

International Franchise Conference

2-3 SEPTEMBER 2024 SMX Convention Center Manila





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FRANCHISE ASIA PHILIPPINES 2024 INTERNATIONAL CONFERENCE September 2-3, 2024 (MON-TUES) * SMX Convention Center, Manila "Empowerment Through Franchising: Explore · Expand · Excel" Programme (as of July 26, 2024)

DAY 1: SEPTEMBER 2, 2024, MONDAY 7:30AM-4:00PM * Function Rooms 1 and 2 **BUSINESS SOLUTION ROUNDTABLES & PLENARY SESSIONS**

TIME	SESSIONS
7:30AM-8:00AM	CONFERENCE REGISTRATION
	AM Networking
8:00AM-8:30AM	PART I: FAPHL 2024 CONFERENCE OPENING
	INTRODUCTION TO BUSINESS SOLUTION ROUNDTABLES
8:30AM-10:45AM	Round 1: 8:30am-9:30am (60-min): 25 Roundtables
	Break: 9:30am-9:45am
	Round 2: 9:45am-10:45am (60-min): 25 Roundtables (Repeat)

I.	FRANCHISOR TRACKS: (FOR START-UP and EMERGING FRANCHISES)	ROUNDTABLE FACILITATORS
		MR. ALLAN CAO
1	Building a Strong Foundation for Franchico Success	Executive Director
1	Building a Strong Foundation for Franchise Success	Assurance and Markets
		Isla Lipana & Co (PWC Phils)
		MR. JEFFERSON CHUA
2	Creating a Passionate Franchise Development Team	President and CEO
		Cycle House
		MS. GENEE SALOMON, CFE
3	Franchise Training and On-boarding Process	Franchising Manager
		Goldilocks
4	How and When to Grow Your Franchise Organization	MR. MIGUEL ANTONIO S. LINDO, CFE Franchise Development and Communications Director and District Director, BNI Business Solutions, Inc.
5	Keys to a Successful Franchise Relationship	MS. RHEA FLORES, CFE Strategic Planning Consultant Francorp Phils.
6	Keys to a Successful Franchise Relationship	MR. ANGEL FRANCISCO Franchise Director Fiorgelato/Kurimi

Performing Market Site Analysis & Site Selection Profiling Franchisee Applicants MR. ROEL S. PEREZ, CFE Head, Network Expansion Generika MS. MARY GRACE B. HERNANDEZ, CFE Franchise Development Manager Max's Group. Inc MR. RRIAN GO, CFE Senior Operations Consultant Francorp Phils. PRANCHISOR TRACKS: (FOR MATURE and ESTABLISHED FRANCHISES) Building and Leading a High-Performing Franchise Team Developing a Memorable Brand Experience MR. RAFFY SANTOS, CFE Franchising Director Jollibee MS. ACHERRY KIO Founder BlueThumb MS. ACHERRY KIO Founder BlueThumb MS. ACHERRY KIO Founder BlueThumb MS. MATHENNA MANALO, CFE International Business Development Director Potato Corner Potato Corner Potato Corner MS. HAZEL HERNANDEZ- FRANCISCO, CFE National Franchise Business Manager Yellow Calb Franchisees Value Future-Proof Your Franchise Business Thru Disruptive Strategies MS. MALEL HERNANDEZ- FRANCISCO, CFE National Franchise Business Manager Yellow Calb PROF. RICARDO DE VERA, MBA, CSP, CMP Strategy/Transformation Head and Managing Director Baselinesolutions Consulting MS. MICHELL AND C. HONG, CFE Franchising Director Mang Insasl MS. MICHELL AND C. HONG, CFE Franchising Director Mang Insasl MS. MICHELL AND C. HONG, CFE Franchising Director MS. MICHELL AND C. HONG, CFE Franchise Director MS. MICHELL AND C. HONG, CFE Franchise Management Minute Burger and BBQ Bob MS. MICHELL AND C. HONG, CFE Franchise MS. MICHEL AND C. HONG MS. MICHEL M			NAC CHATO CACAVANIANI CEE
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2 Effectively Lead Your Franchise Business to Success Operations Director Greenwich 3 Enhancing In-Store Experience of Your Customers MS. RIZA MASUPIL, CFE Operations Director Greenwich MS. KATHLEEN KAY A. JOSE, CFE Multi-Unit Manager			
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Greenwich MS. KATHLEEN KAY A. JOSE, CFE Multi-Unit Manager	2	Effectively Lead Your Franchise Business to Success	<u> </u>
3 Enhancing In-Store Experience of Your Customers Multi-Unit Manager			· ·
			MS. KATHLEEN KAY A. JOSE, CFE
Max's Group Inc Pancake House	3	Enhancing In-Store Experience of Your Customers	Multi-Unit Manager
			Max's Group Inc Pancake House

4	Franchisee Mindset: Hands-on vs. Remote Control	MR. LITO SAMSON, CFE Senior Business Coach ActionCoach
5	Getting Repeat Sales and Building Customer Loyalty	MR. GABBY GONZALES, CFE Senior Operations Consultant Francorp Phils.
6	Understanding the Bottomline in Business	MR. ELANO MARCELO Partner P&A Grant Thornton Outsourcing, Inc.

10:45AM-	BREAK		
11:00AM	CONFERENCE ANNOUNCEMENTS		
11:00AM-	PART II: FAPHL 2024 FORMAL OPENING CEREMONIES		
12:00NN			
Time	Activity	Speakers	
11:00AM-	Conference Announcements	Host:	
11:40AM		MS. ISSA LITTON	
		President & Head Trainer of 1Lit	
		Corp	
	Invocation		
	National Anthem		
	PFA President's Message	MR. JOSEPH TANBUNTIONG	
		President, PFA	
		Chief Executive Officer (CEO)-	
		JFC Philippines	
		& Jollibee Global Head	
		Jollibee Foods Corporation	
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	Franchise Asia Philippines 2024 Chair Message	MR. JOEY GARCIA, CFE	
		FAPHL 2024 Overall Chair	
		President and CEO	
		Eight-8-Ate Food Group	
		Wendy's Phils	
	Franchise Asia Philippines 2024 Conference Opening	MR. STEVE BENITEZ	
	Ceremonies	FAPHL 2024 Conference Chair	
	Conference Themesetter	President and CEO	
		Bo's Coffee	
	Introduction to Keynote Speaker	PFA Board of Trustee	
11:40AM-	Keynote Address/Presentation	Keynote Speaker:	
12:00NN	, , , , , , , , , , , , , , , , , , ,	SECRETARY FREDERICK GO	
(20 mins)		Special Assistant to the President	
(/		for Investment and Economic Affairs	
		(CONFIRMED)	
12:00PM	PART III: NETWORKING LUNCH & CERTIFIED FRANCHISE EDUCATION GRADUATION		
12:00PM	NETWORKING LUNCH AVP PLAYING		
12:25PM	CFE GRADUATION CEREMONY	Host:	
12:40PM		MS. ISSA LITTON	
(15-min)		President & Head Trainer,	
. ,		1Lit Corp	
12:45PM	LUNCHEON SPONSOR PRESENTATION (Tentative)		
1:00PM			
1:00PM-	PART IV: PLENARY SESSIONS		
4:30PM			

1:00PM- 1:20PM (20 mins)	 Session 1: Knowing Your Future Consumer: Trends, Insights and Forecasts Know macro consumer buying trends and forecasts that will shape the future of retailing/franchising landspace Getting ahead of the changing consumer. Understand the buying shifts, needs, wants, priorities and expectations of the changing consumer To present data/information about F&B (60%) and Retail (40%) Modality: Speaker's Presentation 	MS. SUYIN SOON Partner, Leader of Consumer Marketing Practice in Southeast Asia McKinsey and Company (CONFIRMED)
1:20PM- 2:10PM (50 mins)	Session 2: The Great Debate Forum: Celebrity Endorsers or Social Media Influencers: Which is Better for Your Brand A sharing of perspectives, viewpoints and a discussion	Moderator: MR. DAVID CELDRAN Executive Class
	on whether to get social media influencers or a celebrity endorser in building/strengthening/growing your brand.	(A Panel of Experts)
	To evaluate the pros and cons of each position and which strategy is better for your brand and which is more effective to further grow your business. This forum aims to present a healthy and enlightening discussion on the pros and cons of each position	1. Ms. Meryl Adiel T. Hernandez, AVP for Corporate Relations and Impact, McDonald's Philippines (CONFIRMED) 2. Mr. Gregory Francis H. Banzon,
	featuring two panelists of each side (Celebrity Endorsers vs. Social Media Influencers) to present opening statements, share expert opinions, supporting evidences and arguments to back up a position.	EVP and COO, Century Pacific Food, Inc. (CONFIRMED) Social Media Influencers Position:
	 5-min: Intro to Session and Panelists 15-min: 3-min of each speaker's elevator's pitch/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: 1-min closing statement of each panelist 	 Ms. Janette Toral, E-Commerce Advocate, Digital Influencer and Digital Leader, DigitalFilipino (CONFIRMED) Ms. Matec Villanueva, Director for Marketing and Communications, Ateneo de Manila University (CONFIRMED)
2:10PM- 3:00PM	Session 3: The Franchise Forum: Empowerment Through Franchising:	Moderator: MS. ISSA LITTON
(50 mins)	Explore · Expand · Excel - Explore: New Horizons, Innovation and	President & Head Trainer of 1Lit Corp
	Opportunities	A Panel of Experts:
	Expand: Growth, Expansion and Market LeadershipExcel: Excellence and Sustainability Initiatives	1. Mr. Fernando Yu, Jr., President, Jollibee Philippines (CONFIRMED
	Modality: Panel Discussion	2. Mr. Francis Glenn Yu, CFE President & CEO, SEAOIL Phils. (CONFIRMED) 3. Mr. Joey Alvero, CFE, COO, Potato Corner (CONFIRMED) 4. Mr. Marco Antonio Soliman, President & CEO, LT&G Credit Line (CONFIRMED)

3:00PM- 3:50PM (50 mins)	Session 4: The C-Suite Forum: Transformational Leadership: Taking the Business to the Next Level (A Panel of Experts) - What characteristics of a leader that can take the business to the next level - What cutting-edge strategies, pioneering breakthroughs or innovation implemented that helped brought your business to the next level - What are your future plans and prospects to further transform and scale up your business. Modality: Panel Discussion	Moderator: MR. DAVID CELDRAN Executive Class (A Panel of Experts) 1. Ms. Ana Marie Lorenzana De Ocampo, CEO and President, Wildflour Hospitality Group (CONFIRMED) 2. Mr. Steven Tan, President of SM Supermalls (CONFIRMED)
3:50PM- 4:20PM (30 mins) 4:20PM- 4:30PM	The NXT GEN IN FRANCHISING Session The NXT GEN Introduction and Final Pitch The NXT GEN Announcement of Winners Conference Announcements End of Day 1 Conference	Host: MR. DAVID CELDRAN Executive Class

FRANCHISE ASIA PHILIPPINES 2024 INTERNATIONAL CONFERENCE September 2-3, 2024 (MON-TUES) * SMX Convention Center, Manila "Empowerment Through Franchising: Explore · Expand · Excel"

DAY 2: SEPTEMBER 3, 2024, TUESDAY 9:00AM-4:00PM * Function Room 1 & Meeting Rooms 2-9

CONCURRENT BREAKOUT SESSIONS PROGRAM (as of July 24, 2024)

PART I: AM CONCURRENT BREAKOUT SESSIONS:

9:00AM-10:00AM (60 mins)	Breakout AM Session 1
10:00AM-10:30AM (30 mins)	Networking AM Break
10:30AM-11:30AM (60 mins)	Breakout AM Session 2
11:30AM-1:30PM	Networking Lunch Break (Function Room 1)

PART II: PM CONCURRENT BREAKOUT SESSIONS:

1:30PM-2:30PM (60-min)	Breakout PM Session 3
2:30PM-3:00PM (30 mins)	Networking PM Break
3:00PM-4:00PM (60-min)	Breakout PM Session 4

9:00AM-10:00AM: Concurrent Breakout AM Session 1: (5 Tracks)

TRACK	TOPIC TITLE	SPEAKERS
Track 1	Data Track: Driving Data for Decision-Making (A Panel of Experts)	Host/Moderator: MS. FARWA HOMBRE
	 How to utilize and analyze data to make better decisions/ to come up with a data-driven decision- making 	Managing Director ActionCOACH Philippines (CONFIRMED)
	- Be updated with what's happening in your stores, sales and inventory level.	Speaker-Panelist 1: MS. GERMAINE A. REYES President & CEO
	Format/Modality: Opening / Session Intro 15-min Speaker 1 Presentation 15-min Speaker 2 Presentation 	Synergy Market Research + Strategic Consultancy (CONFIRMED)
	20-min Open-Forum/Q&AClosing	Speaker-Panelist 2: MR. PAUL JOHN "PAO" PENA
		Strategy & Insights, Data & Analytics Lead, McDonald's Philippines (CONFIRMED)
Track 2	Franchisor Track: Protecting Your Brand in Franchising	Host/Moderator:
	- What are the essentials of intellectual property rights?	MS. MARIA CECILIA MENGUITO
	- How to put value on your own Intellectual Property in	Franchising Head
	Franchising: What are the strategies?	Greenwich (CONFIRMED)
	Format/Modality:	
	Opening / Session Intro	Speaker:
	30min Speaker Presentation20-min Open-Forum/Q&A	ATTY. REENA MITRA -
	· Closing	VENTANILLA
	Closing	Partner Quisumbing Torres (CONFIRMED)
Track 3	General Track: Upskilling for Personal and Professional Growth (A Panel of Experts)	Host/Moderator: MR. BENJAMIN JOSEPH
	- What important skills do I need to develop in	BATAC
	leadership, management and communication for me	President & CEO Grainsmart
	to grow and sustain my business?	(CONFIRMED)

	- How to scale up your personal and business acumen as	
	an entrepreneur to stay relevant and remain competitive	Speaker-Panelist 1: MR. MARK ANTHONY "GLENN" RAZON
	Format/Modality	CARREON
	Format/Modality: Opening / Session Intro	President and CEO,
	15-min Speaker 1 Presentation	Razon's by Glenn
	15-min Speaker 1 Presentation 15-min Speaker 2 Presentation	(CONFIRMED)
	· 20-min Open-Forum/Q&A	
	· Closing	Speaker-Panelist 2:
	Closing	MR. TERENCE NEIL
		PADRIQUE
		CEO, The Lemon Co.
		(CONFIRMED)
Track 4	Operations Track: Finding the Right Location	Host/Moderator:
	- How do I pick the right and best location as I expand	MR. GILBERT TOLENTINO
	my franchise business	Corporate Business
		Development GM
	- What are the criteria and strategies in site selection?	Shakey's
	Location can either make or break the success of a	(CONFIRMED)
	business.	
	Format/Modality:	Speaker
	· Opening / Session Intro	MR. BARRY MARCELO
	30min Speaker Presentation	Global Real Estate Services Head
	· 20-min Open-Forum/Q&A	Jollibee Foods Corporation
	· Closing	(CONFIRMED)
Track 5	Technology Track: Emergent & NextGen Tech for Retail	Host/Moderator:
···uoix o	Businesses to Drive Better CX & Operational Efficiency	MR. JOEL AGUADA
	- Familiarize yourselves on how to harness the power of	VP - Business Development
	Al and other emerging technologies that can provide	Environment and General
		Services, Inc. (EGSI)
	your business the competitive advantage, operational	(CONFIRMED)
	efficiencies and/or upgraded customer experience.	
		Speaker:
	Format/Modality:	MR. ROWEN UNTIVERO
	•	Chairman and CEO
	· Opening / Session Intro	KinetX
	30min Speaker Presentation20-min Open-Forum/Q&A	(CONFIRMED)
	· Closing	
	Ciosing	l

10:30AM-11:30AM: Concurrent Breakout AM Session 2: (5 Tracks)

TRACK	TOPIC TITLE	SPEAKERS
Track 6	Digital Marketing Track: Growing Your Business Through Digital Marketing	Host/Moderator: MS. FARWA HOMBRE
	- How can digital marketing tools help me grow and expand my business?	Managing Director ActionCOACH Philippines (CONFIRMED)
	- What social media platforms should I use? EG: SEM, SEO, META, IG, TIK-TOK, or Google search marketing?	
	Format/Modality: Opening / Session Intro 30min Speaker Presentation 20-min Open-Forum/Q&A Closing	Speaker: MR. MANNY GONZALES President, Digital Marketing Association of the Philippines Head, Ogilvy Consulting Philippines (CONFIRMED)

Track 7	Franchisor Track: Effective Qualifying of Would-Be Franchisees (A Panel of Experts) - What are the lessons learned and success stories in selecting franchisees? Format/Modality: - Opening / Session Intro - 15-min Speaker 1 Presentation - 15-min Speaker 2 Presentation - 20-min Open-Forum/Q&A - Closing	Host/Moderator: MS. MARIA CECILIA MENGUITO Franchising Head Greenwich (CONFIRMED) Speaker-Panelist 1: MS. CHERRYL CARIÑO, CFE Senior Franchising Manager Mister Donut (CONFIRMED) Speaker-Panelist 2: MR. PAUL LANQUINO Owner and Managing Director
Track 8	Finance Track: Understanding Financial Statements and Taxation for Non-Accountants - What are the various elements that comprise financial statement, including their nature, classification, measurement and presentation?	Pepa Wings (CONFIRMED) Host/Moderator: MR. BENJAMIN JOSEPH BATAC President & CEO Grainsmart
	 What are the concept and procedures in filing the proper tax in order to be compliant and avoid future tax problems? Format/Modality: Opening / Session Intro 30min Speaker Presentation 20-min Open-Forum/Q&A 	(CONFIRMED) Speaker: MS. ELLEN ROSE HERNANDEZ Partner, Tax Services R.G. Manabat & Co. (KPMG in the Phils) (CONFIRMED)
Track 9	 Closing Operations Track: Optimizing Resources in Stores Operations (A Panel of Experts) How to minimize pilferage cases and learn tips on loss prevention in the stores What are best practices and strategies to keep pilferage down? Format/Modality: Opening / Session Intro 15-min Speaker 1 Presentation 15-min Speaker 2 Presentation 20-min Open-Forum/Q&A Closing 	Host/Moderator: MR. GILBERT TOLENTINO Corporate Business Development GM Shakey's (CONFIRMED) Speaker-Panelist 1: MR. ERIC THOMAS DEE COO Mesa Filipino Moderne (CONFIRMED) Speaker-Panelist 2: MS. JACKIE DELA CRUZ General Manager Famous Belgian Waffle (CONFIRMED)
Track 10	Technology Track: Enterprise 5G Technology: The Next Big Thing in Connectivity - Learn the latest innovation of Enterprise 5G and know how it will help grow your business	Host/Moderator: MR. JOEL AGUADA VP - Business Development Environment and General Services, Inc. (EGSI) (CONFIRMED)

Format/Modality:	Speaker:
· Opening / Session Intro	MR. GIO ABAQUIN
· 30min Speaker Presentation	Head of Strategic Business
· 20-min Open-Forum/Q&A	Development and
· Closing	Innovation
	PLDT Enterprise
	(CONFIRMED)

1:30PM-2:30PM: Concurrent Breakout PM Session 3: (5 Tracks)

TRACK	TRACK TITLE	SPEAKERS
Track 11	Franchisor Track: Scaling Up Your Franchise Business (A Panel of Experts)	Host/Moderator: MR. RICARDO Z. CUNA President
	 When is the right time to grow and scale up your franchise? When to start to expand? 	Fiorgelato / Kurimi Milk Tea Bar
	- What does it take? What and how to prepare for it?	(CONFIRMED)
	Format/Modality: Opening / Session Intro 15-min Speaker 1 Presentation 15-min Speaker 2 Presentation 20-min Open-Forum/Q&A Closing	Speaker-Panelist 1: MS. MELODINA ISAGUIRRE COO Tapa King (CONFIRMED)
		Speaker-Panelist 2: MS. LUCCI CANLAS Co-Founder Bang Bang Special Crispy Bangus (CONFIRMED)
Track 12	General Track: Accelerating The Sustainability Journey for a Competitive Edge	Host/Moderator: MR. JOEL TUGADE
	- Embracing Sustainability Practices for Long-Term Benefits and Competitive Advantage for your Business	President Coolaire Consolidated, Inc (CONFIRMED)
	 Cite some example of Sustainability Initiatives to further grow the business 	Speaker: MR. TIMOTHY DANIELS
	Format/Modality: Opening / Session Intro 30min Speaker Presentation 20-min Open-Forum/Q&A Closing	Consultant and Head of Investor Relations and Sustainability, SM Investments Corporation Member, Global Compact Network Philippines (CONFIRMED)
Track 13	International Track: Expanding Internationally	Host/ Moderator:
	 How to grow and multiply your outlets in international markets What are lessons learned and best practices in international expansion 	MS. CRISTINA MONTINOLA Franchise and Export Manager Bench (CONFIRMED)
	Format/Modality: Opening / Session Intro 30min Speaker Presentation 20-min Open-Forum/Q&A Closing	Speaker: MS. KATHRYNA MANALO, CFE International Business Development Director, Potato Corner (CONFIRMED)

Track 14	Marketing Track: Marketing Strategies to Drive and Boost Sales (A Panel of Experts) - Developing marketing strategies catering to both in-store and digital customers to help drive and boost sales Format/Modality: - Opening / Session Intro - 15-min Speaker 1 Presentation - 15-min Speaker 2 Presentation - 20-min Open-Forum/Q&A - Closing	Host/Moderator: MS. LIN DERES, CFE Franchise Relations Consultant (CONFIRMED) Speaker-Panelist 1: MS. SKY GAVIN Chief Operations Officer WhenInManila.com (CONFIRMED) Speaker-Panelist 2: MR. MARK DEL ROSARIO Founder Let's Eat Pare (CONFIRMED)
Track 15	Technology Track: Safeguarding Your Data: Cybersecurity Best Practices - What are the cybersecurity issues and the best practices for safeguarding data in your business? - How can SMES protect their business from cyber threats and other malicious hacking? Format/Modality: - Opening / Session Intro - 30min Speaker Presentation - 20-min Open-Forum/Q&A - Closing	Host/Moderator: MS. ARIELLE ESCALONA- PUNO Managing Director Pure Nectar (CONFIRMED) Speaker: MR. ALEXIS BERNARDINO, PECE, ECE Field CISO and Head Enterprise Consulting Practice PLDT Enterprise/ Chief Cybersecurity Evangelist and Head Cybersecurity Product Management ePLDT (CONFIRMED)

3:00PM-4:00PM: Concurrent Breakout PM Session 4: (5 Tracks)

TRACK	TRACK TITLE	SPEAKERS
Track 16	General Track: Practicing Social Responsibility in the Franchise System - What are the ethical business practices in franchising? Social responsibility of the franchisor and franchisee in the franchise system	Moderator: MR. RICARDO Z. CUNA President Fiorgelato / Kurimi Milk Tea Bar (CONFIRMED)
	Format/Modality: Opening / Session Intro 30min Speaker Presentation 20-min Open-Forum/Q&A Closing 	Speaker: DR. CARL BALITA President & CEO Carl Balita Review Center (CONFIRMED)
Track 17	General Track: Strengthening Risk Management in Business and Why is it Important? - What are practical strategies in identifying, assessing and mitigating risks in the business?	Host/ Moderator: MS. DANA CUNETA, CFE AVP-Consultancy FRANCORP Philippines (CONFIRMED)

	Format/Modality:	
	Opening / Session Intro	Speaker:
	Opening / Session intro 30min Speaker Presentation	MR. ALAN S. CAJES, PhD
	·	Vice President
	· 20-min Open-Forum/Q&A	
	· Closing	Development Academy of
		the Philippine
		(CONFIRMED)
Track 18	Legal Track: Winning Franchise Relationships through	Host/ Moderator:
Track 20	ADR	MS. CRISTINA MONTINOLA
		Franchise and Export
	- Learn what alternative dispute resolution (ADR) is and	Manager
	how it works in different forms and what are the	Bench
	advantages?	(CONFIRMED)
	- Provisions on dispute resolutions in the franchise	(33
	agreement	Speaker:
	agreement	ATTY. ELOJRA JAVIER
	Format/Modality:	Attorney III
	· Opening / Session Intro	Intellectual Property Office
	· 30min Speaker Presentation	of the Phils
	· 20-min Open-Forum/Q&A	(CONFIRMED)
	· Closing	(COM IMPLE)
Track 19	HR Track: Hiring, Empowering and Retaining Your Best	Host/Moderator:
	People	MS. LIN DERES, CFE
	Llow to him the suitable people for your business	Franchise Relations
	- How to hire the suitable people for your business.	Consultant
		(CONFIRMED)
	- How to empower and retain your best people	_
i		
	- What are the labor market trends	Speaker:
		MR. MICHAEL 'MIKE'
	Format/Modality:	MR. MICHAEL 'MIKE' GODINEZ, FPM
		MR. MICHAEL 'MIKE' GODINEZ, FPM President
	Format/Modality: Opening / Session Intro30min Speaker Presentation	MR. MICHAEL 'MIKE' GODINEZ, FPM President People Management
	Format/Modality: Opening / Session Intro	MR. MICHAEL 'MIKE' GODINEZ, FPM President People Management Association of the
	Format/Modality: Opening / Session Intro30min Speaker Presentation	MR. MICHAEL 'MIKE' GODINEZ, FPM President People Management Association of the Philippines
Track 20	Format/Modality: Opening / Session Intro 30min Speaker Presentation 20-min Open-Forum/Q&A Closing	MR. MICHAEL 'MIKE' GODINEZ, FPM President People Management Association of the Philippines (CONFIRMED)
Track 20	Format/Modality: Opening / Session Intro 30min Speaker Presentation 20-min Open-Forum/Q&A Closing Marketing Track: Marketing Strategies to Drive and Boost	MR. MICHAEL 'MIKE' GODINEZ, FPM President People Management Association of the Philippines (CONFIRMED) Host/Moderator:
Track 20	Format/Modality: Opening / Session Intro 30min Speaker Presentation 20-min Open-Forum/Q&A Closing	MR. MICHAEL 'MIKE' GODINEZ, FPM President People Management Association of the Philippines (CONFIRMED) Host/Moderator: MS. ARIELLE ESCALONA-
Track 20	Format/Modality: Opening / Session Intro 30min Speaker Presentation 20-min Open-Forum/Q&A Closing Marketing Track: Marketing Strategies to Drive and Boost	MR. MICHAEL 'MIKE' GODINEZ, FPM President People Management Association of the Philippines (CONFIRMED) Host/Moderator: MS. ARIELLE ESCALONA- PUNO
Track 20	Format/Modality: Opening / Session Intro 30min Speaker Presentation 20-min Open-Forum/Q&A Closing Marketing Track: Marketing Strategies to Drive and Boost Sales (A Panel of Experts)	MR. MICHAEL 'MIKE' GODINEZ, FPM President People Management Association of the Philippines (CONFIRMED) Host/Moderator: MS. ARIELLE ESCALONA- PUNO Managing Director
Track 20	Format/Modality: Opening / Session Intro 30min Speaker Presentation 20-min Open-Forum/Q&A Closing Marketing Track: Marketing Strategies to Drive and Boost Sales (A Panel of Experts) - Developing marketing strategies catering to both in-	MR. MICHAEL 'MIKE' GODINEZ, FPM President People Management Association of the Philippines (CONFIRMED) Host/Moderator: MS. ARIELLE ESCALONA- PUNO Managing Director Pure Nectar
Track 20	Format/Modality: Opening / Session Intro 30min Speaker Presentation Closing Marketing Track: Marketing Strategies to Drive and Boost Sales (A Panel of Experts) Developing marketing strategies catering to both instore and digital customers to help drive and boost sales	MR. MICHAEL 'MIKE' GODINEZ, FPM President People Management Association of the Philippines (CONFIRMED) Host/Moderator: MS. ARIELLE ESCALONA- PUNO Managing Director
Track 20	Format/Modality: Opening / Session Intro 30min Speaker Presentation 20-min Open-Forum/Q&A Closing Marketing Track: Marketing Strategies to Drive and Boost Sales (A Panel of Experts) Developing marketing strategies catering to both instore and digital customers to help drive and boost sales Format/Modality:	MR. MICHAEL 'MIKE' GODINEZ, FPM President People Management Association of the Philippines (CONFIRMED) Host/Moderator: MS. ARIELLE ESCALONA- PUNO Managing Director Pure Nectar (CONFIRMED)
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Track 20	Format/Modality: Opening / Session Intro 30min Speaker Presentation Closing Marketing Track: Marketing Strategies to Drive and Boost Sales (A Panel of Experts) Developing marketing strategies catering to both instore and digital customers to help drive and boost sales Format/Modality: Opening / Session Intro 15-min Speaker 1 Presentation	MR. MICHAEL 'MIKE' GODINEZ, FPM President People Management Association of the Philippines (CONFIRMED) Host/Moderator: MS. ARIELLE ESCALONA- PUNO Managing Director Pure Nectar (CONFIRMED) Speaker-Panelist 1: MS. ANGELINE "ANGEL" A.
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