



Issue No. : CW 08-001

## COMMERCIAL PATRONS TAKING WING

Passenger Sales Philippines breaks new ground as it opens its doors once again for another product update. August 22, 2008 marks the first Corporate Product Update which aims to provide direct link exclusively to the commercial clientele.

District Sales Manager Sol Solleza spearheaded the event imparting various PAL promotional fares, new products and services, in-house tour packages, training courses etc. Its thrust is to widen the sales reach of PAL to our commercial accounts, hence bridging us to greater opportunities and creating a positive impact to our consumers. 150 representatives from diverse organizations such as educational institutions, medical sectors, law firms, telecommunications, leisure groups, food and beverage manufacturers were in attendance the whole day. The entire 4<sup>th</sup> floor of the PLC Building, geared up with streamers, posters, ornaments and bits & pieces of PAL and other tourism boards, marveled the guests as they walked in. From the main lobby, to the foyer all the way towards the lecture halls were adorned with colors and vibrancy. Booth set-ups and product displays from Mabuhay Miles, Tours, Cargo, Training & Development, and Treasury (for the Corporate Credit Card) were conspicuously positioned by the registration area. Joining PAL in the information dissemination of products and services were exhibitors from the tourism boards namely Mr. VERNON PRIETO – Philippine Representative Surabaya Tourism Promotion Board; Mr. DAVE DE JESUS – Philippine Representative of the Tourism Authority of Thailand; Ms. JAYLYN MALBUYOC – Executive Officer Tourism Business Philippines of the Singapore Tourism Board; Ms. JET CABUSLAY, Marketing Manager and Ms. CHARINA PUNO – Deputy Marketing Manager of the Macau Tourism; Mr. Jemy See – Director; Ms. Marlene Wen – Administrative and Finance Manager and Ms. Lai, I – Ying all from Hawaii Tourism. Also present were Ms. Marlene Pajanel, 2<sup>ND</sup> AVP Sales and Marketing, and Ms. Andrea Manzano, Assistant Sales Manager of Star Cruises.

Event hosts Ms. Cielo Villaluna, Sr. Training & Development Specialist, together with Mr. Dino Molina of Passenger Sales, lead the course of the day's program. Mr. Enrique Javier, VP-Sales welcomed the guests with an inspirational address followed by dialogues conducted by each exhibitor simultaneously. Needless to say, PAL had its own staging of the introduction of the PAL Express prepared by Product Manager Mr. Reynaldo Garcia during the culminating activity. That afternoon has proven to a success as corporate representatives gathered & conveyed concerns on their travel movement and market needs. The day ended with a brief message of thanks from our Country Manger, Ms. Milagros Revilla.

Through the collaboration of people from our different departments, success has been reaped.





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Ms. Sol Solleza, Philippine Airlines' District Sales Manager for Corporate Sales was the representative to the 11<sup>th</sup> Annual PRIME (Pacific Rim Incentives and Meetings Exchange) of the Hawaii Tourism Asia and the Big Island Visitors Bureau. Her visit to the Hawaiian Islands last 09-15 September 2008 opened business opportunities to Philippine Airlines.

**PRIME** is the Asia Pacific Region's premier **MICE** (Meetings, Incentives, Conventions, and Exhibitions) industry with "Business Exchange" and Familiarization of Hawaii as a MICE destination.

The program aims to promote Hawaii to various companies from all over the world with Incentive Travel Programs for its employees, suppliers, dealers, etc. through the following:

- Experience first-hand, the islands of Hawaii as MICE incentive destinations
- Educational sessions by industry professionals on best practices for incentive programs
- Case Studies of unique incentive programs
- Network with peers from North American MICE market

The Philippine delegation comprises representatives from prestigious pharmaceutical, insurance and automobile companies among others.