



PRESENTED BY



HOST CITY




30-31 AUGUST 2018  
SINULOG HALL, THE BLUE LEAF FILIPINAS, PARAÑAQUE CITY

**THEME: "City Tourism: Rebuilding a Local Destination to a Global Brand"**

# PROGRAMME


30  
AUGUST  
2018

08:00 AM	REGISTRATION	
09:30 AM	NETWORKING COFFEE BREAK	
	<b>OPENING OF CONFERENCE</b>	
	INVOCATION / NATIONAL ANTHEM	<b>BAGONG PARAÑAQUE CITY CHOIR</b>
	INTRODUCTION OF SPEAKER	<b>MR. MARIO MAR L. JIMENEZ</b> Head, Special Services Office City of Parañaque
	WELCOME REMARKS	<b>HON. EDWIN L. OLIVAREZ</b> Mayor City of Parañaque
10:00 AM	OPENING PERFORMANCE	<b>KULTURANG KAYUMANGGI DANCE TROUPE AND RONDALLA</b> Parañaque National High School
	OPENING REMARKS	<b>DR. MINA T. GABOR</b> President International School of Sustainable Tourism (ISST)
	INTRODUCTION OF GUEST OF HONOR AND KEYNOTE SPEAKER	<b>MS. CATHERINE C. AGUSTIN</b> Officer-In-Charge Department of Tourism – National Capital Region (DOT-NCR)
	KEYNOTE SPEECH	<b>HON. BERNADETTE ROMULO-PUYAT</b> <span style="background-color: #2e7d32; color: white; padding: 2px;">INVITED</span> Secretary DOT
12:00 NN	<b>WELCOME LUNCH</b>	Hosted by:  <b>Local Government of Parañaque City</b>
	INTERMISSION NUMBER	<b>KULTURANG KAYUMANGGI DANCE TROUPE AND RONDALLA</b> Parañaque National High School

## PLENARY SESSION A EMPOWER THE LEADERS

Moderator	<b>MR. JAMES DEAKIN</b> TV Host & Journalist (CNN Philippines / Philippine STAR)	
01:00 PM	KEYNOTE SPEAKER	<b>MS. MARIA YOUNG-SIN LIM</b> Representative of Citizen Campaign Transformation of Tourism Imagine Peace (Korea)

**PANELIST**

01:30 PM	LOCAL GOVERNMENT	<b>HON. EPIMACO V. DENISING III</b> Undersecretary for Operations Department of Interior and Local Government
01:50 PM	ENVIRONMENT MANAGEMENT	<b>MR. JOSE ANTONIO GOITIA</b> Executive Director Pasig River Rehabilitation Commission
02:10 PM	INFRASTRUCTURE MAKEOVER	<b>ATTY. ROMULO S. QUIMBO JR.</b> SVP for Communication & Stakeholder Management Division NLEX Corporation
02:30 PM	Q/A SESSION	
02:45 PM	ONE MINUTE TO WIN IT	Brought to you by: 
03:00 PM	NETWORKING COFFEE BREAK	

**PLENARY SESSION B**  
ENGAGE THE CULTURE AND COMMUNITY

Moderator **MR. IVAN MAN DY**  
President  
Old Manila Walks

03:15 PM	KEYNOTE SPEAKER	<b>MR. JASON LUSK</b> Chief Executive Officer Clickable Vietnam
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**PANELIST**

03:45 PM	UNITY IN COMMUNITY	<b>MR. JOEL STA. ANA</b> President, Platinum Fireworks, Inc. / Event Organizer The Philippine International Pyromusical Competition (PIPC)
04:05 PM	THE C.H.A.C.E. (CULTURE, HERITAGE, ARTS, CRAFTMANSHIP & ENTERTAINMENT)	<b>ATTY. GUILLER ASIDO</b> Administrator Intramuros Administration
04:25 PM	TOURISM IS EVERYBODY'S BUSINESS	<b>MR. WARNER M. ANDRADA</b> Chief, Tourism Development Planning Division DOT
04:45 PM	Q/A SESSION	
05:00 PM	<b>END OF CONFERENCE DAY 1</b>	

31  
AUGUST  
2018

09:30 AM NETWORKING COFFEE BREAK

**PLENARY SESSION C**  
EVOLVE! BECOMING A GLOBAL BRAND

Moderator **MR. RUSSELL LEYCO**  
EcoTour Supervisor  
Bambike

10:00 AM	KEYNOTE SPEAKER	<b>DATO' SRI ABDUL KHANI DAUD</b> Deputy Director General (Promotion) Tourism Malaysia
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**PANELIST**

10:30 AM	CITY BRANDING CAMPAIGN	<b>MR. JUNIE DEL MUNDO</b> Chair and CEO EON
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10:50 AM	THE SOCIAL MEDIA AMBASSADORS	<b>MR. ANTON DIAZ</b> Top Lifestyle / Travel Blog Our Awesome Planet
11:10 AM	THINKING GLOBAL; A NEW PERSPECTIVE	<b>MR. MARCUS OSBORNE</b> CEO FusionBrand (Malaysia)
11:30 AM	Q/A SESSION	
11:45 AM	PRESENTATION OF METRO MANILA CITIES OF THEIR BEST TOUR ATTRACTIONS	
12:00 NN	<b>FAREWELL LUNCH</b>	Hosted by:  <b>Department of Tourism</b>
	INTERMISSION NUMBER	<b>MS. SHARLA MAE CERILLES</b> The Voice Kids Season 3
01:00 PM	PROMOTING CITY TOURISM ACTIVITIES IN A MEGA CITY	
01:30 PM	<b>WORKSHOP:</b> MARKETING CAMPAIGNS FOR CITY TOUR PACKAGES	
02:30 PM	LAUNCHING OF METRO MANILA TOURISM THAT MAKES A DIFFERENCE AWARD	<b>MR. RONAN G. DELA PENA</b> General Manager Micron Business Solutions
02:50 PM	ANNOUNCEMENT OF SELECTION PROCESS FOR METRO MANILA UNIFIED ICON	
03:15 PM	CLOSING REMARKS	<b>MS. MA. CYNTHIA C. LAZO</b> Former DOT-NCR Director
03:30 PM	RAFFLE PRIZES	
03:45 PM	<b>END OF CONFERENCE DAY 2</b>	