proceed to Villaconzoilo Farm Lunch at the Farm
Check-out/ proceed to Villaconzoilo Farm Lunch at the Farm Back to Tacloban City with
Check-out/ proceed to Villaconzoilo Farm Lunch at the Farm Back to Tacloban City with pasalubong
Check-out/ proceed to Villaconzoilo Farm Lunch at the Farm Back to Tacloban City with pasalubong Heavy pm snack (TBD)
Check-out/ proceed to Villaconzoilo Farm Lunch at the Farm Back to Tacloban City with pasalubong Heavy pm snack (TBD) Arrival at the Airport
Check-out/ proceed to Villaconzoilo Farm Lunch at the Farm Back to Tacloban City with pasalubong Heavy pm snack (TBD) Arrival at the Airport Flight Back to Manila from TAC
Check-out/ proceed to Villaconzoilo Farm Lunch at the Farm Back to Tacloban City with pasalubong Heavy pm snack (TBD) Arrival at the Airport Flight Back to Manila from TAC Airport via PR
Check-out/ proceed to Villaconzoilo Farm Lunch at the Farm Back to Tacloban City with pasalubong Heavy pm snack (TBD) Arrival at the Airport Flight Back to Manila from TAC
Check-out/ proceed to Villaconzoilo Farm Lunch at the Farm Back to Tacloban City with pasalubong Heavy pm snack (TBD) Arrival at the Airport Flight Back to Manila from TAC Airport via PR





Project Name: Community-Based Tourism Marketing Enhancement

Venue: ANTIQUE

Indicative Date: October 19-23, 2023 (Indicative dates)

Date / Time	Activity	
	MANILA- ANTIQUE	
DAY 01		
3:00 a.m.	Assembly Time	
	Place: Terminal 2	
	Café France	
6:40 a.m.	ETD from Manila to Antique	
8:00 a.m.	ETA in ANTIQUE	
	via PR	
	Breakfast at (TBD)	
11:00 a.m.	Lunch at San De Buenavista	
	Check-in at the Hotel	
1:30 p.m.	Production Team (Ingress)	
4:00 p.m.	ETA at the Jump-off area	
4:30 p.m.	Back to City	
6:30 p.m.	Dinner at the Hotel together with Production Team/ Speakers/ DOT/ TPB	Total Exhibit will move to Hotel Rodolfo for the Tech Run with Subject Matter Experts
		TPB/TEES Final Meeting with Events Management Company (EMC) and Program Flow
8:30 p.m.	Lights off	
DAY 02 December 18, 2022	WORKSHOP PROPER 1 #BUDBRANDMARK: Business Development and Brand Marketing	Itinerary for MEDIA



Venue: Hotel		
Rodolfo		
(5 th Floor)		
4:30 a.m.		Note: Media will join the Opening
	Breakfast at the Resort	
6:05 a.m.	Breaklast at the Resort	Program
7:00 a.m.	WELLES AND AARK	Tour Itin orang will cover the visit to
8:00 a.m.	#BUDBRANDMARK	Tour Itinerary will cover the visit to
8:10 a.m.	Opening Program I. National Anthem	different communities involved in
8:30 a.m.	II. Invocation	the workshop.
9:30 a.m.	- III. Welcome Remarks from	
	(Mayor and or any DOT Rep)	Incentivized Pilgrimage Tour
	IV. Message from	Within and nearby towns of Ilocos
	(DOT/ or LGU Rep)	Sur and Norte
	IV. Rationale of the Programm	
	Introduction and Ice Breaker of	
10:00 a.m.	Participants AM spack	-
	Participants AM snack	
10:15 a.m.	D' D 404 L L L L L'	-
10:30 a.m.	BizDev 101: Introduction	
11:00 a.m.	- Understanding the	
11:15 a.m.	Customer Journey: From	
	Curiosity to Loyalty	
	- Marketing Mix	
	(Essential Marketing Ps)	
12:00 p.m.	Workshop – Lunch	_
12:15 p.m.		
1:00 p.m.		
2:00 p.m.	Importance of Branding and its	
	Practical Applications in	
	Product and Packaging	
	Workshop: Mobile Product	
	Photography and Video Reels	
3:00 p.m.	Break with pm snack	
4:00 p.m.	Continuation of the workshop	
	1	
4:30 p.m.	DAY 1 Wrap up	
4:55 p.m.	(Photo Opportunity)	



5:00 p.m.	Participants Back to Hotel	
6:00 p.m.	Incentivized Dinner at the Hotel	
•	together with the Invited	
	MEDIA/ Speakers and	
	Production Team	
	Back to its respective Hotels	
DAY 03	WORKSHOP PROPER 2	MEDIA Itinerary
December 19,	#SOSI: School of Sales and	·
2022	Influence	
Venue: Hotel		
Rodolfo		
6:00-7:30 a.m.	Breakfast	Day 02
8:00 a.m.	Icebreaker	
8:10 a.m.	Understanding different types	Incentivized Nature-Based activity
	of Sales Strategy	offered by the host Municipality
	Create your Sales Plan	
	Deliver an Elevator Pitch	
	Hands-On Activity: Product	
	Pitching	
12:00 n.n.	Lunch	
1:00 p.m.	Showcase and Customer	
	Experience Feedback	PM Invited participants will attend
	Workshop: Real-Time Live	the Business to Business (B2)
	Selling and Vlogging	organized by TPB/ Community
4:30 p.m.	Day 2 Wrap up (Photo Op)	
6:00 p.m.	Dinner at Hotel with the LGU/	
	DOT/Media/ Guest	
DAY 04	WORKSHOP PROPER 3	Itinerary Media
December 20,	#BUDOL: E-Commerce Trends	
2022	and Social Media Promotion	
Venue:	Techniques	
7:00 a.m.	Breakfast	
8:00 a.m.	Icebreaker	Back to City Proper- Manila
8:10 a.m.	Why should be social and	
	online?	
	Setting up Facebook Page and	
	Shop	
	Exploring TikTok: Entertainment	
	and Shopping	



	Social and Chat e-commerce
	Marketing Step-by-step Demo
	and Hands-on Activities
12:00 n.n.	Lunch Break
1:00 p.m.	Non-Contact Games/Raffle/Q&A
	from lecture with prizes
	Workshop Proper
	Doing elevator pitch
2:00 p.m.	Awarding of Certificates/
	Special Awards
	Closing and Synthesis
	,
	Closing Message
	From the DOT Region XII Officer-
	in-charge
	Photo opportunity
	Participants proceed to Hotel for
	check-out
5:30 p.m.	Sun Cruise (San Juanico Bridge)
7:00 p.m.	Dinner at (TBD)
7.00 μ.π.	
Day 05	BACK TO MANILA
•	DACK TO IVIAINILA
December 21,	
2022	Proakfact
2022 8:00 a.m.	Breakfast Charles and
2022 8:00 a.m. 9:00 a.m.	Check-out
8:00 a.m. 9:00 a.m. 11:00 a.m.	Check-out Lunch at the Farm
8:00 a.m. 9:00 a.m. 11:00 a.m. 2:00 p.m.	Check-out Lunch at the Farm Proceed to City with pasalubong
8:00 a.m. 9:00 a.m. 11:00 a.m. 2:00 p.m. 4:00 p.m.	Check-out Lunch at the Farm Proceed to City with pasalubong Heavy pm snack (TBD)
8:00 a.m. 9:00 a.m. 11:00 a.m. 2:00 p.m.	Check-out Lunch at the Farm Proceed to City with pasalubong
8:00 a.m. 9:00 a.m. 11:00 a.m. 2:00 p.m. 4:00 p.m.	Check-out Lunch at the Farm Proceed to City with pasalubong Heavy pm snack (TBD)
8:00 a.m. 9:00 a.m. 11:00 a.m. 2:00 p.m. 4:00 p.m. 5:30 p.m.	Check-out Lunch at the Farm Proceed to City with pasalubong Heavy pm snack (TBD) Arrival at the Airport
8:00 a.m. 9:00 a.m. 11:00 a.m. 2:00 p.m. 4:00 p.m. 5:30 p.m.	Check-out Lunch at the Farm Proceed to City with pasalubong Heavy pm snack (TBD) Arrival at the Airport Flight Back to Manila from ILO
8:00 a.m. 9:00 a.m. 11:00 a.m. 2:00 p.m. 4:00 p.m. 5:30 p.m. 7:00 p.m.	Check-out Lunch at the Farm Proceed to City with pasalubong Heavy pm snack (TBD) Arrival at the Airport Flight Back to Manila from ILO Airport via PR
8:00 a.m. 9:00 a.m. 11:00 a.m. 2:00 p.m. 4:00 p.m. 5:30 p.m. 7:00 p.m.	Check-out Lunch at the Farm Proceed to City with pasalubong Heavy pm snack (TBD) Arrival at the Airport Flight Back to Manila from ILO Airport via PR



Project Name: Community-Based Tourism Marketing Enhancement

Venue: CORDILLERA

Indicative Date: November 22-26, 2023 (Indicative dates)

Date / Time	Activity	
	MANILA- IFUGAO	
DAY 01		
12:00 a.m.	Travel from Manila to Ifugao	
8:00 a.m.	ETD in Ifugao	
11:00 a.m.	Lunch at Ifugao Restaurant	
	Check-in at the Hotel	
1:30 p.m.	Production Team (Ingress)	
4:00 p.m.	ETA at the Jump-off area	
4:30 p.m.	Back to City	
6:30 p.m.	Dinner at the Hotel together	Total Exhibit will move to Hotel
	with Production Team/	Rodolfo for the Tech Run with
	Speakers/ DOT/ TPB	Subject Matter Experts
		TPB/TEES
		Final Meeting with Events
		Management Company (EMC) and
		Program Flow
8:30 p.m.	Lights off	
DAY 02	WORKSHOP PROPER 1	Itinerary for MEDIA
December 18,	#BUDBRANDMARK:	
2022	Business Development and	
	Brand Marketing	
Venue: Hotel		
Rodolfo		
(5 th Floor)		



4:30 a.m.		Note: Media will join the Opening
6:05 a.m.	Breakfast at the Resort	Program
7:00 a.m.		
8:00 a.m.	#BUDBRANDMARK	Tour Itinerary will cover the visit to
8:10 a.m.	Opening Program	different communities involved in
8:30 a.m.	I. National Anthem	the workshop.
9:30 a.m.	II. Invocation III. Welcome Remarks from	
	(Mayor and or any DOT Rep)	Incentivized Pilgrimage Tour
	IV. Message from	Within and nearby towns of
	(DOT/ or LGU Rep)	IFUGAO
	IV. Rationale of the Programm	
	Introduction and Ice Breaker of participants	
10:00 a.m.	Participants AM snack	1
10:15 a.m.		
10:30 a.m.	BizDev 101: Introduction	
11:00 a.m.	 Understanding the 	
11:15 a.m.	Customer Journey: From	
	Curiosity to Loyalty	
	 Marketing Mix 	
	(Essential Marketing Ps)	
12:00 p.m.	Workshop – Lunch	
12:15 p.m.		
1:00 p.m.		
2:00 p.m.	Importance of Branding and its	
	Practical Applications in	
	Product and Packaging	
	Workshop: Mobile Product	
	Photography and Video Reels	
3:00 p.m.	Break with pm snack	
4:00 p.m.	Continuation of the workshop	
4:30 p.m.	DAY 1 Wrap up	
4:55 p.m.	(Photo Opportunity)	
5:00 p.m.	Participants Back to Hotel	
6:00 p.m.	Incentivized Dinner at the Hotel	



	together with the Invited	
	MEDIA/ Speakers and	
	Production Team	
	Back to its respective Hotels	
DAY 03	WORKSHOP PROPER 2	MEDIA Itinerary
December 19,	#SOSI: School of Sales and	
2022	Influence	
Venue: Hotel		
Rodolfo		
6:00-7:30 a.m.	Breakfast	Day 02
8:00 a.m.	Icebreaker	
8:10 a.m.	Understanding different types	Incentivized Nature-Based activity
	of Sales Strategy	offered by the host Municipality
	Create your Sales Plan	
	Deliver an Elevator Pitch	
	Hands-On Activity: Product	
	Pitching	
12:00 n.n.	Lunch	
1:00 p.m.	Showcase and Customer	
	Experience Feedback	PM Invited participants will attend
	Workshop: Real-Time Live	the Business to Business (B2)
	Selling and Vlogging	organized by TPB/ Community
4:30 p.m.	Day 2 Wrap up (Photo Op)	
6:00 p.m.	Dinner at Hotel with the LGU/	
	DOT/Media/ Guest	
DAY 04	WORKSHOP PROPER 3	Itinerary Media
December 20,	#BUDOL: E-Commerce Trends	
2022	and Social Media Promotion	
Venue:	Techniques	
7:00 a.m.	Breakfast	
8:00 a.m.	Icebreaker	Back to City Proper- Manila
8:10 a.m.	Why should be social and	
	online?	Flight back to Manila
	Setting up Facebook Page and	
	Shop	
	Exploring TikTok: Entertainment	
	and Shopping	
	Social and Chat e-commerce	
	Marketing Step-by-step Demo	



	1	
	and Hands-on Activities	
12:00 n.n.	Lunch Break	
1:00 p.m.	Non-Contact Games/Raffle/Q&A	
	from lecture with prizes	
	Workshop Proper	
	Doing elevator pitch	
2:00 p.m.	Awarding of Certificates/	
	Special Awards	
	Closing and Synthesis	
	Closing Message	
	From the DOT Region XII Officer-	
	in-charge	
	Photo opportunity	
	Participants proceed to Hotel for	
	check-out	
7:00 p.m.	Dinner at (TBD)	
Day 05	BACK TO MANILA	
December 21,		
2022		
8:00 a.m.	Breakfast	
9:00 a.m.	Check-out/ proceed to Manila	
8:40 p.m.	ETA at Manila	
	End of the Program	
	1	