

## ITINERARY FORM

Project Name: Community-Based Tourism Marketing Enhancement  
Venue: LAKE SEBU, SOUTH COTABATO  
Indicative Date: November 09-11 2023 (Indicative dates)

### LOT 1

Date / Time	Activity	
<b>DAY 01</b>	<b>MANILA- GENERAL SANTOS CITY</b>	
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.	<b>Production Team (Ingress)</b>	
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	
<b>DAY 02</b>	<b>Itinerary for MEDIA</b>	
6:05 a.m.	Check-in and Assembly at NAIA Terminal 2	
7:00 a.m.		
8:00 a.m.	<b>MANILA – GENERAL SANTOS CITY</b> via PR453	
8:10 a.m.		
8:30 a.m.	<b>Estimated Time of Arrival for Breakfast at SARANGGANI HIGHLAND GARDEN</b>	
9:30 a.m.		
10:00 a.m.	<b>Visit Bai Yabing School of Living Tradition</b>	
10:15 a.m.		

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

As of: **July 02, 2023** subject to change without prior notice

## ITINERARY FORM

**Project Name:** Community-Based Tourism Marketing Enhancement

**Venue:** ARGAO CEBU

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

### LOT 2

Date / Time	Activity	
<b>DAY 01</b>	<b>MANILA-CEBU</b>	
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 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	
<b>DAY 02</b> <b>December 18,</b>	<b>WORKSHOP PROPER 1</b> <b>#BUDBRANDMARK:</b>	<b>Itinerary for MEDIA</b>

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

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

2022 Venue:	and Social Media Promotion Techniques	
7:00 a.m.	Breakfast	8:00 a.m. Breakfast 9:00 a.m. – Visit to the weaving community 12:00 n.n Lunch 1:00 p.m. – Business to Business Activity 3:00 p.m. – Check-out back to Cebu City 6:00 p.m. – Flight Back to Manila
8:00 a.m.	Icebreaker	
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 <b>Workshop Proper</b> Doing elevator pitch	
2:00 p.m.	<b>Awarding of Certificates/ Special Awards</b>  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)	
<b>Day 05 December 21, 2022</b>	<b>BACK TO MANILA</b>	
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	

As of: **July 02, 2023** subject to change without prior notice

## ITINERARY FORM

**Project Name:** Community-Based Tourism Marketing Enhancement

**Venue:** ILOCOS

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

### LOT 3

Date / Time	Activity	
<b>DAY 01</b>	<b>MANILA-ILOCOS</b>	
10:00 a.m.	Travel from Manila to Ilocos Norte	
12:00 a.m.	Lunch	
1:30 p.m.	Mobile to Pinili, Ilocos Norte <b>Magdalen Gamayo</b>	
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 with Production Team/ Speakers/ DOT/ TPB	TPB/TEES Final Meeting with Events Management Company (EMC) and Program Flow
8:30 p.m.	Lights off	
<b>DAY 02</b>	<b>WORKSHOP PROPER 1</b> <b>#BUDBRANDMARK:</b> Business Development and Brand Marketing	<b>Itinerary for MEDIA</b>
4:30 a.m.		<b>Note: Media will join the Opening Program</b>
6:05 a.m.	Breakfast at the Resort	
7:00 a.m.		
8:00 a.m.	<b>#BUDBRANDMARK</b>	Tour Itinerary will cover the visit to different communities involved in
8:10 a.m.	<b>Opening Program</b>	



8:30 a.m.	I. National Anthem	the workshop.  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
9:30 a.m.	II. Invocation	
	III. <b>Welcome Remarks</b> from (Mayor and or any DOT Rep)	
	IV. <b>Message from (DOT/ or LGU Rep)</b>	
	IV. Rationale of the Programm  <i>Introduction and Ice Breaker of participants</i>	
10:00 a.m.	Participants AM snack	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
10:15 a.m.		
10:30 a.m.	<b>BizDev 101: Introduction</b>	
11:00 a.m.	- Understanding the Customer Journey: From Curiosity to Loyalty	
11:15 a.m.	- Marketing Mix (Essential Marketing Ps)	
12:00 p.m.	Workshop – Lunch	
12:15 p.m.		
1:00 p.m.		
2:00 p.m.	<b>Importance of Branding and its Practical Applications in Product and Packaging</b> Workshop: Mobile Product Photography and Video Reels	
3:00 p.m.	<b>Break with pm snack</b>	
4:00 p.m.	Continuation of the workshop	
4:30 p.m.	<b>DAY 1 Wrap up</b>	
4:55 p.m.	<b>(Photo Opportunity)</b>	
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	
<b>DAY 03</b> <b>December 19,</b> <b>2022</b> <b>Venue: Hotel</b> <b>Rodolfo</b>	<b>WORKSHOP PROPER 2</b> <b>#SOSI: School of Sales and</b> <b>Influence</b>	<b>MEDIA Itinerary</b>
<b>6:00-7:30 a.m.</b>	<b>Breakfast</b>	<b>Day 02</b>  Incentivized Nature-Based activity offered by the host Municipality/ or City  <b>Vigan Tour</b> <b>Calle District</b>  <b>PM Invited participants will attend</b> <b>the Business to Business (B2)</b> <b>organized by TPB/ Community</b>  <b>Check-in: Hotel Luna</b>
8:00 a.m.	Icebreaker	
8:10 a.m.	<b>Understanding different types</b> <b>of Sales Strategy</b> <b>Create your Sales Plan</b> <b>Deliver an Elevator Pitch</b> <b>Hands-On Activity: Product</b> <b>Pitching</b>	
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	
<b>DAY 04</b> <b>December 20,</b> <b>2022</b> <b>Venue:</b>	<b>WORKSHOP PROPER 3</b> <b>#BUDOL: E-Commerce Trends</b> <b>and Social Media Promotion</b> <b>Techniques</b>	<b>Itinerary Media</b>
7:00 a.m.	Breakfast	1:00 p.m. Proceed to Juan Luna Shrine  3:00 p.m. Magdalena GAMAYO weaving center  5:00 p.m. LAOAG Museum for the Business to Business Activity <b>organized by TPB/ Community</b>
8:00 a.m.	Icebreaker	
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 <b>Workshop Proper</b> Doing elevator pitch	Back to City Proper- Manila Via Laoag International Airport
2:00 p.m.	<b>Awarding of Certificates/ Special Awards</b>  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)	
<b>Day 05 December 21, 2022</b>	<b>BACK TO MANILA</b>	
8:00 a.m.	Breakfast	
9:00 a.m.	Check-out/ proceed to	
11:00 a.m.	Lunch at the Farm	
2:00 p.m.	Back to LAO 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 LAO Airport via PR	
8:40 p.m.	ETA at Manila	
	End of the Program	

As of: **July 02, 2023** subject to change without prior notice

## ITINERARY FORM

**Project Name:** Community-Based Tourism Marketing Enhancement

**Venue:** DAVAO

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

### LOT 4

Date / Time	Activity	
<b>DAY 01</b>	<b>MANILA-DAVAO</b>	
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	
<b>DAY 02</b>	<b>WORKSHOP PROPER 1</b> <b>#BUDBRANDMARK:</b> Business Development and Brand Marketing	<b>Itinerary for MEDIA</b>
4:30 a.m.		<b>Note: Media will join the Opening Program</b>  Tour Itinerary will cover the visit to different communities involved in the workshop.
6:05 a.m.	Breakfast at the Resort	
7:00 a.m.		
8:00 a.m.	#BUDBRANDMARK	
8:10 a.m.	Opening Program	
8:30 a.m.	I. National Anthem	
9:30 a.m.	II. Invocation	

	<p>III. <b>Welcome Remarks</b> from (Mayor and or any DOT Rep)</p> <p>IV. <b>Message from</b> (DOT/ or LGU Rep)</p> <p>IV. Rationale of the Programm</p> <p><i>Introduction and Ice Breaker of participants</i></p>	<p>Incentivized Heritage Tour in Davao Oriental</p> <p>Aliwagwag Falls Eco-Park Subangan Museum Dahican Beach</p>
10:00 a.m.	Participants AM snack	<b>Dinner at Mati City</b>
10:15 a.m.		
10:30 a.m.	<b>BizDev 101: Introduction</b> <ul style="list-style-type: none"><li>- Understanding the Customer Journey: From Curiosity to Loyalty</li><li>- Marketing Mix (Essential Marketing Ps)</li></ul>	
11:00 a.m.		
11:15 a.m.		
12:00 p.m.	Workshop – Lunch	
12:15 p.m.		
1:00 p.m.		
2:00 p.m.	<b>Importance of Branding and its Practical Applications in Product and Packaging</b> Workshop: Mobile Product Photography and Video Reels	
3:00 p.m.	<b>Break with pm snack</b>	
4:00 p.m.	Continuation of the workshop	
4:30 p.m.	<b>DAY 1 Wrap up (Photo Opportunity)</b>	
4:55 p.m.		
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	
<b>DAY 03 December 19, 2022</b>	<b>WORKSHOP PROPER 2 #SOSI: School of Sales and Influence</b>	<b>MEDIA Itinerary</b>

<b>Venue: Hotel Rodolfo</b>		
<b>6:00-7:30 a.m.</b>	<b>Breakfast</b>	<b>Day 02</b>  6:00 a.m. Breakfast 9:00 a.m. ETA at CARAGA Municipal Hall 10:30 a.m. ETA at the Mandaya Community 12:00 n.n. Lunch  2:00 p.m. Back to Caraga Town 4:00 p.m. ETA at Mati City 7:00 p.m. Incentivized Dinner
8:00 a.m.	Icebreaker	
8:10 a.m.	<b>Understanding different types of Sales Strategy</b> <b>Create your Sales Plan</b> <b>Deliver an Elevator Pitch</b> <b>Hands-On Activity: Product Pitching</b>	
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	
<b>DAY 04</b> <b>December 20, 2022</b> <b>Venue:</b>	<b>WORKSHOP PROPER 3</b> <b>#BUDOL: E-Commerce Trends and Social Media Promotion Techniques</b>	<b>Itinerary Media</b>
7:00 a.m.	Breakfast	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 5:00 p.m. Flight back to Manila
8:00 a.m.	Icebreaker	
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 <b>Workshop Proper</b> Doing elevator pitch	

2:00 p.m.	<b>Awarding of Certificates/ Special Awards</b>	
	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)	
<b>Day 05 December 21, 2022</b>	<b>BACK TO MANILA</b>	
8:00 a.m.	Breakfast	
9:00 a.m.	Check-out/ proceed to CARAGA Weaving Community	
11:00 a.m.	Lunch at the Farm	
2:00 p.m.	Back to Mati City	
4:00 p.m.	Heavy pm snack (TBD)	
5:30 p.m.	Mobile to Davao City	
7:00 p.m.	Flight Back to Manila from Davao - Manila	
8:40 p.m.	ETA at Manila	
	End of the Program	

As of: **July 02, 2023** subject to change without prior notice

## ITINERARY FORM

**Project Name:** Community-Based Tourism Marketing Enhancement

**Venue:** MAGUINDANAO

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

### LOT 5

Date / Time	Activity	
<b>DAY 01</b>	<b>MANILA-MAGUINDANAO</b>	
<b>3:00 a.m.</b>	<b>Assembly Time</b> <b>Place: Terminal 2</b> <b>Café France</b>	
4:40 a.m.	ETD from Manila to Cebu	
9:00 a.m.	<b>ETA in COTABATO CITY</b> via PR	
	<b>Breakfast at (TBD)</b>	
11:00 a.m.	Lunch at Argao, Cebu Check-in at the Hotel	
1:30 p.m.	<b>Production Team (Ingress)</b>	
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	
<b>DAY 02</b> <b>December 18,</b> <b>2022</b>	<b>WORKSHOP PROPER 1</b> <b>#BUDBRANDMARK:</b> Business Development and Brand Marketing	<b>Itinerary for MEDIA</b>



Venue: Hotel Rodolfo (5 <sup>th</sup> Floor)		
4:30 a.m.		<b>Note: Media will join the Opening Program</b>  Tour Itinerary will cover the visit to different communities involved in the workshop.  Incentivized Pilgrimage Tour Within and nearby towns <ul style="list-style-type: none"><li>- <b>Abas weaving community metal weaver</b></li><li>- <b>Maguindanao Weaving Community</b></li></ul>
6:05 a.m.	Breakfast at the Resort	
7:00 a.m.		
8:00 a.m.	#BUDBRANDMARK <b>Opening Program</b> <ul style="list-style-type: none"><li>I. National Anthem</li><li>II. Invocation</li><li>III. <b>Welcome Remarks</b> from (Mayor and or any DOT Rep)</li><li><b>IV. Message from (DOT/ or LGU Rep)</b></li><li>IV. Rationale of the Programm</li></ul> <i>Introduction and Ice Breaker of participants</i>	
8:10 a.m.		
8:30 a.m.		
9:30 a.m.		
10:00 a.m.	Participants AM snack	
10:15 a.m.		
10:30 a.m.	<b>BizDev 101: Introduction</b> <ul style="list-style-type: none"><li>- Understanding the Customer Journey: From Curiosity to Loyalty</li><li>- Marketing Mix (Essential Marketing Ps)</li></ul>	
11:00 a.m.		
11:15 a.m.		
12:00 p.m.	Workshop – Lunch	
12:15 p.m.		
1:00 p.m.		
2:00 p.m.	<b>Importance of Branding and its Practical Applications in Product and Packaging</b> Workshop: Mobile Product Photography and Video Reels	
3:00 p.m.	<b>Break with pm snack</b>	
4:00 p.m.	Continuation of the workshop	
4:30 p.m.	<b>DAY 1 Wrap up (Photo Opportunity)</b>	
4:55 p.m.		

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	
<b>DAY 03 December 19, 2022 Venue: Hotel Rodolfo</b>	<b>WORKSHOP PROPER 2 #SOSI: School of Sales and Influence</b>	<b>MEDIA Itinerary</b>
6:00-7:30 a.m.	Breakfast	<b>Day 02</b>  Incentivized Nature-Based activity offered by the host Municipality  <b>Sites and attractions will be provided by the LGU</b>
8:00 a.m.	Icebreaker	
8:10 a.m.	<b>Understanding different types of Sales Strategy Create your Sales Plan Deliver an Elevator Pitch Hands-On Activity: Product Pitching</b>	
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	
<b>DAY 04 December 20, 2022 Venue:</b>	<b>WORKSHOP PROPER 3 #BUDOL: E-Commerce Trends and Social Media Promotion Techniques</b>	<b>Itinerary Media</b>
7:00 a.m.	Breakfast	Back to City Proper- Manila
8:00 a.m.	Icebreaker	
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 <b>Workshop Proper</b> Doing elevator pitch	
2:00 p.m.	<b>Awarding of Certificates/ Special Awards</b>  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)	
<b>Day 05 December 21, 2022</b>	<b>BACK TO MANILA</b>	
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	

As of: **July 02, 2023** subject to change without prior notice

## ITINERARY FORM

**Project Name:** Community-Based Tourism Marketing Enhancement

**Venue:** ANTIQUE

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

### LOT 6

Date / Time	Activity	
<b>DAY 01</b>	<b>MANILA- ANTIQUE</b>	
<b>3:00 a.m.</b>	<b>Assembly Time</b> <b>Place: Terminal 2</b> <b>Café France</b>	
6:40 a.m.	ETD from Manila to Antique	
8:00 a.m.	<b>ETA in ANTIQUE</b> via PR	
	<b>Breakfast at (TBD)</b>	
11:00 a.m.	Lunch at San De Buenavista Check-in at the Hotel	
1:30 p.m.	<b>Production Team (Ingress)</b>	
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	
<b>DAY 02</b> <b>December 18,</b> <b>2022</b>	<b>WORKSHOP PROPER 1</b> <b>#BUDBRANDMARK:</b> Business Development and Brand Marketing	<b>Itinerary for MEDIA</b>

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

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	
<b>DAY 03 December 19, 2022 Venue: Hotel Rodolfo</b>	<b>WORKSHOP PROPER 2 #SOSI: School of Sales and Influence</b>	<b>MEDIA Itinerary</b>
6:00-7:30 a.m.	Breakfast	<b>Day 02</b>  Incentivized Nature-Based activity offered by the host Municipality  <b>PM Invited participants will attend the Business to Business (B2) organized by TPB/ Community</b>
8:00 a.m.	Icebreaker	
8:10 a.m.	<b>Understanding different types of Sales Strategy Create your Sales Plan Deliver an Elevator Pitch Hands-On Activity: Product Pitching</b>	
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	
<b>DAY 04 December 20, 2022 Venue:</b>	<b>WORKSHOP PROPER 3 #BUDOL: E-Commerce Trends and Social Media Promotion Techniques</b>	<b>Itinerary Media</b>
7:00 a.m.	Breakfast	Back to City Proper- Manila
8:00 a.m.	Icebreaker	
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 <b>Workshop Proper</b> Doing elevator pitch	
2:00 p.m.	<b>Awarding of Certificates/ Special Awards</b>  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)	
<b>Day 05 December 21, 2022</b>	<b>BACK TO MANILA</b>	
8:00 a.m.	Breakfast	
9:00 a.m.	Check-out	
11:00 a.m.	Lunch at the Farm	
2:00 p.m.	Proceed to 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 ILO Airport via PR	
8:40 p.m.	ETA at Manila	
	End of the Program	

As of: **July 02, 2023** subject to change without prior notice



## ITINERARY FORM

**Project Name:** Community-Based Tourism Marketing Enhancement  
**Venue:** CORDILLERA  
**Indicative Date:** November 22-26, 2023 (Indicative dates)

### LOT 7

Date / Time	Activity	
<b>DAY 01</b>	<b>MANILA- IFUGAO</b>	
<b>12:00 a.m.</b>	<b>Travel from Manila to Ifugao</b>	
8:00 a.m.	ETD in Ifugao	
11:00 a.m.	Lunch at Ifugao Restaurant Check-in at the Hotel	
1:30 p.m.	<b>Production Team (Ingress)</b>	
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	
<b>DAY 02</b> <b>December 18,</b> <b>2022</b>  <b>Venue: Hotel</b> <b>Rodolfo</b> <b>(5<sup>th</sup> Floor)</b>	<b>WORKSHOP PROPER 1</b> <b>#BUDBRANDMARK:</b> Business Development and Brand Marketing	<b>Itinerary for MEDIA</b>

4:30 a.m.		<b>Note: Media will join the Opening Program</b>
6:05 a.m.	Breakfast at the Resort	
7:00 a.m.		
8:00 a.m.	#BUDDBRANDMARK	Tour Itinerary will cover the visit to different communities involved in the workshop.
8:10 a.m.	<b>Opening Program</b>	
8:30 a.m.	I. National Anthem	
9:30 a.m.	II. Invocation	
	III. <b>Welcome Remarks</b> from (Mayor and or any DOT Rep)	Incentivized Pilgrimage Tour Within and nearby towns of IFUGAO
	<b>IV. Message from (DOT/ or LGU Rep)</b>	
	IV. Rationale of the Programm	
	<i>Introduction and Ice Breaker of participants</i>	
10:00 a.m.	Participants AM snack	
10:15 a.m.		
10:30 a.m.	<b>BizDev 101: Introduction</b>	
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.	<b>Importance of Branding and its Practical Applications in Product and Packaging</b> Workshop: Mobile Product Photography and Video Reels	
3:00 p.m.	<b>Break with pm snack</b>	
4:00 p.m.	Continuation of the workshop	
4:30 p.m.	<b>DAY 1 Wrap up</b>	
4:55 p.m.	<b>(Photo Opportunity)</b>	
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	
<b>DAY 03</b> <b>December 19, 2022</b> <b>Venue: Hotel Rodolfo</b>	<b>WORKSHOP PROPER 2</b> <b>#SOSI: School of Sales and Influence</b>	<b>MEDIA Itinerary</b>
<b>6:00-7:30 a.m.</b>	<b>Breakfast</b>	<b>Day 02</b>  Incentivized Nature-Based activity offered by the host Municipality  <b>PM Invited participants will attend the Business to Business (B2) organized by TPB/ Community</b>
8:00 a.m.	Icebreaker	
8:10 a.m.	<b>Understanding different types of Sales Strategy</b> <b>Create your Sales Plan</b> <b>Deliver an Elevator Pitch</b> <b>Hands-On Activity: Product Pitching</b>	
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	
<b>DAY 04</b> <b>December 20, 2022</b> <b>Venue:</b>	<b>WORKSHOP PROPER 3</b> <b>#BUDOL: E-Commerce Trends and Social Media Promotion Techniques</b>	<b>Itinerary Media</b>
7:00 a.m.	Breakfast	Back to City Proper- Manila  Flight back to Manila
8:00 a.m.	Icebreaker	
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 <b>Workshop Proper</b> Doing elevator pitch	
2:00 p.m.	<b>Awarding of Certificates/ Special Awards</b>  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)	
<b>Day 05 December 21, 2022</b>	<b>BACK TO MANILA</b>	
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	

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