

Date: _____

Dear Sir/Ma'am _____:

This is to officially request your approval and support for my attendance at **CREATE Philippines on 22-23 September 2018 at The Globe Tower, Bonifacio Global City, Taguig.**

The two-day event is a government-initiated project that will focus on '**Communication Design**' and will include features such as masterclass, portfolio exhibit, design consultation (with speakers) and business matching. Given these event components, this will be a great opportunity to enhance my technical knowledge and skills as an employee and network with potential clients and/or partners for our design needs.

For the masterclass alone, 8 speakers will be sharing their expertise on **Communication Design** with classes such as making better use of design software and a chance to be part of the masterclass featuring Chris Do, an Emmy-award winning designer, and founder and CEO of brand design strategy consultancy, Blind and founder of education platform for creatives, FUTUR. On a business perspective, companies and designers will be given the opportunity to meet potential clients through the business-matching platform. And finally, the design consultations will provide an exclusive opportunity to exhibitors to consult directly with the invited speakers and/or consultants.

The cost to attend the masterclass is already inclusive of business-matching and design consultation opportunities (subject to approval and availability of slots), and access to the portfolio exhibit. These activities will entail a budget of **Php 5,500.00 (Early Bird rate)** limited to 50 slots only or if available by 10 August, while **regular rate** is at **Php 7,200.00**.

I am confident this will be a worthwhile investment to the company.

For further information on the event, please visit their website at www.createphilippines.com.

Sincerely,

(Kindly present this letter to your immediate supervisor along with the attached event program).

CREATE Philippines Schedule
As of 02 August 2018

(Subject to change without prior notice)

DAY 1

Welcome Remarks

Undersecretary NORA K. TERRADO

Keynote Speech

Secretary RAMON M. LOPEZ

Industry Overview: Raising the Value of Design

PAOLO MERCADO
CECP President

Business of Design from a Brand and Agency Perspective

ANGEL GUERRERO
Founder & CEO, Adobo Magazine

Growing Your Design Business, The Team Manila Case Study

JOWEE ALVIAR
Partner, Team Manila

A Modular Design Group Built by Independents

DAN MATUTINA
Partner, Plus 63 | Hydra Design Group

Lunch

Learning to Design Around Life

AJ DIMARUCOT
Creative Entrepreneur/Director, Communication Design Association of The Philippines

Faster and Better Product Visualization using Adobe Dimension CC

ROLLAN BAÑEZ, Aci, Ace, CTT+
Adobe Certified Expert Instructor Adobe User Group Manager / Adobe Community Professional
Board Member / Co-Founder Creative Nation Academy Corporation

How Creatives Boost Businesses

MARK DEUTSCH
Co-Founder, Happy Garaje

Creative Process Behind Collaborating with Brands

RAXENNE DOSHER MANQUIZ
Graphic Designer + Illustrator

BREAK

The Business of Protecting Creativity

Intellectual Property Office

CONSULTATION WITH CDAP EXPERTS

Business Consultation With:
JOWEE ALVIAR, DAN MATUTINA, AJ DIMARUCOT, MARK DEUTSCH

DAY 2

The Business of Design

CHRIS DO
Founder, The Futur / Lecture and Question-based learning

Lunch

Hands-on Workshop with Chris Do

Self-study questions, Role-play and Q&A

After-hours Networking Party