

## **Capacity Building on Liaison, Protocol, and Conference Management**

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### **I. Background and Rationale**

In line with the Philippines' hosting of the ASEAN Chairship, national government agencies, including the Commission on Higher Education (CHED), are expected to play a critical role in supporting high-level ASEAN meetings, official visits, and related international engagements. As CHED is actively involved in ASEAN education cooperation, academic mobility, and regional policy dialogue, it is imperative to ensure that its officials and committee heads are fully equipped with the competencies required for effective liaison, diplomatic protocol, and conference and events management.

This capacity-building activity is designed to strengthen CHED's institutional readiness to support ASEAN-related engagements by enhancing technical knowledge of ASEAN protocols, improving coordination with foreign and local stakeholders, and ensuring that CHED-hosted and CHED-supported activities meet international standards. The program also emphasizes the Filipino Brand of Service Excellence, reinforcing the Philippines' commitment to professionalism, cultural sensitivity, and warm hospitality during the ASEAN Chairpersonship.

### **II. Objectives**

The activity aims to:

1. Prepare CHED officials and committee heads for active participation in ASEAN Chairship-related meetings and events;
2. Strengthen understanding of ASEAN diplomatic protocol, liaison functions, and official procedures;
3. Enhance skills in managing high-level conferences, meetings, and official visits in line with international standards;
4. Promote the Filipino Brand of Service Excellence as a hallmark of Philippine hosting during the ASEAN Chairpersonship; and
5. Ensure coordinated, professional, and values-driven delivery of CHED's roles in ASEAN engagements.

### **III. Target Participants**

- CHED Officials
- Committee Heads
- Personnel involved in ASEAN coordination, liaison, protocol, international affairs, and events management

### **IV. Program Overview:**

#### **Day 1: Diplomatic Protocol**

This session contextualizes CHED's role in the ASEAN Chairship and focuses on:

- Overview of ASEAN and expectations for ASEAN host agencies
- Levelling of expectations and training-workshop overview
- ASEAN liaison and protocol principles
- Practical guidelines in handling official dignitaries during ASEAN meetings
- Official ceremonies, including arrival and departure protocols
- Seating, venue, meeting, and media protocols
- Managing protocol challenges and crisis situations during high-level events

Resource persons include representatives from the Department of Foreign Affairs (DFA).

### **Day 2: Events Management and Hosting**

This day focuses on planning and implementing ASEAN-related meetings and events, covering:

- Key aspects and types of conference and events management
- Core competencies for hosting ASEAN and international meetings
- Practical workshop on events management, coordination, and execution

The session will be facilitated by a faculty member from the Asian Institute of Tourism, University of the Philippines Diliman.

### **Day 3: Filipino Brand of Service Excellence**

This session underscores the role of Filipino values in hosting ASEAN events and features:

- The Filipino Brand of Service Excellence framework
- The gold standard of Filipino welcome in international and ASEAN contexts
- Filipino core values and their application in official hosting
- Service delivery standards for ASEAN Chairpersonship–related activities

The session will be led by the Department of Tourism, highlighting how Filipino hospitality supports the Philippines' image and leadership during the ASEAN Chairpersonship.

## **V. Expected Outcomes**

By the end of the program, participants are expected to:

- Demonstrate readiness to support ASEAN Chairpersonship–related engagements;
- Apply ASEAN-compliant protocols and best practices in liaison and hosting;
- Effectively manage high-level meetings, conferences, and official visits;
- Deliver professional and culturally sensitive services reflective of Filipino excellence; and
- Contribute to the successful and credible hosting of the ASEAN Chairpersonship by the Philippines.