



Cruzada, Legazpi City, Albay
09948298395
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Turning Events Into
Timeless Memories.

Company Profile

S.G. STELLAR EVENTS is a premier event management company dedicated to creating extraordinary and memorable experiences. With four years of proven excellence, we specialize in a wide range of events including corporate functions, weddings, birthdays, seminars, and luxury celebrations. Our name, "STELLAR," reflects our promise of brilliance, excellence, and guidance-delivering events that shine above the rest.

Founded with a passion for elegance and sophistication, S.G. STELLAR EVENTS is committed to transforming visions into reality. From concept to execution, our team ensures that every detail is carefully planned and flawlessly executed. By combining creativity, innovation, and professionalism, we have positioned ourselves as a trusted partner in crafting unforgettable experiences.

Over the past three years, we have successfully handled more than 95 events of varying sizes and scopes, demonstrating our versatility and expertise in managing diverse event requirements. Our company's track record showcases our ability to consistently deliver seamless, high-quality outcomes tailored to each client's unique vision.

Our team is composed of skilled professionals with diverse expertise in event planning, design, logistics, and project management. With strong partnerships and deep industry connections, we guarantee exceptional coordination and outstanding results for every event entrusted to us.

S.G. STELLAR EVENTS also maintains a strong and long-standing partnership with Legazpi City Convention Center, the chosen venue for this event. Having collaborated on multiple successful occasions, our established working relationship ensures smooth coordination, efficient communication, and a superior event experience for all clients.

At S.G. STELLAR EVENTS, we don't just organize events—we create memories that inspire awe, capture emotions, and leave lasting impressions.

Vision



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To build a resilient and globally competitive tourism and hospitality industry that celebrates cultural heritage, embraces innovation, and fosters sustainable growth—uniting professionals, educators, and communities in shaping a vibrant future for Philippine and ASEAN tourism

Format/Theme

The theme, “Sustaining Cultural Heritage and Innovation Towards a Resilient Tourism and Industry,” highlights the need to balance preservation of Filipino and ASEAN cultural identities with modernization and digital transformation. It emphasizes innovation as a key driver for recovery and sustainability in the tourism and hospitality sectors, while safeguarding traditions that shape local destinations. The convention aims to promote adaptive strategies, cultural appreciation, and creative solutions that ensure a strong, inclusive, and future-ready tourism industry.

Objectives

1. Promote Sustainable Tourism Practices

To encourage tourism and hospitality stakeholders to adopt innovative, eco-friendly, and culturally sensitive approaches that contribute to long-term industry resilience.

2. Strengthen Cultural Heritage Awareness

To highlight the importance of preserving and promoting local and ASEAN cultural traditions as vital elements of tourism development and identity.

3. Foster Collaboration and Innovation

To provide a platform for professionals, educators, students, and industry leaders to exchange ideas, research, and best practices that drive innovation and inclusive growth in the tourism and hospitality sectors.

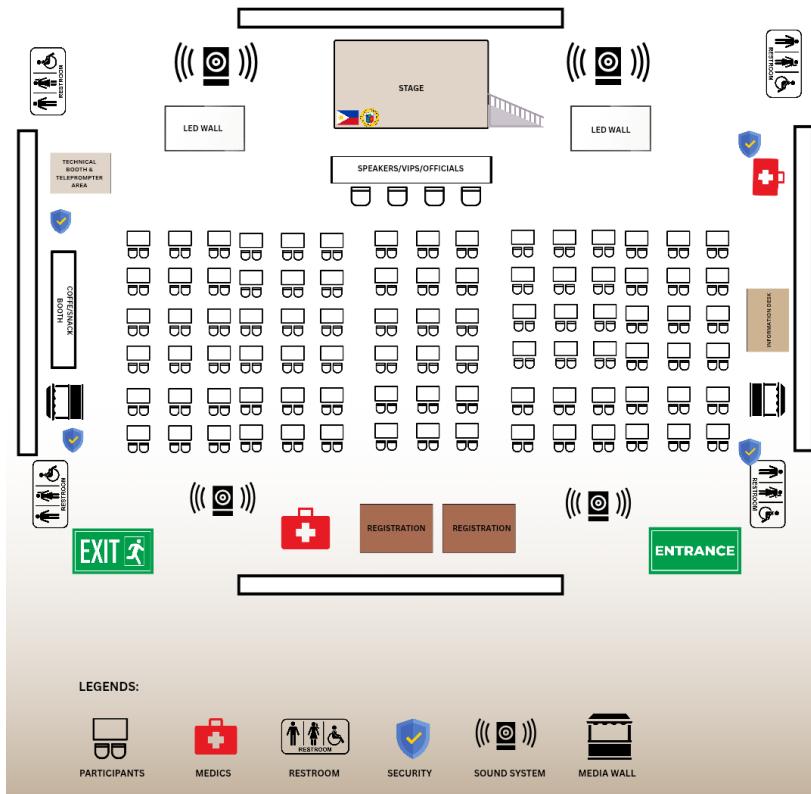
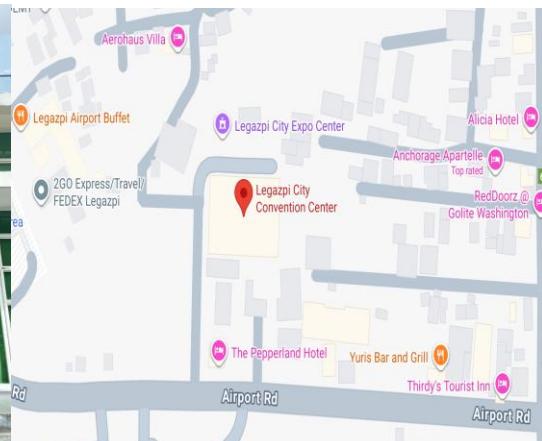
Venue

- **Primary Venue:** Legazpi City Convention Center (LCCC)



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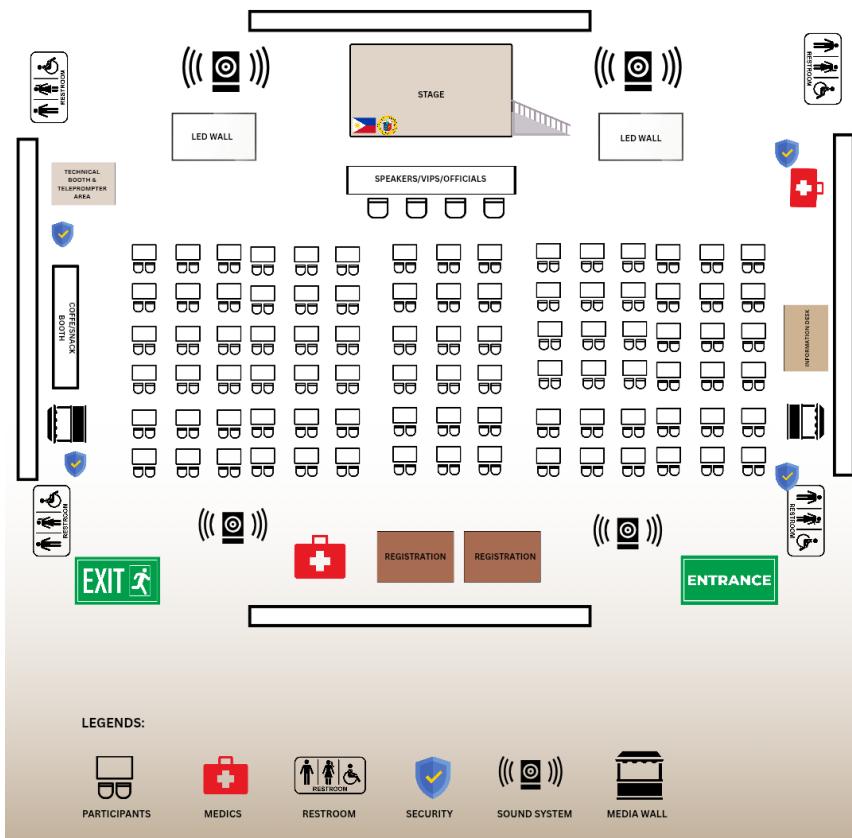
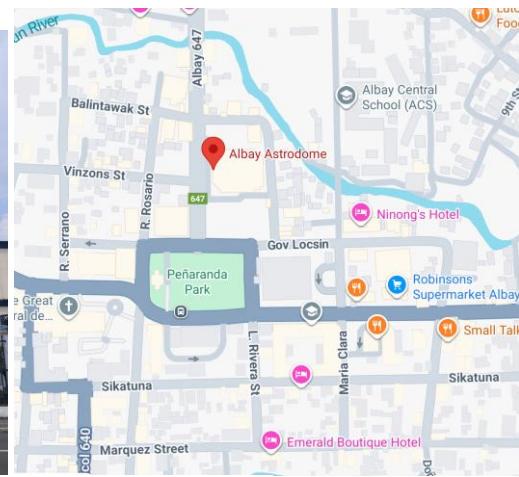


- **Alternative Venue:** Albay Astrodome (Albay Provincial Gymnasium)



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Event Program:

DAY 1 – MONDAY, SEPTEMBER 7, 2026



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Opening Ceremonies and Key Plenary Sessions

Time	Activity	Details / Speakers
8:00 – 9:00 AM	Registration and Welcome Coffee	Delegate check-in, badge pick-up, networking.
9:00 – 9:15 AM	Opening Ceremony	National Anthem, Invocation, AV presentation of Albay Tourism highlights.
9:15 – 9:30 AM	Welcome Remarks	Host
9:30 – 9:45 AM	Welcome Address	Hon. Hisham B. Ismail, Mayor, Legazpi City.
9:45 – 10:00 AM	Provincial Message	Hon. Noel E. Rosal, Governor, Province of Albay.
10:00 – 10:40 AM	Keynote Speech	Hon. Christina Garcia Frasco, Secretary, Department of Tourism – Building a Resilient, Sustainable, and Culturally Rooted Philippine Tourism.
10:40 – 11:00 AM	Coffee Break / Networking / Expo Opening	Ribbon-cutting for Tourism & Hospitality Expo Booths.
11:00 – 12:15 PM	Plenary 1: Sustaining Cultural Heritage and Community-Led Tourism	Dean Giovanni Francis A. Legaspi, UP AIT; Cultural Heritage Advocates; LGU Tourism Officers.
12:15 – 1:30 PM	Lunch Break	Lunch
1:30 – 2:30 PM	Plenary 2: Investment, Public- Private Partnerships &Community Benefits	Speakers: DOT Regional Director V (Bicol); Misibis Bay Resort GM; DTI Bicol representative.
2:30 – 3:30 PM	Breakout Sessions A &B	A: Heritage Site Management • B: Community Empowerment &Micro-Enterprise.
3:30 – 3:45 PM	Afternoon Break	Coffee, local snacks.



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3:45 – 4:45 PM	Student Research Presentations	Tourism innovation and sustainability papers.
4:45 – 5:00 PM	Day 1 Closing	Summary &announcements for Day 2.

DAY 2 – TUESDAY, SEPTEMBER 8, 2026

Innovation and Sustainability in the Tourism and Hospitality Industry

Time	Activity	Details / Speakers
9:00 – 9:15 AM	Recap and Opening Message	Day 1 highlights video; host welcome.
9:15 – 10:15 AM	Plenary 3: Sustainable &Regenerative Tourism	Dr. Marie Reyes, AIM – Dr. Andrew L. Tan Center for Tourism; environmental NGOs; LGU Bicol tourism offices.
10:15 – 10:30 AM	Coffee Break / Networking	Visit tourism expo booths.
10:30 – 11:30 AM	Plenary 4: Digital Transformation in Hospitality	Speakers: DOT Innovation &Digital Tourism Office, Hotel 360 PH, Klook Philippines.
11:30 – 12:15 PM	Open Forum / Panel Discussion	Moderated by Prof. Giovanni Legaspi (UP AIT).
12:15 – 1:30 PM	Lunch Break	Buffet lunch with cultural performance (Bicol cultural dance troupe).
1:30 – 2:30 PM	Plenary 5: Responsible Adventure &Nature-Based Tourism	Speakers: PHILTOA Rep.; Mountaineering &Eco Tourism Alliance; DENR Bicol; Mayon ATV Tour Guides.
2:30 – 3:15 PM	Breakout Sessions C &D	C: DRR in Tourism Operations • D: Tourism Education: Preparing the Future Workforce.
3:15 – 3:30 PM	Afternoon Break	Coffee, merienda.
3:30 –	Closing Plenary: ASEAN	ASEAN Tourism Board rep.; DOT ASEAN



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4:30 PM	Collaboration and Resilient Tourism Frameworks	Desk.
4:30 – 5:00 PM	Closing Ceremony &Awards	Best Student Paper • Best Booth • Certificates • Closing Remarks by DOT Regional Director V.

DAY 3 – WEDNESDAY, SEPTEMBER 9, 2026

Discover Albay: Heritage, Adventure, and Culture Tour

Time	Destination / Activity	Description
8:00 AM	Assembly &Departure	Tour orientation, safety briefing, group assignments.
8:30 – 9:15 AM	Cagsawa Ruins Park	Historical site and Mayon Volcano viewpoint; local heritage talk.
9:30 – 10:30 AM	Daraga Church (Our Lady of the Gate Parish)	Cultural heritage stop; church conservation briefing.
10:45 – 11:30 AM	Ligñon Hill Nature Park	View deck, zipline demo, disaster preparedness presentation.
12:00 – 1:30 PM	Lunch at Sumlang Lake Eco Village	Traditional Bicolano cuisine, bamboo raft rides, community interaction.
1:30 – 2:30 PM	Hoyop-Hoyopan Cave or Kawa-Kawa Hill	Adventure &nature exploration segment.
3:00 – 4:30 PM	PhilCeramics / Putsan Pottery Village (Tiwi)	Cultural immersion, local crafts demo, souvenir shopping.
4:45 – 5:30 PM	Legazpi Boulevard &Farmers Bounty Village	Sunset viewing, agricultural showcase, snack stop.
5:30 – 6:00 PM	Return to Legazpi City	Closing remarks, certificate distribution, farewell photo.



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ARRANGEMENT SERVICES

A. Transfer and Transportation Services

A comprehensive transport system will ensure the safe and efficient movement of delegates throughout the 3-day convention.

Fleet Requirement: 44 tourist buses (50-seater each) for 2,000 delegates (40 active + 4 reserve).

Local Bus Providers:

- -Crystal Tourist Bus (Legazpi City)
 - modern, air-conditioned tourist coaches.
- AWNW Travel & Tours
 - provides 50-seater and 35-seater buses for group charters.
- Bicol Van Rentals
 - additional vans for VIPs and speakers.
- Cebu Pacific

Usage Schedule:

- Day 1 (Sept 7): Airport/terminal pickup and hotel transfers.
- Day 2 (Sept 8): Shuttle service between hotels and venues.
- Day 3 (Sept 9): Official Albay Heritage Tour and closing dinner transport.

Safety Measures: All vehicles are insured, with licensed drivers, onboard first-aid kits, and a traffic marshal escort during convoy movements.

B. Menu Plan (3 Days)

Day 1 – Opening Day

Breakfast: Pandesal with butter, fresh fruit, coffee

AM Snack:



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Lunch: Chicken Adobo or Vegetable Stir-Fry with Rice

Snack: Pili Tart or Suman

Dinner: Grilled Fish / Roast Chicken, Mixed Vegetables

Day 2 – Convention Proper

Breakfast: Longganisa or Tocino with Garlic Rice and Egg

AM Snack:

Lunch: Pork or Chicken Bicol Express / Laing (Veg option), Rice

Snack: Banana Cue or Kakanin

Dinner: Beef Steak or Fish Fillet with Vegetables and Dessert

Day 3 – Tour and Closing

Breakfast: Hotel buffet/set meal

AM Snack:

Packed Lunch: Grilled Chicken or Fish Fillet with Rice and Fruit

PM Snack: Local Pastry or Mango Slices

Dinner: Farewell Dinner with Seafood Platter and Dessert

C. Accommodation / Housing

Affordable and comfortable lodging is provided for all delegates, with 2 delegates per room allocation.

Partner Hotels:

- Ninongs Hotel: Near city center and Albay Astrodome
- Hotel Sentro Legazpi: Ideal for student delegates
- Hotel St. Ellis: For VIPs and guest speakers
- Casablanca Suites: Accessible and business-style



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- The Oriental Legazpi: For dignitaries and international guests

All hotels include breakfast, Wi-Fi, and shuttle transfers every 30 minutes from hotels to venues.

D. Sightseeing Tours / Pre- and Post-Event Packages

Official Day 3 Tour (Sept 9, 2026) – Albay Heritage and Nature Discovery

Time: 8:00 AM – 4:30 PM

7:00 AM – Breakfast at hotel

8:00 AM – Depart for Cagsawa Ruins Park

9:00 AM – Visit Cagsawa Ruins / Mayon Volcano Photo Stop

10:30 AM – Daraga Church (Nuestra Señora de la Porteria)

11:30 AM – Lunch at local Bicolano restaurant

1:00 PM – Sumlang Lake – bamboo rafting, crafts viewing

3:00 PM – Shopping at Albay Pilinut Center

4:30 PM – Return to hotels / rest

7:00 PM – Farewell Dinner and Cultural Presentation

Optional Pre/Post Tours:

- Pre-Tour (Sept 6): Legazpi City Boulevard & Lignon Hill Nature Park

- Post-Tour (Sept 10): Donsol Whale Shark Interaction / Misibis Bay Experience

E. Auxiliary and Support Services

To ensure smooth flow and delegate convenience, the following nearby services are available:

- **Malls:** SM City Legazpi (5 mins), Ayala Malls Legazpi (10 mins), Yashano Mall (8 mins)

- **Banks / ATMs:** BPI, Landbank, Metrobank, PNB (Rizal St., Imperial St.)



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- **Hospitals / Clinics:** Albay Doctors Hospital (10 mins), Ibalong Medical Center / Estevez Memorial Hospital (~8 mins)

- Police Station:

Legazpi City Police Station (5 mins), SWAT HQ – Legazpi Boulevard (~10 mins)

- Other Nearby Services: Fire Station, pharmacies, and convenience stores (within 10 mins radius)

Onsite Auxiliary Support:

- Help Desks / Registration Booths at both venues
- Photobooth & Souvenir Area featuring local crafts
- Emergency Medical Station with nurse and ambulance- Wi-Fi and Technical Support Booths
- Cultural Entertainment Team for ceremonies
- Printing & Logistics Booths (certificates, IDs, materials)

F. Protocol and Security Services

Security and protocol management are handled in cooperation with city authorities and private agencies.

- Security Coordination: Legazpi City Police, and private guards.
- VIP Protocol: Managed by the official Protocol Officer with assigned escorts.
- Access Control: ID badges and wristbands for staff and delegates.
- Emergency Response: Evacuation maps, fire exits, and first aid kits in all venues.
- Traffic Management: Traffic marshals and convoy escorts for dignitaries.
- Communication Line: Radio and messenger groups for all committees.



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This arrangement ensures the success of the convention through well-planned transportation, comfortable accommodation, efficient food service, convenient nearby facilities, organized sightseeing, and comprehensive safety and protocol measures.

PROMOTION AND ADVOCACY

Radio Stations / FM Broadcast:

- 89.3 DWGB-FM Legazpi (OK-FM Bicol)
- 97.1 Brigada News FM Legazpi
- 91.9 Spirit FM Albay
- 104.3 Radyo Pilipinas Bicol
- 100.7 Wow Smile Radio Legazpi

Social Media Pages / Local Platforms:

- OK-FM Bicol (89.3)
- Legazpi City Information Office (CIO)
- Albay Tourism and Culture
- Discover Albay PH
- It's More Fun in Albay

Organizations / Local Partners:

- Provincial Government of Albay (PGA)
- Legazpi City Government / City Information Office
- Department of Tourism – Region V (Bicol)
- Albay Chamber of Commerce and Industry (ACCI)
- Bicol University – College of Social Sciences and Philosophy (CSSP)
- Rotary Club of Legazpi
- Diocese of Legazpi / Parish Pastoral Councils

EXHIBITION/SPONSORING INFORMATION

- The Marison Hotel Legazpi
- Albay Astrodome
- Ibalong Centrum for Recreation (ICR)
- Department of Tourism – Region V (Bicol)



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- SM City Legazpi
- 1st Colonial Grill
- Bigg's Diner
- Jollibee Legazpi Boulevard
- Red Ribbon Legazpi
- CBTL – Coffee Bean & Tea Leaf Legazpi
- LCC Mall Legazpi
- Shakey's Legazpi
- Albay Chamber of Commerce and Industry (ACCI)
- City Government of Legazpi

WORK PLAN

ACTIVITIES	APR	MAY	JUN	JUL	AUG	SEPT
• Meeting with the staff	1-2					
• Preparation of project proposal	3-8					
• Submission of Proposal	11					
• Acceptance of proposal	14-16					
• Revision of proposal	17-19					
• Signing of contract	21					
• Sending thank you letter	30					
PRE-ACTIVITIES						
Planning and implementation of marketing (social media, website, etc.)		15-20				
Meeting with the organizer and supplier and sending of sponsorship letter		21-25				
Start an online registration of the participants			3			



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Creation of different committees			4-6			
Delegation of tasks			10-12			
Site visitation and sending of sponsorship and supplier contract			15-17			
Signing of contract with the suppliers			20			
Acquisition of necessary permits and Collection of agreed initial payment from client			22-23			
Invitation of speakers/guests			25-30			
Hiring of decorator and foodcaterer and initial payment				1-4		
Hiring of first aid team/securities				6-8		
2nd meeting/ suggestions/brainstorming				10-11		
Finalization of all the activities/ Final briefing and Collection of fees of approved expenses from client and sponsors				13-17		
Confirmation of availability of speakers/entertainer				20-22		
End of registration				31		



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Gather staff but full briefing and collection of remaining balance from client					4-5	
Organize registration and speaker's areas					11-12	
Circulate contact list with mobile numbers to all staff/volunteers					13	
Double checking of document and papers					20	
Follow ups for partnership and last call for payment					25-30	
INGRESS						
Installation of materials needed in the event					6 5:00PM-10:00PM	
EVENT PROPER						
Monitor the flow of the event					7-9	
EGRESS						
Removal of all equipment and rubbish/ the materials used/ decorations. Also, double check the area to make sure nothing is left.					9	
POST ACTIVITIES						
Feedback and Evaluation from the client					11	



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Prepare and submit reports for evaluation							13-15
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FINANCIAL PLAN

<u>ITEM</u>	<u>AMOUNT</u>
A. Venue Rental & Setup	
Legazpi City Convention Center/Albay Astrodome X 3	₱250,000
Decorations (stage, backdrop)	₱120,000
LED Screen, Sound & Lighting System	100,000
Photo Booths (5 booths x 3,000)	₱30,000
SUBTOTAL	₱500,000
B. Food & refreshments	
Breakfast, lunch & dinner (550 x 2000 pax) 3 days	3,300,000
Morning & Afternoon Snack (150 x 2000)	900,000
SUBTOTAL	₱4,400,000
C. Accomodation, Tours & Housing	
Partner Hotels (2 pax/room x 3 nights x 2,000), tours	₱6,000,000
Hotel Coordination & Reservation Handling	₱50,000
SUBTOTAL	₱6,050,000
D. Transportation & Flight Arrangements	
Bus Rental (45-seater x 45 units x	₱2,700,000



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20,000 x 3 days)	
Airport Transfers	₱150,000
Flight Coordination & Booking Support	₱120,000
VIP/Guest Transport Vans	₱120,000
SUBTOTAL	₱3,090,000
E. Program, Entertainment & Documentation	
Honoraria (Speakers, Guests, Hosts)	₱150,000
Cultural & Musical Performances	₱100,000
Printing of Souvenir Programs & IDs	₱70,000
Photo and Video Documentation	₱80,000
SUBTOTAL	₱400,000
F. Security, Medical & Auxiliary Services	
Private Security	₱100,000
Medical Team & First Aid Booths	₱50,000
Insurance & Permits	₱40,000
Police & Traffic Coordination	₱30,000
SUBTOTAL	₱220,000
G. PROMOTION and Advocacy	
Radio and Social Media Promotion	₱80,000
Printing of Posters, Banner & Press Kits	₱40,000
Media Partnership Coordination	₱30,000
SUBTOTAL	₱150,000



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TOTAL EXPENSES	₱14,610,000
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	LIVE IN	LIVE OUT
Total Expenses	₱14,610,000	₱8,560,000 (less 6,050,000 accomodation & tour)
Vat 12%	₱1,753,200	₱1,027,200
Contingency Fund 10%	₱1,461,000	₱856,000
Professional Fee 15%	₱2,191,500	₱1,284,000
GRAND TOTAL EXPENSES	₱20,015,700	₱11,727,200
REGISTRATION FEE / 2000 PAX	₱10,007.85 per pax	₱5,863.6 per pax