



**APRACA CENTRAB
cordially invites nomination
to the**



**International Leadership Enhancement Course for
Women Executives cum
Exposure Visit on Innovative
Women Empowerment Programs
Manila, Philippines
January 14 – 18, 2019 (excluding of travel time)**

INTRODUCTION

Women empowerment branding aims to help women to pursue a fulfilling professional life. According to William Arruda, named by Entrepreneur magazine as “Personal Branding Guru”, women today need to have their own personal brand as it provides them with stability, empowerment, value-creation, and recognition critical to success in an increasingly dynamic marketplace. Women in the working world are rising and some are even holding leadership roles, at par with men. Women often feel they must emulate their male senior colleagues to get ahead and personal branding helps them find a way to let others know about their value and accomplishments without bragging. (<https://leaderonomics.com/functional/branding-for-women>)

Personal branding enables women to unveil their unique strengths, talents and then take advantage of these abilities to stand out. When women are their authentic self, they become empowered, professionally attractive, energized and, unstoppable. Understanding women’s personal brand enables them to achieve their goals. It helps them open the door to new business and career opportunities. (<https://www.brighteffectslearning.com/power-of-personal-branding-for-women>)

To commemorate the inspiring role of a woman in our life, March 8 of every year has been observed as Women’s Day and the month of March as Women’s month. The event celebrates women’s struggle and fight for independence and liberalization.

However, it was only during late 1975 that the United Nations started observing International Women’s Day on March 8. In 1977, The General Assembly passed a resolution to observe United Nations Day for Women’s Rights and International Peace. The ‘historic’ roadmap – The Beijing Declaration and Platform for Action – was signed in 1995 by 189 governments, focusing on 12 vital areas and envisioned a better world where every woman have their choice to participate in politics, having an income, getting education, and living in a society free from discrimination and violence. (<http://www.womensdaycelebration.com/womens-day-history.html>)

When we talk of women empowerment in the Philippines, we have to marry it with gender equality since gender equality is well advanced in the Philippines. The country scores well on international gender equality measures and indices but more is needed to sustain the achievements and to overcome remaining challenges. (www.undp.org.ph) Hence, the Philippine government undertakes several measures creating an enabling environment as well as promoting empowerment of women towards achieving gender equality.

The Magna Carta of Women (MCW) moves for the empowerment of women in all spheres of development. It seeks to eliminate discrimination through the recognition, protection, fulfilment and promotion of the rights of Filipino women especially those belonging in the marginalized sectors of the society that include the poor. The MCW also promotes gender equality which plays a pivotal role in the fight against poverty. Through its provisions, the MCW levels up the playing field by making productive resources and economic opportunities equally available for both men and women in the Philippines. (www.pcw.gov.ph/focus-areas/womens-economic-empowerment)

Recognizing the vital role of women in Philippine growth, various agencies of the government are supportive and committed in the empowerment of women through socio, economic as well as in political aspects by helping them in various entrepreneurial and business programs, harnessing their competency in a chosen field and women participation in politics and governance.

Although the Philippines still has rooms for improvement in addressing issues concerning women, it is by-far a great place to become a woman. One of the best things that your country could probably give to you is the chance to aspire and create your own future without unfair limits. The Philippines could set an example to its Asian neighbors on how to move-on from traditional mindsets and accept that everyone deserves equal opportunities and treatment regardless of appearance, size, color, age and gender. <https://asiasociety.org/philippines/women-philippines-inspiring-and-empowered>

FOCUS

Focused on individual and organizational growth, the program is structured to enhance self awareness, boost management skills and broaden leadership perspectives. Participants are expected to return to work prepared to inspire colleagues, act with confidence, and lead with lasting impact. Moreover, the course will also provide the participants opportunities to explore various program initiatives, enabling policies and guidelines adopted in the Philippines that ensure support, protection and promotion of women. Part of the program will be visits and interaction with successful women executives and influential women leaders in the country.

PARTICIPANTS

The programme may be attended by female junior executives, middle managers, heads and other emerging female officers who have the potential for career growth.

TENTATIVE PROGRAM OF ACTIVITIES

January 13, Sunday

- ✚ Arrival of Participants

January 14, Monday

- ✚ Administrative Briefing and Overview of the Program
- ✚ Visit and interactive discussion with an entity mandated to promote and protect the rights of women in the Philippines
- ✚ Visit and Interaction with the Legislative body

January 15, Tuesday

- ✚ Visit and Interaction with one of the Influential Woman Leaders
- ✚ Visit and interactive discussion with a bank with strong advocacy to women empowerment initiatives

January 16, Wednesday

- ✚ Engaging Talk on Enhancing Women's Personal Brand
- ✚ Assertiveness Communication
- ✚ Engaging Talks on Enhancing Leadership Skills

January 17, Thursday

- ✚ Developing Your Emotional Intelligence
- ✚ Coffee Table Interaction with Women Executives on the Importance of Personal Branding and Communicating Assertively

January 18, Friday

- ✚ Closing and Evaluation Session
- ✚ Cultural Exposure

January 19, Saturday

- ✚ Departure of Participants

ADMINISTRATIVE ARRANGEMENTS

Schedule and Venue

The program will be conducted in **Manila, Philippines** on **January 14 - 18, 2019**, exclusive of travel time.

Training Fee

The fee for the exposure visit is **US\$1,380.00** per participant. This covers lunches and dinners (from dinner on January 13 up to dinner on January 18) speakers/facilitator's fees, training venue

and materials, local transfers (airport reception, send-off, field visits and cultural exposure), and other administrative costs.

The fee does not include the international round trip air ticket, cost of hotel accommodation, travel insurance and other incidental expenses. These will be for the account of the nominating organization.

The training fee should be remitted by telegraphic transfer to **APRACA CENTRAB**. However, all bank charges including that of the intermediary bank shall be for the account of the remitter.

Please be advised that after CENTRAB's confirmation of the nomination of your officer/s to attend the program, and for any reason, the nominee cancels his/her participation, the nominating bank/institution will still be required to pay the full training fee.

Accommodation

Delegates are advised NOT to book their hotel accommodation because APRACA CENTRAB will be the one to reserve the hotel accommodation of all the delegates.

The name of the hotel and its rate will be provided once booking has been confirmed. The participants will pay their respective hotel accommodation upon check in.

Dress Code

Formal attire is suitable for the opening ceremonies. For the other days of the study visit program, smart casual wear is alright.

Travel and Airport Reception

Participants will be met by APRACA CENTRAB staff provided flight schedules are sent in advance.

Travel Requirement

The participant must be in possession of a passport valid for at least six months from time of travel with proof of **confirmed** return tickets. The participant is requested to work out his/her visa with the nearest Philippine Embassy in his/her own country. Formal invitation shall be sent upon confirmation of the nomination of the participant by APRACA CENTRAB.

Travel and Medical Insurance

The nominating institution should cover for the participants' comprehensive health/accident insurance. APRACA CENTRAB and its officers will not be responsible for any costs related thereto.

Reservations and Nominations

Kindly accomplish the registration form and send to the contact person not later than **December 7, 2018**.

Contact Person

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Language

The official language is Filipino but English is widely spoken.

Climate

Philippines has a tropical wet maritime climate characterized by months of rainy, dry and cool seasons. The summer monsoon brings heavy rains and starts from May to October, whereas the winter monsoon brings cooler and drier air from December to February. Manila and most of the lowland areas are hot and dusty from February to May. Average temperatures range from 27 to 32°C and humidity is around 77%.

Electricity

The Philippines uses the U.S. two-pronged, U.S. three-pronged, and European two-pronged plugs (see examples), check if you need to buy an adapter for your electrical equipment. The voltage in the Philippines is 220V. Check your device to see what voltage range it handles.

Communications

The international access code for the Philippines is +63. The outgoing code is 00 followed by the relevant country code (e.g. 001 for the United States). City/area codes are in use, e.g. (0)2 for Manila. The major towns, cities and popular tourist spots are covered by GSM 900 and 1800 mobile phone networks. CENTRAB will provide the participants a free local sim card for their mobile use. Loads are available in Php100, Php 300, Php500 and can be bought at any 711 convenient stores.

Internet

There are coffee shops, mall areas, hotels which provide wifi connection. There is also an internet hub in the hotel lobby.

Money and Currency

The Philippine currency is the Philippine Peso (PHP). Major credit cards are widely accepted in the cities and tourist destinations. However, few banks accept traveller cheques. ATMs are available in the malls and in major cities. US dollars are widely accepted in Manila and other tourist areas and are the easiest currency to exchange. Banks open from 9am to 3pm, Monday to Friday, but their ATMs are open 24 hours. It is advised to carry pesos when travelling outside of major centres.

Airport Facilities

Passenger services at Manila airport include shops, restaurants and bars; ATMs, banks with currency exchange, left-luggage and postal services.

Travel Health

Comprehensive medical insurance is advised. No special vaccination certificates are required upon entry, except by travellers entering the Philippines from an area infected with yellow fever.

Tipping

Tipping is expected for most services in the Philippines. The standard practice is 10% of the total bill. Tipping is optional on bills that already include a 10% service charge.