

Advisory No. 091, s. 2018

May 23, 2018

In compliance with DepEd Order (DO) No. 8, s. 2013  
this advisory is issued not for endorsement per DO 28, s. 2001,  
but only for the information of DepEd officials,  
personnel/staff, as well as the concerned public.  
(Visit *www.deped.gov.ph*)

#### 14th ASIAN ASSOCIATION FOR SPORT MANAGEMENT CONFERENCE

The Sport Management Council of the Philippines (SportPhil), in partnership with the De La Salle University Ramon V. Del Rosario College of Business (DLSU RVR-COB), will host the 14th Asian Association for Sport Management (AASM) Conference with the theme Discovering and Developing the Sport Industry Potential in Asia from August 2 to 4, 2018 at the De La Salle University, Taft Campus, Manila.

The conference aims to:

1. underscore the synergy between sport development and sport industry by providing viable models in sport management, athletic programs and pedagogy;
2. provide participants with proven concepts in successful sport enterprises and institutions, including opportunities in career and education in sport media, fitness, events management, sport marketing, and the like; and
3. provide a venue where various disciplines in sports, the academe and practitioners from the Philippines and abroad can network and collaborate towards innovating sport education and development in the country.

The target participants are teachers and students from public and private schools.

Participation of public and private schools shall be subject to the no-disruption-of-classes policy stipulated in DepEd Order No. 9, s. 2005 entitled Instituting Measures to Increase Engaged Time-on-Task and Ensuring Compliance Therewith.

For more information, contact:

Geraldine Go Bernardo PTRP MBM  
Chairperson, 14th AASM Conference Organizing Committee  
Treasurer, Asian Association for Sport Management (AASM)  
Mobile Phone No.: 0917-532-7924  
Email Addresses: [geraldine.bernardo@dlsu.edu.ph](mailto:geraldine.bernardo@dlsu.edu.ph)  
[secretariat@aasm2018.sportphil.com](mailto:secretariat@aasm2018.sportphil.com)  
Website: <https://aasm2018.sportphil.com/>