

LIFE SKILLS FOR LIFE SUCCESS

RELEASE
DEFED
DATE: 10/18/2019
BY: 5681
5749

October 14, 2019

Dear Dagupan City DepEd Superintendent Dr. Maria Celia Junio-Fernandez.

Greetings in the name of Leading, Teaching and Learning Beyond the Curriculum!

- Many schools are having difficulty sustaining their school's enrolment especially the private schools.
- Many teachers are having concerns in sustaining their students interest inside the classroom.
- Many schools would like to establish and develop "customer loyalty" among their parents,
- Many school leaders are not fully aware of the challenges in a VUCA world & 4.0 digital revolution?

With these triggering statements in mind, the **Education For All Development Center** in partnership with the **Private Schools Association of 1 Pangasinan** will bring to Pangasinan & nearby provinces the **LIFE SKILLS FOR LIFE SUCCESS** training Caravan workshop entitled:

CREATIVITY IN MARKETING YOUR SCHOOL **Winning Strategies to Differentiate Your School from the Others**

This is an Executive School Leadership Training Workshop

Venue: Metro Plaza Event Center located along A.B. Fernandez Avenue, Dagupan City

Date: October 26, 2019 (Saturday)

Time: 9:00 AM - 3:00 PM

Registration starts at 8:00 AM

THE TEN POWERFUL & ENGAGING TOPICS TO BE TACKLED:

1. School Marketing 101 in a VUCA World
2. Integrated Marketing Communications: Cost Effective Strategies to Promote Your School
3. The Three Pillars: Marketing Research, Marketing Management, Marketing Strategies
4. The 4Ps of Marketing Mix: Product, Pricing, Place & Promotion
5. The School as a Shop Center Concept
6. The Elements of Emotional Segmentation & Story for Emotional Value
7. Marketing the School 4.0: Beyond Digitalization
8. Using Paradox Marketing: Aligning Your Mega, Macro & Micro Forces
9. The 10 Credos of Marketing: Keeping Them Hook to your School
10. From Vision to Action: Crafting A Mini Marketing Plan for Your School.

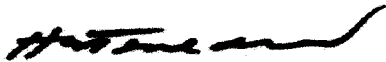
In view of this, we are respectfully requesting your good office to help us disseminate this information via an Advisory to the public & private school areas under your jurisdiction.

The following are the registration details:

1. Registration fee is at one thousand pesos (P1,000) per participant inclusive of one merienda, lunch, one book & certificate of participation.
2. To register, simply a) text the names of participants, b) the name of school to our Life Skills for Life Success alumna fellow, **MS. CARRÉN MARIE R. CENIDOZA**, School Head of Mary Claire Academy of Lingayen at cp number: **0947-280-9192**
3. To benefit more schools, maximum of five (5) participants per school. First-come, First-serve Basis.
4. For general inquiries about the Topics & Caravan itself, contact undersigned at cp # 0917-473-0307

In grateful appreciation of your unwavering support & solidarity, please accept warmest thanks and deep gratitude.

Yours sincerely,



HENRY S. TENEDERO
Lead Speaker & Facilitator
Founder, Life Skills for Life Success &
Education for All
Development Center
2015 President,
Philippine Marketing Association

LIFE SKILLS FOR LIFE SUCCESS

RELEASE
DEFED
DATE: 10/22/19
BY: X 5319

October 14, 2019

Dear Dagupan City DepEd Superintendent Dr. Maria Celis Janio-Fernandez,

RELEASE
DEFED
DATE: 10/22/19
BY: X 5319

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3. To benefit more schools, maximum of five (5) participants per school. First-come, first-serve Basis.
4. For general inquiries about the Topics & Caravan itself, contact undersigned at cp # **0917-473-9307**

In grateful appreciation of your unwavering support & solidarity, please accept warmest thanks and deep gratitude.

Yours sincerely,



HENRY S. TENEJERO
Lead Speaker & Facilitator
Founder, Life Skills for Life Success &
Education for All
Development Center
2015 President,
Philippine Marketing Association



Republic of the Philippines
DEPARTMENT OF EDUCATION
Region I
SCHOOLS DIVISION OFFICE
DAGUPAN CITY



October 18, 2019

DIVISION ADVISORY

For information and guidance.


MARIA CELIA JUNIO-FERNANDEZ, Ed. D., MDM-SEC
Schools Division Superintendent