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MUNPARLAS LIBRARY ASSOCIATION, INC

c/o San Beda College Alabang
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October 19, 2016

Dear Colleagues and Friends,

Greetings of Peace and Solidarity,

The MUNPARLAS Library Association, Inc., (MLAI) is pleased to invite you to attend the Association's National Summer Conference themed on "**Library PR Fest & Big Marketing Ideas.**"

This professional activity will be held on April 6-7, 2017 from 8am to 5pm in the 1st Class Island Park of Corregidor Island, Cavite, Philippines.

The conference aims to highlight "management, marketing, evaluation and promotion of the library and its services" through creative, *out of the box* and innovative library public relations and big marketing ideas with reference to:

- Assessments of acquisition policies and practices including collection development and organization (Technical Service);
- Statistical reports and notes of experiences on usage and readership including customer satisfaction (Information/Reference/Reader Services)
- Glocal library trends and breakthroughs including those from service-oriented institutions' researches and assessments (Public Relations & Programs)
- Marketing Management & Leadership for Library Personnel (Management & Administration)

The following fees will be collected for the following:

1. Conference: **Php5,800.00** inclusive of lecture fees, use of conference room, kits & certificates, overnight room accommodation at Corregidor Hostel with breakfast/dinner in addition to meals and snacks, use of swimming pool and south beach;
2. Transportation: **Php1,430.00** inclusive of terminal fee, roundtrip ferry transfers (Manila-Corregidor-Manila), shrine and Island entrance fees; and,
3. Optional guided island tour: **Php950.00** on Day 1 with buffet lunch.

Please make payments/cheques payable to: MUNPARLAS Library Association, Inc. with BDO ACCOUNT NUMBER: 001128015322

Reserved your seats now and go on board with Sun Cruises! We hope to receive your confirmation the soonest possible. **Choose MUNPARLAS!**

For more details and assistance, you may contact the undersigned or any of the officers of MUNPARLAS Library Association, Inc. CHED/DepEd endorsements are in process while CPD credit units are being applied.

Cordially yours,

MR. RODERICK B. RAMOS
Vice President

Noted by:

MRS. MARIVIC G. SELENCIO
President