



Republic of the Philippines
Department of Education
REGION VIII - EASTERN VISAYAS

October 25, 2021

REGIONAL MEMORANDUM

No. **000655**, s. 2021

**NATIONAL UNION OF CAREER EXECUTIVE SERVICES OFFICERS, INC. (NUCESO)
20th ANNUAL CAREER EXECUTIVE SERVICE (CES) CONFERENCE**

To: Schools Division Superintendents
Career Executives Service Officers (CESOs) and CES Eligible
All Others Concerned

1. Attached is an invitation letter from the National Union of Career Executive Services Officers, Inc. (NUCESO), inviting Career Executives Service Officers (CESOs) and CES Eligible in the Region to the **20th Annual Career Executive Service (CES) Conference** with the theme: *"Leading Beyond: Reimagining Public Governance,"* on October 27-29, 2021 via Zoom.
2. Interested participants shall register online through the link: <https://forms.gle/y5Cz4VcZxDVm8MdG9>. For more information relative to the said conference, you may refer to the attached communication.
3. Immediate and wide dissemination of this Memorandum is desired.


EVELYN R. FETALVERO, CESO IV
Regional Director

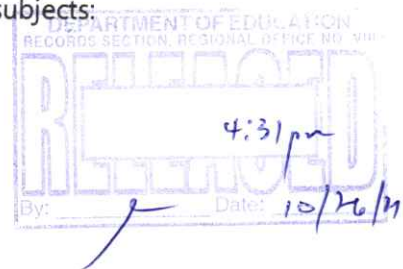
Enclosures: Invitation Letter; Copy of the Tentative Program

References: As stated

To be indicated in the Perpetual Index under the following subjects:

CES CONFERENCE

PPRD-TCPJ





20th Annual CES Conference

In partnership with NUCESO Institutional Members

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12 October 2021

**SUBJECT: INVITATION TO PARTICIPATE IN THE
NUCESO 20TH ANNUAL CAREER EXECUTIVE SERVICE (CES) CONFERENCE (VIA ZOOM PLATFORM)**

Dear Fellow Public Servants:

Warmest greetings!

The **National Union of Career Executive Service Officers (NUCESO), Inc.**, in collaboration with its institutional members, the **Development Academy of the Philippines (DAP)** and the **Aboitiz Equity Ventures, Inc. (AEV)**, will hold its **20th Annual CES Conference** on **October 27-29, 2021** virtually via Zoom platform. This year's Conference theme is **"Leading Beyond: Reimagining Public Governance."**

The Conference aims to impart learnings and practical recommendations to Career Executives Service Officers (CESOs) and CES Eligibles for purposes of improving their leadership skills to be more adaptive, resourceful and responsive to the needs of the government and the welfare of the public in light of the challenges brought about by the COVID-19 pandemic. Attached is a copy of the tentative program for your reference.

It is in this regard that we are **inviting you** and **all Officials under your agency** to attend and participate in this virtual Conference. The **Registration Fee** is only Three Thousand Pesos (**Php3,000.00**) for each participant as per DBM Circular No. 563 (s. 2016), **plus annual dues** of One Thousand Pesos (**Php1,000.00**) for old NUCESO Members or a **membership fee** of One Thousand Pesos (**Php1,000.00**) for new members.

Registration is open via <https://forms.gle/y5Cz4VcZxDVm8MdG9>. For inquiries regarding the processing of your registration, you may contact Ms. Flor Del Rosario of the NUCESO Secretariat at 09497105350 or via email at nucesosecretariat@gmail.com.

Thank you and we look forward to your participation in this significant event.

Very truly yours,

Atty. LYNN DANA0-MORENO, CESO II
National President
& Assistant Executive Secretary
Office of the President of the Philippines

"Leading Beyond: Reimagining Public Governance"



20th Annual CES Conference

"Leading Beyond: Reimagining Public Governance"

27-29 OCTOBER 2021 (via ZOOM)

In partnership with **NUCESO Institutional Members**

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GRADUATE SCHOOL
OF PUBLIC AND DEVELOPMENT
MANAGEMENT
Equipping Leaders. Developing Cooperatives. Building a Nation.

20th ANNUAL CES CONFERENCE

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1. THEME

LEADING BEYOND: REIMAGINING PUBLIC GOVERNANCE

2. SESSIONS & SPEAKERS

*Leadership, Communication & Digital
Transformation Tracks*

Session Topics and Speakers: LEADERSHIP (Day 1)

<p>Wanted: Transcendent Leader</p> <p>Objectives</p> <ul style="list-style-type: none"> • To define what transcendental leadership; • To enumerate the qualities shown by transcendental leader: acceptance, reverence, presence, courage, gratitude, and working for the highest good; • To impart practical recommendations how to transform and transcend leadership to be more responsive to the current complex situations. 	<p>Development Academy of the Philippines (DAP)</p>
<p>Virtual Leadership? How to Lead Multigenerational Remote Teams</p> <p>Objectives</p> <ul style="list-style-type: none"> • To define virtual leadership and describe the current situation where a leader finds himself/herself: leading a diverse, multigenerational team members you see only on your laptop's screen; • To analyze current evolutions and trends in the workplace and work arrangements and provide an accurate description of the demographic mix of teams; • To offer practical approaches in leading diverse teams and in building desired culture in light of a multimodal work collaboration methodologies. 	<p>Panel: Aboitiz Group HR, NUCESO Members</p>
<p>Safeguarding Mental Wellness in the Workplace</p> <p>Objectives</p> <ul style="list-style-type: none"> • To identify methods on how mental health can be safeguarded in an increasingly demanding workplace; • To offer practical tips on how to safeguard the team members' mental wellness in the workplace. 	<p>Charlene Banzal, Mental Health Coach</p>

Session Topics and Speakers: COMMUNICATION (Day 2)

<p>Strategic Communication Governance</p> <p>Objectives</p> <ul style="list-style-type: none"> To harness collaboration opportunities and maximize coordination channels in the bureaucracy To provide practical application of the concept 'whole of government approach' 	<p>Dr. Joaquin Gonzalez III</p>
<p>Challenges, Trends and Opportunities in Communicating with the Public</p> <p>Objectives</p> <ul style="list-style-type: none"> To present the current landscape of public communication and discuss pertinent issues such as disinformation and fake news, crisis communication in the time of pandemic, and policy communications To offer practical approaches to inform strategies resulting to a more robust public information campaigns and plans 	<p>Panel:</p> <ul style="list-style-type: none"> Usec. Gerard Salapantan of the PLLO; and Asec. JV Arcena of the PCOO.
<p>Speaking Without Words</p> <p>Objectives</p> <ul style="list-style-type: none"> To re-focus on the Key Elements of Highly Effective Communication in the context of the reset brought about by the pandemic and the near prospects of the world getting back on its feet again To align organizational goals through engagement, influencing and the tools of communication to ensure that no matter the workplace landscape, results are delivered with the least resistance and runarounds; and To bring down the applications of meaningful communication to the level of the individual as each one pursues his/her personal goals and aspirations 	<p>Jovenir Bataican, IdeasCentral</p>

Session Topics and Speakers: DIGITAL TRANSFORMATION (Day 3)

<p>TechUp Pinas: Accelerating Digital Transformation</p> <p>Objectives</p> <ul style="list-style-type: none"> • To offer areas of opportunities to jumpstart the digital transformation in the public sector; • To enumerate the benefits of digital transformation and how it will drastically improve public service delivery, specifically in ease of doing business; • To share insights from the private sector on how to scale up digital transformation initiatives. 	<p>Ana Aboitiz-Delgado/Edwin Bautista, UnionBank of the Philippines</p>
<p>Replicable Exemplary Practices on Digital Transformation</p> <p>Objectives</p> <ul style="list-style-type: none"> • To showcase certain practices and experience of representatives from a GOCC, an LGU, an NGA, and an SUC on digital transformation • To provide practical tips on how to scale digital transformation within the government 	<p>Panel:</p> <ul style="list-style-type: none"> - Sec. Jeremiah Belgica of the ARTA - RD Rowen R. Gelonga of the DOST

3. PROGRAM

October 27, 28 & 29

DAY 1

1:00 - 1:05 PM	INVOCATION	c/o NCCA
1:05 - 1:10 PM	Philippine National Anthem	
1:10 – 1:15 PM (5 mins)	Introduction of the Board of Trustees of NUCESO	Gallery c/o NUCESO Secretariat
1:15 - 1:20 PM (5 mins)	Opening Remarks	AES Atty. Lynn Danao-Moreno, CESO II, NUCESO National President
1:20 – 1:30 PM (10 mins)	Message from the President of the Philippines	His Excellency President Rodrigo Roa Duterte (Recorded)
1:30 – 1:40 PM (10 mins)	Message from Career Executive Board	Chairperson Alicia dela Rosa - Bala (Recorded)
1:40 – 1:50 PM (10 mins)	Message of Support from Aboitiz	Mr. Sabin M. Aboitiz, President & CEO - Aboitiz Group
1:50 – 1:55 PM (5 mins)	Introduction of the Subject Matter Expert (SME)	
1:55 – 2:55 PM (1 hour)	Wanted: Transcendent Leader	c/o DAP
2:55 – 3:55 PM (1 hour)	Multigenerational Remote Teams	Aboitiz Group HR
3:55 - 4:55 PM (1 hour)	Safeguarding Mental Wellness in the Workplace	Coach Charlene Banzal (Pilmico Group)
4:55 – 5:00 PM (5 mins)	Closing of Day 1	

DAY 2

8:15 - 8:20 AM	INVOCATION	c/o NCCA
8:20 – 8:35 AM (5 mins)	Recap of Day 1	Usec. Rose Bistoyong
8:35 – 8:40 AM (10 mins)	Opening Remarks	Prof. Jose David Lapuz
8:40 - 8:45 AM (5 mins)	Introduction of the SME	Host
8:45 – 9:45 AM (1 hour)	Strategic Communication Governance - Power of Collaboration - Whole of Government Approach	Dr. Joaquin Gonzalez III
9:45 - 9:50 AM	Introduction of the SME	Host
9:50 - 10:50 AM (1 hour)	Challenges, Trends and Opportunities in Communicating with the Public	Panel: - Usec. Gerard Salapantan of the PLLO - Asec. JV Arcena of the PCOO MODERATOR
10:50 - 10:55 AM (5 mins)	Introduction of the SME	Host
10:55 - 11:55 AM (1 hour)	Speaking Without Words	Jovenir F. Bataican, IdeasCentral
11:55 AM – 12:00 NN (5 mins)	Closing of Day 2	

DAY 3

1:00 - 1:05 PM	Invocation	c/o NCCA
1:05 - 1:10 PM	Recap of Day 2	Hosts
1:10 - 1:20 PM	Opening Remarks	Cabinet Secretary Karlo Alexel B. Nograles
1:20 - 1:25 PM	Introduction of the SME	Host
1:25 - 2:25 PM (1 hour)	TechUp Pinas: Accelerating Towards Digital Transformation	Aboitiz Equity Venture, Inc. (Institutional Member - Private Sector) - Edwin Bautista (UnionBank) TBC
2:25 - 2:30 PM (5 mins)	Introduction of the SME	Host
2:30 - 3:30 PM (1 hour)	Replicable Exemplary Practices on Digital Transformation of Various Agencies	PANEL - Sec. Jeremiah Belgica of the ARTA - RD Rowen R. Gelonga of the DOST - GOCC, LGUs, NGAs, SUCs MODERATOR
3:30 - 4:30 PM (1 hour)	NUCESO Hour	AES Atty. Lynn Danao-Moreno, NUCESO President
4:30 - 5:00 PM (30 mins)	Raffle & Closing	Dr. Enrique A. Teyog, CESO III, Executive Vice President NUCESO