



Republic of the Philippines
Department of Education
Region III
SCHOOLS DIVISION OF PAMPANGA

October 10, 2025

DIVISION MEMORANDUM

No. 611 s. 2025

**PARENTS' LIVELIHOOD PROGRAM IN PARTNERSHIP WITH LIV MEDIA
NEGOSYO EXPO**

TO : Assistant Schools Division Superintendents
Chief Education Supervisors
Public Schools District Supervisors
All Public Elementary and Secondary School Heads
and Other Concerned

1. The Schools Division Office (SDO) of Pampanga, in partnership with LIV Media, announces the conduct of the Parents' Livelihood Program through the **LIV Media Negosyo Expo to be held on October 15-16, 2025, at the Bren Z. Guiao Convention Center, Barangay Lourdes, City of San Fernando, Pampanga.**

2. This two-day event aims to support and empower aspiring parent entrepreneurs by providing opportunities to:

- a. Explore and meet various franchise and business ventures;
- b. Attend free seminars and training sessions on business and entrepreneurship; and
- c. Improve the economic stability of all parents within the DepEd SDO Pampanga community.

3. In this connection, all public elementary and secondary schools are requested to send at **least one (1) parent representative, but participation is not limited to one (1) and may include additional interested parents as endorsed by the school head.**

4. Schools are requested to encode the names of their participants through the link

<https://shorturl.at/svMLJ> or



Address: High School Blvd., Brgy. Lourdes, City of San Fernando (P)
Telephone No.: (045) 435-2728; (045) 435-7404
Email Address: pampanga@depd.gov.ph
Website: www.depdpampanga.ph



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5. For inquiries and further coordination, you may contact the following:

Mr. Roderico B. Cayanan - *Viber No. 0967-151-3119*

Mrs. Dorotea D. Soliman - 0917-326-2596

Mrs. Ma. Victoria R. Viray - *Viber No. 0967-291-6990*

6. Attached herewith is the official letter from LIV Media for reference and guidance.

7. Participation in this activity shall be voluntary and shall not entail any form of contribution or collection from learners or parents, consistent with DepEd Order No. 041, s. 2024 (Reiteration of the No Collection Policy in Schools).

8. Immediate and wide dissemination of this Memorandum is desired.

ROMEO M. ALIP, PhD, CESO V
Schools Division Superintendent

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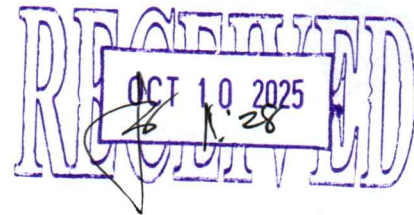
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September 18, 2025

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Mrs. Vicky R. Viray

President

SDO Pampanga Division Federated PTA
City of San Fernando, Pampanga**Dear Ma'am,**

Greetings!

We are pleased to inform you about the upcoming **Negosyo Expo**, which will be held on **October 15 & 16, 2025** at the Bren Z. Guiao Convention Center, San Fernando.

This 2-day event aims to support aspiring entrepreneurs by providing valuable opportunities to:

- Explore and meet various franchise and business ventures
- Attend free seminars and training sessions on business and entrepreneurship

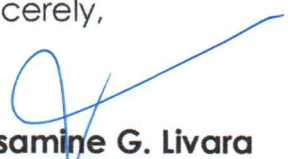
Admission is completely FREE, and we would greatly appreciate your support in encouraging participation from your officers and members.

Attached are the program schedule and list of seminars for the Negosyo Expo.

If you have any questions or need more details, you may reach us at 0947 873 3210 (Ronald) or 0916 681 1665 (Cherry).

*Field Officer**Rommel Tolentino**09771232718*

Sincerely,


Jesamine G. Livara
Managing Director
LIV Media Corporation



NEGOSYO EXPO 2025

PROGRAM OF ACTIVITIES

DAY 1: October 15, 2025

9:00 am - 10:00 am

Preliminaries

10:00 am - 10:30 am

Negosyo Expo Launch and Ribbon Cutting

10:30 am - 12:00 nn

Expo Proper - Booth Visits and Networking

1:00 pm - 2:00 pm

Developing an Entrepreneurial Mindset

2:00 pm - 3:00 pm

Prosperity with Purpose: Aligning Finances with Faith

3:00 pm - 4:00 pm

Digital Marketing & Branding for New Entrepreneurs

4:00 pm - 5:00 pm

Mastering Customer Service and Selling

-END OF DAY 1-

October 15 - October 16, 2025 | 9 am to 5 pm | Bren Z. Guiao Convention Center



NEGOSYO EXPO 2025

PROGRAM OF ACTIVITIES

DAY 2: October 16, 2025

9:00 am - 10:00 am

Why you need a POS in your Business

10:00 am - 11:00 am

How to start a Drop-shipping Business

11:00 am - 12:00 nn

Hassle-Free Importation: How SMEs Can Safely Bring in Products from China

1:00 pm - 2:00 pm

Building a Successful Spa Business

2:00 pm - 3:00 pm

How to Launch Your Own Tutorial Business

3:00 pm - 4:00 pm

A Beginner's Guide to the Laundry Business

4:00 pm - 5:00 pm

How to Open Your Dream Bakeshop

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