

### ANNEX B: ITINERARY

**Project Name:** Community-Based Tourism Marketing Enhancement  
**Venue:** ARGAO CEBU  
**Indicative Date:** 1st Quarter of 2024

#### LOT 2

Date / Time	Activity	
<b>DAY 01</b>	<b>MANILA-CEBU</b>	
3:00 a.m.	Assembly Time Place: Terminal 2 Café France	
4:40 a.m.	ETD from Manila to Cebu	
6:00 a.m.	ETA in CEBU via PR	
	<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>December 18,</b>	<b>WORKSHOP PROPER 1</b> <b>#BUDBRANDMARK:</b>	<b>Itinerary for MEDIA</b>

<b>2022</b>  <b>Venue: Hotel Rodolfo (5<sup>th</sup> Floor)</b>	Business Development and Brand Marketing	
4:30 a.m.		<b>Note: Media will join the Opening Program</b>  Tour Itinerary will cover the visit to different communities involved in the workshop.  Incentivized Pilgrimage Tour Within – Southern Cebu  6:00 -7:35 a.m. MNL- CEB via PR2845  8:00 a.m. – Breakfast 9:00 a.m. – Start of the Tour Pilgrimage Tour in Cebu City Carcar, Simala Shrine  12:00 n.n. Lunch at Argao 1:30 p.m. Check-in Sea Breeze Hotel and Spa  3:00 p.m. Church visit at Argao, Cebu  6:30 p.m. Incentivized Dinner
6:05 a.m.	Breakfast at the Resort	
7:00 a.m.		
8:00 a.m.	#BUDBRANDMARK	
8:10 a.m.	<b>Opening Program</b>	
8:30 a.m.	I. National Anthem II. Invocation III. <b>Welcome Remarks</b> from (Mayor and or any DOT Rep) IV. <b>Message from (DOT/ or LGU Rep)</b>	
9:30 a.m.	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 Customer Journey: From Curiosity to Loyalty - Marketing Mix (Essential Marketing Ps)	
11:15 a.m.		
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 December 19, 2022 Venue: Hotel Rodolfo</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>
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>	Incentivized Nature-Based activity offered by the host Municipality
12:00 n.n.	Lunch	8:00 a.m. – Breakfast
1:00 p.m.	Showcase and Customer Experience Feedback	9:00 a.m. – Boljoon Church
	Workshop: Real-Time Live Selling and Vlogging	11:00 a.m. – Sumilon Island
4:30 p.m.	Day 2 Wrap up (Photo Op)	12:30 n.n. – Lunch at the Island
6:00 p.m.	Dinner at Hotel with the LGU/ DOT/Media/ Guest	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>
<b>DAY 04 December 20,</b>	<b>WORKSHOP PROPER 3 #BUDOL: E-Commerce Trends</b>	<b>Itinerary Media</b>

2022 Venue:	and Social Media Promotion Techniques	
7:00 a.m.	Breakfast	
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 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 XII Officer-in-charge  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 December 21, 2022</b>	<b>BACK TO MANILA</b>	
8:00 a.m.	Breakfast	
9:00 a.m.	Check-out/ proceed to Villaconzoilo Farm	
11:00 a.m.	Lunch at the Farm	

2:00 p.m.	Back to Tacloban City with pasalubong	
4:00 p.m.	Heavy pm snack (TBD)	
5:30 p.m.	Arrival at the Airport	
7:00 p.m.	Flight Back to Manila from TAC Airport via PR	
8:40 p.m.	ETA at Manila	
	End of the Program	

As of: **July 02, 2023** subject to change without prior notice