

**DepEd ADVISORY No. 220, s. 2010**  
**In compliance with DepED Order No. 39, s. 2009**  
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**August 3, 2010**

**NATIONAL TRAINING WORKSHOP ON MANAGEMENT AND MARKETING  
STRATEGIES FOR EARLY CHILDHOOD PROGRAMS**

The AIMSILLS World Management Training Center will conduct the *National Training Workshop on Management and Marketing Strategies for Early Childhood Programs* with the theme, **“Building a Sound Business Strategy for Early Childhood Programs”**. This activity will be conducted by batch at the Hotel Supreme, Baguio City on the following dates:

| <b>Batch</b> | <b>Date</b>         |
|--------------|---------------------|
| 1            | October 19-22, 2010 |
| 2            | December 1-4, 2010  |
| 3            | April 25-28, 2011   |

The objectives of this training-workshop are to:

- a. train the participants to develop and implement effective publicity and marketing strategies to “showcase” their centers or schools;
- b. guide them in incorporating an understanding of the relationship between marketing, financial planning, and quality programming;
- c. provide the participants an understanding on the varied and significant roles of directors, leaders, administrators, officers in the program’s marketing approach in implementing early childhood programs; and
- d. understand and develop a quality brand of early childhood care and education.

The participants to this training are early childhood directors, school owners, administrators, MSWD officers, municipal daycare association officers, elementary school principals, DepEd preschool teachers and coordinators, BSEEd new graduates, and all other interested parties.

A registration fee of Ten Thousand Eight Hundred Pesos (PhP10,800.00) will be charged each participant to cover expenses for three nights hotel accommodation, hourly management training sessions, complete meals and snacks, kit, t-shirts, training materials, certificates and other incidental expenses.

For more information, contact Ms. Minerva B. Soriano-Casallo, AimSkills Director at cellphone no.: 0921-259-7237; e-mail address: [mscallos@yahoo.com](mailto:mscallos@yahoo.com) or Ms. Cynthia Soriano at cellphone nos.: 0908-716-6714/0919-803-6841.