

DepEd ADVISORY No. **17**, s. 2013
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MARKETING IN GOVERNMENT AND COMMUNITY SUMMIT

The Philippine Marketing Association (PMA) in partnership with the Land Bank of the Philippines (LBP) will hold the *Marketing in Government and Community Summit* with the theme *Transpormasyon at mga Inobasyon sa Public Serbis (TIPS)* on February 2, 2013 at the Land Bank Philippines (LBP) Hall located along M.H. Del Pilar corner Dr. Quintos Street, Malate, Manila.

The Summit aims to provide the participants with cutting edge public leadership, marketing styles and strategies for effective good governance.

The Social Marketing topics are:

1. *Ang Public Servant High IQ na! High EQ pa!*;
2. *Ang Tagumpay Mo ay Tagumpay Ko: Transpormational Leadership*;
3. *Mga Epektibong Paraan: Tanging Ideas to Galing Action*;
4. *Ikaw Muna, Bago Ako: Servant Leadership*;
5. *Tamang Pananaw Para sa Masayang Comunidad: Powerful Mindset*;
6. *Social Media o Mag Sosyalan Na Lang*;
7. *Responsible Media Connection*;
8. *Digital Genius: High Tech na! High Touch pa!*; at
9. *Edukasyon Pa Rin Para sa Maunlad na Bayan at Masaganang Pamayanan*.

The 50 Free slots for the Department of Education (DepEd) are available on a first-come, first-served basis.

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

For more information, interested individuals may contact:

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