

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

N Hotel, Kauswagan Drive, Cagayan de Oro City
1 – 3 March 2013



PROGRAM OF ACTIVITIES

Day 1, Friday, March 1, 2013

Part 1: The Centrist Democratic Programmatic Orientation

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

11:00 – 11:45	Arrival/Billeting/Registration
11:45 – 12:30	Lunch
12:30 – 12:45	Opening and Welcome Remarks Mr. Rodolfo V. Vicerra, Executive Director, CDPI
12:45 – 13:30	Centrist Democracy: History in the Philippines, Core Value and Principles Mr. Lito Monico C. Lorenzana, President, CDPI
13:30 – 13:45	Democracy in the Philippines: 10 Questions Dr. Peter Koeppinger, Resident Representative, Konrad-Adenauer-Stiftung
13:45 – 14:30	The Philippines – A Weak State: The Need for Constitutional Reforms Dr. José Abueva, Professor Emeritus President, Kalayaan College
14:30 – 15:00	Open Forum
15:00 – 15:15	Coffee/Tea break
15:15 – 16:45	Subsidiarity, Decentralization, Federalism and The Social Market Economy Dr. Peter Koeppinger, Resident Representative, Konrad-Adenauer-Stiftung
16:45 – 17:30	Open Forum
17:30 – 18:00	The Character of the Political Party System in the Philippines and the Four Criteria for Truly Democratic Political Parties Ms. Lorelyn Dumaug, Secretary General, CDP
18:00 – 18:30	Open Forum
19:00	Dinner and Socials

DAVAO MAIN OFFICE:

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E-mail address: admin@cdpi.asia

Website:
www.cdpi.asia

End of Day 1

Day 2, Saturday, March 2, 2013 (continuation of part 1)

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



08:00 – 10:15	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
10:15 – 10:30	Coffee/Tea Break
10:30 – 11:00	Introduction into Importance and Characteristics of Local Party Life: The “Guidelines for Life and Work of Local CDP Organizations” Dr. Peter Koeppinger, KAS
11:00 – 11:30	The example of GMA, Cavite CDP District Chair Gomer Lagman, followed by open Forum, moderated by Ms. Cris Giangan, Program Manager, KAS
11:30 – 12:30	Workshop on Strategic Planning <ul style="list-style-type: none">• 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
12:30 – 13:15	Lunchbreak
13:15 – 14:15	Workshop: How to Recruit Members, followed by presentation of results Introduction/facilitator: Dr. Nenita Manongsong, Vice President, CDP Luzon
14:15 – 15:15	Workshop on Practical Issues: <ul style="list-style-type: none">• 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: Ms. Cris Giangan, KAS
15:15 – 16:15	Workshop on Administrative Membership and Financial Management, followed by presentation of results Introduction/Facilitator: Cris Giangan, KAS
16:15 – 16:30	Coffee/Tea break
16:30 – 17:30	Workshop: How to Develop and Deal with Programmatic Issues, followed by presentation of results Introduction/facilitator: Dr. Peter Koeppinger, KAS

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17:30 – 18:30

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



18:30 – 19:30

Workshop: Linking Up with Civil Society,

followed by presentation of results

Introduction/facilitator: RV Vicera, Executive Director, CDPI

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19:30

Dinner

End of Day 2

Day 3, Sunday, March 3, 2013

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08:00 – 09:00

Workshop: Holding Public Office Holders Accountable,
followed by presentation of results

Introduction/facilitator: RV Vicera, Executive Director, CDPI

E-mail address: admin@cdpi.asia

Website:
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Part 3: Political Communication *(for all participants)*

Part 3a: Internal Communication

09:00 – 09:15

Introduction: The Importance of Internal and External Communication in Local Political Party Work

Dr. Peter Koeppinger, KAS

09:15 – 10:15

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, CDP

10:15 – 10:30

Coffee/Tea break

Part 3b: External Communication

10:30 – 11:00

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

Ms. Susan Claire Agbayani, Communications Specialist

11:00 – 11:30

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

11:30 – 12:30

Workshop: Case Studies on these basic skills in working groups, followed by presentations in the plenary

Introduction/facilitator: Ms. Susan Claire Agbayani,
Communications Specialist

12:30 – 13:15

Lunch break

13:15 – 14:30

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,
Communications Specialist

14:30 – 15:00

Open Forum

15:00 – 15:30

Closing Remarks
Group Photo



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