

### Annex A\_Revised ITINERARY

**Project Name:** Community-Based Tourism Marketing Enhancement

**Venue:** ARGAO CEBU

**Indicative Date:** 3<sup>rd</sup> week of February (Indicative dates)

Date / Time	Activity	
<b>DAY 01</b>	<b>MANILA-CEBU</b>	
<b>3:00 a.m.</b>	<b>Assembly Time</b> <b>Place: Terminal 2</b> <b>Café France</b>	
4:17 a.m.	ETD from Manila to Cebu	
6:00 a.m.	<b>ETA in CEBU</b> via PR2835	
	<b>Breakfast at (TBD)</b>	
7:15 a.m.	ETD to Argao, Cebu	
10:00 a.m.	ETD to Argao, Cebu	
11:00 a.m.	Lunch at Argao, Cebu Check-in at the Hotel	
1:30 p.m.	<b>Production Team (Ingress)</b>	
4:00 p.m.	ETA at the Jump-off area	
4:30 p.m.	Back to City	
6:30 p.m.	Dinner at the Hotel together with Production Team/ Speakers/ DOT/ TPB	Total Exhibit will move to Hotel Rodolfo for the Tech Run with Subject Matter Experts  TPB/TEES Final Meeting with Events Management Company (EMC) and Program Flow
8:30 p.m.	Lights off	
<b>DAY 02</b>	<b>WORKSHOP PROPER 1</b> <b>#BUDBRANDMARK:</b> Business Development and	<b>Itinerary for MEDIA</b>

Brand Marketing		
4:30 a.m.		<p><b>Note: Media will join the Opening Program</b></p> <p>Tour Itinerary will cover the visit to different communities involved in the workshop.</p> <p>Incentivized Pilgrimage Tour Within – Southern Cebu</p> <p>6:00 -7:35 a.m. MNL- CEB via PR2845</p> <p>8:00 a.m. – Breakfast 9:00 a.m. – Start of the Tour Pilgrimage Tour in Cebu City Carcar, Simala Shrine</p> <p>12:00 n.n. Lunch at Argao 1:30 p.m. Check-in Sea Breeze Hotel and Spa</p> <p>3:00 p.m. Church visit at Argao, Cebu</p> <p>6:30 p.m. Incentivized Dinner</p>
6:05 a.m.	Breakfast at the Resort	
7:00 a.m.		
8:00 a.m.	#BUDDBRANDMARK	
8:10 a.m.	<b>Opening Program</b>	
8:30 a.m.	I. National Anthem	
9:30 a.m.	II. Invocation	
	III. <b>Welcome Remarks</b> from (Mayor and or any DOT Rep)	
	<b>IV. Message from (DOT/ or LGU Rep)</b>	
	IV. Rationale of the Programm	
	<i>Introduction and Ice Breaker of participants</i>	
10:00 a.m.	Participants AM snack	
10:15 a.m.		
10:30 a.m.	<b>BizDev 101: Introduction</b>	
11:00 a.m.	- Understanding the	
11:15 a.m.	Customer Journey: From Curiosity to Loyalty	
	- Marketing Mix (Essential Marketing Ps)	
12:00 p.m.	Workshop – Lunch	
12:15 p.m.		
1:00 p.m.		
2:00 p.m.	<b>Importance of Branding and its Practical Applications in Product and Packaging</b> Workshop: Mobile Product Photography and Video Reels	
3:00 p.m.	<b>Break with pm snack</b>	
4:00 p.m.	Continuation of the workshop	

4:30 p.m.	<b>DAY 1 Wrap up</b>	
4:55 p.m.	<b>(Photo Opportunity)</b>	
5:00 p.m.	Participants Back to Hotel	
6:00 p.m.	Incentivized Dinner at the Hotel together with the Invited MEDIA/ Speakers and Production Team	
	Back to its respective Hotels	
<b>DAY 03</b>	<b>WORKSHOP PROPER 2 #SOSI: School of Sales and Influence</b>	<b>MEDIA Itinerary</b>
<b>6:00-7:30 a.m.</b>	<b>Breakfast</b>	<b>Day 02</b>  Incentivized Nature-Based activity offered by the host Municipality  8:00 a.m. – Breakfast 9:00 a.m. – Boljoon Church 11:00 a.m. – Sumilon Island 12:30 n.n. – Lunch at the Island 3:00 p.m. – Back to Argao 7:00 p.m. – Dinner  <b>PM Invited participants will attend the Business to Business (B2) organized by TPB/ Community</b>
8:00 a.m.	Icebreaker	
8:10 a.m.	<b>Understanding different types of Sales Strategy Create your Sales Plan Deliver an Elevator Pitch Hands-On Activity: Product Pitching</b>	
12:00 n.n.	Lunch	
1:00 p.m.	Showcase and Customer Experience Feedback	
	Workshop: Real-Time Live Selling and Vlogging	
4:30 p.m.	Day 2 Wrap up (Photo Op)	
6:00 p.m.	Dinner at Hotel with the LGU/ DOT/Media/ Guest	
<b>DAY 04</b>	<b>WORKSHOP PROPER 3 #BUDOL: E-Commerce Trends and Social Media Promotion Techniques</b>	<b>Itinerary Media</b>
7:00 a.m.	Breakfast	8:00 a.m. Breakfast 9:00 a.m. – Visit to the weaving community
8:00 a.m.	Icebreaker	
8:10 a.m.	Why should be social and online?	

	Setting up Facebook Page and Shop Exploring TikTok: Entertainment and Shopping Social and Chat e-commerce Marketing Step-by-step Demo and Hands-on Activities	12:00 n.n Lunch 1:00 p.m. – Business to Business Activity 3:00 p.m. – Check-out back to Cebu City 7:40 p.m. – Flight Back to Manila via PR2860
12:00 n.n.	Lunch Break	
1:00 p.m.	Non-Contact Games/Raffle/Q&A from lecture with prizes <b>Workshop Proper</b> Doing elevator pitch	
2:00 p.m.	<b>Awarding of Certificates/ Special Awards</b>  Closing and Synthesis  Closing Message From the DOT Region VII  Photo opportunity	
	Participants proceed to Hotel for check-out	
5:30 p.m.	Sun Cruise (San Juanico Bridge)	
7:00 p.m.	Dinner at (TBD)	
<b>Day 05</b>	<b>BACK TO MANILA</b>	
8:00 a.m.	Breakfast	
10: 00 a.m.	Check-out/ proceed to Cebu City	
12:00 a.m.	Lunch at Carcar	
2:00 p.m.	ETA in Mactan Cebu International Airport	
5:00 p.m.	ETD back to Manila via PR2686	
	End of the Program	

As of: **November 14, 2023** subject to change without prior notice