

HRD PLAN IMPLEMENTATION MATRIX

Calendar Year 2017

#9. TRAINING ON PROMOTING AND MARKETING PRODUCTS AND SERVICES

Desired Outcome	Outputs to be produced	Learning Objectives	Proposed HRD Intervention	Target Learners			Planned Schedule												Support Requirements						
				Number		Office(s)	Position(s)	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Financial	Human Resource	Logistics	Executive Sponsorship	Other	Source of Funds
				Male	Female																				
> A fully established grassroots sports training program		By the end of the 2-day Training, the participants will be able to:	2-Day Training on Promoting & Marketing Products & Services	3	3	DNIPC				/									20,000- Honoraria	1 Resource Speaker	supplies & materials	Training Design	honoraria	PLGU	
> A growing UGMAD Komunidad able to sustain their own development initiatives		> identify the value and concept of the product or services being promoted or marketed;		2	3	Tourism	Level 1, 2, 3												35,000- Meals & Snacks for 2 days	1 Documenter	RS accommodation	Endorsment from respective Department	meals & snacks		
> increased tourism arrivals both domestic and foreign resulting to a vibrant tourism industry in the Province		> plan promotional activities according to the planned marketing strategies to promote the products or services;		2	2	LMDD													10,000- Office Supplies	2 Secretarit	Training Venue	Travel Order/ Memo Order			
> Strengthened and expanded stakeholders relations through information and communication		> use an effective collaboration and partnership strategy with other entities and stakeholders to assist in the implementation of the promotional or marketing strategies;		3	2	Sports													65,000-Total		LCD Projector				
> adequacy of blood supply and products in the Province		> effectively take advantage of various media platforms		2	2	PEEDO															Laptop				
> increased participation of local and international institutions in the various initiative of the Province		> assess the effectiveness of the promotional and marketing strategies to identify possible improvements in the future initiatives;		6	6	District Hospitals																			
				2	2	PIO																			
			20	20																					