



Press Familiarization Tour

TARGET DATE: May 3 and 4, 2014

Particulars	Specification	No. of Items
Project Manager	Develop a publicity campaign, including feature releases, tie up with media network and publication.	1
	- Invitation of Media	
	- Pre event and On site Management	
	- Post event monitoring and reporting of press releases	
Production Assistants	Assist media and the junket with pre event works	2
Creatives	Development of Press Kits and other Marketing and Promo Collaterals	1
Media invites	Covers printing and envelopes	50
Press Kits	Production of PR materials	50
Event ID's for the media, production staff and crew	2.5 X 3.5 INCHES PAPER BOARD	60

Lanch Proper

Target Date: June 23, 2014

Particulars	SPECIFICATIONS	QTY
Event Management Services	Concept, Overall Coordination; Consulting	1
	Program & Venue Management	
Entertainment	Dance Group	1
	Opening Act Dancers	1
	4 performances + costumes	
	Harpist	1
Host	Emcee	1
Manpower	Production Assistants (1 Day)	2
	Project leads (2 days)	2

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