



Department of Education
Region VI – Western Visayas
DIVISION OF AKLAN

Archbishop G.M. Reyes St., Kalibo, Aklan

Tel. Nos: (034) 266-4231; 268-4234; 262-8811; 268-1097.



January 24, 2018

DIVISION MEMORANDUM

No. 04, s. 2017


NATIONAL INFORMATION CONVENTION

**TO: Chief Education Supervisors
Education Program Supervisors
Senior Education Program Specialists
Public Schools District Supervisors / Principals/Head Teacher In-Charge of
the District
Heads of Public and Private Elementary, Secondary and Integrated
Schools
Information Technology Officers**

1. Enclosed is an invitation from the Philippine Information Agency (PIA) for this Division to attend the National Information Convention which is self-explanatory.
2. To attend the said event is/are the designate District Information Technology Officer/s.
3. Participation to this activity is subject to the No-Disruption-of-Classes Policy provided under DepEd Order No. 9, s. 2005 entitled, "Instituting Measures to Increase Engaged Time-on-Task and Ensuring Compliance Therewith."
4. Travel expenses to be incurred shall be charged against local funds subject to the usual accounting and auditing rules and regulations.

"May katawhayan ag kalipayan sa among mga eskuelahan."

5. Immediate and wide dissemination of this memorandum is desired.


Dr. ERNESTO F. SERVILLON, Jr., MNSA, CESO VI
Assistant Schools Division Superintendent
Officer-in-Charge
Office of the Schools Division Superintendent

Encl. and Ref.:
As stated

To be indicated in the Perpetual Index under the following subjects:

CAMPAIGN
INFORMATION
SCHOOLS

"May katawiliyan ug kalipayan sa among mga eskuelahan."



Republic of the Philippines
Presidential Communications Operations Office
Philippine Information Agency
3rd Floor PIA Building, Visayas Avenue, Diliman, Quezon City
Telefax: (02) 929-4521 / (02) 772-7660

16 January 2018

DR. ERNESTO SERVILLON
Schools Division Superintendent
Department of Education
Arch. Reyes St., Kalibo, Aklan



Attention: Information Officer/Designate

Dear Dr. Servillon:

Greetings!

In line with the mandate of the Presidential Communications Operations Office and the Philippine Information Agency to nurture a well-informed and enlightened citizenry, we would like to invite you or your designated information officer to the National Information Convention (NIC) on 19 to 21 February 2018 at the SMX Convention Center, SM Lanang, Davao City.

This event, with the theme, *"Spurring Development and Empowering Communities through Information,"* aims to gather government communicators, members of the national and regional media, communications and technology industries leaders, and members of the academe to discuss ways to empower the communities through development communication.

Interested participants may register at www.nic.pia.gov.ph or/ or before 31 January 2018. Attached is the official NIC project brief, for your perusal.

We would like to assist you in registering for the event, so kindly return the accomplished Confirmation Slip, attached herein, to the PIA Information Center in your province on or before January 24, 2018.

Registration and meals will be provided in the duration of the event while the participant will shoulder transportation and hotel expenses.

For inquiries, you may contact the PIA Regional Office, Iloilo City at 337-8719 or your respective PIA Information Centers. You may also email us at secretariat.nic@pia.gov.ph.

We'll look forward to seeing you in this endeavor.

Thank you and more power.

Sincerely,

JAIME S. CABAG, JR.
OIC - Regional Director



Republic of the Philippines
Presidential Communications Operations Office
Philippine Information Agency
3rd Floor PIA Building, Visayas Avenue, Diliman, Quezon City
Telefax: (02) 929-4521 / (02) 772-7660

The National Information Convention 2018 with the theme, *Spurring National Development and Empowering Communities through Information* will be held on 19 to 21 February 2018 at the SMX Convention Center, SM City Lanang, Davao City.

RATIONALE

The Philippine Development Plan of 2017-2022 and the socio-economic agenda of the Duterte Administration aim to see six million people lifted out of poverty by 2022. It's an aspiration and hope rooted in our desire for change and progress. This aim can only be attained through sound policy, political will, and effective projects and programs that will benefit every Filipino, especially those from marginalized and vulnerable communities.

The Philippine Information Agency, mandated via Executive Order 100 series of 1986 to be the premier development communication arm of Government, recognizes the role information plays in spurring development and strengthening participatory governance by engaging citizens to become more active in the democratic process.

OBJECTIVES

- To encourage communicators to model effective and responsible sharing of information and use their platforms to provide information that will improve their audience's quality of life;
- To strengthen partnership between private and public-sector communicators, with the goal of nurturing a well-informed and enlightened citizenry;
- To organize a movement of communicators that will empower communities by inspiring civic engagement towards nation building

TARGET PARTICIPANT GROUPS

1. National and local government information officers;
2. National and local private media;
3. Digital media groups;
4. Non-government organizations and civil society organizations;
5. Academe;
6. Communication students;
7. Information, Communication and Technology partners

DESIRED OUTCOMES

1. Enhanced participants' understanding of Government programs and mechanisms for them to participate in nation-building and development;
2. Acquired insights on best practices used in public advocacy and social mobilization; and
3. Improved public-private partnership in development communication

CONFIRMATION SLIP

To the registration committee:

This is to confirm my attendance to the National Information Convention at the SMX Convention Center, Davao City from 19-21 February 2018.

Required Details:

NAME: _____ REGION: _____

ORGANIZATION: _____ SECTOR: _____

POSITION: _____

EMAIL ADDRESS: _____ Mobile number: _____

Other Details (optional):

Flight details:

Arrival _____

Departure _____

Hotel accommodations: _____

Food restrictions: _____

Signature over printed name

Please send the filled out forms to your PIA Information Center via fax or send it via email at tic2018reg@pia.gov.ph. You may also register online at <http://tic.gov/2018/03/>.

(as of 8 January 2018)

RATIONALE FOR PROGRAMME DESIGN:

The National Information Convention Content Committee presents the proposed plenary and breakout sessions below, noting the idea that the first day will lay the groundwork for every participant to understand how the Administration has communicated its key policy initiatives for the purpose of achieving development objectives.

Day 1 of plenary sessions will note the essential role of communication and information in disseminating key government policies and projects, while providing the frameworks of participatory governance and social mobilization.

Day 2 of plenary sessions will provide specifics on: harnessing the power of information in contributing to social development, the need for responsible and effective use of social media, and mechanisms for citizens' participation in good governance.

Day 3 will showcase various capacity-building initiatives and current innovations and practices in development communication and public relations.

TENTATIVE PROGRAMME

TIME	EVENT	REMARKS
DAY 1. 19 February 2018		
	Registration	
	Opening Remarks by Sara Duterte-Carpio <i>Mayor, Davao City</i>	<i>Speech may introduce</i> <u>911 Davao</u>
	Welcome Remarks by Alan Peter Cayetano <i>Secretary, Department of Foreign Affairs</i>	
	Keynote Message by Rodrigo Roa Duterte <i>President, Republic of the Philippines</i>	Action points: <i>Confirm availability of FRRD in the morning of 19 Feb.</i> <i>If NOT available, we may move the FOI session either between the AVP on Ambisyon 2040 and lunch break, or include it in the panel discussion on Communicating Government Policy.</i> <i>Meanwhile, FRRD may deliver his message on Day 2, 20 Feb, after the launching of Duterte app.</i>
	Coffee/Tea Break	

	<p>Start of Plenary Session</p> <p>Communicating Government Policy</p> <ul style="list-style-type: none">• ASEAN Representative from Department of Foreign Affairs• 'Build, Build, Build' (Vince Dizon, BCDA President and CEO)• TRAIN Representative from Department of Finance <p><u>Audio-visual presentation on PDP 2017-2022 and AmBisyonNatin 2040</u> c/o NEDA</p>	<p><i>Title of the plenary sessions to be determined by the resource speaker</i></p> <p><i>Best if in panel discussion format</i></p> <p><i>May end this segment of the programme with an open forum before participants break for lunch</i></p> <p>Action points <i>Invite speakers from:</i></p> <ul style="list-style-type: none">• DFA• DPWH• DOT• DOF <p><i>Get AVP material from NEDA</i></p>
	<p>Lunch</p>	
	<p>Continuation of Plenary Session</p> <p>Communication and Public Advocacy Mr. Gregorio Garcia III <i>Chairperson, Bases Conversion and Development Authority</i></p> <p>Research-based Communication Mr. RJ Esteban <i>Managing Director, Philippine Survey and Research Center</i></p>	<p>Action points <i>Invite and confirm engagement of Chairman Garcia and Director Esteban</i></p>
	<p>Coffee/Tea Break</p>	
	<p>Continuation of Plenary Session</p> <p>Citizen Journalism (with emphasis on FB Safety Check feature) <i>Representative from Facebook (TBD)</i></p> <p>Countering 'Fake News' Mr. Rigoberto 'Bobbie' Tiglao <i>Manila Times</i></p> <p>Social Mobilization and Networking Ms. Tess Habito-Stewart <i>UNICEF</i></p>	<p>Action points <i>Invite and confirm speaker from Facebook</i></p> <p><i>Invite and confirm engagement of Mr. Tiglao and Ms. Habito-Stewart</i></p>

DAY 2 20 February 2018		
	Registration	
	<p>Start of Plenary Sessions</p> <p>Information Hubs: From Global to Local Representative from the United Nations (TBD)</p> <p>Digitize and Humanize: Malaysia's Best Practices in Development Communication Representative from the Malaysian Ministry of Information and Communication (TBD)</p> <p>Digital Media for Social Mobilization Representative from Twitter (TBD)</p>	<p>Action points Invite and confirm speakers from:</p> <ul style="list-style-type: none"> • UN • Malaysian Ministry of Information and Communication • Twitter c/o PCOO Social Media via Director Pebbles
	Coffee/Tee Break	
	<p>Continuation of Plenary Sessions</p> <p>Operationalizing the PCONet Jose Ruperto Martin Andanar Secretary, Presidential Communications Operations Office (PCOO)</p> <p>Atty. Ana Maria Paz Banaag Assistant Secretary for Operations and Legislative Affairs, PCOO</p> <p>Presentation on DICT Roadmap DICT</p> <p>Communication Mobilization (Speaker will come from Office of the Cabinet Secretary via Assec. Jorjas)</p>	<p>Action points Request brief/AVP on DICT Roadmap</p>
	Lunch	
	<p>Continuation of Plenary Session</p> <p>Putting Value to your Social Media Use Mr. Harold Clavite Director General, Philippine Information Agency</p> <p>Launch of mobile app and portal for citizen engagement PIA, DICT</p> <p>Presentation on the following project proposals</p> <ul style="list-style-type: none"> • <u>Government Information Centers (GICs) and proposed GIC Hotline</u> • <u>Information Highway (Volunteers Network)</u> <p>PIA</p>	<p>Action points Request PIA EO for brief/AVP on:</p> <ul style="list-style-type: none"> • mobile app and portal • GIC and proposed GIC Hotline • Information Highway (Volunteers)

(as of 8 January 2018)

		(Network)
	Coffee/Tea Break	
	<p>Continuation of Plenary Sessions</p> <p>Countering Violent Extremism (Crisis Communication) <i>Representative from Office of Civil Defense</i></p> <p>Freedom of Information: The Power of an Open Government for Development Atty. Michel Kristian Ablan <i>Assistant Secretary for Policy, PCOO</i></p> <p>Launch of the ' Duterte app' - NOT A PLENARY SESSION Ms. Florinda Princess Duque <i>Director III, PCOO</i></p>	<p>Action points <i>Invite and confirm speaker from OGD; also consult with Ms. Grace Salas of Anti-Terrorism Council for suggested speakers</i></p> <p><i>Invite and confirm engagement of Assec. Ablan and Dir. Duque</i></p> <p><i>Request brief on the Duterte app.</i></p>
DAY 3 21 February 2018		
	<p>Start of Parallel Sessions</p> <p><i>Sessions (TBD)</i></p>	<p><i>A whole-day event consisting of parallel sessions to be organized by PCOO and attached agencies/bureaus.</i></p> <p>Action Points: <i>Request PCOO and attached agencies to provide topics or ideas for their own session.</i></p>

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