

Intensive Leadership Seminar and Political Communications Training for Centrist Oriented Leaders in Luzon and Visayas

*St. Giles Hotel, Makati Avenue, Makati City, Philippines
15 – 16 March 2013*



Program of Activities

Day 1, Friday, March 15, 2013

Part 1: The Centrist Democratic Programmatic Orientation

(only for new leaders without sound former trainings on Centrist Democracy)

- | | |
|---------------|---|
| 08:00 – 08:30 | Arrival/Registration |
| 08:30 – 08:45 | Opening and Welcome Remarks
RV Vicera, Executive Director, CDPI |
| 08:45 – 09:15 | Centrist Democracy:
History in the Philippines, Core Value and Principles
Mr. Lito M.C. Lorenzana
President, CDPI |
| 09:15 – 09:30 | Democracy in the Philippines: 10 questions
Dr. Peter Koeppinger
Resident Representative
Konrad-Adenauer-Stiftung in the Philippines |
| 09:30 – 10:15 | The Philippines – A Weak State: The Need for Constitutional Reforms
Dr. José Abueva
President, Kalayaan College |
| 10:15 – 10:30 | Coffee/Tea break |
| 10:30 – 11:00 | Open Forum |
| 11:00 – 11:30 | Subsidiarity, Decentralization, Federalism
Dr. Peter Koeppinger, KAS |
| 11:30 – 12:00 | Social Market Economy
Dr. Peter Koeppinger, KAS |
| 12:00 – 12:30 | Open Forum |
| 12:30 – 13:30 | Luchbreak |
| 13:30 – 14:00 | A Sound Political Party System in Democracy: The Four Criteria of Truly Democratic Political Parties
Lorelyn Dumaug, Secretary General, CDP
Followed by presentation of results
Introduction/facilitator: Dr. Peter Koeppinger, KAS |

DAVAO MAIN OFFICE:

3rd Flr. Metro Lifestyle
Corporate Center Bldg.,
F. Torres St., Cor. Jacinto Ext.,
Davao City, 8000 Philippines
Telefax: +6382 295 7128 /
+6382 222 2771

MAKATI OFFICE:

5th Flr. Cambridge Center,
108 Tordesillas Cor. Gallardo Sts.,
Salcedo Village,
Makati City, Philippines
Telefax: +632 819 7530

E-mail address: admin@cdpi.asia

Website:
www.cdpi.asia

Part 2: Party work on the local level *(for all participants)*



14:00 – 16:15 **Working as a leader in a value based political party:
A Service for a mission which has to be grounded on
personal life objectives**
Dr. Serafin Talisayon

16:15 – 16:30 Coffee/Tea Break

16:30 – 16:45 **Introduction into importance and characteristics of
local party life: The “Guidelines for life and work of
local CDP Organizations”**
Dr. Peter Koeppinger, KAS

16:45 – 17:15 **The example of GMA, Cavite**
Mr. Gomer Lagman, CDP District Chair
followed by open Forum, moderated by Cris Giangan,
Program Manager, KAS

17:15 – 18:15 **Workshop on strategic planning**

- participants
- how to identify objectives
- how to make them operational: human and financial resources
- how to delegate responsibilities
- how to coordinate and monitor

Followed by presentation of results
Introduction/facilitator: Dr. Peter Koeppinger, KAS

18:15 – 19:15 **Workshop: how to recruit members,**
Followed by presentation of results
Introduction/facilitator:
Dr. Nenita Manongsong, Vice President for CDP Luzon

19:30 Dinner, followed by social evening

Day 2, Saturday, March 16, 2013

08:00 – 09:00 **Workshop on Practical Issues:**

- When and where to meet in internal and public meetings
- How to communicate with members
- How to collect membership dues

Followed by presentation of results
Introduction/Facilitator: Cris Giangan, KAS

09:00 – 10:00 **Workshop on Administrative, Membership and
Financial Management,** followed by presentation of
results
Introduction/Facilitator: Cris Giangan, KAS

10:00 – 10:15 Coffee/Tea break

DAVAO MAIN OFFICE:
3rd Flr. Metro Lifestyle
Corporate Center Bldg.,
F. Torres St., Cor. Jacinto Ext.,
Davao City, 8000 Philippines
Telefax: +6382 295 7128 /
+6382 222 2771

MAKATI OFFICE:
5th Flr. Cambridge Center,
108 Tordesillas Cor. Gallardo Sts.,
Salcedo Village,
Makati City, Philippines
Telefax: +632 819 7530

E-mail address: admin@cdpi.asia

Website:
www.cdpi.asia

- 10:15 – 11:15 **Workshop: How to Develop and Deal with Programmatic Issues**, followed by presentation of results
Introduction/facilitator: Dr. Peter Koeppinger, KAS
- 11:15 – 12:15 **Workshop: How to Build Up Sector Associations and Communicate with the Sectors**
Followed by presentation of results
Introduction/facilitator: Aaron de Leon/Cris Giangan, KAS Program Manager
- 12:15 – 13:00 Lunchbreak
- 13:00 – 14:00 **Workshop: Linking Up with Civil Society**,
Followed by presentation of results
Introduction/facilitator: RV Vicera, Executive Director, CDPI
- 14:00 – 15:00 **Workshop: Holding Public Office Holders Accountable**,
Followed by presentation of results
Introduction/facilitator: RV Vicera, Executive Director, CDPI



DAVAO MAIN OFFICE:
3rd Flr. Metro Lifestyle
Corporate Center Bldg.,
F. Torres St., Cor. Jacinto Ext.,
Davao City, 8000 Philippines
Telefax: +6382 295 7128 /
+6382 222 2771

MAKATI OFFICE:
5th Flr. Cambridge Center,
108 Tordesillas Cor. Gallardo Sts.,
Salcedo Village,
Makati City, Philippines
Telefax: +632 819 7530

E-mail address: admin@cdpi.asia

Website:
www.cdpi.asia

Part 3: Political Communication (for all participants)

Part 3a: Internal Communication

- 15:00 – 15:15 **Introduction: The Importance of Internal Communication in Local Political Party Work**
Dr. Peter Koeppinger, KAS
- 15:15 – 16:15 **Workshop on**
“Creation of an e-mail group for the party members in a district/region”
“Draft of a monthly letter to the members in a district/region”
Followed by the presentation of the results and open forum
Introduction/facilitator: Lorelyn Dumaug, Secretary General of CDP
- 16:15 – 16:30 Coffee/Tea Break

Part 3b: External Communication

- 16:30 – 17:15 **External Communication on Local and Regional Level of a Member-based Political Party**
 - The role and tasks of the communication officer
 - Forms of external communication
 - Basic skills: How to draft a press-release? How to conduct a radio-message/interview? How to produce good photographs
Ms. Susan Claire Agbayani, Communications Specialist
- 17:15 – 18:15 **Workshop: Case Studies on these basic skills in working groups**, followed by presentations in the plenary

17:15 – 18:15

Workshop: Case Studies on these Basic Skills in Working Groups, followed by presentations in the plenary

Introduction/facilitator: Ms. Susan Claire Agbayani



18:15 – 19:30

Case studies in working groups:

“Creating a list of relevant local media and forms/contacts how to approach them”

“Setting up a regular background circle of local media practitioners sympathetic to the party”

“How to sell/distribute press-releases from National Level” to local media (print media, radio, others)”

“How to sell local political platforms to local media?”

“How to coach candidates of the party with local media?”

“How to create events in the local activities of the party which are attractive to media?”

Followed by presentation of the case studies

Introduction/facilitator: Ms. Susan Claire Agbayani

DAVAO MAIN OFFICE:

3rd Flr. Metro Lifestyle
Corporate Center Bldg.,
F. Torres St., Cor. Jacinto Ext.,
Davao City, 8000 Philippines
Telefax: +6382 295 7128 /
+6382 222 2771

MAKATI OFFICE:

5th Flr. Cambridge Center,
108 Tordesillas Cor. Gallardo Sts.,
Salcedo Village,
Makati City, Philippines
Telefax: +632 819 7530

E-mail address: admin@cdpi.asia

19:30 – 20:00

Closing Remarks
Group Photo

Website:
www.cdpi.asia

20:00

Dinner

*****End of Program*****