

## PHILIPPINE M.I.C.E. CONFERENCE

27-29 November 2018

### **PROPOSED PROGRAMME**

*(as of 23 November 2018 – 1:00PM)*

<b>Date / Time</b>	<b>ACTIVITY</b>
<b>26 November 2018, Monday</b>	
	<b>Speakers' and Delegates' Arrivals in the City of Bacolod</b>
7:00PM	<b>Speakers' and Customer Advisory Council (CAC) Dinner</b> <i>Venue: Maria Kucina Familia</i> <i>Address: 24th St, City of Bacolod, Negros Occidental</i>
	<b>Overnight in Bacolod</b>
<b>27 November 2018, Tuesday</b> <b>Day Theme: MICEKara</b> <b>Attire: Casual Attire</b>	
	<b>Continuation of Delegates' Arrivals</b>
09:00 AM - 06:00 PM	<b>Conference Registration</b> <i>Venue: Foyer, SMX Convention Center – Bacolod</i> <b>*All conference delegates are required to wear the MICECON badge during all official events</b>
8:00 AM – 12:00 NN	<b>Speakers' Tour of the City of Bacolod</b> <i>Venue: May's Garden</i> <i>Address: Araneta Ave, Pahanocoy, Bacolod, 6100 Negros Occidental</i>
10:00 – 11:30	<b>First Time Attendees Introduction Programme</b> <i>For newbies, those attending MICECON for the first time</i> <i>Venue: Function Room 1, SMX Convention Center - Bacolod</i>  <b>By: Ms. Teresita De Luna-Landan</b> Officer-in-Charge, MICE Department Conference Convenor, MICECON 2018 Tourism Promotions Board (TPB) Philippines  <b>Moderator: Ms. Jing Lagandaon</b> Chairman, The Philippine Association of Convention/Exhibition Organizers and Suppliers, Inc. (PACEOS)
12:00 NN – 1:00PM	<b>Lunch for the First Time Attendees</b> Hosted by: Bacolod Organizing Committee <i>Venue: SMX Convention Center - Bacolod</i>
01:00 – 05:00 PM	<b>Special Pre-Conference Tour (CSR Activity) of MICECON 2018</b> <b>Speakers and Conference Delegates</b> <i>Venues: Bong Bong's Piaya and Barquillos</i>

	<p><i>Address: La Carlota City, Negros Occidental</i>  <b>Merzci's Pasalubong</b>  <i>Address: Visa Alegre, City of Bacolod, Negros Occidental</i>  <b>Meet Venue: SMX Convention Center – Bacolod</b></p> <p><u>Description:</u></p> <p><i>The Pre-Conference tour will bring the participants to the heart of the production of Bacolod's famous local delicacies. The tour will give the delegates a chance to visit Bong Bong's and Merzci's wherein they can watch and learn how these "pasalubongs" are made.</i></p> <p><i>In line with this year's conference theme "#MICEroadmapPh: Towards a Connected and Sustainable Community", the pre-conference activity also aims to involve the MICECON participants in connecting with the underprivileged members of the Host Destination. Part of the proceeds of the pre-conference activity will go to the following charitable institutions: Holy Infant Nursery Foundation, Inc. (HINF) and the Bacolod Girl's Home Foundation, Inc. Conference delegates are also encouraged to bring and share with the beneficiaries any of the following: blanket, towel, notebook with pen and children's book.</i></p>
05:00 PM	<p><b>Drop off at Official Hotels</b>  Return to respective hotels to freshen up</p>
06:00 PM	<p><b>Proceed to the New Government Center Grounds</b></p>
07:00 PM	<p><b>Welcome Dinner</b>  Hosted by: City of Bacolod  <i>Venue: Bacolod Government Grounds Center, Bacolod City</i>  Theme: MICEKara: Night of Mardi Gras  Attire: MassKara inspired – bring a touch of Bacolod's MassKara Festival into your evening attire</p> <p>Proposed Programme</p> <ul style="list-style-type: none"> <li>• Prayer</li> <li>• National Anthem</li> <li>• Welcome Remarks by <b>Councilor Em Ang</b></li> <li>• Guest of Honor: <b>DOT Assistant Secretary Roberto Alabado III</b></li> <li>• Inspirational Message: <b>Mayor Evelio Leonardia</b></li> <li>• Giving of Certificate of Appreciation: <b>Assistant Secretary Roberto Alabado III</b> and <b>TPB Chief Operating Officer Marie Venus Q. Tan</b></li> <li>• Prayer Dinner (Bossa Nova)</li> <li>• Performance <ul style="list-style-type: none"> <li>• OBB</li> <li>• Brazil</li> <li>• Las Vegas</li> <li>• Africa</li> <li>• Caribbean</li> </ul> </li> </ul>
09:00 PM	<p><b>Back to respective hotels / resorts</b>  Overnight in Bacolod</p>
<p><b>28 November 2018, Wednesday</b></p>	

<p><b>Day Theme: Reuse, Upcycle and Redesign</b>  <b>Attire:</b> Delegates are encouraged to be creative in terms of upcycling old or unused clothes and turn them into something new and beautiful. A time to redesign old clothes or used old materials and give it new purpose!</p>	
06:00 AM	<b>Breakfast at respective hotels / resorts</b>
08:00 – 08:30 AM	<b>Registration</b> Venue: <i>Foyer, SMX Convention Center - Bacolod</i>
8:30 – 9:30 AM	<p><b>Start of Official Conference Program</b> Venue: <i>Function Rooms 2-3, SMX Convention Center Bacolod</i></p> <p><b><u>Opening Ceremony   Opening Show</u></b></p> <p><b><u>Welcome Remarks from the Host Destination</u></b>  <b>Hon. Evelio R. Leonardia</b>  Mayor, City of Bacolod</p> <p><b><u>Opening Message</u></b>  <b>Ms. Marie Venus Q. Tan</b>  Chief Operating Officer  Tourism Promotions Board (TPB) Philippines</p> <p><b><u>Introduction to MICE Roadmap</u></b>  <b>Mr. Alex M. Macatuno</b>  Chief of the Policy Formulation and International Cooperation Division  Philippine Department of Tourism</p>
9:30 – 10:00 AM	<b>Coffee Break</b> Host: <i>Merzci's Pasalubong</i> Venue: <i>Function Room 1, SMX Convention Center Bacolod</i>
9:30 – 10:30AM	<b>Press Conference</b> Venue: <i>Meeting Room 3, SMX Convention Center</i>
10:00 – 10:45 AM	<b><u>Plenary Session</u></b> Venue: <i>Function Rooms 2-3, SMX Convention Center Bacolod</i>
10:45 – 11:30 AM	<p><b>Topic: Lighting Up the World a Liter at a Time</b>  Speaker: <b>Ms. Ami Valdemoro</b>  <i>Board Director, MyShelter Foundation and Liter of Light</i></p> <p><b>Topic: Choose Adventures that Matter</b>  Speaker: <b>Ms. Sophie Methler</b>  <i>Head International Partnership, Make A Difference (MAD) Travel</i></p>
11:30 AM – 12:00 NN	<b>Proceed to Resorts Negrense</b>
12:00 NN – 02:30 PM	<b>Networking Lunch</b> Host: <i>Bago City</i> Venue: <i>Resorts Negrense</i>

02:30 – 04:30 PM	<b>Breakout Sessions</b>
02:30 – 03:15 PM	<p><b>Breakout Session – SET A</b></p> <p><b>SALES AND MARKETING</b></p> <ul style="list-style-type: none"> <li>• <b>We Are All in Sales: Success Strategies for Selling Ideas/Products/Services/YOU</b></li> </ul> <p>Speakers: <b>Ms. Liz Jackson</b>  <i>President, Jackson Consulting, Inc.</i>  <i>Former President of Associated Luxury Hotels and</i></p> <p><b>Ms. Susan Sarfati, M.Ed.; CAE</b>  <i>CEO, High Performance Strategies</i>  <i>Fellow &amp; Former Executive Vice President, American Society of Association Executives (ASAE) and</i></p> <p><u>Session Description</u></p> <p><i>Selling is universal. We all sell throughout our lives. Whether in the workplace and/or in our personal life, effective selling is vital to success. Attend this high energy, interactive session that guarantees to engage you with new insights and practical strategies. Facilitators have expertise and experience as both buyers and sellers so you will learn from both perspectives.</i></p> <p><i>Topics include:</i></p> <ul style="list-style-type: none"> <li>• <i>What buyers really want</i></li> <li>• <i>Five obstacles that must be overcome</i></li> <li>• <i>10+ practical sales strategies to implement immediately</i></li> <li>• <i>Insights about how successful people think and act</i></li> </ul> <p><b>EVENT DESIGN</b></p> <ul style="list-style-type: none"> <li>• <b>An Event to Remember: When Ordinary Becomes Spectacular</b></li> </ul> <p>Speaker: <b>Mr. Jerry Sibal</b>  <i>Founder, Jerry Sibal Design LLC</i></p> <p><u>Session Description</u></p> <p><i>One of the most daunting tasks in styling an event is how to make it spectacular. It takes passion, creativity and attention-to-detail to transform an event into a memorably fabulous one.</i></p> <p><i>Learn from the world-renowned designer of unforgettable celebrations how to turn your events from ordinary to extraordinary!</i></p> <p><b>BUSINESS AND PROFESSIONAL DEVELOPMENT</b></p> <ul style="list-style-type: none"> <li>• <b>Improve Your Memory as a Travel Professional</b></li> </ul> <p>Speaker: <b>Mr. Tyler Enslin</b></p>

*Owner & Keynote Speaker, Tyler Enslin International*

Session Description

*The human brain possesses an incredible amount of power to store and recall information. Unfortunately, most people are never taught how to fully access this ability.*

*In this fun and highly engaging training program, you will learn unique and exciting methods to increase your memory skills to extraordinary levels. Most importantly, discover how to use these new skills in daily life. Instantly recalling people's names, giving presentations without notes, and improved mental organization are just a few of the practical benefits from this intriguing program.*

*Tyler delivers the training in energetic fashion with no notes or PowerPoint to encourage maximum audience participation and to impart as much value as possible to all who attend.*

**C-SUITE (C-LEVEL)**

- **Don't Risk Disaster!**  
**The New Normal and Your Crisis Communication Plan**

Speaker: **Ms. Tina Altieri**

*Broadcaster, Presentation Consultant / Trainer*

Session Description

*Industry stakeholders make a huge amount of investment just to build their brand and reputation. Oftentimes, when a crisis hits, this reputation can instantly be ruined.*

*Most often, we are caught unprepared when a disaster strikes. New realities now are terrorist attacks, natural calamities and disasters, political turmoil, spread of epidemics, etc.-- pressures that negatively affect the operations of your organization especially it's already out on social media!*

*In this session, learn how to respond intelligently and gather your thoughts before delivering a corporate / government response to a crisis.*

**DESTINATION MARKETING**

- **Living Flavours**

Speaker: **Mr. KF Seetoh**

*Founder, Makansutra*

Session Description

about the flavours that make us who we are. Living flavours of tradition that provides for lifestyle, entertainment, business opportunities, tourism, trade, education and sustenance.

	<p>itage food provides a 360 opportunity. We should meaningfully engage and activate.</p>
<p>03:15 – 03:45 PM</p>	<p><b>Coffee Break</b>  Host: Bacolod Organizing Committee (BOC)  <i>Venue: Garden, Resorts Negrense</i></p>
<p>03:45 – 04:30 PM</p>	<p><b>Breakout Session – SET B</b></p> <p><b>SALES AND MARKETING</b></p> <ul style="list-style-type: none"> <li>• <b>We Are All in Sales: Success Strategies for Selling Ideas / Products / Services / YOU</b></li> </ul> <p>Speakers: <b>Ms. Liz Jackson</b>  <i>President, Jackson Consulting, Inc.</i>  <i>Former President of Associated Luxury Hotels and</i></p> <p><b>Ms. Susan Sarfati, M.Ed.; CAE</b>  <i>CEO, High Performance Strategies</i>  <i>Fellow &amp; Former Executive Vice President, American Society of Association Executives (ASAE) and</i></p> <p><b>EVENT DESIGN</b></p> <ul style="list-style-type: none"> <li>• <b>An Event to Remember: When Ordinary Becomes Spectacular</b></li> </ul> <p>Speaker: <b>Mr. Jerry Sibal</b>  <i>Founder, Jerry Sibal Design LLC</i></p> <p><b>BUSINESS AND PROFESSIONAL DEVELOPMENT</b></p> <ul style="list-style-type: none"> <li>• <b>Improve Your Memory as a Travel Professional</b></li> </ul> <p>Speaker: <b>Mr. Tyler Enslin</b>  <i>Owner &amp; Keynote Speaker, Tyler Enslin International</i></p> <p><b>C-SUITE (C-LEVEL)</b></p> <ul style="list-style-type: none"> <li>• <b>Don't Risk Disaster!</b></li> </ul> <p><b>The New Normal and Your Crisis Communication Plan</b></p> <p>Speaker: <b>Ms. Tina Altieri</b>  <i>Broadcaster, Presentation Consultant / Trainer</i></p> <p><b>DESTINATION MARKETING</b></p> <ul style="list-style-type: none"> <li>• <b>Living Flavours</b></li> </ul> <p>Speaker: <b>Mr. KF Seetoh</b></p>

	<i>Founder, Makansutra</i>
04:30 PM	<b>Proceed to Bago City Rolling Tour of Bago City</b>
05:30 PM	<b>Return to respective hotels to freshen up</b>
06:30 PM	<b>Proceed to the Provincial Government of Negros Occidental</b>
07:00 PM	<p><b>MICECON 2018 Governor's Night Dinner Reception</b>  Hosted by: Province of Negros Occidental  Proposed Venue: Provincial Government Grounds  Theme: Vintage Negros  Attire: Roaring Twenties</p> <p>Proposed Programme</p> <ul style="list-style-type: none"> <li>• Prayer</li> <li>• National Anthem</li> <li>• Welcoming Message by <b>Governor Alfredo Maranon, Jr.</b></li> <li>• Opening Remarks by <b>DOT Undersecretary Arturo Boncato, Jr.</b></li> <li>• Prayer to Dinner (Jazz Music)</li> <li>• Dinner Performance <ul style="list-style-type: none"> <li>• Rigodon</li> <li>• OPM Medley</li> <li>• Organic Segment (vid or speech)</li> <li>• Jazz</li> <li>• Binalaybay (History of Negros)</li> <li>• Boogie</li> <li>• Curtain Call</li> <li>• Party</li> </ul> </li> </ul>
09:00 PM	<b>Back to respective hotels / resorts</b> Overnight in Bacolod
<p><b>29 November 2018, Thursday</b>  <b>Theme:</b> No to Single Hues  <b>Attire:</b> Delegates are encouraged to make sure that no items worn should have the same color. Let your artistic side expand and be the most colorful delegate in the conference.</p>	
06:00 AM	<b>Breakfast at respective hotels / resorts</b>
08:00 – 09:00 AM	<b>Registration</b> Venue: Foyer, SMX Convention Center - Bacolod
07:30 – 08:30 AM	<b>Proceed to Resorts Negrense</b>
08:30 – 09:15 AM	Breakout sessions  <b>DESTINATION MARKETING</b>

- **What is Your Digital Story?**

Speaker: **Mr. Anton Diaz**

*Founder and Creator, Our Awesome Planet*

Session Description

*If you don't have a digital story, you don't exist for the new generation of savvy digital travellers in 2019 and beyond.*

*In this session, you will learn:*

*How to craft your digital persona.*

*How to tell your origin, legend and credential stories and the right way to publish them in your site and social media.*

*How to effectively engage in Facebook, Instagram and the latest Tripadvisor Social Feed.*

*How to GenZ-fied and future proof your communications with video stories.*

*How to work with influencers to amplify your digital story.*

### **INNOVATIVE EVENTS**

- **Innovate Your Meetings and Events to the Next Level**

Speaker: **Mr. Thomas Gray**

*Business Development Manager, Asia Pacific  
Events Air*

### **BUSINESS AND PROFESSIONAL DEVELOPMENT**

- **Unlocking the Secrets to Effective Public Speaking**

Speaker: **Ms. Grace Gayoso**

*Motivational Speaker*

Session Description

*At some point, each of us needs to convince another person of an idea. But before we can convince, the other party has to listen. In a world that's full of noise, it's easy for our message to get drowned out. How do we speak so that others want to listen?*

*Find out what makes others want to listen, what makes them tune out, and how to build a useful toolbox to help you communicate your message effectively.*

### **SPECIAL SEGMENT ON MICE**

- **Fireside Chat on Kick Starting Your Local MICE  
How different places can develop their local MICE industry (Panel  
Discussion led by PACEOS Members)**

Speakers:

- **Mr. Joel Pascual**, PACEOS President (PEPTarsus Corp.)



	<ul style="list-style-type: none"> <li>- <b>Ms. Monette Hamlin</b>, PACEOS Vice President for Convention Sector (Team Asia)</li> <li>- <b>Ms. Agnes Pacis</b>, PACEOS Vice President for Suppliers Sector (SMX Convention Center)</li> </ul> <p>Moderator:  <b>Mr. Orly Ballesteros</b>, PACEOS Trustee for Education (Ex-Link Management &amp; Services)</p> <p><u>Session Description</u></p> <p><i>MICE is a multi-billion industry. It drives business and tourism opportunities to wherever it is held. Whether you are a city, a town, a venue or a local MICE stakeholder, learn how you can develop your local MICE industry, what the success factors are, what kinds of MICE you can target and what MICE organizers are looking for when selecting a host venue/city.</i></p>
09:15 – 09:45 AM	<p><b>Coffee Break</b>  Host: Bacolod Organizing Committee (BOC)  Venue: Garden, Resorts Negrense</p>
09:45– 10:30 AM	<p><b>SALES AND MARKETING</b></p> <ul style="list-style-type: none"> <li>• <b>Journey of Me Insights</b>  <i>Amadeus through the Pacific Asia Travel Association (PATA)</i></li> </ul> <p>Speaker: <b>Mr. Karun Budhraj</b>  <i>Vice President, Corporate Marketing &amp; Communications  People &amp; Culture, Communications and Brand Asia Pacific  Amadeus</i></p> <p><u>Session Description</u></p> <p><i>What Asia Pacific travelers want is one of the most comprehensive Asia Pacific traveler research reports ever produced.</i></p> <p><i>Spanning 14 markets, take a look at what the Asia Pacific traveler wants, from when and how they plan and book their trips, to how and why they stay connected whilst traveling and finally what technologies they use on-the-go.</i></p> <p><b>INNOVATIVE EVENTS</b></p> <ul style="list-style-type: none"> <li>• <b>Innovate Your Meetings and Events to the Next Level</b></li> </ul> <p>Speaker: <b>Mr. Thomas Gray</b>  <i>Business Development Manager, Asia Pacific  Events Air</i></p> <p><b>SPECIAL SEGMENT ON MICE</b></p> <ul style="list-style-type: none"> <li>• <b>Mapping Your MICE Future</b>  <b>What does it take to succeed as a MICE professional?</b>  <i>Panel discussion led by PACEOS members</i></li> </ul>

	<p>Speakers:</p> <ul style="list-style-type: none"> <li>- <b>Ms. Agnes Pacis</b>, PACEOS Vice President for Suppliers Sector (SMX Convention Center)</li> <li>- <b>Ms. Jing Lagandaon</b>, PACEOS Chairman (Global Link MO Events International, Inc.)</li> <li>- <b>Ms. Monette Hamlin</b>, PACEOS Vice President for Convention Sector (Team Asia)</li> <li>- <b>Ms. Mitch Ballesteros</b>, PACEOS (Ex-Link Management &amp; Services)</li> </ul> <p>Moderator: <b>Mr. Joel Pascual</b>, PACEOS President (PEPTarsus Corp)</p> <p><u>Session Description</u></p> <p><i>There are many different career paths within the growing MICE industry with many opportunities both local and foreign. Listen to career professionals as they talk about their own personal journeys as organizers, suppliers and venues. Learn from their successes and failures and evaluate if a long term career in MICE is for you.</i></p> <p><b>C-SUITE (C-LEVEL)</b></p> <ul style="list-style-type: none"> <li>• <b>What the General Data Protection Regulation (GDPR) Means for the Travel and Meetings Industry</b></li> </ul> <p>Speaker: <b>Ms. Charise Mason</b> <i>Founder/Managing Director Digichic Integrated Marketing</i></p> <p><u>Session Description</u></p> <p><i>The European Union's (EU) General Data Protection Regulation (GDPR) has taken effect in May 2018. The EU's most robust response to data security and privacy concerns governs the collection of EU citizens' personal data. That means the event organizers who host events in Europe, or have European attendees regardless of the meeting's location, must comply or face stiff penalties</i></p> <p><i>Find out in this session how this new development will affect the Philippine MICE industry and government agencies organizing events in EU-Member countries.</i></p>
10:30 AM – 12:00 NN	<b>Proceed to lunch venue</b>
12:00 NN – 01:30 PM	<p><b>Networking lunch</b> Host: GSIS/Toboso Venue: Bubog Yanson Beach House Address: Barangay Bubog, Talisay City</p>
01:30 - 02:15 PM	<b>Proceed to SMX Convention Center Bacolod</b>

02:15 – 03:00 PM	<p><b>Plenary Session</b> Venue: Function Room 2-3, <i>SMX Convention Center Bacolod</i></p> <p><b>How to Get a Piece of Pie in the MICE Market</b></p> <p>Panel Speakers: <b>Mr. Peng Ee Ooi</b> <i>General Manager, Global Commerce, TTG Asia</i></p> <p><b>Mr. Jason Yeh</b> <i>Founder and CEO, GIS Group; Chairperson of Taiwan Convention and Exhibition Association; and Chairperson, International Congress and Convention Association (ICCA) - Asia Pacific Chapter</i></p> <p><b>Ms. Jane Vong Holmes</b> <i>Senior Manager - Asia, Gaining Edge (Australia)</i></p> <p>Moderator : <b>Ms. Jing Lagandaon</b> <i>Chairman, PACEOS</i></p>
03:00 – 03:30 PM	<p><b>Coffee Break</b> Host: Bong Bong's Piaya and Barquillos Venue: Function Room 1, <i>SMX Convention Center Bacolod</i></p>
03:30 – 04:15 PM	<p><b>Taking Humor Seriously</b></p> <p>Speaker: <b>Mr. Scott Friedman</b> <i>Motivational Humorist / Chief Celebration Officer</i></p>
04:15 – 04:45 PM	<p><b>Closing Ceremony</b> Venue: Function Rooms 2-3, <i>SMX Convention Center Bacolod</i></p>
04:45 – 06:00PM	<p><b>Back to respective hotels</b> Freshen up</p>
06:00 – 07:00PM	<p><b>Proceed to the Ruins for Farewell Dinner</b></p>
07:00 – 09:00 PM	<p><b>MICECON 2018: Farewell Dinner</b> Hosted by: Tourism Promotions Board (TPB) Philippines Venue: The Ruins, Talisay City Theme: A Night of Magic and MICE-tery Attire: Astound us with your mystical and magical presence, let your imagination run free!</p>
09:00 PM	<p><b>Back to respective hotels / resorts</b> Overnight in Bacolod</p>
<b>30 November 2018, Friday</b>	
AM	Speakers Depart for Speakers Tour

Whole day	Speakers and Delegates' Departures
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