



Republic of the Philippines
Department of Education
National Capital Region
DIVISION OF CITY SCHOOLS
City of Mandaluyong

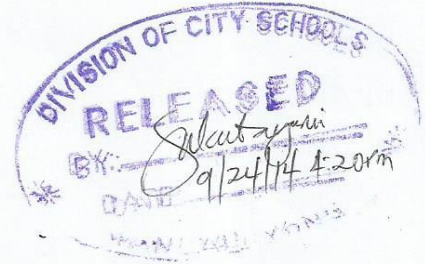
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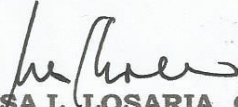
September 23, 2014

MEMORANDUM

TO : Education Program Supervisors/Coordinator
Public School District Supervisor
Public Secondary School Principals



Attached is a letter from **Mr. Henry S. Tenedero**, *CPM-Summit Thematic Moderator, Director-in-Charge, Marketing in Government Summit*, inviting high school students to attend the one-day "Life Skills for Life Success" Students' Congress aptly titled **"THE ART OF SELF-MARKETING"** on **November 25, 2014** at the **Cuneta Astrodome** in Pasay City, for information.


NERISSA L. LOSARIA, CESO VI
Officer-In-Charge

Office of the Schools Division Superintendent



Republika ng Pilipinas
(Republic of the Philippines)
KAGAWARAN NG EDUKASYON
(DEPARTMENT OF EDUCATION)
PAMBANSANG PUNONG REHIYON
(NATIONAL CAPITAL REGION)
Daang Misamis, Bago Bantay, Lungsod Quezon
(Misamis St., Bago Bantay, Quezon City)

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Department of Education
National Capital Region
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By: SEP 10 2014 Time: 4:37

September 10, 2014

To: **Schools Division Superintendents**

Dear Sir/Madam:

Attached is a letter from Mr. Henry S. Tenedero, CPM-Summit Thematic Moderator, Director-in-Charge, Marketing in Government Summit, inviting high school students to attend the one-day "Life Skills for Life Success" Students' Congress aptly titled "**THE ART OF SELF-MARKETING**" on November 25, 2014 at the Cuneta Astrodomo in Pasay City, for information.

Very truly yours,

dr
LUZ S. ALMEDA
Director IV

Regional Letter No. 250
F5/Vhoi

6648

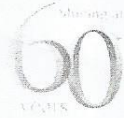
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DR. LUZ ALMEDA

Regional Director, National Capital Region
Department of Education (DepEd)
Misamis St., Bago Bantay, Quezon City
(Besides SM North Carpark)

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Dear Dr. Almeda:

Pleasant Greetings from the Philippine Marketing Association!

As part of our continuing program to celebrate the 60th founding anniversary of the Philippine Marketing Association (PMA), the Government and Community Affairs Committee is conducting a one-day "Life Skills for Life Success" Students' Congress aptly titled, **"THE ART OF SELF-MARKETING"** on **Tuesday, November 25, 2014** at the Cuneta Astrodome in Pasay City.

The main objective of the gathering is to **educate = motivate, challenge (e=mc2)** high school and college students (even non-marketing majors) to the wonderful world of work life after schooling.

Among the topics to be tackled in fun and equally meaningful ways are:

- Self-Marketing Styles by Knowing Your Multiple Intelligence
- Learning to Know, to Be, to Do and Live Together: Engagement Marketing
- Self-Learning for Self-Leading
- Building an Emotionally Resilient "You"
- The Secrets of Einstein's Brain
- Marketing with the Brain in Mind
- Discovering Your Genius Potential
- Learning Beyond the Curriculum
- Skills and Competencies for the Future Workplace

Among the confirmed speakers are top notch and much-sought after motivational speakers: Michael Angelo Lobrin, Al Ian Barcelona, Pocholo Gonzales; Albert Saldajeno, Jr; and Isko "Brod Pete" Salvador.

In this regard, we would like to request from your good office your support and assistance by formally endorsing this conference to all schools, educators and their students nationwide. Registration fee is P500.00 inclusive of lunch, certificate of attendance and learning materials



Asia Marketing Federation





If you have any questions or clarifications, our Staff Coordinator, Mr. Richard Anonuevo can be reached at tel #s 634-5722, 636-1451 or cp # (0917) 3088673

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Email : admin@philippinemarketing.net.ph
Website : www.philippinemarketing.net.ph

In grateful anticipation of your usual support and cooperation, please accept our warmest thanks and appreciation.

Thank you very much.

Yours sincerely,

Mr. Henry S. Tenedero, CPM
Summit Thematic Moderator
Director-in Charge, Marketing in Government Summit

Ms. Carminia "Gigi" Rodriguez
Chairperson, Marketing in Government Summit

Noted by:

Ms. Maria Luz E. Javier, CPM
2014 President

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