

FRANCHISE ASIA PHILIPPINES 2023 INTERNATIONAL CONFERENCE
June 7-8, 2023 (WED-THURS) * SMX Convention Center, Manila
Theme: Franchising Fast Forward
Programme (as of May 09, 2023)

DAY 1: JUNE 7, 2023, WEDNESDAY

7:30AM-5:30PM * Function Rooms 1 and 2

BUSINESS SOLUTION ROUNDTABLES & PLENARY SESSIONS

TIME	SESSIONS
7:30AM-8:00AM	CONFERENCE REGISTRATION AM Networking Snack
8:00AM-8:30AM	PART I: FAPHL 2023 CONFERENCE OPENING INTRODUCTION TO BUSINESS SOLUTION ROUNDTABLES
8:30AM-10:45AM	Round 1: 8:30am-9:30am (60-min): 30+ Roundtables Break: 9:30am-9:45am Round 2: 9:45am-10:45am (60-min): 30+ Roundtables (Repeat)

	FRANCHISOR TRACKS: (FOR START-UP/EMERGING FRANCHISORS) Color-Coded: YELLOW	ROUNDTABLE FACILITATORS
1	Building Your Franchise Support Team	Mr. Gabriel "Gabby" L. Gonzalez, CFE Senior Operations Consultant Francorp Phils
2	Creating a Winning Franchise Marketing Strategy	Ms. Cherryl B. Carino, CFE Franchise Management Head Mister Donut
3	Creating Healthy Franchise Relationships	Mr. Angel Francisco Franchise Director Fiorgelato/Kurimi
4	How to Improve and Ensure Franchisee Compliance to the System	Ms. Riza Masupil Senior Franchising Manager Greenwich
5	Latest Strategies in Finding A Right Location	Mr. Joel Aguada Vice-President for Business Development Environment and General Services, Inc. (EGSI)
6	Latest Tools to Help Franchisees Comply with the Standards	Mr. Rey Pingol, CFE AVP - Network Management Minute Burger
7	Onboarding Franchisees and Protecting Your Franchise Brand	Ms. Genevieve Salomon, CFE Franchise Manager Kenny Rogers
8	Targeting the Right Candidates for your Franchise	Mr. Miguel Antonio S. Lindo, CFE Franchise Development and Communications Director and District Director BNI Business Solutions, Inc.

	FRANCHISOR TRACKS: (FOR ESTABLISHED/MATURE FRANCHISORS) Color-Coded: GREEN	ROUNDTABLE FACILITATORS
9	Building a High Performing Organizational Culture	Ms. Armida Beltran Mabitad, FCoIT, AloD, MBA Learning & Development Senior Manager Isla Lipana & Co. / PwC Phils.
10	Building a Stronger and More Sustainable Franchise Business	Ms. Dana Cuneta, CFE AVP – Consultancy Francorp Phils.
11	How to Boost and Retain Win-Win Franchise Relationships	Ms. Rhea Flores, CFE Strategic Planning Consultant Francorp Phils.
12	Key Elements of a Successful Franchise Business	Mr. Raffy Santos Franchising Director Jollibee
13	Leveraging on Digitalization to Drive Franchise Success and Sustainability	Ms. Jennifer Gail M. Kim, CFE Senior Network Head - Network Management Minute Burger and BBQ Bob Leslie Corporation - Food Service Division
14	Managing Effectively Your Multi-Unit Franchisees	Ms. April O. Fortuno, CFE National Business Unit Manager Max's Group Inc. (Pancake House/Dencio's/Teriyaki Boy/Sizzlin' Steak/Yellow Cab)
15	Strategies to Achieve Brand Consistency in a Franchise	Ms. Cherry Kho Founder Bluethumb
16	Tips for Dealing with Difficult Franchisees	Mr. Donato G. Suyat IV, CFE Head, Franchise Mgt. & Relations Shakey's/ Peri Peri
17	Tips to Future-Proofing Your Franchise Business	Mr. Gretz Florencio G. Rivera, CFE Chief Operations Officer Julie's Group of Companies
18	Tips to Improve Franchise Management and Growth	Ms. Michelle C. Pino Organizational Development Manager McDonald's Phils.
19	Ways to Deal and Manage Underperforming Franchisees	Ms. Hazel Hernandez-Francisco, CFE Territory Business Unit Manager, Yellow Cab, Max's Group Inc.
	FRANCHISEE TRACKS: Color-Coded: PINK	ROUNDTABLE FACILITATORS
20	Building High-Performing Employees	Ms. Marites Domingo HR Director McDonald's Phils.
21	Financial Management Tools for Better Performance	Mr. Allan M. Cao Executive Director Isla Lipana & Co. (PwC Phils.)
22	How to Manage Multiple Franchise Units Successfully	Ms. Michell Ann C. Hong, CFE Franchising Director JFC Group - Mang Inasal

23	Identifying the Key Drivers of Store Profitability	Ms. Maria Eloisa Dayrit Restaurant Operations Director McDonald's Phils.
24	Implementing Digital Marketing Strategies To Store Profitability	Ms. Farwa Hombre, CFE Managing Director ActionCOACH Phils.
25	Increasing Productivity and Passion in the Workplace	Ms. Joan Manalo Head – Total Rewards and Payroll McDonald's Phils.
26	Keeping Your Employee Motivated, Happy and Productive	Mr. Reymont Choachuy, CFE President Noble House Business Brokers, Inc.
27	Proper Financial and Operational Planning to Improve Profitability	Mr. Kristopher S. Catalan Assurance Partner SGV & Co.
28	What it takes to be a Successful Multi-Unit Franchisee	Mr. Brice Justin Godfried VP for Operations Doktors Generics Pharmacy Inc. Franchisee, TGP Pharma
	INTERNATIONAL TRACKS: Color-Coded: CREAM	ROUNDTABLE FACILITATORS
29	Common Mistakes in International Expansion: How To Avoid Them	Ms. Kathryna Manalo, CFE International Markets Director Potato Corner
30	What it Takes Your Brand to Go Global	Ms. Cristina Montinola Franchise and Export Manager Bench
	GENERAL TRACKS: Color-Coded: BLUE	ROUNDTABLE FACILITATORS
31	Digital Tools and Solutions to Improve Your Business Operations	Mr. Jerry Dy Retail Industry Business Consultant Industry Business Consulting Group Enterprise Digital Solutions PLDT
32	How to Get Customer Retention, Engagement and Loyalty	Mr. Joselito "Lito" G. Samson, CFE AVP for Consulting, Francorp Philippines Senior Business Coach, ActionCOACH.PH
33	How to Make Social Media Marketing Strategies Work For You	Ms. Velle Cacha-Manuel, CFE AVP – Marketing U-Franchise Sales and Marketing
34	Hybrid Work Model: How Do We Make It Work?	Mr. Elano Marcelo Partner P&A Grant Thornton Outsourcing Inc.
35	Social Media Marketing Best Practices	Ms. Christine Clamor, CFE COO Canadian Tourism and Hospitality Institute

10:45AM-11:00AM	BREAK CONFERENCE ANNOUNCEMENTS	
11:00AM-12:00NN	PART II: FAPHL 2023 FORMAL OPENING CEREMONIES	
Time	Activity	Speakers
11:00AM-11:40AM	Conference Announcements	Host: Ms. Issa Litton President & Head Trainer of 1Lit Corp (Confirmed)
	Invocation National Anthem	
	PFA President's Message	Mr. Chris Lim, CFE CEO, Francorp Phils Director, Strategic and Innovation, La-Z-Boy Phils President, PFA
	Franchise Asia Philippines 2023 Overall Chair Message	Mr. Joseph C. Tanbuntiong Chief Business Officer (Philippine Country Head and Jollibee Global Head) Jollibee Foods Corporation FAPHL 2023 Overall Chair
	Franchise Asia Philippines 2023 Conference Opening Ceremonies	Mr. Joey Garcia, CFE President and CEO Eight-8-Ate Food Group (Wendy's Phils) FAPHL 2023 Conference Chair
11:40AM-12:00NN (20 mins)	Keynote Address: Philippine Economy Outlook and Prospects	Keynote Speaker: Hon. Benjamin E. Diokno, Ph.D. Secretary Department of Finance (Confirmed)
12:00NN	PART III: NETWORKING LUNCH	
12:00NN	NETWORKING LUNCH	
1:00PM-1:10PM (10-min)	Meralco Presentation: Empowering Businesses through One Meralco Programs & Services	Ms. Katherine A. Tagudin Zone Officer Meralco Biz (Confirmed)
1:15PM-5:30PM	PART IV: PLENARY SESSIONS	
1:15PM-1:40PM (25 mins)	Session 1: The Future of Franchising – Outlook, prospects and opportunities in the global franchising world, – Best practices on sustainability in franchising.	Speaker: Dr. Benjamin C. Litalien, CFE Founder & Principal, Franchise Well Consulting Director, Franchise Management Certificate Program Georgetown University, USA (Confirmed)

<p>1:40PM- 2:00PM (20 mins)</p>	<p>Session 2: Consumer Behavior Trends in 2023 and Beyond</p> <ul style="list-style-type: none"> – Trends that are shaping consumer buying behavior – Trends on where consumers buy – Understanding Consumers' Want and Why—now, next and in the future 	<p>Session Host: Mr. Dino Francisco COO Vista Malls (Confirmed)</p> <p>Speaker: Mr. Julian Cua Partner Boston Consulting Group (BCG) (Confirmed)</p>
<p>2:00PM- 3:00PM (60 mins)</p>	<p>Session 3: The Great Debate Forum: Aggregators vs In-House: How to Serve Your Customers Better</p> <ul style="list-style-type: none"> – Utilizing 3rd party marketplaces or coming up with the company's own In-House integrated omnichannel solutions namely ERP, POS, eCommerce Solutions and Fleet/Riders Management. <p>Modality:</p> <ul style="list-style-type: none"> • 5-min: Intro to Session and Panelists • 20-min: 5-min Presentation of statements, expert opinion, supporting evidences and arguments of each panelist about the position assigned. • 15-min Panel Discussion to be facilitated by a distinguished moderator • 5-min: Q&A with the audience • 4-min: 1-min closing statement of each panelist 	<p>Session Host: Ms. Cara Funk BPI Business Banking, Marketing Head BPI (Confirmed)</p> <p>Moderator: Ms. Issa Litton President & Head Trainer of 1Lit Corp (Confirmed)</p> <p>(A Panel of Experts) <u>Aggregators Position:</u></p> <p>Panelist 1: Mr. Greg Camacho Director for Deliveries (GrabFood, GrabMart, GrabKitchen) Grab Philippines (Confirmed)</p> <p>Panelist 2: Mr. Eric Puno Founder & CEO Army Navy Burger + Burrito Pizza Telefono (Confirmed)</p> <p><u>In-House Position:</u></p> <p>Panelist 1: Mr. Vicente L. Gregorio President and CEO Shakey's Pizza Asia Ventures Inc. (SPAVI) (Confirmed)</p> <p>Panelist 2: Mr. Francis Ordoveza Franchisee McDonalds Phils. (Confirmed)</p>

<p>3:00PM-3:45PM (45 mins)</p>	<p>Session 4: The Future of Digital World and Its Impact on SMEs</p> <ul style="list-style-type: none"> – The impact of technologies such as blockchain, NFT, Metaverse, Web 3.0, Ecommerce Innovations, Omnichannel and other Digital Innovations to business and how it can affect the SMEs. <p>Modality:</p> <ul style="list-style-type: none"> • 5-min presentation by each speaker • 15-min to 20-min panel discussion to be facilitated by a distinguished moderator 	<p>Session Host and Moderator: Mr. Melvin Jeffrey Chan Vice President and Head of PLDT Enterprise Innovations, Business Development, Consulting & Presales, PLDT Enterprise (Confirmed)</p> <p>(A Panel of Experts) The Growth of Digital Economy in the Philippines Ms. Nikki Librada-Del Gallego Data & Insights Lead, Philippines Google (Confirmed)</p> <p>Impact of Blockchain, NFT and Web 3.0 and Metaverse to Businesses Ms. Denise Haak President Internet and Mobile Marketing Association of the Philippines Chief Experience Officer, Qairos (Confirmed)</p> <p>Innovations in E-Commerce Mr. Koko Ortuoste Head of User Growth Lazada Phils (Confirmed)</p> <p>Omnichannel Retail Solutions to Grow Your Business Mr. Bo Lundqvist President & CEO Retail Associates (Confirmed)</p>
<p>3:45PM-4:25PM (40 mins)</p>	<p>INTRODUCTION TO THE NXT GEN IN FRANCHISING The NXT GEN IN FRANCHISING Session</p> <ul style="list-style-type: none"> • The NXT GEN Final Pitch • The NXT GEN Awarding Ceremonies 	<p>Host: Ms. Issa Litton President & Head Trainer of 1Lit Corp (Confirmed)</p>
<p>4:25PM-5:25PM (60 mins)</p>	<p>Session 5: The CEO Forum: Franchising Fast Forward</p> <ul style="list-style-type: none"> – CEO panelists to share thought leadership on how they are preparing their companies and brands to the future and move fast forward in a rapidly-changing environment. – Sharing of best practices on sustainability. How Committed Are You to Sustainability Practices <p>Modality:</p> <ul style="list-style-type: none"> • Straight panel discussion to be 	<p>Session Host: Ms. Noemi G. Azura President and CEO Insular Health Care, Inc. INSULAR HEALTH CARE INC (Confirmed)</p> <p>Moderator: Ms. Sherill R. Quintana, CFE Chairman, PFA Founding President and CEO, Oryspa (Confirmed)</p> <p>(A Panel of Experts):</p>

	facilitated by a distinguished moderator	<p>Mr. Jose Victor Paterno President and CEO 7-Eleven (Confirmed)</p> <p>Mr. Joseph C. Tanbuntiong Chief Business Officer (Philippine Country Head and Jollibee Global Head) Jollibee Foods Corporation (Confirmed)</p> <p>Mr. Kenneth S. Yang President and CEO Golden Arches Development Corp./McDonald's Phils. (Confirmed)</p> <p>Mr. Robert F. Trota, CFE Chief Executive Officer Max's Group, Inc. (Confirmed)</p>
5:25PM-5:45PM (20 mins)	<p>CFE GRADUATION CEREMONIES</p> <ul style="list-style-type: none"> • Part 1: CFE Graduation for Graduates • Part II: CFE Graduation for Enrollees 	
5:45PM-5:50PM (5 mins)	<p>FAPHL 2023 Overall Co-Chair Message</p> <ul style="list-style-type: none"> - Highlights of Day 1 Conference - Overview of Day 2 Conference 	<p>Mr. Richard V. Sanz, CFE Founding Chairman & CEO BBK Group FAPHL 2023 Overall Co-Chair</p>
5:50PM 6:00PM	<p>Conference Announcements</p> <p>End of Day 1 Conference</p>	

DAY 2: JUNE 8, 2023, THURSDAY

CONFERENCE CONCURRENT BREAKOUT SESSIONS

9:00AM-4:00PM * Function Room 1 & Meeting Rooms 2-9

PART 1: AM CONCURRENT BREAKOUT SESSIONS:

Breakout 1:AM Session	9:00-10:00am (60 mins)
<i>Networking AM Break</i>	<i>10:00-10:30am (30 mins)</i>
Breakout 2: AM Repeat Session	10:30-11:30am (60 mins)
Networking Lunch Break (Function Room 1)	11:30nn-1:30pm

Session Tracks	Specific Topic Title	Speakers-Panelists
Track 1	<p>The Great Debate Forum: “Traditional vs Non-Traditional Locations: Where to Expand Your Business” – Sharing of thought leadership, expert opinions, and strategies on market expansion either by Traditional Locations/Brick & Mortar Stores or by Non-Traditional Locations/Digital Platforms.</p> <p>Modality:</p> <ul style="list-style-type: none"> • 5-min: Intro to Session and Panelists • 20-min: 5-min Presentation of statements, expert opinion, supporting evidences and arguments of each panelist about the position assigned. • 15-min Panel Discussion to be facilitated by a distinguished moderator • 5-min: Q&A with the audience • 4-min: 1-min closing statement of each panelist 	<p>Host/Moderator: Dr. Carl Balita, CFE President & CEO Dr Carl Balita Review Center (Confirmed)</p> <p>(A Panel of Experts) <u>Traditional Locations Position:</u> Panelist 1: Mr. Steven T. Tan President SM Supermalls (Confirmed)</p> <p>Panelist 2: Mr. John-Michael Hilton Founder & CEO Koomi (Visum Ventures, Inc.) (Confirmed)</p> <p><u>Non-Traditional Locations Position:</u></p> <p>Panelist 1: Mr. Eric B. Bataga Chief Operating Officer Pick.A.Roo (Agile Digital Ventures, Inc.) (Confirmed)</p> <p>Panelist 2: Mr. Michael Conti Martinez VP, Business & Project Development Conti’s Bakeshop & Restaurant Wendy’s Philippines (Confirmed)</p>

<p>Track 2</p>	<p>Data Track: “Storing, Managing and Utilizing Your Data for Decision-Making”</p> <ul style="list-style-type: none"> – How to store, manage and utilize your data to provide business intelligence reports for your decision making. – How to adopt and maximize the use of cloud technology which is connected to sustainability. <p>Modality:</p> <ul style="list-style-type: none"> • 30-min: 15-min each panelist presentation • 20-min: Panel Discussion/Open Forum to be facilitated by the Host/Moderator 	<p>Host/Moderator: Mr. Joel Tugade Managing Director Coolaire Consolidated, Inc. (Confirmed)</p> <p>(A Panel of Experts) Panelist 1: Mr. Weddy Diamada Manager - Deals and Corporate Finance PwC Phils. (Isla Lipana & Co.) (Confirmed)</p> <p>Panelist 2: Mr. Francis Adrian H. Viernes, CFA, MSF, CCREP AVP for Data Analytics Megaworld Corporation (Confirmed)</p>
<p>Track 3</p>	<p>Franchise Track: “Preparing For the Future: Strategies and Prospects”</p> <ul style="list-style-type: none"> – Share thought leadership on how franchise companies are preparing for the future. How to sustain, protect and continue your franchise business. <p>Modality:</p> <ul style="list-style-type: none"> • 30-min: 15-min each panelist presentation • 20-min: Panel Discussion/Open Forum to be facilitated by the Host/Moderator 	<p>Host/Moderator: Mr. Engle Chua Franchise & Business Development Director Potato Corner (Confirmed)</p> <p>(A Panel of Experts) Panelist 1: Mr. Steve D. Benitez Founder, Chairman and Chief Executive Officer Bo’s Coffee (Confirmed)</p> <p>Panelist 2: Mr. Eric Dee President and Chief Operating Office, Foodee Global Concepts CEO, Mesa (Confirmed)</p>
<p>Track 4</p>	<p>General Track: “Future Workplace Trends to Watch For”</p> <ul style="list-style-type: none"> – Get a snapshot of the new workplace trends and opportunities that we’re going to see emerging in the future. <p>Modality:</p> <ul style="list-style-type: none"> • 30-min: 15-min each panelist presentation • 20-min: Panel Discussion/Open Forum to be facilitated by the Host/Moderator 	<p>Host/Moderator: Mr. Miguel Antonio S. Lindo, CFE Franchise Development and Communications Director and District Director BNI Business Solutions, Inc. (Confirmed)</p> <p>(A Panel of Experts) Panelist 1: Workplace Trends Atty. Fredieric B. Landicho</p>

		<p>Managing Partner & CEO Deloitte Philippines (Confirmed)</p> <p>Panelist 2: The Greatest Opportunity for Commercial Workspace Mr. Lars Wittig ASEAN & S.Korea Country Manager and Sales Vice President International Workplace Group (IWG) (Confirmed)</p>
Track 5	<p>Legal Track: “How to Protect Your Brand: IP, Trademark, Cybersecurity and Data Privacy”</p> <ul style="list-style-type: none"> – Know latest information on IP, trademark, cybersecurity and data privacy in protecting your Brand. <p>Modality:</p> <ul style="list-style-type: none"> • 30-min: 15-min each panelist presentation • 20-min: Panel Discussion/Open Forum to be facilitated by the Host/Moderator 	<p>Host/Moderator: Mr. Jeff Chua President Cycle House (Confirmed)</p> <p>(A Panel of Experts) Panelist 1: IP, Trademark, Data Privacy Atty. Reena Mitra-Ventanilla Partner, Intellectual Property, Data and Technology Practice Group Quisumbing Torres (Confirmed)</p> <p>Panelist 2: Cybersecurity Mr. Frits Gerald M. Enriquez Project Manager, IT Advisory in Risk Consulting KPMG Philippines (R.G. Manabat & Co.) (Confirmed)</p>
Track 6	<p>AM Session: 9:00-10:00am (60 mins) Technology Track: How AI Will Change Your Business</p> <ul style="list-style-type: none"> • AI Integration for business advancement in retail, marketing and customer service • Leveraging on the Power of AI to grow businesses as well as reduce costs and improve profitability. <p>Modality:</p> <ul style="list-style-type: none"> • 30-min: 15-min each panelist presentation • 20-min: Panel Discussion/Open Forum to be facilitated by the Host/Moderator 	<p>Host/Moderator: Mr. Rey Jimenez Sr. Manager, Marketing Communications, SEAOIL Phils (Confirmed)</p> <p>(A Panel of Experts) “AI Integration for Business Advancement in Retail” Panelist 1: Mr. Rowen Untivero Chairman and CEO KinetX (Confirmed)</p> <p>“Leveraging on the Power of AI to grow Businesses” Panelist 3:</p>

		Mr. Ralph Vincent Regalado CEO & President Senti Techlabs, Inc. (Confirmed)
Track 6	<p>AM Session: 10:30-11:30am (60 mins) Technology Track: How AI Will Change Your Business</p> <ul style="list-style-type: none"> Using AI in the consumer insights space AI Integration for business advancement in retail, marketing and customer service Leveraging on the Power of AI to grow businesses as well as reduce costs and improve profitability. <p>Modality:</p> <ul style="list-style-type: none"> 30-min: 15-min each panelist presentation 20-min: Panel Discussion/Open Forum to be facilitated by the Host/Moderator 	<p>Host/Moderator: Mr. Rey Jimenez Sr. Manager, Marketing Communications, SEAOIL Phils (Confirmed)</p> <p>(A Panel of Experts) “Using AI in the consumer insights space” Panelist 2: Mr. Galex Cabrera Business Development Director Kantar Insights Philippines (Confirmed)</p> <p>“Leveraging on the Power of AI to grow Businesses” Ms. Abba Tan Senior Solution Area Specialist for Data and AI Microsoft Philippines (Confirmed)</p>

PART II: PM CONCURRENT BREAKOUT SESSIONS:

Breakout 3: PM Session	1:30pm-2:30pm (60-min)
<i>Networking PM Break</i>	<i>2:30pm-3:00pm (30 mins)</i>
Breakout 4: PM Repeat Session	3:00pm-4:00pm (60-min)

Track Topics	Specific Topic Title	Speakers-Panelists
Track 7	<p>Digital Track: “Driving Digital Innovations: How it Can Help Grow Your Business”</p> <ul style="list-style-type: none"> Learn latest digital innovations and discover digital transformations implemented that produced significant impact to its business growth and sustainability. <p>Modality:</p> <ul style="list-style-type: none"> 30-min: 15-min each panelist presentation 20-min: Panel Discussion/Open Forum to be facilitated by the Host/Moderator 	<p>Host/Moderator: Mr. Raffy Santos Franchising Director Jollibee (Confirmed)</p> <p>(A Panel of Experts) Panelist 1: Mr. Riccardo “Ritchie” C. Fong Assistant Vice President and Head, Business Development and Industry Consulting PLDT Enterprise (Confirmed)</p>

		<p>Panelist 2: Mr. Dennis Dimaunahan Chief Finance Officer (CFO) Wendy’s Phils. (Confirmed)</p>
Track 8	<p>Franchise Track: “Planning Your Network Expansion” – Discuss the different expansion strategies in franchising such as clustering, area development, regional and territorial.</p> <p>Modality:</p> <ul style="list-style-type: none"> • 30-min: 15-min each panelist presentation • 20-min: Panel Discussion/Open Forum to be facilitated by the Host/Moderator 	<p>Host/Moderator: Ms. Meg Sudario-Tanagon Head, Franchise Development Dept Max’s Group, Inc (Confirmed)</p> <p>(A Panel of Experts) Panelist 1: Mr. Troy Franklin Managing Partner World Franchise Associates Ltd. (Confirmed)</p> <p>Panelist 2: Mr. Minodh De Sylva Director and Chief Business Officer (Asia & Middle East) Island Tea Co. & Ceylon Coffee Club (Confirmed)</p>
Track 9	<p>HR Track: “HR Innovation Strategies” – Winning innovative HR Strategies for employees’ recruitment, retention and engagement amidst the rising war for talent.</p> <p>Modality:</p> <ul style="list-style-type: none"> • 30-min: 15-min each panelist presentation • 20-min: Panel Discussion/Open Forum to be facilitated by the Host/Moderator 	<p>Host/Moderator: Ms. Lin Deres, CFE Franchise Relations Consultant (Confirmed)</p> <p>(A Panel of Experts) Panelist 1: Ms. Lydia Lily G. Quintans, AFPM, CTRP Managing Director & Senior Consultant Lead Interventions for Teams, Inc. (LIFT) Board Secretary People Management Association of the Phils. (PMAP) (Confirmed)</p> <p>Panelist 2: Ms. Marielle Santos Chief Human Resouce (HR) Officer - CHRO, Shakey's Pizza Asia Ventures, Inc. (SPAVI) General Manager/Chief Adventurer, Peri Peri Charcoal Chicken and Sauce Bar (Confirmed)</p>

<p>Track 10</p>	<p>Marketing Track: Customer Engagement Strategies To Brand Loyalty</p> <ul style="list-style-type: none"> – Knowing your customers’ behavior and engaged them through Customer Relationship Management (CRM). – Creating digital marketing campaign that is linked to LSM to engage customers and make them loyal to your brand. There should be a synergy between LSM and digital marketing. <p>Modality:</p> <ul style="list-style-type: none"> • 30-min: 15-min each panelist presentation • 20-min: Panel Discussion/Open Forum to be facilitated by the Host/Moderator 	<p>Host/Moderator: Ms. Arielle Escalona Managing Director Pure Nectar (Confirmed)</p> <p>(A Panel of Experts) Panelist 1: Building Customer Loyalty Through CRM Mr. Sy Bryan Lato President Philippine Marketing Association (Confirmed)</p> <p>Panelist 2: Strengthening the Localized Digital Marketing Ms. Merlee Cruz-Jayme Creative Consultant and ChairMom (Confirmed)</p>
<p>Track 11</p>	<p>Operations Track: “Setting Up Operational Excellence Audits”</p> <ul style="list-style-type: none"> – Best practices on operational auditing and its impact to company’s brand standards and franchisee’s compliance to the franchise system. <p>Modality:</p> <ul style="list-style-type: none"> • 30-min: 15-min each panelist presentation • 20-min: Panel Discussion/Open Forum to be facilitated by the Host/Moderator 	<p>Host/Moderator: Ms. Cherryl B. Carino, CFE Franchise Management Head Mister Donut (Confirmed)</p> <p>(A Panel of Experts) Panelist 1: Ms. Hsien Naidu CEO TreeAMS Pte Ltd, Singapore (Confirmed)</p> <p>Panelist 2: Mr. Ricardo “Richie” Z. Cuna President and CEO Milkin Corp/Fiorgelato (Confirmed)</p>
<p>Track 12</p>	<p>Supply Chain Track: “Managing Your Supply Chain During These Challenging Times”</p> <ul style="list-style-type: none"> – How to manage inflation impact on the cost of materials. What are the available solutions in supply chain whether in-house or outsourced. – What are the latest technology solutions related to supply chain. <p>Modality:</p> <ul style="list-style-type: none"> • 30-min: 15-min each panelist presentation • 20-min: Panel Discussion/Open Forum to be facilitated by the Host/Moderator 	<p>Host/Moderator: Engr. Belyne B. Prades President & CEO Living Water System, Inc. (Confirmed)</p> <p>(A Panel of Experts) Panelist 1: Mr. Cris John "CJ" Garcia VP for Chapters and Linkages Philippine Institute of Supply Management (PISM) (Confirmed)</p>

		Panelist 2: Mr. Red George G. Hizon Proprietor/ Management Consultant Consulrent Business Consultancy (Confirmed)
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