sphere of influence) or Circle of concern (what can be hoped to be done)

- Hosting skills – interviewing skills
- Interpersonal relationships (intra, inter, group communication) lead to strategic planning / scriptwriting
- How to produce and manage a newspaper, TV station, etc.

Suggested registration fee: Php 3,000.00

FOR MORE INFORMATION AND TO REGISTER ONLINE, CONTACT:

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AUGUST 11-13, 2015
Pope Pius XII Catholic Center
1175 United Nations Ave, Paco, Manila, Metro Manila
WHAT MAKES THIS CONVENTION UNIQUE FROM OTHER CONVENTIONS

Bishop Mylo hopes that this convention not just be a sit-down convention of talks and inputs. He desires that after the convention, all participants would bring home concrete learnings and courses of action and immediately implement them in their dioceses or archdioceses.

THERE WOULD BE SIMULTANEOUS TRACKS IN THE FOLLOWING FIELDS

1. Producing and Managing Catholic Newspapers/Bulletins (for both print and online)
2. Producing and Managing Catholic Radio Station’s Programming and Programs (for both land and internet radio)
3. Producing and Managing Catholic Cable TV Programming and Programs
4. Producing and Managing Catholic Social Media

AMONG THE TOPICS IN THE KNOW-HOW COMPONENT THAT YOU WISH TO LEARN

- General management principles
- Marketing management
- Content management (content providers)
- Advertising, PR and Crisis Management
- Funding, fund sourcing, fund raising
- Customer Relations Management
- Consumer Research – Research and Development
- Social mobilization - Advocacy / Social Marketing, Information – Education – Communication (IEC), Community Organizing (CO)
- Networking with like-minded orgs, neutralizing adversaries
- Monitoring / Review and Evaluation
- Strategic planning – both know-how and do-how
- Problem solving processes

THE DO-HOW COMPONENT WOULD CONSIST OF THE FOLLOWING

- Visioning, mindset, spirituality – mental attitude
- Skills – how to breakdown into doable components, KASH component (KASH – attitude, knowledge, habits (structured management (telephone calls, attendance), skills – something done automatically
- Skills on how to prioritize as urgent or important
- Circle of control (what can be done within the...