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MARKETING IN GOVERNMENT SUMMIT

The Philippine Marketing Association (PMA) is hosting the *Marketing in Government Summit* with the theme *Transformations and Innovations in Public Service (TIPS)* on November 23, 2012 at the DM Hall, 10/F Landbank Plaza, 1598 M.H. Del Pilar corner Dr. J. Quintos Street, Malate, Manila.

The following topics will be discussed highlighting specific TIPS for greater learning appreciation and retention:

1. Leadership/Spiritual Values in Public Service (May Puso ka ba Talaga sa Public Service?);
2. Customer Relations (*Ngiti Naman Dyan!*);
3. State of the Filipino Consumer (Sino sila, Anong Profile nila at Anong gusto nila?);
4. Integrated Marketing Communications (Winning Strategies to win Their Hearts);
5. Digital Marketing in Public Service Delivery (Hi-Tech Na! Hi-Touch Pa!);
6. Brand Story (*Anong Istorya mong Gustong Ipagmalaki?*);
7. Transformations and Innovations (*Higit sa Lahat ang Iyong Pagkatao at Pakikipagkapwa Tao ang Mahalaga*); and
8. Social Marketing Your Ideas to Action (Building Minds, Touching Hearts: From Idea to Action *sa Maraming Paraan.*)

The target participants to this activity are leaders and experts in various fields of marketing from the PMA.

For more information, interested participants may contact any of the following:

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