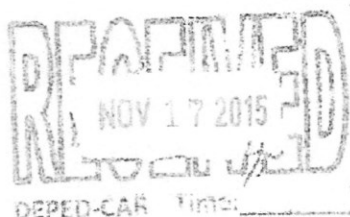


DEPED-CAR Time: \_\_\_\_\_

November 10, 2015

**ELLEN B. DONATO, ED. D., CESO III**  
Regional Director  
DepEd - Cordillera Administrative Region  
Wangkal, La Trinidad, Benguet



DEPED-CAR Time: \_\_\_\_\_

Dear Dr. Donato:

A pleasant day!

We are from Prolence Institute, a Department of Education (DepEd) partner organization that envisions better lives for its stakeholders through professional trainings. We are aligned with the DepEd Vision and Mission that continuously improve and contribute meaningfully to building the nation.

The DepEd Central Office recently issued Advisory No. 290, s. 2015 for the information of its teaching and non-teaching officials and staff about the conduct of the **National Seminar-Workshop on Communication Science and Management** with the theme, "*Communicating for Results on the 21st Century Environment*" to be held on December 18-20, 2015 at the Hotel Veniz, Abanao St., Baguio City.

The national seminar-workshop has unique combination of elements from persuasive communication, organizational communication and business communication (3-in-1 training program) with the ultimate objective of improving personal and organizational communication. We invited prominent scholars and practitioners in the field of communication to speak on the event. Attached are the DepEd Advisory No. 290, s. 2015, the program of activities and the registration details.

In this connection, may we request for your assistance in disseminating and extending our invitation to the teaching and non-teaching officials and staff in your Region? It is our honor to be given the opportunity to serve and coordinate with your enabling leadership that adds to the development of our educators.

Thank you and more power!

Very truly yours,

Lean Victor B. Magayon

Technology and Operations Manager

**To: All Secondary School Heads**

**For your information.**  
**Participation is voluntary.**

**FRANCIS CESAR B. BRINGAS,**  
**CESO IV**

**Schools Division Superintendent**

Republic of the Philippines Department of Education Cordillera Administrative Region Wangkal, La Trinidad, Benguet	
November 18, 2015	
To : The Schools Division Superintendents All Divisions	
For information:	
 <b>ELLEN B. DONATO, Ed. D., CESO III</b> Regional Director	

September 17, 2015

In compliance with DepEd Order No. 8, s. 2013  
this Advisory is issued for the information of DepEd officials,  
personnel/staff, as well as the concerned public.  
(Visit [www.deped.gov.ph](http://www.deped.gov.ph).)

## NATIONAL SEMINAR-WORKSHOPS OF THE PROLENCE INSTITUTE

The Prolence Institute will hold a series of national seminar-workshops on the following dates with respective venues:

Title	Date and Venue	Objectives
National Seminar-Workshop on Communication Science and Management  Theme: <i>Communicating for Results in the 21<sup>st</sup> Century Environment</i>	November 27-29, 2015 Sikatuna Beach Hotel San Jose, Occidental Mindoro	<ul style="list-style-type: none"> <li>• To discuss with the participants the science of persuasion and its principles and techniques</li> <li>• To reflect and improve their organizational communication strategies and practices</li> <li>• To equip them with the knowledge and skills on technical writing to effectively convey their messages</li> </ul>
	December 11-13, 2015 Naga Regent Hotel Naga City, Camarines Sur	
	December 18-20, 2015 Hotel Veniz Abanao St., Baguio City	
National Seminar-Workshop on Information and Communications Technology (ICT)  Theme: <i>ICT-Geared Educators for the Modern Professional Teaching</i>	December 14-18, 2015 OMSC Main Campus San Jose, Occidental Mindoro	<ul style="list-style-type: none"> <li>• To allow the participants to reflect on tasks, which can be simplified and expedited by the use of ICT</li> <li>• To train them on the various uses of ICT in education</li> <li>• To challenge them to further flourish and apply their skills with regards to student learning and school administration</li> </ul>
National Seminar-Workshop on Information and Communications Technology (ICT) and Instructional Materials (IMs)  Theme: <i>Gearing Holistic Educators Towards Successful Professional Teaching</i>	December 14-23, 2015 OMSC Main Campus San Jose, Occidental Mindoro	<ul style="list-style-type: none"> <li>• To discuss with the participants the use of ICT and the importance of IMs to improve student learning and interaction</li> <li>• To train them on the various uses of ICT in education and to teach them how to prepare instructional materials ready for skills demonstration</li> <li>• To challenge them to innovate and apply their skills to meet the needs of the K to 12 learners.</li> </ul>
National Seminar-Workshop on Preparing Instructional Materials (IMs) for the K to 12 Classroom  Theme: <i>Improving Student Learning and Interaction Through Effective IMs</i>	December 19-23, 2015 OMSC Main Campus San Jose, Occidental Mindoro	<ul style="list-style-type: none"> <li>• To discuss with the participants the framework and principles of materials and design and preparation</li> <li>• To engage them in the design and creation of instructional materials, which can improve student learning and interaction</li> <li>• To challenge them to innovate, localize/indigenize or digitize their IMs to respond to the needs of the K to 12 learners</li> </ul>

The target participants are school heads, school administrators, supervisors, teachers (all levels), non-teaching personnel, teacher applicants and interested learners from both public and private schools nationwide.

Participation of both public and private schools shall be subject to the *no-disruption-of-classes* policy stipulated in DepEd Order No. 9, s. 2005 entitled *Instituting Measures to Increase Engaged Time-on-Task and Ensuring Compliance Therewith*.

More information may be inquired from the Secretariat, Prolence Institute, 227 Lakandula St., San Jose, Occidental Mindoro, at mobile phone nos.: 0928-476-6499; 0906-275-6915 or through email address: [prolence.institute@gmail.com](mailto:prolence.institute@gmail.com) and facebook page: [facebook.com/prolence](https://www.facebook.com/prolence).



227 Lakewood St., San Jose, CA 95128, USA  
 0920-476-6459, 0520-275-0915 | prolence@prolence.com  
 facebook.com/prolence

## NATIONAL SEMINAR-WORKSHOP ON COMMUNICATION SCIENCE AND MANAGEMENT

Theme: "Communicating for Results in the 21st Century Environment"

(DepEd Advisory No. 290, s.2015)

December 18-20, 2015  
 Hotel Veniz at Alabano St., Baguio City

### PROGRAM OF ACTIVITIES

#### Day 1, Friday, December 18

##### MORNING

8:00-12:00 Registration  
 Socialization

##### AFTERNOON

**Speaker: Prof. Elymae Delos Santos**  
 Professor, De La Salle-College of Saint Benilde

1:00-1:15 Opening Program

National Anthem; Doxology  
 Warm-up

1:15-2:00 Overview of the Seminar-Workshop  
 Effective Communication in

2:00-3:00 Organization  
 Principles and Techniques of Persuasion;  
 Theories and Models

3:00-3:15 Break

3:15-4:15 Workshop/Exercises on Persuasion  
 Communication Ethics

4:15-5:15 Case Analysis on Communication Ethics  
 5:15-5:45 Question and Answer Session  
 5:45-6:00

Correct as of November 10, 2015

#### Day 3, Saturday, December 19

**Speaker: Dr. Robert F. Soriano**  
 Former Dean, College of Communication, PUP Manila

##### MORNING

8:30-8:45 National Anthem; Doxology  
 Warm-Up

8:45-10:00 Communication Management:  
 Principles and Techniques

10:00-10:15 Break

10:15-12:00 The Audience/Stakeholders' Concept  
 Lunch

##### AFTERNOON

1:00-2:00 The Communication Plan: Developing the  
 Campaign Proposal

2:00-3:00 Communication for Social and Behavioral  
 Change

3:00-3:15 Break

3:15-4:15 Workshop on Making the Campaign  
 Plan/Proposal

4:15-4:45 Presentation and Critiquing of Output  
 4:45-5:00 Question and Answer Session

#### Day 3, Sunday, December 20

**Speaker: Dr. Ronald M. Henson**  
 Communication Consultant and UP Manila Lecturer

##### MORNING

8:30-8:45 National Anthem; Doxology  
 Warm-Up

8:45-10:00 Technical Communication Overview:  
 How to Write Technical Reports

10:00-10:15 Break

10:15-11:00 Managing Effective Meetings and  
 Writing the Minutes

11:00-12:00 Writing Memos, Letters, Proposals and  
 Other Short Reports  
 Lunch

##### AFTERNOON

1:00-3:00 Workshop on Writing Memos, Letters,  
 Proposals and Other Short Reports

3:00-3:15 Break

3:15-4:15 Presentation and Critiquing of Output  
 4:15-4:30 Question and Answer Session  
 4:30-5:00 Closing Program  
 Distribution of Certificates

\*\*\*\*HOME SWEET HOME\*\*\*\*

## NATIONAL SEMINAR-WORKSHOP ON COMMUNICATION SCIENCE AND MANAGEMENT

(DepEd Advisory No. 290, s.2015)

The Prolence Institute will hold the **National Seminar-Workshop on Communication Science and Management** with the theme, "Communicating for Results in the 21st Century Environment" on December 18-20, 2015 at the Hotel Veniz, Abanao St., Baguio City.

The national seminar-workshop aims to:

1. discuss with the participants the science of persuasion and its principles and techniques;
2. reflect and improve their organizational communication strategies and practices; and
3. equip them with the knowledge and skills on technical writing to effectively convey their messages.

The national seminar-workshop is a multi-disciplinary training program targeting school heads, school administrators, supervisors, teachers (all levels), non-teaching personnel, and interested learners from both public and private schools nationwide.

The registration fees inclusive of seminar materials (bag, hand-outs, pen, sheets of paper, etc.), lunch (2), snacks (5), CD (for early registrants), certificates, and speakers' fees are as follows:

Early Registration (Discounted Rates) On or before December 8, 2015		Regular/On-site Registration	
Group of 5 or more	2,500/participant	Individual	3,000
Individual	2,750	Student	2,500
Group of 5 or more students	2,000/participant		
Student	2,250		
<b>Note:</b> The Hotel Veniz charges PhP1,395/night for Junior standard room good for 2 persons, PhP2,395/night for standard trio room, and PhP2,995/night for quadruple room. Additional PhP500/night for extra bed. All with free breakfast.			
*Rates may change without prior notice so please verify the latest rates with us or directly with the hotel.			

The registration fees can be deposited at any Metrobank branch under the account name Prolence Institute and account number 112 7 11251056 3 or via Smart Padala number 5299 6757 4029 7112 then inform us about the payment to confirm registration.

For more information, all interested individuals and organizations may contact:

The Secretariat

Prolence Institute

Mobile Phone Nos.: 0928-476-6499; 0916-569-3792

E-mail Address: [prolence.institute@gmail.com](mailto:prolence.institute@gmail.com)

Facebook Page: [www.facebook.com/prolence](http://www.facebook.com/prolence)