



Republic of the Philippines
OFFICE OF THE PRESIDENT
COMMISSION ON HIGHER EDUCATION
Region 02

REGIONAL MEMORANDUM
No. 009, Series of 2022

CHEORO 2	
R E L E A S E O	
Date:	01/12/22
Signature:	<i>[Signature]</i>

FOR : ALL PRESIDENTS/ OFFICER-IN-CHARGE/HEADS OF PUBLIC AND PRIVATE HIGHER EDUCATION INSTITUTIONS (HEIs) IN REGION 02 OFFERING HOSPITALITY AND TOURISM MANAGEMENT PROGRAMS

SUBJECT : "BEYOND LIMIT: AMPLIFYING CAPABILITIES OF HOSPITALITY MANAGEMENT TOWARDS OPTIMISTIC FUTURE" VIRTUAL CONVENTION

DATE : January 12, 2022

Attached is a copy of the communication from **MS. LORIE LAINE T. TAGUBA**, Faculty, Hospitality Management, International School of Asia and the Pacific, Peñablanca, Cagayan, inviting Higher Education Institutions (HEIs) to a **free** Virtual Convention with the theme **"Beyond the Limit: Amplifying Capabilities of Hospitality Management Students Towards Optimistic Future"** on **January 23-24, 2022** via Zoom.

The expected participants to this activity are the Deans of Hospitality Management, Program Chairs, Faculty and students. The **Meeting ID: 880 0590 4418** and **Passcode: 454923**.

For further information, you may contact Ms. Lorie Laine T. Taguba at mobile number 09267336382.

Kindly refer to the attachment which contains relevant information for your reference.

For your voluntary participation.

ATTY. MARCO CICERO F. DOMINGO
OIC-Director IV

Encl. as stated

:JPC1122022#13787RU-HC



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HOSPITALITY MANAGEMENT DEPARTMENT**

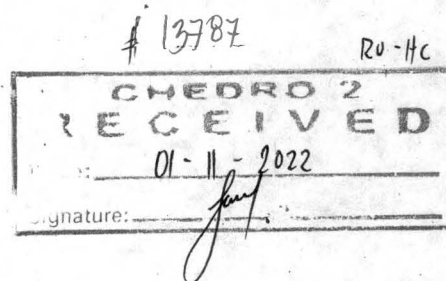
January 10, 2022

ATTY. MARCO CICERO DOMINGO

CHED Regional Director IV

Commission on Higher Education, Region 02

Tuguegarao City, Province of Cagayan



Dear Director Domingo,

ISAPian Greetings!

We would like to seek your kind endorsement of our proposed Convention, Exhibition Management class of 2022 under the subject Introduction to Meeting, Incentives, Conferences and Events Management Applied to Hospitality (HPC 7) as part of the curriculum with the theme **"BEYOND THE LIMIT: AMPLIFYING CAPABILITIES OF HOSPITALITY MANAGEMENT STUDENTS TOWARDS OPTIMISTIC FUTURE"** on January 23-24, 2022.

With your consideration and support for the said event. The said convention will be a two-day event that will be conducted via Zoom meeting platform participated with different colleges and universities from the region. For the speakers, it is our wish to invite the Regional Tourism Operations Officer, Founder of Alliance in Hospitality and Tourism Movers of the Philippines and our alumna of batch 2015 who's currently working as an Office Manager in Manager in Galveston, Texas wherein their talks will focus on potentials and career opportunities in Hospitality industry.

In connection to this, I am respectfully forwarding to your good office a copy of our proposed paper for perusal and suggestions.

We are looking forward to your positive response and endorsement so as to encourage maximum participants from among students and instructors of Hospitality Management within the region. Thank you and God bless.

FREE REGISTRATION- Registration Link:

https://docs.google.com/forms/d/12VxiuYXvcZcXzJ398hdERWPhyeN5lhtZ7ekaaZ5V9xE/viewform?edit_requested=true&fbclid=IwAR0_Q53MRoZWUMJHYxQabKHWoeqblgNLFzBQP_A8L24gcpKkKkEoQho1Ie0

"We guarantee you that we are not going to use the Commission on Higher Education CHED logo for this matter".

Respectfully yours,

LORIE LAINE T. TAGUBA, MSHM

Subject Teacher

Noted by:

CB RONIE E. SUGAROL, MPBM

College Dean, CBEM

WINNIE T. CANCEJO, RRT. MPH

OIC, Vice President for Academic Affairs

CHRISTIAN R. GUZMAN, MBA

OIC, President



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GENERAL INFORMATION

NAME OF ACTIVITY:	Convention and Exhibition Management Class 2022 Bachelor of Science in Hospitality Management
TARGET DATE:	National: January 23, 2022 – January 24, 2022
TARGET PARTICIPANTS:	BS Hospitality Management Students

I. RATIONALE

The Introduction to Meetings, Incentives, Conferences and Events Management (MICE) is a course offered for Hospitality Management students which applies all the principles of conceptualization and management in hospitality that will expand the students' skills in planning, conceptualizing and evaluating meetings, events and festival management. This also incorporates the importance of project management, promotion and sponsorship in conventions and events in hospitality however this pandemic has brought a massive impact in many aspects of the industry. Whereas, in view of today's situation webinar has become more widespread; educators have begun to use these technologies as an additional core and skill in more traditional areas of learning.

The physical events are undoubtedly a big help in delivering immersive event experiences to participants as well as in showcasing the skills of the hosts that they remember in the long run. However, this pandemic requires us to adapt the new normal where virtual events come up as an alternative to reach out the people. This pandemic offers a unique opportunity specially to students to rethink, innovate strategies, to transform and rebuild an optimistic future.

Thus, the level IV students of the Hospitality management department of International School of Asia and the Pacific are now ready to conquer the virtual world and expand their remarkable ideas as they venture this year's Meetings, Incentives, Conferences and Events (MICE) applied to Hospitality subject. This event with the theme **"BEYOND THE LIMIT: AMPLIFYING CAPABILITIES OF HOSPITALITY MANAGEMENT STUDENTS TOWARDS OPTIMISTIC FUTURE"** aims to provide the students with knowledge, hone their planning and technical skills and be familiarized with the current situation in regard with what the industry has to offer to open an optimistic future for the future hospitality professionals and aspiring entrepreneurs.

Furthermore, the students will utilize all possible ways to reach people who are hospitality enthusiast and to show their exceptional and remarkable potentials. Conducting this virtual event may be a lot more challenging but the Hospitality Management students have prepared themselves and are ready to take the challenge beyond the limit.

II. OBJECTIVES

This event aims to achieve the following objectives;

- Help the students to conceptualize, plan, manage and evaluate events, conferences, meetings, festivals and other such special events.
- Students overcome the intricate challenges of collective supplier management and engagement.
- Encourage the participants to continue polishing their potentials.
- Learn to conduct a successful event.
- Engage students in reflective and applied activities.



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- Enlighten students about the challenges brought by the pandemic and be able to acquire knowledge in coping with it.
- Introduce new norms and methods in the chosen field and practice this innovation as students will explore their skills.
- Explore new approaches in Hospitality Industry which is vital in identifying strength as future hospitality professionals.
- Strengthen hospitality students' confidence and potentials in gearing-up their skills.

III. METHODOLOGY

- Participants
 - Interested BS Hospitality Management students of International School of Asia and the Pacific and other universities in the province.
- Facilitators
 - The convention and exhibition management class off 2021-2022 and CEMC adviser.

THEME & LOGO

The theme "BEYOND THE LIMIT: AMPLIFYING CAPABILITIES OF HOSPITALITY MANAGEMENT STUDENTS TOWARDS OPTIMISTIC FUTURE" is a manifestation of the resiliency of Hospitality Management students of International School of Asia and the Pacific that amidst the pandemic we are still dedicated to learn and apply our learnings and our passion to fulfill our dreams. We would like to conduct this event because we believe that this will be a great platform for us to amplify our capabilities and continue the culture of excellence towards an optimistic future as a mighty eagle despite of this challenging times.

LOGO DESCRIPTION



- GOLD OUTER LINING – gold color is strongly associated with wealth, success and knowledge. It is also the shade of achievement, accomplishments and triumph. Therefore, this color lining represents our journey as a student from the start up to where we are now.
- HOSPITALITY MANAGEMENT – Program
- CEMC - abbreviation for Convention Exhibition Management Class 2022 - batch year.
- THEME - Beyond the Limit: Amplifying Capabilities of Hospitality Students Towards Optimistic Future.
- BUILDING, CRUISE SHIP, AIRPLANE – these represent opportunities that every hospitality enthusiast can acquire upon graduating this course. With this manifestation, we want the whole world to know that we are globally competitive who could rule in the different fields, either in hotels, resort, restaurants or even the world of business.



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- CHEF's HAT- symbolizes the prowess of a chef that Hospitality Management students are looking forward to attain.
- DESSERT - desert is a symbolic of all the obstacles and hardships that stand between people and their dreams. The desert demands an arduous journey that people must undertake to achieve what they want. Nothing that is worthwhile comes easily and the desert becomes a metaphor for the struggle. Therefore, it represents the obstacles, struggles and hardships that we encounter in our present and future journey into this field beforehand.
- GLOBE - as we all know; hospitality industry has a broad scope of work environment. Therefore, this globe represents that the Hospitality Management students of ISAP are highly equipped and are globally competitive.

GENERAL GUIDELINES

- The Grade of the student is equivalent to the Final Term Test and this will be base from his or her performance from the preparation to the implementation.
- Students who will be late to the said webinar will come across deduction on his/her Final Grade.
- Students who is not able to attend the webinar will conduct his/her own webinar.
Excused absences are any of the following:
 1. Due to illness
 2. Death in the family (limited to immediate family members-paternal and maternal grandparents, parents, brothers and sisters.
 3. Unforeseen circumstances (floods, typhoons, earthquakes)
- Proper decorum and self-discipline must be applied during the webinar.
- Collection of money is the responsibility of the Class treasurer send it to the finance committee for financial allocation and liquidation ready for audit.
- Conveners must submit the attendance, Minutes of the Meeting, Narrative Reports, Event Summary Evaluation, Problem Encountered and actions taken to address issues.
- Conveners must submit the Online monitoring/rating and tally sheets or summary and suggestions a week after the event.
- After fulfilling the souvenir programs, certificates, and submitting the class project by January, a financial statement is required as a pre-requisite for graduation.
- Finance Committee needs to prepare financial reports for the finance division, programs, and/or operating units as requested. It should be liquidated at the end and submit a statement of account as part of the narrative report.

DUTIES AND RESPONSIBILITIES OF THE CEMC ADVISER/FACULTY IN CHARGE

I. PRE- IMPLEMENTATION

- Ensure that the checklist of requirements of the school is ready and legal.
- Conduct orientation and pre-test before the start of the convention/web tour.
- Ensure that self-discipline is practice in the self-management.
- Guide the students/conveners in making the concept paper.
- Demonstrate timelines and attendance for assigned tasks/responsibilities of the conveners.
- Assign reasonable tasks and responsibilities to the student/conveners.



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II. ACTUAL IMPLEMENTATION

- Conduct briefing and check grooming among all conveners and participants.
- Enhance value formation and character building.
- Conduct daily reports to the administration.
- Monitor the attendance learning progress skills gained and enhanced values of the students.
- Timely address incidental reports of violations and issues of the participants/ conveners.
- Acts in a professional manner and assumes responsibility for the total school program/convention, its safety, and good order.
- Assures responsibility for supervising students for the whole duration of the tour/convention.
- Ensure accurate complete and appropriate records and reports.

III. POST IMPLEMENTATION

- Check to learn insights reports.
- Provides the Vice Presidents for Academic Affairs and the ISAP Quality Assurance Moderator a copy of the report.
- Evaluate and give grades to the conveners.
- Supplements deficiency of the students/conveners.

COMMITTEE JOB DESCRIPTION OF CEMC 2022:

EXECUTIVE COMMITTEE. This comprises the Chairperson, Vice Chairperson, Internal Secretary, External Secretary and Committee Heads and Assistant Committee Heads. They are in charged in the overall planning, organizing, controlling and managing of the convention.

PROGRAM COMMITTEE. The committee is made responsible in conceptualizing the program for the convention proper and for the socialization party, scouting speakers and formulates relevant topics and plan different activities for the convention.

PROMOTIONS AND PRINTING COMMITTEE. The committee is made responsible in promoting the convention to prospective participants through different promotional and marketing materials; responsible in creating logo design, shirt design, ID lace design, and also, in publishing the souvenir program of the convention.

FINANCE COMMITTEE. The committee is made responsible in generating working funds to fuel up the operation, preparation, and implementation of the convention. They are also responsible in providing the body with a complete and honest financial report regarding the cash inflows and outflows. The committee also comprises of a separate auditing team to review all cash transactions made for validity purposes.

REGISTRATION COMMITTEE. The committee is made responsible in inviting participants for the convention through the conduct of different marketing efforts and strategies. They are responsible in getting and keeping necessary information of the participants. They will also ensure that all participants are well taken care of during the entire duration of the convention.

VIRTUAL GROUND HANDLING COMMITTEE. Responsible in observing proper decorum and instructions and in charge of the attendee's engagement. They are also in charge of the documentation of the activity.

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COMMITTEE	NAME	JOB DESCRIPTION
CHAIRMAN	CAMILLE A. PANGO	<ul style="list-style-type: none">Coordinates with collaborating organization and office.Initiates meeting with participating/collaborating offices and organization.Responsible for finalization of the concept paper and assure the approval before the date of implementation.Ensures that the flow of program is in order.Ensures attendance of all members and participants during the webinar.Provides feedback to administration, deans and program coordinators.Ensures the over-all success of the activity.
VICE CHAIRMAN	NATHASIA NICOLE VARGAS	<ul style="list-style-type: none">Assists in the preparation of materials needed for the webinar.Assists to ensure the over-all success of the webinar.
EXTERNAL SECRETARY	JHOANA MARIE B. GARCIA	<ul style="list-style-type: none">Responsible for facilitating communications within the partner organization or offices.Fielding interactions with the public.
INTERNAL SECRETARY	ARLYN JOY O. TAGUIAM	<ul style="list-style-type: none">Responsible for clerical support of the committee.Responsible for facilitating communications within the committee and members.Responsible for scheduling meetings.
REGISTRATION	MARK JESTER B. PILLOS KIMBERLEY MALLILLIN MEMBERS: JESSICA PASCUAL MERYLL JOYCE UY BOYSAN TELAN MINA ROSE P. BATANG LESLY U PALACAY AIRVIN LUCAS MILDRED S. MINGUITO	<ul style="list-style-type: none">Responsible in the registration and admission of participants.

	JANVILLE CHRISTIAN L. BURGOS CHRISTIAN GIL GUZMAN JAMES MARTINEZ	
FINANCE	REMALYN GABRIEL NORELYN GUDDARAN MEMBERS: CARLO NIVAL CASTER TROY MALTU VASTHY VINARAO	<ul style="list-style-type: none"> Provides financial analysis, advice, and oversight of the webinar budget.
PROMO AND PRINTING	ADRIEL PACIS DEBORAH UDARBE MEMBERS: RHONA VALDAPEÑAS APRIL CALAYAN MARC ALLEN BANIAGA NINIA URITA ASTER ISRAEL MC JORDAN GANNABAN JACOB GAWILI TRISHA LYKA MERCADO RECCA MAE CAJIMAT	<ul style="list-style-type: none"> Oversee public relation efforts and overseeing the promotion of event through utilizing social media to increase the awareness of the possible participants. Responsible for designing layouts and oversees the printing process of materials needed.
VIRTUAL GROUND HANDLING	MARIEL AGUDA ELMA JANE MAG-ASO MEMBERS: SHANNIA AVENA JOHN PAUL ANDASAN MYLA C. ULANIMO KRIZEL CASTILLO ASLEY OJANO RUBY CORTEZ JENNY BEE SERRAN MHARLINIE ACOSTA JENEA BULUSAN	<ul style="list-style-type: none"> Responsible in observing proper decorum and instructions. In charge of the attendee's engagement. Provides feedbacks for perusal. Responsible in tapping lecturers. Ensures the implementation of the program. Ensures availability and readiness of outline. Provides assessment and record observation. Provides learning materials in case needed. In-charge of the documentation of the activity.
PROGRAM	CHRISTIAN BOY PALUNDAY JEMBOY BACUYAG MEMBERS: EDUWARDEO URMATAM ARMANDO CASTILLO KAELA BAYANI ALLAN DAVE M. SIBBALUCA RENIEL EVILA IAN VLADEL T. REYES ZAIRYLL MAE SALVADOR PRINCESS EHRICA ROQUE	<ul style="list-style-type: none"> Responsible in conceptualizing the program for the convention proper and for the socialization party, scouting speakers. Formulates relevant topics and plan different activities for the convention.



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GUIDELINES

- Interested participants are encouraged to register before the activity.
- Interested participants can register through the registration committee of the CEMC class of 2021-2022 through a google form link. Final registration will be made as soon as the concept paper is approved and endorsed by the CHED.
- Proper decorum and self-discipline, conference abstract and break-out room will be seen in the registration form.

THE HOUSE RULES

- The student participants will use the designated virtual background.
- The participants will enter the zoom fifteen (15) minutes before the start of the webinar proper.
- Participants must acquire quiet spots
- Participant's camera must always open
- Dress appropriately.
- Always observe proper decorum.
- Mute your microphone unless when you're asked to speak.
- Listen attentively to the speaker.
- Question and answer regarding the topic will be entertained during the open forum.
- Ensure that the program flow is followed accordingly.

THE CONVENERS & PARTICIPANTS

- Conveners must submit the attendance, Minutes of the Meeting, Narrative Reports, Event Summary Evaluation, Problem Encountered and actions taken to address issues.
- Online monitoring/rating and tally sheets or summary and suggestions a week after the event.
- After fulfilling the souvenir programs, certificates, and submitting the class project by January, a financial statement is required as a pre-requisite for graduation.
- Before the convention, the conveners must clear their financial commitments at the school.
- Prepare reports for the finance division, programs, and/or operating units as requested.
- After the virtual events, participants from various schools must fill out survey forms with their responses.
- Only registered conveners can access the virtual event. The meeting ID should not be shared with others.
- All links and related instructions will be given through email.
- Participants should ensure that they have a strong internet connection.
- Participants should be prepared and set up to attend at the time of the invitation.

RULES

- Do not use your cellphone during the session.
- During the session, mobile phones should be turned off or set to silent mode at all.
- Throughout the convention, participants should maintain a conducive environment.
- Attending to personal needs should be completed before the program begins or resumes.
- Participants are supposed to open at the online zoom at least 15-20 minutes before the even start.
- Always keep your cameras open.
- Dress appropriately.
- Avoid crowds and mute your microphone when you're not talking during session.



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MARKETING

Promotion for the convention will start after the approved of the concept paper by the promotion and printing committee. This will be conducted in different ways:

- Disseminating of information by posting through Facebook page to BS Hospitality student of International School of Asia and the Pacific and other schools.
- Sending letter via Gmail to the deans and program coordinators of different schools.
- Create awareness by posting through our official Facebook page.
- Conduct meeting through google meet or zoom for marketing presentation regarding virtual CEMC.
- Reaching and negotiating to other schools and universities in the region to advertise and promote the virtual convention to all interested students.

FLOW OF THE PROGRAM

The Hospitality Management department of International School of Asia and the Pacific will conduct the 8th annual Convention exhibition management class of 2022 with the theme "Beyond the Limit: Amplifying Capabilities of Hospitality Students Towards Optimistic Future" via zoom meeting application on January 23 and 24 2022.

The 2-day webinar will be having 3 guest speakers on the first day and different participative activities on the second day. The morning session on the first day will start at 9am for the admission of participants and when the participants and conveners are already settled an opening prayer will be lead followed by the singing of the National anthem, ISAP hymn and the presentation of the house rules. To formally start the webinar an opening remarks will be rendered by the OIC, President Mr. Christian R. Guzman and followed by the introduction of the keynote speaker who will be discussing about the said theme. Thereafter, the first speaker will deliver his/her topic "What's up? Adopting Change and Innovating Ways in MICE Industry" from 9:30 to 10:30 and after the talk of the first speaker, questions will be entertained for a ten-minute open forum. After the forum will be the awarding of certificate for the speaker and a video presentation prepared by the conveners and to end the morning session reminders for the next session will be presented for the smooth flow of the webinar. On the afternoon session the webinar will start at 1:10 pm having the second speaker who will deliver a 40 Minutes to 1 hour talk about the "Gearing up skills and redefining career opportunities in hospitality industry." And after the talk of the second speaker, questions will be entertained for a ten-minute open forum. After the webinar proper there will be 20 minutes break out session for the participants where they are going to enter their chosen rooms and before the final reminders to end the day 1 a teaser of the ambassador and ambadress will be presented.

On our second day we will start at 9 in the morning where we will be having the participative activities and showmanship. The presentation of committees will be conducted before the

introduction of contested events. Thereafter, the quizsine will last for 15 minutes. On the afternoon session, the highlight will be the search for Ambassador and Ambadress which will start from 1:05 – 1:25 pm for the presentation of candidates and 1:25 to 2:25 pm for their advocacy speech followed by an intermission and after will be the announcement of winners followed by closing remarks by our very own OIC, Vice President for Academic Affairs Ms. Winnie T. Cancejo, RRT, MPH and the final video presentation.

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9:00- 9:10	Admission of Participants	Mark Jester B. Pillos Kimberley Jane Mallillin Registration Committee Heads
9:10- 9:15	Prayer	Mariel Aguda Virtual Ground Handling Committee Head
9:15- 9:18	National Anthem	
9:18- 9:20	ISAP Hymn	
9:20- 9:25	House Rules	Camille A. Pango Chairman
9:25- 9:30	Presentation of Participants	Myla Ulanimo Convener
9:33- 9:38	Opening Remarks/Message	Mr. Christian R. Guzman, MBA OIC, President
9:38- 9:40	Introduction of the Keynote Speaker	Eduwardeo Urmataam Jr. Convener
9:40- 9:55	Keynote Speaker "Beyond The Limit: Amplifying Capabilities Of Hospitality Management Students Towards Optimistic Future"	Mr. Romeo G. Caranguian Jr. Senior Tourism Operations Officer
9:55- 9:57	Introduction of the 1 st Speaker	Airvin Lucas Convener
9:57- 10:57	1 st Speaker "What's up? Adopting Change and Innovating Ways in MICE Industry"	Mr. Antonelle Albano, MSHM Founder of AHTOMP
10:57- 11:07	Open Forum	Armando Castillo Moderator
11:07- 11:10	Awarding of Certificate	Jhoana Marie Garcia External Secretary
11:10- 11:15	Video Presentation	
11:15- 11:20	Reminders	Camille A. Pango Chairman/Moderator

Day 1 Afternoon Session

12:50- 1:10	Admission of Participants	Mark Jester B. Pillos Kimberley Jane Mallillin Registration Committee Heads
1:10- 1:15	Introduction of the 2 nd Speaker	Ruby Jane Cortez Convener
1:15- 2:15	2 nd Speaker's Lecture "Gearing up skills and redefining career opportunities in hospitality industry."	Ms. Lorraine Mae Marling BS HRM Alumni 2015, Office Manager Texas
2:15- 2:25	Open Forum	Camille A. Pango Chairman/Moderator
2:25- 2:27	Awarding of Certificate	Elma Jane Mag-aso Virtual Ground Handling Committee
2:27- 2:47	BREAKOUT SESSION	Ninia Urita "the bakers" Janmill Christian Burgos "the flarers" Nathasia Nicole Vargas "the cooklits" Jemboy Bacuyag "the F&B"
2:47- 3:00	Teaser of the search for the Hospitality Management Ambassador and Ambassadors	
3:00- 3:05	Final Reminders	Armando Castillo Moderator

Day 2 Morning Session

9:15- 9:25	Admission of Participants	Mark Jester B. Pillos Kimberley Jane Mallillin Registration Committee Heads
9:25- 9:30	Prayer	Ian Vladel Reyes Convener
9:30- 9:33	National Anthem	
9:33- 9:35	ISAP HYMN	
9:35- 9:40	House Rules	Armando Castillo Moderator
9:40- 9:45	Presentation of Committee	
9:45- 9:50	Introduction of Contested Events and Criteria	Princess Ehrica Roque Convener
9:50-10:05	QUIZSINE	Camille A. Pango Chairman/Moderator

10:05-10:10 Video Presentation (Showmanship)

10:10-10:15 Reminders Armando Castillo
Moderator

Day 2 Afternoon Session

12:45- 1:00 Admission of Participants Mark Jester B. Pillos
Kimberley Jane Mallillin
Registration Committee Heads

1:00- 1:05 Introduction of Judges
Criteria for Judging Kaela Nicole Bayani
Convener

1:05- 1:25 Presentation of Candidates

1:25- 2:25 Advocacy Speech of Candidates

2:25- 2:30 Intermission Allan Dave Simbaluca
Reinier Paul Evila
Ian Vladei Reyes
Conveners

2:30- 2:45 Awarding of Winners Camille A. Pango
Armando Castillo

2:45- 2:52 Closing Remarks Ms. Winnie T, Cancejo, RRT, MPH
OIC, VPAA

2:52- 3:00 Final Video Presentation All Conveners

EVALUATION STAGE

- A link for the program evaluation will be disseminated by the conveners every after the session (Day 1 and Day 2) to measure the success in its conduct.
- Evaluation link for (buddy system) each convener will be given to the participants at the end of the event.
- There will be a post conference among the committee heads and conveners after each session to facilitate concerns and in order to know the area that needs improvement.
- The summary evaluation rating and suggestions or comments of the participants shall be submitted to the subject instructor a day after the implementation as a basis of individual grading or ratings of the conveners.



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SPECIFIC GUIDELINES AND CRITERIA FOR JUDGING

Category A (Academic Contested Activities)

QUIZSINE

Mechanics

- All student participants can join this activity.
- The moderators will present or show different pictures of cuisines for the participants to try answering whether from which region/place it is originated.
- The first participant who opt to raise a virtual hand will be given the chance to answer.

Criteria:

EASY ROUND – 1 pt. every correct answer (5 questions)

AVERAGE - 3 pts. Every correct answer (3 questions)

DIFFICULT - 5 pts. Every correct answer (1 question)



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POSTER MAKING

Mechanics

- The contest is open to all the participants.
- There are eight (8) available slots for interested participants.
- Each participant should submit one (1) entry only.
- The poster must illustrate, interpret and emphasize the event's theme; Beyond the Limit: Amplifying the Capabilities of Hospitality Students Towards the Optimistic Future.
- The contestants can create a digital or a handmade poster.
- Entries must be submitted not later than January 19 and must be submitted to this email isapbshmcemc2022@gmail.com.
- Digital poster should not contain grabbed photos online. Entries shall have original piece made by the participant only. Failure to comply will lead to disqualification.
- The winner's output will be posted on our Facebook account.

Criteria:

- Originality – 25%
- Relevance to the Theme – 20%
- Creativity – 20%
- Color Harmony – 15%
- Visual impact – 20%

Total: 100%



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COLLEGE OF BUSINESS EDUCATION AND MANAGEMENT HOSPITALITY MANAGEMENT DEPARTMENT

SLOGAN MAKING

Mechanics

- The contest is open to all the participants.
- There are eight (8) available slots for interested participants.
- Each participant should submit one (1) entry only written in English.
- Each entry should not exceed more than 20 words.
- The slogan must illustrate, interpret and emphasize the event's theme; Beyond the Limit: Amplifying the Capabilities of Hospitality Students Towards the Optimistic Future.
- The contestants can create a digital or a handmade slogan.
- Entries must be submitted not later than January 20 and must be submitted to this email isapbshmcemc2022@gmail.com.
- Entries shall have original piece made by the participant only. Failure to comply will lead to disqualification.
- The winner's output will be posted on our Facebook account.

Criteria:

- Originality – 25%
- Relevance to the Theme – 20%
- Creativity – 20%
- Content – 20%
- Visual impact – 15%

Total – 100%



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CREATIVE FRUIT CARVING

Mechanics

- The contest is open to all the participants.
- There are eight (8) available slots for interested participants.
- Each participant should submit one (1) entry only.
- There are only minimum of three (3) and maximum of five (5) fruits to be use.
- Creative fruit carving must be shown only by using the chosen fruits only.
- Entries shall have original piece made by the participant only. Failure to comply will lead to disqualification.
- Entries must not have been published, posted, used or submitted as an entry to other contests.
- Captured photo of the fruit carving must be submitted not later than January 22 and must be submitted to this email isapbshmcemc2022@gmail.com.
- The winner's output will be posted on our Facebook account.

Criteria:

- Creativity – 40%
- Originality – 35%
- Visual Impact – 25%

Total – 100%



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FOOD PHOTOGRAPHY

Mechanics:

- The contest is open to all the participants.
- There are eight (8) available slots for interested participants.
- Each participant should submit one (1) entry only.
- Contestants or participants has to take a picture of any local dishes or delicacies in region 2.
- Provide a basic entry information such as captions for the captured photo.
- Entries shall have original piece made by the participant only. Failure to comply will lead to disqualification.
- Photographs must not have been published, posted, used or submitted as an entry to other photography contests.
- Entries must be submitted not later than January 22 and must be submitted to this email isapbshmcemc2022@gmail.com.
- The winner's output will be posted on our Facebook account.

Criteria:

- Originality – 25%
- Articy – 25%
- Visual impact – 15%
- Photo Quality-15%
- Creative shot- 10%
- Best caption- 10%

Total – 100 %



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SEARCH FOR HOSPIALTIY MANAGEMENT AMBASSADOR AND AMBASSADRES

Mechanics

- The contest is open to all Hospitality Management students' participants from first year to third year.
- Each university must provide one (1) pair as representatives/contestants.
- There will be five categories for judging; the uniform wear, formal attire and Asian costume attire.
- Videos of candidates' entries for uniform wear, formal attire and Asian Costume attire must be submitted one (1) week before the day of event for judging.
- Submission of entries for the four categories will be through email isapbshmcemc2022@gmail.com.

CRITERIA FOR JUDGING

UNIFORM/CASUAL/FORMAL ATTIRE:

- Appearance – 40%
- Poise and Projection – 30%
- Confidence – 30%

Total – 100%

ASIAN COSTUME:

- The candidate with the greatest number of hearts reacts via Facebook post will be declared as the winner for this special award.

OVERALL:

- Confidence – 30 %
- Visual Impact – 20%
- Wit – 50%

Total – 100%



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Category B (Non-Academic)

PHOTO ESSAY

- The contest is open to all the participants.
- There are eight (8) available slots for interested participants.
- Each participant should submit one (1) entry only.
- Captured picture/photo could be a person, thing, place environment, situation or workplace which should be correlated to the event's theme; Beyond the Limit: Amplifying the Capabilities of Hospitality Students Towards the Optimistic Future.
- Provide a basic entry information (photographer's insights of the captured subject and its significance). Attached an essay with title/caption which could be written via MS Word.
- Entries shall have original piece made by the participant only. Failure to comply will lead to disqualification.
- Photographs must not have been published, posted, used or submitted as an entry to other photography contests.
- Entries must be submitted not later than January 21 and must be submitted to this email isapbshmcemc2022@gmail.com.
- The winner's output will be posted on our Facebook account.

Criteria:

- Originality – 20%
- Relevance to the Theme – 15%
- Creativity – 10%
- Content – 25%
- Visual impact – 10%
- Clarity of Expression – 10 %
- Vocabulary - 10%

Total – 100 %