



SPECIAL ORDER
No. 2021 - 150

MAR 25 2021

SUBJECT: ADDENDUM TO SPECIAL ORDER NO. 2021-115 DATED MARCH 10, 2021, AUTHORIZING THE CONDUCT OF LEARNING EVENT FOR THE “DENR RESULTS-BASED STRATEGIC COMMUNICATION PLAN”

In the interest of the service and in view of the conduct of Learning Event “DENR Results-Based Strategic Communication Plan”, the following Information Officers from EMB and MGB Regional Offices are likewise hereby authorized to participate:

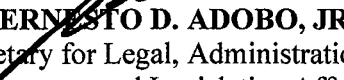
Office	Name
EMB NCR	Salvacion Solis-Aguinaldo
EMB CAR	Mary Claire S. Luminang
MGB CAR	Sheila May V. Sanqui
EMB Region I	Maynard Cara
MGB Region I	Felisandelle De Vera
EMB Region II	Merlyn C. Calasang
MGB Region II	Lyndee Rose Basilio
EMB Region III	Rey Naldo II V. Garcia
MGB Region III	Kathryll Van G. Francisco
EMB Region IVA	Aurora Mon-Llave
MGB Region IVA	Philippe Michael Granada
EMB Region IVB	Mabelle M. Manalo
MGB Region IVB	Nheslaine Eval
EMB Region V	Jacinth R. Tacuyan
MGB Region V	Kristine May C. Baldeo
EMB Region VI	Rabbi Carvajal
MGB Region VI	Laralournie A. Artajo
RSCIG Staff RVII	Rubert Anthony L. Martinez
EMB Region VII	Cindylyn Pepito Ochea
MGB Region VII	Hearty Marie O. Rizarri
EMB Region VIII	Ana Marie David
MGB Region VIII	Celeste Faith dela Cruz
EMB Region IX	Charmaine B. Lunjas
MGB Region IX	Emma Rodelie M. Deverala
EMB Region X	Abdulhalim A. Langco, Jr.
MGB Region X	Cecilia C. Tan
EMB Region XI	Aleli Dionela
MGB Region XI	Lowel Chicote
EMB Region XII	Maysheen Collong-Natividad
MGB Region XII	Ana Leah V. Asim
RSCIG Chief RXIII	Juliet Cubillas
RXIII PYDO	Maria Catherine Gonzaga
EMB Region XIII	Judy Ann A. Taghap
MGB Region XIII	Marie Penelope Fang

The schedule of the learning event is as follows:

Date	Time	Topic
April 6, 2021	10:00AM – 12:00NN (morning session)	Environmental Scanning
	1:30PM – 3:30PM (afternoon session)	Target Market/Audience Profiling
April 8, 2021	9:00AM – 11:00AM (morning session)	Communication Message Integration
	1:30PM – 3:30PM (afternoon session)	Stakeholder Analysis and Mapping
April 13, 2021	9:00AM – 11:00AM (morning session)	Digital Marketing and Social Media
	1:30PM – 3:30PM (afternoon session)	SWOT Analysis
April 15, 2021	9:00AM – 11:00AM (morning session)	Measures, Metrics, Monitoring Systems and Key Success Indicators
	1:30PM – 3:30PM	Core Competencies of Communication Professionals
	3:30PM – 4:30PM (afternoon session)	Integration

All other provisions under the above-cited Special Order shall remain the same.

This Order shall take effect immediately.


ATTY. ERNESTO D. ADOBO, JR., CESO I
 Undersecretary for Legal, Administration, Human
 Resources, and Legislative Affairs

