

PICCC

Philippine International
Convention Center

PHILIPPINE INTERNATIONAL
CONVENTION CENTER, INC.

Harmonized CSM Report

2023 (1st Edition)

I. Vision:

PICC shall always be the leading provider of quality and excellent convention, meetings and exhibition facilities and related services towards enhancing the country's position in global cooperation and foreign relations.

II. Mission:

1. To maintain prominence in the world's convention and exhibition markets;
2. To provide world-class facilities and relevant services; and
3. To continuously provide innovative services toward financial sustainability.

III. Service Pledge:

We, the officials and employees of PICCI wholeheartedly commit to uphold our core values:

- Professionalism
- Innovation
- Cooperation
- Cultural Sensitivity

TABLE OF CONTENTS

		Page Number
I	Overview	4
II	Scope	4
III	Methodology	5
IV	Results of Post- Event Evaluation Measurement for 2022:	5
V	Results of the Agency Action Plan reported in the previous year	9
VI	Continuous Agency Improvement Plan for 2023:	9

I. Overview

The Philippine International Convention Center, Inc. (PICCI) was organized to manage and operate the PICC. Designed by Leandro V. Locsin, a Filipino National Artist, the PICC Complex formally opened on September 5, 1976 as the first of its kind in the Philippines and the first international convention center in Asia.

PICC established itself as one of the most versatile event areas in the Asia-Pacific region by being the venue of political summits, medical conventions, and concerts of international artists. It is rich in terms of cultural heritage and significance in Philippine history, having hosted countless prestigious and notable events such as the World Bank-International Monetary Fund Annual Meeting, Association of Southeast Asian Nations Summit, Asia Pacific Economic Cooperation Summit, and Asian Development Bank 45th Annual Meeting.

As the leading provider of quality and excellent convention, meetings and exhibition facilities, PICC delivers its services with professionalism and expertise especially in events handling by providing quality venue, up to date technical capabilities, high degree of responsiveness to client needs and well-maintained facilities.

The Post-Event Evaluation Survey is the current feedback mechanism of PICC in terms of Client Satisfaction Measurement Report.

II. Scope

The PICC conducted survey throughout the year from January 2022 to December 2022.

PICC surveyed clients that attended events in the Center, as well as those that contacted through its various social media platforms.

The survey used the PICC post-event evaluation survey questionnaire and clients were asked to provide feedbacks and ratings to the following areas:

1. Reservation Process
2. Event Handling
3. Facilities

The services PICC surveyed focused on the level of client satisfaction toward s event booking process and pre-event coordination, service during the actual event, and the facilities during the actual event. It also included in the survey the likelihood of a client to consider PICC for their future events.

III. Methodology

A total of 409 events were held in the PICC for the whole year of 2022. 44 post-event surveys were sent to event contact persons, and 14 post-event survey responders were collated for event evaluation. This provides a 31% of response rate in comparison to an average of 60 respondents or 15% from of 2011-2019. Respondents mainly come from the Educational Institutions segment at 64%, then the Government segment at 36%.

IV. Results of Post- Event Evaluation Measurement for 2022:

a. Questionnaire

The PICC has yet to adopt the use of the CSM prescribed questionnaire form. The current survey form only measures client satisfaction in relation to the event they have attended in the Center. Considering that this is PICC's initial CSM Report, it does not measure the level of awareness of our clients with respect to the existence of a Citizen's Charter.

The survey only focused on the services provided by PICC and the areas that are related to events held in the Center.

b. Profile of Respondents

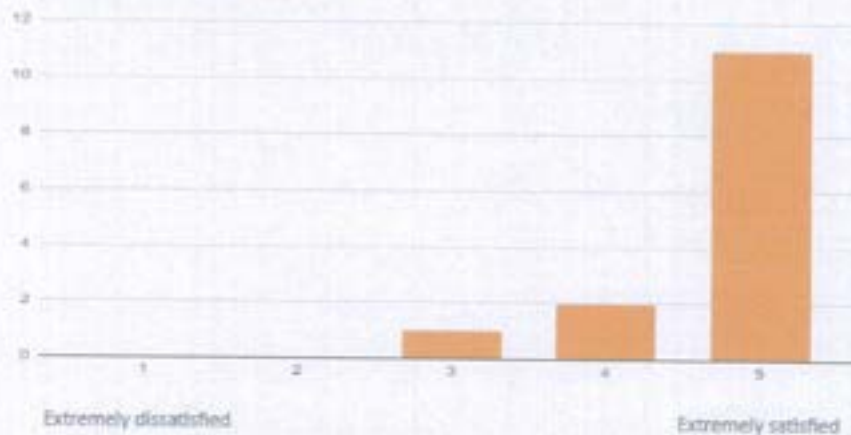
The respondents belong to two (2) different Market Segments, namely (i) Educational Institutions, and (ii) Government. The educational institution had nine (9) respondents or an equivalent of 64%, while the Government had five (5) respondents or 36%.

c. Response Rates

The survey measured the clients satisfaction to PICC services by giving the client an option to rate PICC from one (1) to five (5), with 1 being extremely dissatisfied and 5 being extremely satisfied.

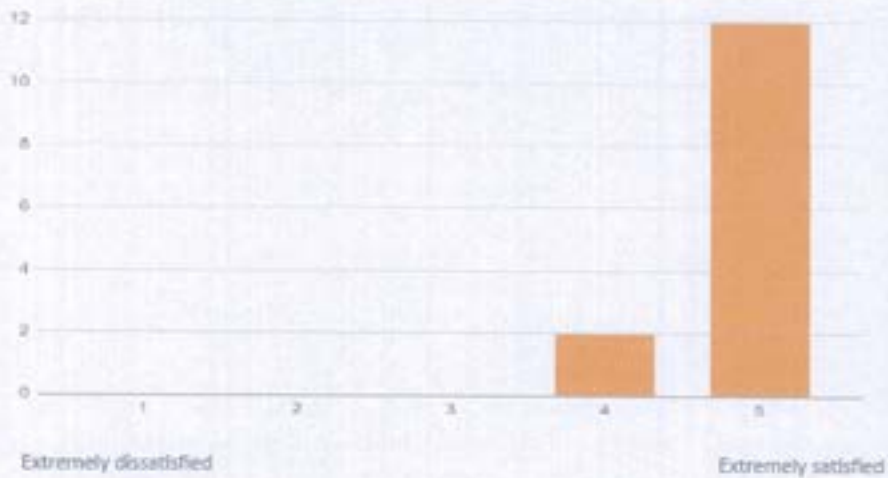
- Reservation Process

Level of satisfaction towards the event booking process and pre-event coordination



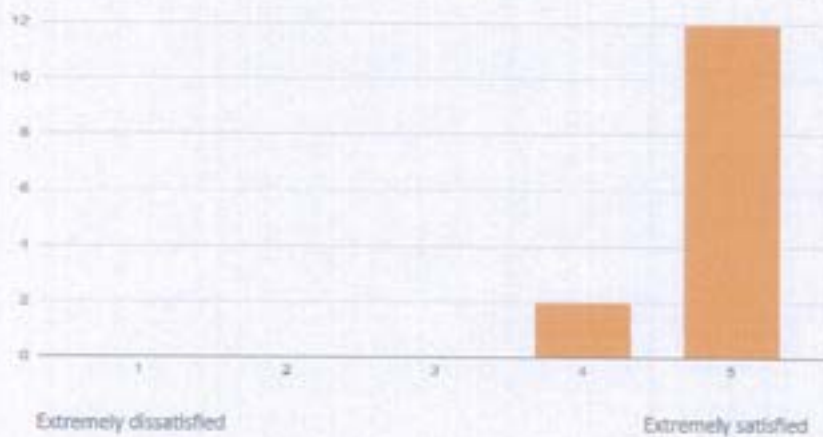
- Event Handling

Level of satisfaction towards the event PICC service during actual event



- Facilities

Level of satisfaction towards the event PICC facilities during actual event



The survey also showed the most liked as well as the least liked about PICC:

Most liked about PICC

Client Service	12
Number and capacity of halls and rooms	10
Previous experience with the Center	5
Event policies and procedures	4
Location	3
AV Equipment	3
Ease of government-government transactions	3
Price	2
F&B	2
Information Technology	1
Image and Reputation	0
Gender-inclusive	0
Health and Safety Protocols	0

Multiple answers were considered per respondent

Least liked about PICC

Price	8
Location	4
F&B	4
Event policies and procedures	3
AV Equipment	3
Health and Safety Protocols	2
Information Technology	1
Ease of government-government transactions	1
Number and capacity of halls and rooms	0
Client Service	0
Previous experience with the Center	0
Image and Reputation	0
Gender-inclusive	0

Multiple answers were considered per respondent

The results show that overall, our clients were satisfied with the services provided and that they are definitely considering PICC for future events.

Response whether PICC will be considered as venue for future events



Response Item	No. of Responses	%
Yes	14	100%
No	0	0%
Maybe	0	0%
Total	14	100%

V. Results of the Agency Action Plan reported in the previous year

- *Shall not apply for the first year of CSM Implementation*

VI. Continuous Agency Improvement Plan for 2024:

- Fine-tuning of Harmonized CSM Report
 - External Services
 - Internal Services
- Use of the prescribed questionnaire form for CSM
- Address matters pertaining to areas least liked about PICC


RENATO B. PADILLA
General Manager