

SPEAKER FORM

Important Speaker's Information

Please see the information below to help you prepare for the seminar. Be sure to share this with your team.

- Seminar sessions are assigned on a first-come, first-served basis. To secure a peak time slot, please return this form with a headshot picture as well as a company's logo by the deadline provided to your account manager.
- Each seminar session lasts 30 minutes. It is recommended to dedicate 20–25 minutes to your presentation, leaving 5–10 minutes at the end for a Q&A session and audience discussion. Conclude by inviting attendees to visit your stand for further engagement.
- Please arrive 10-15 minutes before you are due to start to ensure you are fully set up on time.
- Presentations must be educational and should not be a sales pitch. All subjects will be reviewed by Business Show Media.
- The seminar hall will come with a lectern, laptop, TV, microphone, and a basic WiFi connection. Should you have any technical issues, please tell a staff member to call a technician. The laptop that will be provided will be a Microsoft laptop. We recommend bringing your presentation on a USB that is compatible with Microsoft devices. If you use Apple products please ensure you bring the relevant adaptors as there won't be any on site.
- Despite the basic WiFi, we recommend having your presentation offline. Bring your presentation on a USB or on your own laptop. Ensure you have relevant HDMI adapters, if your device is not already HDMI compatible.
- If you'd like to record your session or live stream this across your social media you'll need to let the audience know before you start recording your sessions.
- You will receive a speaker's briefing email 3 weeks before the show. This will give you all the information you need to prepare for your seminar.
- Your speaker's name, headshot, company name, and a seminar title will be used for printed purposes and cannot be edited after the deadline provided by your account manager.

Contact Details:

Speaker's Contact Number: (For internal use)	+639175280421
Speaker's Contact Email: (For internal use)	missy.arcenal@flexisourceitph.com
Second On-Site Point of Contact : (We will use this if we can't contact your main POC):	jewelyn.samson@flexisourceitph.com patricia.damian@flexisourceit.com.au haydee.cabezas@flexisourceit.com.au

Speaker Social Media (Please provide as http link):

WEBSITE:	N/A
LINKEDIN:	https://www.linkedin.com/in/missyarcenal/
FACEBOOK:	https://www.facebook.com/missy.arcenal
INSTAGRAM:	https://www.instagram.com/missyarcenal/
X (Twitter):	N/A
YouTube:	N/A
TikTok:	N/A

SPEAKER FORM

Speaker and Presentation Details

Speaker(s) Name:	Ma. Michelle Arcenal
Speaker(s) Job Title(s):	Chief Operating Officer
Company Name:	Flexisource IT
Seminar Title: (max 10 words)	Mastering Business Operations in the Philippines: Strategies for Success
Speaker Biography: (max 150 words, no bullet points) A speaker biography is a brief overview of a speaker's background, expertise, and achievements. It highlights their professional experience, relevant accomplishments, and credentials to establish credibility and engage the audience.	<p>Missy Arcenal brings over a decade of leadership experience in the business and outsourcing landscape. With a strong background in IT Operations Management, Business Compliance, and IT Service Delivery, she has consistently demonstrated her ability to drive operational excellence and organisational growth. She is a graduate of the University of the Philippines Diliman and holds a bachelor's degree in Economics and a master's degree in Project Management. Her academic foundation has enabled her to lead high-performing teams and execute strategic initiatives with lasting impact.</p> <p>She has been with Flexisource IT for 10 years, serving as Chief Operating Officer. Since joining the company, she has played a pivotal role in building and scaling its Philippine operations. Through her vision, dedication, and leadership, Flexisource IT has experienced significant growth, evolving from its early stages into a thriving, high-performing organisation.</p>
Short Description of Seminar: (max 70 words, no bullet points) A short description of the seminar is a concise summary of the seminar's key topics, objectives, and value. It provides a clear overview of what the audience can expect to learn or gain from attending.	<p>The talk will cover how to start a business in the Philippines, featuring the success story of Flexisource IT. It highlights how the company grew under the leadership of its CEO, Rich, despite his remote presence. The session will also discuss the benefits of offshore and outsourcing models for startups, offering insights into how these strategies can help new businesses launch, scale, and thrive in today's global market.</p>
Long Description of Seminar: A long description of the seminar provides a detailed overview of the seminar's content, including its objectives, key themes, and potential takeaways for the website. It offers a comprehensive explanation to help the audience understand the seminar's value and relevance.	<p>The talk will focus on how to start a business in the Philippines, highlighting the success story of Flexisource IT. It will share insights into how the company began and grew into a thriving IT business, despite its CEO and founder, Rich, operating primarily from outside the country. This real-world example demonstrates that with the right strategy, leadership, and team, building a successful company remotely is possible.</p> <p>The session will also explore the advantages of offshore and outsourcing models, particularly for startups looking to launch and scale efficiently. By leveraging the Philippines' skilled workforce and cost-effective business environment, startups can gain a competitive edge without compromising quality or productivity.</p> <p>It aims to inspire business and tech professionals to start their own ventures and consider outsourcing as a smart, cost-saving solution—without the risk of poor-quality output. Attendees will gain valuable insights into building reliable offshore teams and navigating the Philippine business landscape to drive growth and innovation.</p>

Signature and Date


Ma. Michelle Arcenal
Speaker's Signature

28 July 2025
Date