

## CONFERENCE PROGRAM

### CONFERENCE PROGRAM

updated as of 1 March 2023

DATE	ACTIVITY
<b>28 February   Tuesday</b>	
Whole day	Arrivals of Speakers and Delegates
08:00 – 17:00	Registration
19:00 – 21:00	<p><b>Welcome Dinner for Conference Speakers and TPB Board of Directors</b>            with <b>TPB COO Marga Nograles</b>, <b>Davao City Mayor Sebastian Z. Duterte</b> and <b>Davao City Vice Mayor Jay Melchor Quitain, Jr.</b></p> <p>Host : Tourism Promotions Board            Venue: Seda Abreeza            Attire : Smart Casual</p>
<b>01 March   Wednesday</b>	
<p><b>Sub-Theme: Celebrating Nature</b></p> <p><i>By its very nature, tourism values the things that are most precious in our world: stunning landscapes, wildlife, history, culture, and people.</i></p> <p><i>Nature-based tourism offers enormous contributions to the economic wheel of one country as it provides a livelihood for people. As responsible stakeholders, we can work on and exchange ideas with each other on how we could best support sustainable tourism.</i></p> <p>Attire for the Day:  <b>Colors of the Earth (blue, green and brown) or Plantito/Plantitas' and Animal Lovers' apparel</b></p>	
08:00 – 17:00	Registration
07:30	Assembly of Delegates joining the Corporate Social Responsibility (CSR) Activity at the SMX Convention Center Lanang

## CONFERENCE PROGRAM

08:00 – 12:00	<p><b>Pre-Conference Activity / Corporate Social Responsibility (CSR) Activity :</b>  <b>A visit to the Philippine Eagle Center in Barangay Malagos</b></p> <p><i>The Philippine Eagle reigns as an important presence at the top of the food chain umbrella in its home ecosystem. It is a symbol of beauty, grace, and strength. With its dwindling numbers, efforts are exerted to keep them soaring high.</i></p> <p><i>The Philippine Eagle Foundation (PEF) is at the forefront of saving critically endangered Philippine eagles. The PEF is well-recognized for its accomplishments in the conservation of the Philippine Eagle which it achieves through science-based programs and people-oriented strategies. Its comprehensive approach to conservation involves research, community-based efforts, and public education.</i></p> <p><i>MICECON Participants are enjoined to take part in this conservation and make a difference.</i></p>
09:00-11:00	<p><b>Presentation and Evaluation of the MICECON 2024 Bidders</b>          Venue : Lumpini 1 Room, Dusit D2 Davao</p> <p><i>Evaluators from the DOT and TPB</i></p> <ul style="list-style-type: none"> <li>● <b>Shalimar Hofer Tamano</b>  <i>Undersecretary for Tourism Regulation, Coordination and Resource Generation, Department of Tourism</i></li> <li>● <b>Marga Nograles</b>  <i>Chief Operating Officer, Tourism Promotions Board</i></li> <li>● <b>Charles Aames Bautista</b>  <i>Deputy Chief Operating Officer for Marketing and Promotions Tourism Promotions Board</i></li> <li>● <b>Arnold Gonzales</b>  <i>Acting Head, MICE Department, Tourism Promotions Board</i></li> </ul> <p><i>Evaluators from the Philippine MICE Advisory Council</i></p> <ul style="list-style-type: none"> <li>● <b>Joel Pascual</b>  <i>President, PEPTarsus Corp.</i></li> <li>● <b>Enrique Florencio</b>  <i>Secretary-General, Association of Development Financing Institutions in Asia and the Pacific (ADFIAP)</i></li> <li>● <b>Dexter Deyto</b>  <i>President, SmartPlay Events &amp; Solutions</i></li> </ul>


## CONFERENCE PROGRAM

10:00 – 10:45	<p><b><u>POWER GLAM WORKSHOP</u></b>          Venue: Function Room 1, SMXCC SM Lanang</p> <p><b>Easy Glam Makeup Fix for Industry Divas – in Partnership with</b></p> <p><b>MAC</b></p> <p><i>Deviating from the usual lecture-type format, this interactive session will give you practical tips on the perfect work makeup look without having to hire a makeup artist.</i></p> <p><i>Find out what works for the workplace, and what doesn't. In this session, you will learn everything you need to know about work makeup, from breakfast meetings to evening socials. Equip your make-up kit and know the essentials you need to look fabulous any time of the day.</i></p> <p><u>Power Glam Team Leader</u></p> <ul style="list-style-type: none"> <li>● <b>Jaycee Matias</b>  <i>Education Manager, MAC Cosmetics PH</i></li> </ul> <p><u>MAC Product Specialists</u></p> <ul style="list-style-type: none"> <li>● Carissa Rodriguez</li> <li>● Edmark Maravillas</li> <li>● Arnold Christopher Hipolito</li> <li>● Arnulfo Mercado, Jr.</li> <li>● Sylvia Novarita Libo-On</li> <li>● Mark Henry Sucayan</li> <li>● Ryan Wong</li> </ul>
13:30 – 17:00	<p><b>“Kadayawan Adventure” - Half-day City Tour of Davao</b>          For International and Local Speakers, Facilitators, Moderators, Evaluators, Coaches, TPB Board of Directors and TPB-invited Media and Influencers</p> <ul style="list-style-type: none"> <li>● Kadayawan Village</li> <li>● San Pedro Square / City Hall of Davao</li> <li>● Malagos Homegrown Cafe</li> <li>● Poblacion Market</li> <li>● Museo Davaoeno</li> </ul>
13:30 – 15:30	<p><b>First Time Attendees Introductory Session</b>          Venue: Meeting Rooms 4&amp;5, SMXCC SM Lanang</p> <p><i>This session is mainly aimed at people who are relatively new to the tourism industry and the MICECON. For people who have been in the industry for some time, but have never attended the MICECON before, this session might not bring much new information, however it is an excellent opportunity to meet other newcomers and start the networking and exchanging of business leads early!</i></p> <p><i>Make plans to arrive in time to attend the First-Time Attendees session.</i></p>

## CONFERENCE PROGRAM

	<p><i>MICECON participants will get to meet key players of the MICE industry and the TPB Working Group who are on hand to make sure you have the most successful experience possible during your attendance in the Conference. Specially assigned MICE Mentors will guide you through the range of educational sessions and networking opportunities, giving you practical tips on how you can apply your MICECON experience to your line of work.</i></p> <p><i>Facilitator*:</i></p> <ul style="list-style-type: none"> <li>● <b>Orly Ballesteros</b> Chief Operating Officer, Ex-Link Management and Marketing Services, Inc.</li> </ul> <p><i>Judges*:</i></p> <ul style="list-style-type: none"> <li>● <b>Dexter Deyto</b> President, SmartPlay Events &amp; Solutions</li> <li>● <b>Kennedy Kapulong</b> Co-Chairperson, Davao Organizing Committee</li> </ul> <p><i>*Mr. Ballesteros and Deyto are members of the Philippine MICE Advisory Council</i></p>
13:30 – 17:00	<p><b>Philippine MICE Youth Challenge (Academic Competition)</b>          Venue: Function Room 2, SMXCC SM Lanang</p> <p><i>A national competition where contestants conceptualize, business test and present a MICE component/event and become part of the first batch of an elite group of Future Philippine MICE Leaders Circle.</i></p> <p>Prayer and National Anthem     <b>Joji Ilagan International Management School</b></p> <p>Welcome Remarks                     <b>Gene Bangayan</b>          Co-Chairperson, Davao Organizing Committee          MICECON 2023</p> <p>Opening Remarks                     <b>Marisa Nallana</b>          Board Director, Asian Federation of Exhibition and          Convention Associations (AFECA) Co-Chairperson,          Asian MICE Youth Challenge 2021-2022</p> <p>Introduction of Judges</p> <p><u><i>Judges</i></u>  <b>Ma. Lourdes Mediran</b>  <i>Deputy Executive Director, Center for International Trade Exhibitions &amp; Missions</i>  <b>Christine Clamor</b>  <i>Chief Operating Officer, Canadian Tourism and Hospitality Institute, and; Tourism Committee Representative, Philippine Chamber of Commerce and Industry (PCCI)</i>  <b>Cristina Carreon</b>  <i>Market Director of Sales and Distribution, Marriott International, The Philippines, and; Secretary, Hotel Sales and Marketing Association (HSMA)</i></p>

## CONFERENCE PROGRAM

	<p>Contest Proper</p> <p>Coaching Hour <u>Team Coaches</u></p> <p><b>Joel Pascual</b> <i>Representative, Philippine Association of Convention Exhibition Organizers and Supplier Inc.</i></p> <p><b>Enrique Florencio</b> <i>Representative, Philippine Council of Associations &amp; Association Executives</i></p> <p><b>Monette Hamlin</b> <i>Philippine MICE Academy</i></p> <p><b>Cynthia Bernabe</b> <i>Philippine MICE Academy</i></p> <p><b>Anton Magpantay</b> <i>Philippine MICE Academy</i></p> <p>Announcement of Winners</p> <p><i>*Judges and Team Coaches are members of the Philippine MICE Advisory Council</i></p>
14:15 – 14:45	<p><b><u>Opening and Ribbon Cutting Ceremony</u></b></p> <p>MICE Marketplace (Exhibits) Venue : Function Room 3, SMXCC SM Lanang</p> <ul style="list-style-type: none"> <li>● <b>Marga Montemayor Nograles</b> Chief Operating Officer, Tourism Promotions Board</li> <li>● <b>Myrna Dalodo-Ortiz</b> Councilor, Davao City</li> <li>● <b>Al Ryan Alejandre</b> Councilor, Davao City</li> <li>● <b>Tanya Rabat-Tan</b> Director, Department of Tourism Region XI</li> <li>● <b>Jennifer Romero</b> Davao City Tourism Operations Office</li> </ul>
15:00 – 16:00	<p><b><u>POWER GLAM WORKSHOPS</u></b></p> <p>Venue: Function Room 1, SMXCC SM Lanang</p> <p>1. <b>Easy Glam Makeup Fix for Industry Divas – in Partnership with</b>   (Repeat Session)</p>
16:00 - 17:00	<p>2. <b>Power Dressing for Modern Filipinas: How to Don an Image of Power Using Philippine Weaves</b></p>

## CONFERENCE PROGRAM

	<p><i>The Philippine weave culture tells stories about the artistry and creativity of our communities. It speaks about our local weavers' resiliency and dedication to upholding their traditions.</i></p> <p><i>This session will help us appreciate the colors of the Philippine tapestry and how we can wear it with power and portray positive perceptions that exude confidence, sincerity, and reliability.</i></p> <p><b>Kat Cruz - Villanueva</b>  <i>Head Stylist and Co-Founder, STYLEdit Group</i></p> <p><b>Apples Aberin</b>  <i>Marketing Maven and Fashion Key Opinion Leader</i></p>
15:00 – 15:30	Hosted Networking Coffee Break by Villa Margarita
19:00 – 21:00	<p><b>Welcome Dinner Reception</b>  <b>"Davao Culinary Magic"</b></p> <p>Venue : Garden Tent, Waterfront Insular Hotel Davao          Host : Department of Tourism – Region XI          Attire : Relaxed Color Blocking Fashion</p>
	Overnight in Davao City

### 02 March | Thursday

#### Sub-Theme : Celebrating Diversity

*The Philippine culture is very diverse. We have a colorful history, culture and tradition that are reflected by the complexity of our history. We are fragmented geographically, yet we are all part of one race, forming one nation. We might be different in numerous ways, but we, as Filipinos, have one thing in common – we are warm people. Our hospitality is legendary; we give appropriate respect to everyone regardless of race, culture, or belief.*

Attire of the Day : **Philippine textiles from different regions**

08:00 – 09:00	Registration
Whole day	Host and Sponsors Hall
09:00 – 09:45	<p><b>OPENING CEREMONY   OPENING SHOW</b>          Venue: Plenary Room - Function Room 2, SMXCC SM Lanang</p> <p>National Anthem</p> <p>Invocation</p> <p>Welcome Message</p>

## CONFERENCE PROGRAM

	<p><b>Jay Melchor B. Quitain, Jr.</b>          Vice Mayor, Davao City</p> <p><i>Opening Remarks</i></p> <p><b>Marga Nograles</b>          Chief Operating Officer, Tourism Promotions Board</p>
09:45 - 10:15	<p>Hosted Networking Coffee Break          by Agriya Naturetainment and Pearl Farm Beach Resort</p>
10:15 – 11:00	<p><b>Press Conference</b>          Venue: Meeting Rooms 4&amp;5, SMXCC Lanang</p> <ul style="list-style-type: none"> <li>● <b>Marga Nograles</b>  <i>Chief Operating Officer, Tourism Promotions Board</i></li> <li>● <b>Jay Melchor B. Quitain, Jr.</b>  <i>Davao City Vice Mayor</i></li> <li>● <b>Jennifer Romero</b>  <i>Officer-in-Charge, Davao City Tourism Operation Office</i></li> <li>● Invited Manila- and Davao-based media and influencers</li> </ul>
10:15 - 11:00	<p><b>PLENARY SESSION 1</b>          Venue: Function Room 2, SMXCC Lanang</p> <p><b>Global Trends to Watch Out for in 2023</b></p> <p><i>The two-year pandemic has redefined how we do things, especially events. A new era of events management has unfolded. We need to take stock of what has happened in the past, how we have adapted to a new way of doing things, and how we can move forward by capitalizing on the learnings of the pandemic. We have also seen a change in the travel behavior patterns of attendees and the rise of hybrid events.</i></p> <p><i>This session will provide the audience with insights and trends on what will unfold this 2023 and how it can affect preferences for travel and tourism.</i></p> <p><b>Liz Ortiguera</b>  <i>Travel Industry Leader and Strategy Advisor</i></p>
11:00 – 11:45	<p><b>PLENARY SESSION 2</b>          Venue: Function Room 2, SMXCC Lanang</p> <p><b>Opportunities for a New Beginning: Conversion into a Sustainable Destination</b></p> <p><i>This session aims to answer the question on how the tourism industry can be reborn after experiencing zero tourism without getting back to the over-tourism we have experienced before.</i></p>

## CONFERENCE PROGRAM

	<p><i>Learn how the industry can push for tourism regeneration that is inclusive and sustainable. Understand the crucial role that the MICE industry plays in getting more value from tourism, integrating the growth and ways of the local community.</i></p> <p><b>Susan Cardenas</b>  <i>President &amp; CEO, Society for Sustainable Tourism &amp; Development, Inc.</i></p>
11:45 – 12:30	Transit to lunch venues
12:30 – 14:00	<p><b>Hosted Lunch</b>  <b><i>“Flora and Fauna”</i></b></p> <p>Venues: Acacia Hotel, Royal Mandaya Hotel and Rogen Inn</p>
14:00 – 14:30	Transit back to SMXCC Lanang

14:30 – 15:15	<p><b>BREAK-OUT SESSION 1</b></p> <p><b>New Trends in the MICE Industry</b>  <i>We need to look at the evolving trends in the industry in order to strategize how we will move forward. The three break-out sessions will address the specific trends of the event stakeholders as follows:</i></p>
	<p><b>1A – Incentive Travel Outlook</b>          Venue: Breakout Room A - Function Room 2, SMXCC Lanang</p> <p>(Audience: DMCs, travel agencies, tour operators, local and national tourism offices)</p> <p><i>Incentive Travel is bouncing back despite of Covid-19 uncertainties, increasing inflation, and the ongoing crisis in Eastern Europe. Find out what are the key trends in the world of rewards and recognition.</i></p> <p><b>Speaker: Peng Ee Ooi</b>  <i>Publisher, TTG Tourism Group and Head, TTG Global Commerce</i></p> <p><b>Moderator: Dr. Aimee Madlangbayan</b>  <i>Dean, College of Hospitality and Tourism Management          Bulacan State University</i></p>
	<p><b>1B - Cutting-Edge Event Designs</b>          Venue: Breakout Room B - Function Room 1, SMXCC Lanang</p> <p>(Audience: Event planners, organizers, and suppliers)</p> <p><i>As event planners, suppliers, and venues cater to the revenge market, a discussion of cutting-edge event designs will help MICE professionals cater to the needs of a changing market. With the need to put health and safety protocols a priority and the changing behavior patterns of the market, MICE professionals and suppliers need to look at new ways</i></p>



## CONFERENCE PROGRAM

	<p><i>of designing and staging events that are content-rich, cohesive, interactive, and compelling. They also must ensure that events are sustainably produced, innovative, and culturally sensitive.</i></p> <p><b>Speaker: Michael Grey</b>  <i>Director, MKG Events Pty Ltd</i></p> <p><b>Moderator: Giovanni Francis Legaspi</b>  <i>Dean, Asian Institute of Tourism, University of the Philippines</i></p>
14:30 – 15:15	<p><b>1C - What's Out and What's In About Venue Designs</b>          Venue: Breakout Room C - Meeting Rooms 4&amp;5, SMXCC Lanang</p> <p>(Audience: MICE venues such as convention centers, hotels and resorts)</p> <p><i>This session aims to provide insights into how the industry can transform MICE spaces to become more economically and environmentally sustainable while catering to the changing demand and evolving tastes of the clientele. Get a glimpse of what future meeting rooms will look like.</i></p> <p><b>Speaker: Amber Vanderburg</b>  <i>Founder, The Pathwayz Group</i></p> <p><b>Moderator: Maria Cecilia Remanente</b>          Cluster Dean for Business Programs, University of Perpetual Help DALTA Molino</p>
15:15 – 16:00	<p><b>BREAKOUT SESSION 2</b></p> <p><b>Sustainable and Regenerative Events</b></p> <p><i>With climate change and over-tourism being buzzwords pre-pandemic, when the industry went to a halt, the discourse is how do we prevent it. As we are slowly easing into mounting bigger events, awareness of limiting carbon and environmental footprint as well as preventing over-tourism will be discussed. How do we create sustainable and regenerative events? How can event planners be agents of change?</i></p> <hr/> <p><b>2A - New Normal Disruptors on the Supplier Side</b>          Venue: Breakout Room A - Function Room 2, SMXCC Lanang</p> <p>(Audience: suitable for all segments of MICE practitioners, including the academe)  <i>The past three years have caused enormous changes in the global landscape of the business sector, and professionals in the meetings industry face pressing needs that require them to do quick and tough decisions.</i></p> <p><i>What are the key strategies of MICE service providers to stimulate demand and increase confidence to travel? This session will allow us to investigate crisis preparedness, business travel index, economic forecasts, and trends to watch and how these affect event demand.</i></p>

## CONFERENCE PROGRAM

	<p><b>Panelists :</b></p> <ul style="list-style-type: none"> <li>● <b>Art Boncato</b> <i>Executive Vice President, World Trade Center Metro Manila</i></li> <li>● <b>Anton Magpantay</b> <i>Managing Director, ArtisteSpace</i></li> <li>● <b>Evelyn Salire</b> <i>Secretary General, Philippine Retailers Association</i></li> <li>● <b>Roel Privado</b> <i>Advisor, Special Interest Programs, Sharp Travel Service (Philippines)</i></li> </ul> <p><b>Moderator: Dr. Maricel Badilla</b>  <i>Director of Academic Affairs, UP Asian Institute of Tourism</i></p>
15:15 – 16:00	<p><b>2B - Think Globally, Act Locally: The Circular Economy of Events</b>        Venue: Breakout Room B - Function Room 1, SMXCC Lanang</p> <p>(Audience: suitable for all segments of MICE practitioners, including the academe)  <i>Be part of the movement that supports local brands and artisans with a global mindset. Know more about the impact of patronizing local products and services in our local communities. As a tourism stakeholder, what are the best practices in tourism operations vis-à-vis tourism restoration and regeneration? How does the circular economy work in the events setting?</i></p> <p><b>Speaker: Dr. Ivan Henares</b>  <i>Secretary General, UNESCO National Commission of the Philippines</i></p> <p><b>Moderator: Miriam Lerias-Oreta</b>  <i>Program Chair, Lapu-lapu Cebu International College</i></p>
	<p><b>2C - Regenerative Events: A Step Further than Sustainability</b>        Venue: Breakout Room C - Meeting Rooms 4&amp;5, SMXCC Lanang</p> <p>(Audience: suitable for all segments of MICE practitioners, including the academe)</p> <p><i>Green and sustainable practices have long been discussed in academic and industry circles. Many event stakeholders have adjusted to the many good practices on sustainability. Now, as we move further to ensure that we don't just leave destinations the way we arrived, there must be a conscious effort to make them better destinations once we leave them.</i></p> <p><b>Speaker: Mariglo Laririt</b>  <i>Director for Sustainability        El Nido Resorts, Ayala Hotels and Resorts Corporation</i></p> <p><b>Moderator: Francis Tolentino</b>  <i>School Head, School of Tourism        Treston International College</i></p>

## CONFERENCE PROGRAM

16:00 – 16:30	Hosted Networking Coffee Break by Discovery Samal
16:30 – 17:30	Free Time

18:00 – 21:00	<b>Mayor's Night Dinner Reception</b> <b>"11 Tribes of Davao"</b>  Venue: SM Lanang Premier Fountain Court Host : City Government of Davao Attire: Regional Attire
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### 03 March | Friday

Sub-Theme : **Celebrating Travel and Technology**

*It's about sharing moments and exciting adventures, new experiences and memories that will last a lifetime*

Attire of the Day: **Airport Outfits or Land, Sea or Space Explorers' Apparel**

Whole Day	Host and Sponsors Hall
09:00 - 09:45	<b>PLENARY SESSION 3</b>  <b>Legacy, Mega Events, Learnings and Moving Forward</b>  <i>Destination Management Organizations (DMOs), Tourism Boards, and Convention Bureaus always compete to gain a bigger share of the pie in the events industry. The common perception is that the bigger the volume of participants, the greater its benefit for the destination's economy.</i>  <i>This talk will address how big events can be a meaningful legacy prior to and after the event. Events are designed to recoup costs and generate good publicity. But with careful pre-event planning, collaboration, and a "raising the bar" attitude, events can go beyond the pressure of the ROI to create sustainable change.</i>  <b>Speaker: Amber Vanderburg</b> Founder, The Pathwayz Group
09:45 - 10:30	<b>PLENARY SESSION 4</b>  <b>Telling Stories to Make People Come</b>  <i>Creating high-quality content differentiates the ordinary from the extraordinary. What will make tourists leave the comforts of their homes to attend onsite? With the many webinars we experienced during the pandemic, the event organizer is now confronted with the</i>

## CONFERENCE PROGRAM

	<p><i>challenge of creating content that will prompt people to leave the comforts of their homes. The fusion of online and onsite events also poses a challenge to how we can engage both the onsite and online audiences. The message delivery of the event's core message is no longer the usual lecture type. Our attendees prefer that their voices are heard and that they become part of the conversation.</i></p> <p><i>Furthermore, with participants still able to participate through hybrid events, our content and execution should be well planned to ensure that our event has a story strong enough to make people leave their homes and be physically present. MICE should also be able to adapt to the changing tourist behavior post-pandemic, building on the learnings of the pandemic but also maximizing the opportunities for revenge tourism with the mobile generation of Zennials becoming a powerful new market.</i></p> <p><b>Speaker: Alan Elliott Merschen</b>  <i>Founder, The SIGMUND Project; and,        Partner, International Insights, MMGY Global</i></p>
10:30 - 11:00 AM	Hosted Networking Coffee Break by Davao Region Cacao Development Council & Anniepie Bakery Cafe
	<p><b>BREAKOUT SESSION 3</b></p> <p><b>Technological Innovations in MICE</b></p> <p><i>The pandemic has accelerated technological adoption in all aspects of business, events were not spared of this. Digital solutions for event planners, producers and suppliers have been developed and its adoption has been swift. How can event stakeholders optimize technology in hybrid, online and onsite events?</i></p>
11:00 - 11:45	<p><b>3A - Omnichannel and Blockchain Technologies: Are they the Best “Marites” For MICE Fersons?</b></p> <p>Venue: Breakout Room A - Function Room 2, SMXCC Lanang</p> <p>(Audience: Sales and marketing persons of all the four segments of MICE)</p> <p><i>Blockchain and omnichannel are words all of us have heard but may not completely understand.</i></p> <p><i>Understanding the difference between a public and private blockchain is the first step to learning about how this new and powerful technology can help corporate travel buyers, suppliers, GDSs and TMCs with corporate discounts and carbon emissions tracking.</i></p> <p><i>Likewise, Omnichannel is a cross-channel content strategy used to improve the customer experience and drive better relationships across all possible channels and touchpoints. This includes traditional and digital channels, point-of-sale, and physical and online experiences.</i></p> <p><i>In this session, listeners will learn what the travel and hospitality industry can gain from an omnichannel offering and how to tap this growing opportunity.</i></p> <p><b>Speaker: Donald Lim</b></p>

## CONFERENCE PROGRAM

	<p><i>Chief Operating Officer, DITO CME; and Chief Innovation Officer, Udenna Corporation</i></p> <p><b>Moderator: Dr. Aimee Madlangbayan</b>  <i>Dean, Bulacan State University</i></p>
11:00 - 11:45	<p><b>3B - A Complete Guide to Onsite Tech</b>          Venue: Breakout Room B - Function Room 1, SMXCC Lanang</p> <p>(Audience: Event planners, organizers and Suppliers)</p> <p><i>The pandemic has reinforced the importance of Event Technology Solutions, but event planners still struggle when it comes to fully understand it. They may ask themselves: New technologies such as live streaming and video-conferencing are more widely used now. How do I know what technology is best to use at my event? What will increase attendee satisfaction and event ROI? Whether you want to improve the technology you already have in place or you don't know where to begin, the following will help guide you to identify and achieve your goals while increasing your event ROI.</i></p> <p><b>Speaker: Anthony Lion</b>  <i>Regional Sales Manager, Event Solutions</i></p> <p><b>Moderator: Maria Cecilia Remanente</b>  <i>Cluster Dean for Business Programs, University of Perpetual Help DALTA Molino</i></p> <hr/> <p><b>3C - Creating Event Leaders</b>          Venue: Breakout Room C - Meeting Rooms 4&amp;5, SMXCC Lanang</p> <p>(Audience: Event planners, organizers and Suppliers)</p> <p><i>To remain competitive in the constantly evolving MICE Industry, it is important to look into our events manpower. During the two years that the event industry came to a sudden stop, event professionals took on other livelihood opportunities which they found to be less stressful and/or more financially rewarding. Thus, a younger breed of tech-savvy fresh graduates joined the events industry workforce. Now, there is a gap in between recruiting, retooling, and upskilling the present workforce while maintaining work-life balance.</i></p> <p><i>What character should the new breed of event leaders possess to become successful, fulfilled, and significant in the industry?</i></p> <p><b>Moderators:</b></p> <ul style="list-style-type: none"> <li>● <b>Marisa D. Nallana</b>  <i>President, Philippine Exhibitions and Trade Corporation (PETCO)</i></li> <li>● <b>Orlando Ballesteros</b>  <i>President, Ex-Link Management and Marketing Services Corporation</i></li> </ul> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>● <b>Jing Lagandaon</b>  <i>Chief Operating Officer, Global-Link MP Events Int'l Inc.</i></li> </ul>

## CONFERENCE PROGRAM

	<ul style="list-style-type: none"> <li>● <b>Joel Pascual</b> <i>President, PEPTarsus Corp.</i></li> <li>● <b>Monette Iturralde-Hamlin</b> <i>President and Founder, TeamAsia</i></li> <li>● <b>Cynthia Bernabe</b> <i>Certification Director, Philippine M.I.C.E. Academy</i></li> </ul>
11:45 - 12:30	Transit to lunch venue
12:15 – 13:30	<b>Hosted Lunch</b> <b>Ravel and Revel: Taste the Flavors of Asia at Dusit</b>  Venue: Dusit D2 Davao
13:30 – 14:00	Transit to conference venue
	<b>BREAKOUT SESSION 4</b>  <b>Focus on Content and Delivery: Events that Generate Engagement</b>  <i>The choice of destination and type of event should go hand in hand. Event producers who know this secret will be able to mount successful events. What is our market looking for? What kind of activities should a destination have to complement the events? How can we make destinations more viable as MICE destinations?</i>
14:00 - 14:45	<b>4A – Content Creation and Storytelling</b> Venue: Breakout Room A - Function Room 2, SMXCC Lanang  (Audience: Sales and marketing persons of all the four segments of MICE)  <i>As the overflow of content increases every day, the consumer's attention span is also decreasing. Grabbing their attention has proved difficult for content marketers. This session will focus on creativity, and the power of storytelling as the central piece of what makes a brand or message stand out.</i>  <b>Speaker: Vince Golangco</b> <i>Founder and CEO of When in Manila</i>  <b>Moderator: Giovanni Francis Legaspi</b> <i>Dean, University of the Philippines</i>

## CONFERENCE PROGRAM

14:00 - 14:45	<p><b>4B - Giving Your Tour a Make-Over</b>          Venue: Breakout Room B - Function Room 1, SMXCC Lanang</p> <p>(Audience: Incentive travel planners and organizers, DMCs, travel agencies and tour operators)</p> <p><i>Destination Management Organizations, DMCs, and tour operators need to see that the old-school model of handling tours is disappearing. The new generation of travelers seeks flexible, personalized, technology-enabled experiences. Are the knowledge and expertise of institutional players completely lost? How are they still relevant today?</i></p> <p><b>Speaker: Paula Punnaporn Wongjunpen</b>          Vice President of Membership &amp; Communication          Society for Incentive Travel Excellence (SITE) Thailand</p> <p><b>Moderator: Francis Tolentino</b>          Program Chair, Treston International College</p>
14:00 - 14:45	<p><b>4C - Understanding the Mobile Generation</b>          Venue: Breakout Room C - Meeting Rooms 4&amp;5, SMXCC Lanang</p> <p>(Audience: All MICE Suppliers (hotels, venues, tour operators, event management companies, event organizers), local and national tourism offices and event proponents / beneficiaries of DOT/TPB MICE assistance)</p> <p><i>The Mobile Generation also known as the zennials have shown they travel 29 days per year and 65% would rather travel than buy a car. This will be the new powerhouse generation to watch within the travel industry. The Gen Z market is increasing its consumption as they start getting into the workforce and easing out the millennial market. With their heavy consumption of travel, luxury, wellness and technology, event managers need to know how they can tap into the potential market.</i></p> <p><i>Through research based studies of trends, we will be able to understand the preferences of the mobile generation. It will also enable us to discover how we can create products and market to this digitally savvy generation.</i></p> <p><b>Speaker: Carlo Hemedes</b>          CEO and Managing Partner, Organic Intelligence</p> <p><b>Moderator: Miriam Lerias-Oreta</b>          Program Chair, Lapu-lapu Cebu International College</p>

## CONFERENCE PROGRAM

14:45 - 15:30	<b>PLENARY SESSION (Motivational Talk)</b>  <i>"Blazing New Trails"</i>  <b>Anna Maria Meloto Wilk</b> <i>Co-Founder and President, Gandang Kalikasan, Inc.</i>
15:30 - 16:15	MICECON 2023 Closing Ceremonies  Introduction of the Tourism Secretary <b>Marga Nograles</b> Chief Operating Officer, Tourism Promotions Board  Closing Remarks <b>Secretary Christina Garcia Frasco</b> Department of Tourism
16:15 - 17:00	Hosted Networking Coffee Break by Davao Region Coffee Council, Davao Bakers Club, Inc., Philippine Baking Institute and Maan's Bakery
18:30 – 21:00	<b>Farewell Dinner</b> <i>"Padayon"</i>  Venue : The Tent at Azuela Cove Host : Tourism Promotions Board (TPB) Philippines  <i>Welcome Remarks</i> <b>Marga Nograles</b> Chief Operating Officer, Tourism Promotions Board  <i>Announcement of the Next Host Destination of MICECON</i> <b>Christina Garcia Frasco</b> Secretary, Department of Tourism  <i>Special Message</i> <b>Sara Z. Duterte</b> Vice President, Republic of the Philippines
<b>04 March   Saturday</b>	
Whole day	Departures of Speakers, Delegates and the Manila Organizing Committee
<b>04 – 06 March 2023   Saturday to Monday</b>	
	<b>TOUR 1 : Speakers' Post Tour</b>



## **CONFERENCE PROGRAM**

	<i>A 3D/2N Complimentary Tour of the Pearl Farm Beach Resort, Giant Clam Sanctuary and Coral Garden (10 pax)</i>
	<p><b><i>Tours 2-3 : Selected Local MICE Organizers' Inspection Trip of Davao*</i></b></p> <ul style="list-style-type: none"> <li>• <i>Two 3D/2N Complimentary Inspection Trip of Davao for Local MICE Organizers</i></li> <li>• <i>Maximum 15 pax per itinerary</i></li> <li>• <i>Open for Associations, PCOS, PEOs, Tour Operators and DMCs</i></li> <li>• <i>Proposed itineraries are subject to change</i></li> </ul> <p><b>Module 1:</b>          No of Participants : 15 pax          Proposed Itinerary:  <i>Davao City - Banana Walk Activity at Agriya Naturetainment in Panabo City - Hijos Resort - Tagum City Historical and Cultural Center - Museo de Dabao - Seda Abreeza Davao - Big 8 Hotel (in Digos City) - Apo Flower Garden Mountain Resort (Cultural Performances, Wellness Activities, Local Wine Experiences, Weaving Activities of GAMABA Awardee) - Poblacion Market Central &amp; Waterfront Hotel in Davao City</i></p> <p><b>Module 2:</b>          No of Participants : 15 pax          Proposed Itinerary:  <i>Dusit Thani - National Museum Davao - Waterfront Hotel - Lubi Plantation - Seda Abreeza Hotel - Malagos Home Grown Cafe - Eden Nature Park - Poblacion Market Central - Marina Tuna Restaurant</i></p>
	<b><u>Optional Tours</u> for Conference Delegates (pax account)</b>
<b>05 – 06 March 2023   Sunday to Monday</b>	
Whole day	Continuation of Departures
<b><i>End of MICECON 2023</i></b>	

*\*Subject to change without prior notice*