

# 23<sup>rd</sup> NATIONAL QUALITY FORUM

## Uniting the Voices of Quality

September 15 and 16, 2011, EDSA Shangri-La Manila, Mandaluyong City, Philippines

Witness the gathering of distinguished local and international Quality Practitioners and Business Excellence Champions from different fields and expertise as they share best practices and insights in the different voices of quality. Join the delegates from various industries merge at the EDSA Shangri-La Manila on the 23<sup>rd</sup> Annual National Quality Forum presented by the Philippine Society for Quality, Inc.

### KEY NOTE ADDRESS



**HON. JEJOMAR BINAY**  
Vice President  
Republic of the Philippines



**SHIAN RUPRAI**  
President  
Asia Pacific Quality  
Organization



**ROMMEL JUAN**  
President  
Binalot Fiesta Foods, Inc.



**ELEANOR TAN, M.D.**  
President  
Healthway Medical



**LWAY GENER**  
EVP & COO  
Yuchengco Group of Companies



**FERDINAND TUMPAL**  
President  
San Miguel Yamamura  
Packaging Corporation

### PANELISTS: CEO FORUM

### GUEST SPEAKERS



**KAMARULZAMAN SALLEH**  
Regional Director - Stakeholder  
Management (South Asia)  
TNS Global



**PINKY YEE**  
Marketing Director  
Goldlocks Bakeshop, Inc.



**JP ORBETA**  
Managing Director &  
Group Head for Corporate  
Resources  
Ayala Corporation



**JEROME CIPRIANO**  
Certification Manager for EMS  
SGS Philippines



**SREE KRISHNA**  
Delivery Manager &  
Senior Process Consultant  
ECCI Philippines



**ADITYA BHALLA**  
Innovation Practice Head,  
QAI Global &  
President of TRIZ  
Association of Asia.



**MARY ANNE CONCIO**  
President  
Neville-Clarke Philippines, Inc.



**RAMIL VILLAR**  
Consultant  
Neville-Clarke Philippines, Inc.



**BRIAN HACHEZ**  
Master Black Belt, Head of  
Workflow Excellence  
Banco De Oro



**RICHARD CRUZ**  
Chief Finance Officer  
Asian Institute of Management



**MA. ELIZABETH NASOL**  
VP-Corporate Human Resources  
Roxas Holdings, Inc.



**IAN AITCHISON**  
Chief Executive Officer  
COPC Asia Pacific, Inc.

### KEY CONFERENCE TOPICS

#### DAY 1: September 15, 2011, Thursday (8:00 a.m. – 5:00 p.m.)

**KEYNOTE:** "Operational Excellence through the Different Voices of Quality"

#### Part 1: "Voice of the Customer" - Using Customer Feedbacks in Driving Business Strategies

- Customer Analytics: Translating Consumer Insight into Action
- The Advantage of Turning Satisfied Buyers to Loyal Customers
- Employee Engagement : Driving Distinct Customer Experience

#### Part 2: "Voice of the Process" (First Part) - Providing the best in class product and service with the right quality methodologies & tools

- ISO...Building the Foundation for Operational Excellence
- Leveraging Capability Maturity Model Integration (CMMI) Processes to Improve Organizational Effectiveness and System Performance"
- Lean...Applying Manufacturing Companies' Best Practice to Service Organizations
- Process Maturity Framework for Moving Up The Value Chain in BPOs"

#### DAY 2: September 16, 2011, Friday (8:00 a.m. – 5:00 p.m.)

**KEYNOTE:** "Operational Excellence in the Government: A True Commitment to Quality"

#### Part 2: "Voice of the Process" (Second Part) - Providing the best in class product and service with the right quality methodologies & tools

- Achieving Six Sigma Success through Enterprise-wide Deployment
- The 7 Core Skills of Innovators

#### Part 3: "Voice of the Business"- Success through management's involvement in driving Quality

- Walk the Talk: Management's Challenge in leading a Quality Journey
- Accelerating Business Transformation
- Secrets to Successful Quality Strategy Execution

#### Part 4: "Uniting the Voices of Quality" - Operational Excellence...benchmarking on effective Business Models that link the different voices of quality

- CEO Forum: "CEOs as Quality & Operational Excellence Champions"

## Register Now!

### CONFERENCE FEES:

PSQ Members @ Php 9,500 per person • Non-PSQ Members @ Php 11,000 per person • Academe @ Php 6,000 per person

Discounts: (a) 50% discount on the 6th participant and (b) free conference fee for the 11th participant

Fees are inclusive of 2 days pass, snacks, lunch & conference kit.

For more information, please contact our PSQ Secretariat at Tel. Nos. 899-5925 and 403-6619 and look for Ms. Tess Herbo or Ms. Christine de Guia or send an email to [psq@pldtel.net](mailto:psq@pldtel.net) or [psqualityinc@yahoo.com](mailto:psqualityinc@yahoo.com)

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