

DECLARATION AGREEMENT

The 6N7D PHILIPPINE EXPEDITION is the first institutional media project of the Tourism Promotions Board (TPB). It focuses on the invitation of foreign media (print, broadcast, bloggers, vloggers) to experience the Philippines as a preferred destination in Southeast Asia, focusing on Filipino hospitality, natural and pristine settings, delectable food, rich heritage, and the most enlightening cultural interactions. It is also a venue for the media-savvy minds of the travel industry to come together, network, learn, and to take blogging and cover travel stories to the next level.

Participants shall be assigned to various modules to learn about the country, with each centered on a particular theme, in order to gather content for their publications, and inspire their followers and readers to visit the Philippines. This is also an excellent opportunity to liaise with the media and update them on the enticing attractions.

In consideration of the opportunity to attend the 6N7D PHILIPPINE EXPEDITION (“Venue”) on June 15-21 , 2018 (“Event”) as a participant, the sufficiency of which is hereby acknowledged, I (“Media Member”), intending to be legally bound, hereby represent and warrant and/or acknowledge and agree to the following (the “Agreement”):

- Follow the TPB on all its social media platforms (@tpbphl on Facebook, Twitter & Instagram)
- Attend all compulsory and official media events.
- Provide the following coverage in my publications:
 - Minimum of 1 pre-event and 1 post-event article
 - Daily coverage and reports of the events
 - Engagement on social media as appropriate, including sharing of articles on social media sites, as well as tagging #tourismphilippines; #itsmorefuninthephilippines; #tpbgovph (and other relevant hashtags)
- Use of all my coverage and publication contributions for promotional purposes of the TPB.
- Create (at least once a day) social and editorial contents during the Event to include stay, activities, as well as mentioning brand associations, etc.
- Use and promote the following TPB handles in all social media, print and broadcast: #tourismphilippines; #itsmorefuninthephilippines; #tpbgovph
- Refrain from discussing and/or touching on political issues, and/or painting the TPB, its officials and/or the Philippines in an unsavory manner.
- Submit a copy of all photos to the TPB in a flash drive provided at the end of each writing session.
- Give the TPB full rights for perpetual use of submitted contents for promotional purposes (with due credits/acknowledgments to owner).
- Provide copy of their articles, videos, posts related to the familiarization trip. Links to magazines, newspapers, travel radio/television programs and guidebook companies can mail, digital copies to:

For European Participants: miguel_cortez@tpb.gov.ph

For North Asian Participants: leanne_madrilejos@tpb.gov.ph

For American Participants: nelia_ramos@tpb.gov.ph

For Asia and the Pacific Participants: patricia_delasalas@tpb.gov.ph

- Reimbursement of the air tickets will be at the end of the trip. Be sure to meet all the specified requirements and the corresponding capped rates to your respective country.

CONFORME:

Signature over printed Name

Contact Details: _____