

**Proposed Program of Activities for the
6N7D PHILIPPINE EXPEDITION
(MEGA MEDIA FAM TRIP)
June 15 - 21, 2018**

Day 0: Arrival in Manila
Hotel Check-in

Day 1 June 15	<ul style="list-style-type: none"> ➤ City Tour: Rolling Tour: Manila and the Environs ➤ Lunch ➤ Meet and Greet with President R. Duterte at the Malacañang Palace ➤ Philippines 101 – Destination seminar to give participants an overview of Philippine tourism developments, offerings, as well as its key and emerging attractions. ➤ Welcome Dinner Reception – “Philippine Culture at a Glance” (important cultural highlights of the Philippines through songs, dances, and imagery)
Day 2 June 16	<ul style="list-style-type: none"> ➤ Departure for respective fam trips ➤ Pre-tour briefing (discuss the itinerary, ground rules, etc) ➤ Sensitizing activities (discuss the culture of the destination) ➤ Distribution of travel kits (backpack with notebooks, USB flashdrives, raingear, fans, maps, itinerary, brochure, ID tags, etc) ➤ Start of activity
Day 3 June 17	<ul style="list-style-type: none"> ➤ Destination lens <ul style="list-style-type: none"> ○ local tours ○ interactions with the residents ➤ Writing sessions (outputs to be posted daily on their social media accounts with the following handles #tpbgovph ; #itsmorefuninthephilippines ; #tourismphilippines)
Day 4 June 18	<ul style="list-style-type: none"> ➤ Destination lens (continuation of the tour) ➤ Deepening activities (c/o Regional tourism office) <ul style="list-style-type: none"> ○ half-day program to learn more about the destination and uncover more interesting stories to showcase the authenticity of the place to include, but not limited to: <ol style="list-style-type: none"> 1. travel products 2. special events 3. folklore 4. typical cuisine 5. authentic culture 6. key personalities ➤ Writing sessions
Day 5 June 19	<ul style="list-style-type: none"> ➤ Destination Lens (continuation of the tour) ➤ Writing sessions
Day 6 June 20	<ul style="list-style-type: none"> ➤ Post tour debriefing <ul style="list-style-type: none"> ○ Synthesis of the activity, tying of loose ends (Regional Office) ○ Program evaluation (TPB) ➤ Shopping for local souvenirs
Day 7 June 21	<ul style="list-style-type: none"> ➤ Travel back to Manila ➤ Dinner/Cocktail Reception
Day 8 June 22	<ul style="list-style-type: none"> ➤ Return flight to their respective countries