

# 69<sup>th</sup> ADFIAP BOARD OF DIRECTORS MEETING

April 27, 2009  
Shangri-La's Barr Al-Jissah Resort & Spa  
Muscat, Oman

## A G E N D A

### First Session: (Morning)

Presentation 1: "Public Relations & Associations" – Ms. Sheila S. Pesayco<sup>1</sup>

Presentation 2: "2<sup>nd</sup> ADFIAP 5-Year Strategic Plan" –Mr. Octavio B. Peralta, Secretary General

### Second Session: (Afternoon)

Part 1: Board Committee Meetings

Part 2: Board Operational Meeting

1. Call to Order and Brief Remarks by the Chairman
2. Approval of the Minutes of the 68<sup>th</sup> Board of Directors Meeting held on November 24, 2008 at Hotel Istana Kuala Lumpur, Malaysia
3. Secretary General's Report

**Part I: ROUTINE** – Matters for information/update of the Board, i.e., those approved earlier by the Board and are reported as a standard operating procedure.

**Part II: CONSENT** – Matters for approval by the Board, i.e., those requiring Board action to implement in the short term.

- Membership Approval/Confirmation
- Transfer of Board Seat representing Malaysia
- Venue of CEO Forum VI & 70<sup>th</sup> Board Meeting in October

**Part III: STRATEGIC** – Matters for approval by the Board, i.e., those with long-term impact to the Association.

- The 2<sup>nd</sup> 5-Year Strategic Plan

4. Other Matters

<sup>1</sup> President and Chief Operating Officer of Writers Edge, Inc., a Philippine-based communications management and public relations firm. Ms. Pesayco is an international award-winning journalist.