Department of Foreign Affairs

High-Level Conference of Middle Income Countries

Shangri-La Makati, Metro Manila
28-29 April 2025







Scope of Work

Red Root was responsible for the comprehensive planning and execution of the event, ensuring all aspects were effectively managed.

- Airport- Hotel Transfer
- Security Management
- Developed and recommended the event floor plan, including mock-ups and 3D renderings.
- Designed and prepared the layout for all event collaterals.
- Managed the printing and production of event materials.
- Supervised floor and stage operations throughout the event.
- Deployed ushers and registration personnel to facilitate guest management.
- Developed and implemented the event registration system and microsite.
- Managed the event’s livestream, photography, and live feed.
- Oversaw technical requirements, including lighting and sound management.
- Conduct of cultural tour

Vehicle Management

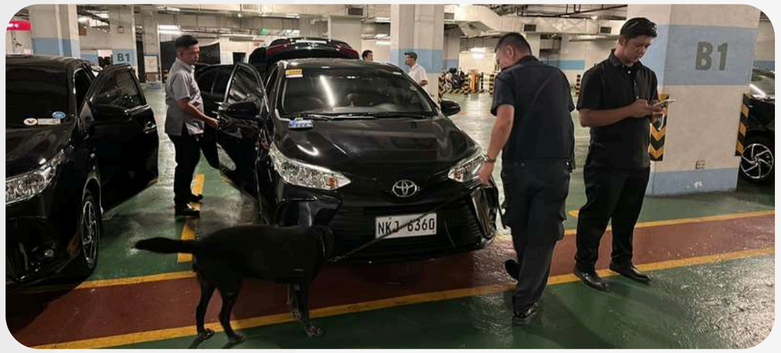
We coordinated with MARINA liaisons to manage delegate transport, assigning designated vehicles and ensuring VIP parking access. Our team handled dispatch and real-time communication with drivers to provide smooth, secure, and timely transfers.

Security Management

We asststed with the assigned security officers and mobile escorts, and managed their allowances to ensure smooth and reliable security arrangements for the delegates.



Vehicle Management

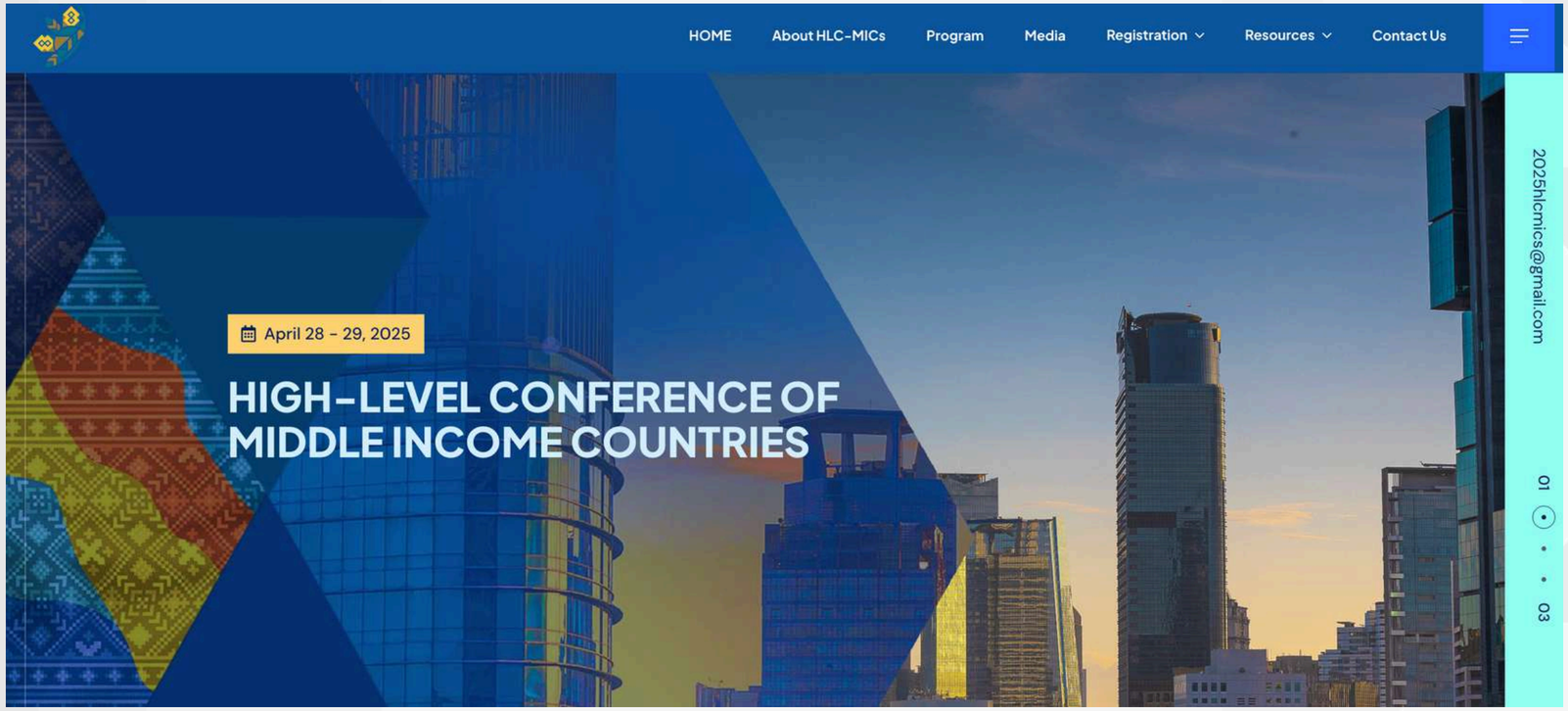






We coordinated with DFA liaisons to manage delegate transport, assigning designated vehicles and ensuring VIP parking access. Our team handled dispatch and real-time communication with drivers to provide smooth, secure, and timely transfers.

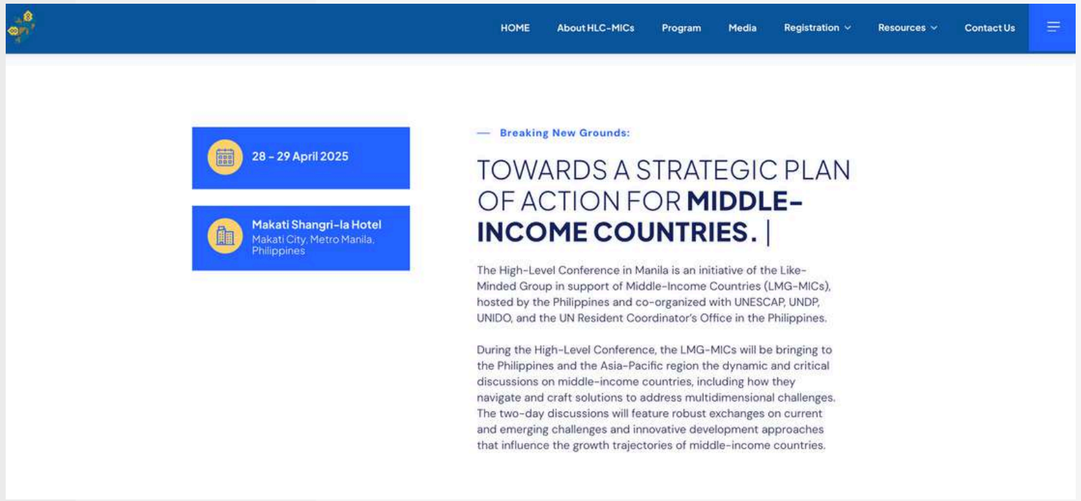
Microsite

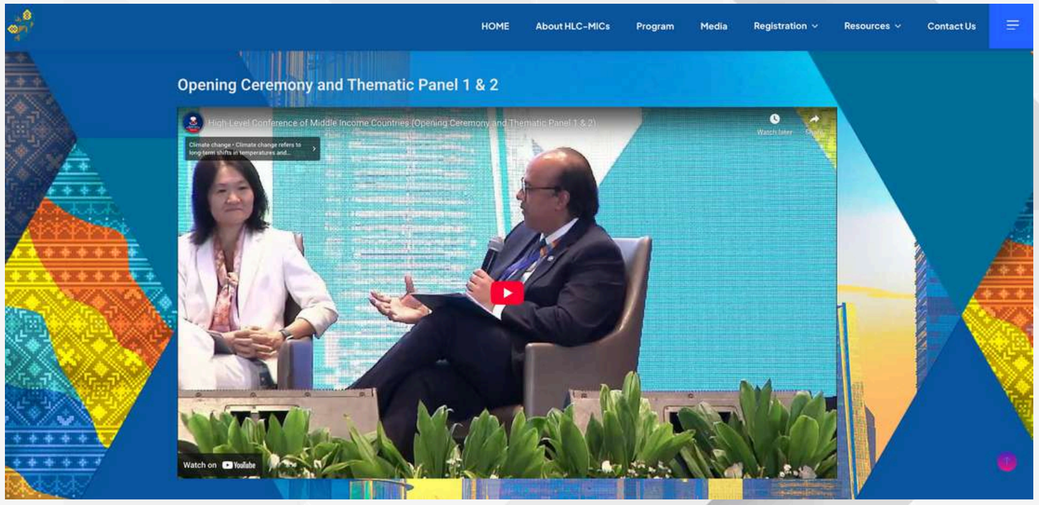


https://dfa.virtualeventph.net/

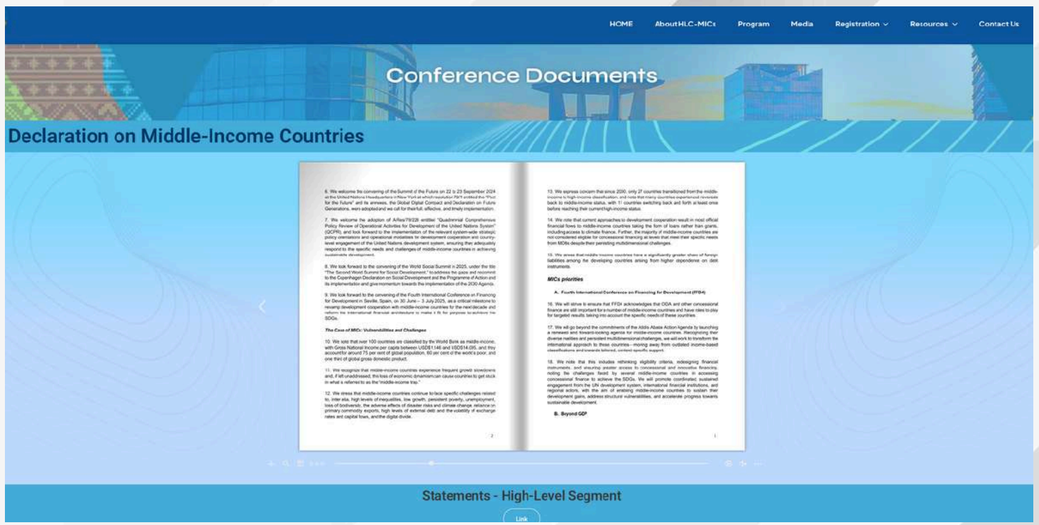
The ICWPS Manila 2024 microsite was designed as a complete information hub for the event. It featured sections such as About the Event, the Pasay Declaration, and the full Program with details of the Plenary and Side Events. It also included dedicated pages for Exhibits, Media Coverage, Videos, and Documentation, providing participants and stakeholders with easy access to event highlights and records.

Microsite


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28 - 29 April 2025
Makati Shangri-la Hotel
Makati City, Metro Manila, Philippines
— Breaking New Grounds:
TOWARDS A STRATEGIC PLAN OF ACTION FOR MIDDLE-INCOME COUNTRIES. |
The High-Level Conference in Manila is an initiative of the Like-Minded Group in support of Middle-Income Countries (LMG-MICs), hosted by the Philippines and co-organized with UNESCAP, UNDP, UNIDO, and the UN Resident Coordinator's Office in the Philippines.
During the High-Level Conference, the LMG-MICs will be bringing to the Philippines and the Asia-Pacific region the dynamic and critical discussions on middle-income countries, including how they navigate and craft solutions to address multidimensional challenges. The two-day discussions will feature robust exchanges on current and emerging challenges and innovative development approaches that influence the growth trajectories of middle-income countries.


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Opening Ceremony and Thematic Panel 1 & 2
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About HLC-MICs
OVERVIEW
The Philippines will host the High-Level Conference of Middle-Income Countries (HLC-MICs) from 28 to 29 April 2025 at the Makati Shangri-la Hotel with the theme, "Breaking New Grounds: Towards a Strategic Plan of Action for Middle-Income Countries."
Convened on the occasion of the 80th anniversary of the United Nations and the Philippines' 80th year of UN membership, this Philippine-hosted conference underscores the country's enduring commitment to multilateralism and global cooperation for development. The Conference is organized with the support of the United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP), the United Nations Development Programme (UNDP), the United Nations Industrial Development Organization (UNIDO), and the United Nations Resident Coordinator's Office in the Philippines.
As the Philippines approaches upper middle-income status, its hosting of the conference reflects a strong commitment to inclusive, robust, and sustainable development, principles at the core of the Philippine Development


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Conference Documents
Declaration on Middle-Income Countries
Statements - High-Level Segment

Physical Collaterals Mock Up Renders







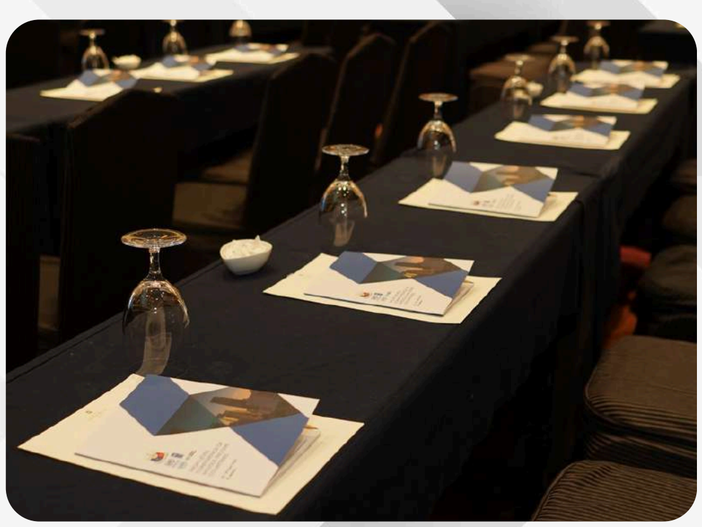
Pins for VVIPs and VIPs

Phyical Collaterals





Token



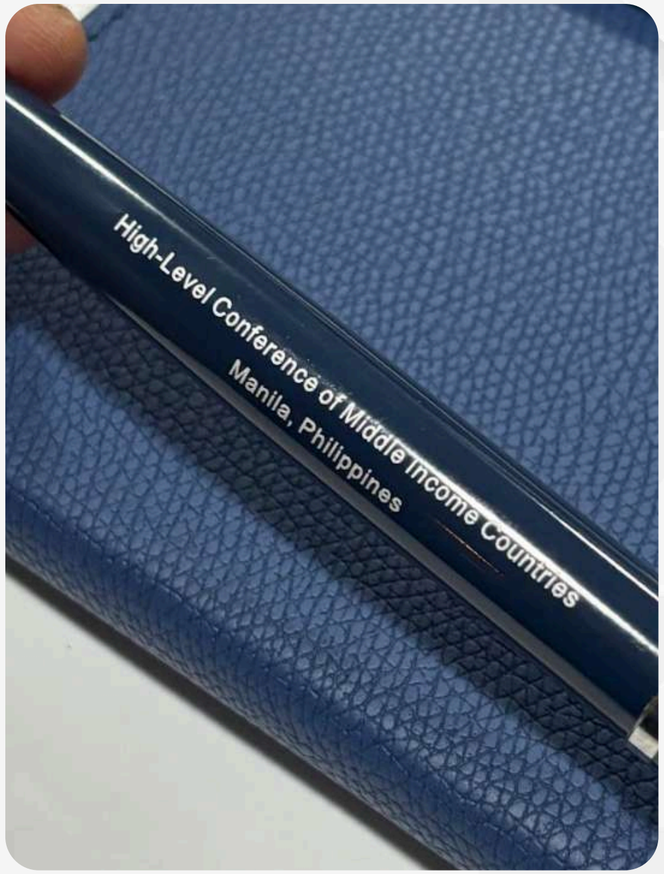




Handbook

Phyical Collaterals







Notebook and ballpen

Phyical Collaterals





Folder

Phyical Collaterals







Bags

Registation Area







Once registered in the system, the participants will receive email confirmation.

During the event, registration team will facilitate the handling of ID badges to the participants.

Ushers



We deployed dedicated ushers throughout the event to help direct the flow of participants. Ushers were strategically stationed at the entrance, lobby, registration area, and inside the venue to guide delegates inside in their seat.

DAY 0 - APRIL 27, MONDAY							
TIME	**TEAM**	**ROLE**	**STATIONS**	**TIME**	**TEAM**	**ROLE**	**STATIONS**
8:00 AM	Meka	Distribution	Registration	**Calltime @ HQ 6AM**	Benj		Airport
Calltime @ HQ	Cleo	Distribution	Registration		Jea		Airport
	Amanda	Registration	Registration		Cyron		Airport
	Kimbert	Registration	Registration		Noel		Airport
	Cess	Distribution	Registration				Airport
	Anna	Coordinator	Mobile				
	Hanna	Distribution	Registration				

Manpower planning of delegation detailed per segment of the event per day.

DAY 1 - APRIL 28, MONDAY

TIME	TEAM	ROLE	STATIONS
12MN-6AM	Anna	Lead	Mobile
	Benj	Tech setup	Tech
	Carlo	Pwall setup	
	Meka	Reg setup	
	Cess	Reg setup	
	Fred	Tech setup	
	Vicencio	Pwall setup	
	Karl Gaddi	Pwall setup	
	Noel	Pwall setup	
	Cyron	Pwall setup	
	Arman	Pwall setup	
	Erick	Tech setup	
	Arjay	Tech setup	
	Analyn	Reg setup	
	Cleo	Reg setup	
	Jazzle	Reg setup	
6:00 AM	ROTATION	CREW BREAKFAST	
7:00 AM	LOCKDO		

TIME	TEAM	ROLE	STATIONS
6AM-12:30PM	Anna	Stage manager (host)	Stage right Rizal A/B
Registration	Benj	Documentation	Mobile
and start of program	Erick	Feed, Stream	Tech booth Rizal A/B
	Teepee	Director	Mobile
	Hannah	Stage left	Stage left
	Arjay	Sequence (Main program)	Tech booth Rizal A/B
	Cess	Stage right	Stage right Rizal A/B
	Patty	Stage left	Stage left Rizal A/B
	Carlo	Feed	
	Fred	Feed	
	Matt	Feed/ Tech runner	
	Vicencio	Runner stage left	Stage left
U1	Maica	Usher	Level 1 entrance
U2	Quezia	Usher	Level 1 entrance
U3	Jhasrine Guinto	Usher	Level 1 entrance
U4	Jahanna	Usher	Level 1 entrance
U5	Daren	Usher	Level 2 escalator
U6	Evelyn	Usher	Level 2 escalator
U7	Reshia	Usher	Rizal ballroom entrance

TIME	TEAM	ROLE	STATIONS
12NN-3:30PM	Maica	Usher	Level 2 Elev 1
Lunch	Quezia	Usher	Level 2 Elev 1
	Jhasrine Guinto	Usher	Level 2 Elev 2
	Jahanna	Usher	Level 2 Elev 2
	Daren	Usher	Level 1 stair
	Evelyn	Usher	Level 1 stair
	Reshia	Usher	Level 2 Rizal ballroom entrance
	Jillian	Usher	Level 2 Rizal ballroom entrance
	Danfort	Usher	Level 1 Mandaluyong A/B enntrance
	Noel	Usher	Level 1 Mandaluyong Foyer
	Karl Gaddi	Usher	Level 1 Mandaluyong Entrance
	Kimbert	Usher	Level 1 Mandaluyong C Entrance
	Cyron	Usher	Level 1 Floor
	Nigel	Usher	Level 1 Floor
	Cassandra	Usher	Level 1 Floor
	Jazzle	Usher	Level 1 Floor
	Ynah	Usher	Level 1 Floor
	Bing	Usher	Level 1 Floor
	Cleo	Usher	Level 2 floor
	Analyn	Usher	Level 2 floor

TIME	TEAM	ROLE	STATIONS
1PM-6:00PM	Anna	Stage manager(Host)	Stage Right Rizal A/B
Program	Cess	Stage manager	Stage left Rizal A/B
and side events	Vicencio	Runner	Rizal A/B
	Arjay	Tech	Rizal A/B
	Benj	Stage manager	Stage Right Rizal C
	Erick	Tech	Rizal C
	Patty	Stage manager (Host)	Stage Right Rizal C
	Hannah	Runner	Stage Right Rizal C
	Teepee	Director	Mobile
	Meka	Runner	Rizal C
	Carlo	Feed	
	Fred	Feed	
	Matt	Feed	
5:00 PM	ROTATION	DINNER	

TIME	TEAM	ROLE	STATIONS
5PM-8PM	Maica	Usher	Level 2 Elev 1
Dinner	Quezia	Usher	Level 2 Elev 1
	Jhasrine Guinto	Usher	Level 2 Elev 2
	Jahanna	Usher	Level 2 Elev 2
	Daren	Usher	Level 1 stair
	Evelyn	Usher	Level 1 stair
	Reshia	Usher	Level 2 Rizal ballroom entrance
	Jillian	Usher	Level 2 Rizal ballroom entrance
	Danfort	Usher	Lower Level 1 entrance
	Noel	Usher	Lower Level 1 entrance
	Karl Gaddi	Usher	Lower Level 1 entrance
	Kimbert	Usher	Lower Level 1 foyer
	Cyron	Usher	Lower Level 1 foyer
	Nigel	Usher	Level 2 Elev 3
	Cassandra	Usher	Level 2 Elev 3
	Jazzle	Usher	Level 2 Floor
	Ynah	Usher	Level 2 Floor
	Bing	Usher	Level 2 Floor
	Cleo	Usher	Level 1 Floor
	Analyn	Usher	Level 1 Floor

TIME	TEAM	ROLE	STATIONS
6PM-8PM	Anna	Tech	Stage Right Rizal A/B
Dinner	Cess	Stage manager (	Stage left Rizal A/B
	Vicencio	Runner	Rizal A/B
	Arjay	Tech	Rizal A/B
	Benj	Stage manager	Stage Right Rizal C
	Erick	Tech	Rizal C
	Patty	Stage manager (	Stage Right Rizal C
	Hannah	Runner	Stage Right Rizal C
	Teepee	Director	Mobile
	Meka	Runner	Rizal C
	Carlo	Feed	
	Fred	Feed	
	Matt	Feed	

Manpower planning of delegation detailed per segment of the event per day.

TIME	TEAM	ROLE	STATIONS
1PM-6:00PM	Anna	Stage manager(Host)	Stage Right Rizal A/B
Program	Cess	Stage manager	Stage left Rizal A/B
and side events	Vicencio	Runner	Rizal A/B
	Arjay	Tech	Rizal A/B
	Benj	Stage manager	Stage Right Rizal C
	Erick	Tech	Rizal C
	Patty	Stage manager (Host)	Stage Right Rizal C
	Hannah	Runner	Stage Right Rizal C
	Teepee	Director	Mobile
	Meka	Runner	Rizal C
	Carlo	Feed	
	Fred	Feed	
	Matt	Feed	
5:00 PM	**ROTATION**	**DINNER**	

TIME	TEAM	ROLE	STATIONS
5PM-8PM	Maica	Usher	Level 2 Elev 1
Dinner	Quezia	Usher	Level 2 Elev 1
	Jhasrine Guinto	Usher	Level 2 Elev 2
	Jahanna	Usher	Level 2 Elev 2
	Daren	Usher	Level 1 stair
	Evelyn	Usher	Level 1 stair
	Reshia	Usher	Level 2 Rizal ballroom entrance
	Jillian	Usher	Level 2 Rizal ballroom entrance
	Danfort	Usher	Lower Level 1 entrance
	Noel	Usher	Lower Level 1 entrance
	Karl Gaddi	Usher	Lower Level 1 entrance
	Kimbert	Usher	Lower Level 1 foyer
	Cyron	Usher	Lower Level 1 foyer
	Nigel	Usher	Level 2 Elev 3
	Cassandra	Usher	Level 2 Elev 3
	Jazzle	Usher	Level 2 Floor
	Ynah	Usher	Level 2 Floor
	Bing	Usher	Level 2 Floor
	Cleo	Usher	Level 1 Floor
	Analyn	Usher	Level 1 Floor

TIME	TEAM	ROLE	STATIONS
6PM-8PM	Anna	Tech	Stage Right Rizal A/B
Dinner	Cess	Stage manager (	Stage left Rizal A/B
	Vicencio	Runner	Rizal A/B
	Arjay	Tech	Rizal A/B
	Benj	Stage manager	Stage Right Rizal C
	Erick	Tech	Rizal C
	Patty	Stage manager (	Stage Right Rizal C
	Hannah	Runner	Stage Right Rizal C
	Teepee	Director	Mobile
	Meka	Runner	Rizal C
	Carlo	Feed	
	Fred	Feed	
	Matt	Feed	

Manpower planning of delegation detailed per segment of the event per day.

DAY 2 - APRIL 29, TUESDAY											
TIME	TEAM	ROLE	STATIONS	TIME	TEAM	ROLE	STATIONS	TIME	TEAM	ROLE	STATIONS
6AM-9AM	Anna	Lead	Mobile	7AM-9AM				9:00AM- 12NN	Anna	Stage manager (	Rizal C
First team	Benj	Setup		Second team	Maica	Usher	Level 1 entrance	HLS	Benj	Documentation	Mobile
	Meka	Setup			Quezia	Usher	Level 1 entrance		Erick	Feed, Stream	Rizal C
	Cess	Setup			Jhasrine Guinto	Usher	Level 1 entrance		Teepee	Director	Mobile
	Erick	Setup			Jahanna	Usher	Level 1 entrance		Hannah	Stage left	Rizal C
	Arjay	Setup			Daren	Usher	Level 2 escalator		Arjay	Sequence (Main	Rizal A/B
	Analyn	Setup			Evelyn	Usher	Level 2 escalator		Cess	Stage right	Rizal C
	Cleo	Setup			Reshia	Usher	Rizal ballroom entrance		Mark	Tech	Rizal A/B
	Jazzle	Setup			Jillian	Usher	Rizal ballroom entrance		Patty	Stage left	Rizal C
	Hannah	Setup			Danfort	Usher	Level 1 floor		Carlo	Feed	
					Noel	Usher	Level 1 floor		Fred	Feed	
7:00 AM	ROTATION	CREW BREAKFAST			Karl Gaddi	Usher	Level 2 floor		Matt	Feed/ Tech runner	
					Cyron	Usher	Level 2 floor		Vicencio	Runner stage left	Rizal C
					Bing	Registration	Registration area				
					Nigel	Usher	Level 2 floor	11:00 AM	ROTATION	CREW LUNCH	
					Cassandra	Usher	Level 2 floor				
					Ynah	Registration	Registration area				
					Kimbert	Usher	Level 2 floor				
					Jazzle	Usher	Level 2 floor				
					Cleo	Usher	Level 2 floor				
					Meka	Usher	Level 2 floor				
					Analyn	Usher	Level 2 floor				

Manpower planning of delegation detailed per segment of the event per day.

TIME	TEAM	ROLE	STATIONS
9:00AM- 1:30PM	Maica	Usher	Level 2 Elev 1
	Quezia	Usher	Level 2 Elev 1
	Jhasrine Guinto	Usher	Level 2 Elev 2
	Jahanna	Usher	Level 2 Elev 2
	Daren	Usher	Level 1 stair
	Evelyn	Usher	Level 1 stair
	Reshia	Usher	Level 2 Rizal ballroom entrance
	Jillian	Usher	Level 2 Rizal ballroom entrance
	Danfort	Usher	Level 1 Mandaluyong A/B enntrance
	Noel	Usher	Level 1 Mandaluyong Foyer
	Karl Gaddi	Usher	Level 1 Mandaluyong Entrance
	Kimbert	Usher	Level 1 Mandaluyong C Entrance
	Cyron	Usher	Level 1 Floor
	Nigel	Usher	Level 1 Floor
	Cassandra	Usher	Level 1 Floor
	Jazzle	Usher	Level 1 Floor
	Ynah	Usher	Level 1 Floor
	Bing	Usher	Level 1 Floor
	Cleo	Usher	Level 2 floor
	Analyn	Usher	Level 2 floor

TIME	TEAM	ROLE	STATIONS
1:30PM-5:00PM	Anna	Stage manager (host)	Rizal A/B
Program	Benj	Documentation	Mobile
	Erick	Feed, Stream	Rizal A/B
	Teepee	Director	Mobile
	Hannah	Stage left	Rizal A/B
	Arjay	Sequence (Main program)	Rizal A/B
	Cess	Stage right	Rizal A/B
	Mark	Tech	Rizal A/B
	Patty	Stage left	Rizal A/B
	Carlo	Feed	
	Fred	Feed	
	Matt	Feed/ Tech runner	
	Vicencio	Runner stage left	Rizal A/B

Manpower planning of delegation detailed per segment of the event per day.

Program



Plenary



Side events



Round Table Discussion

Program



Welcome Reception



Informal Breakfast Meeting



Press Briefing

Talents





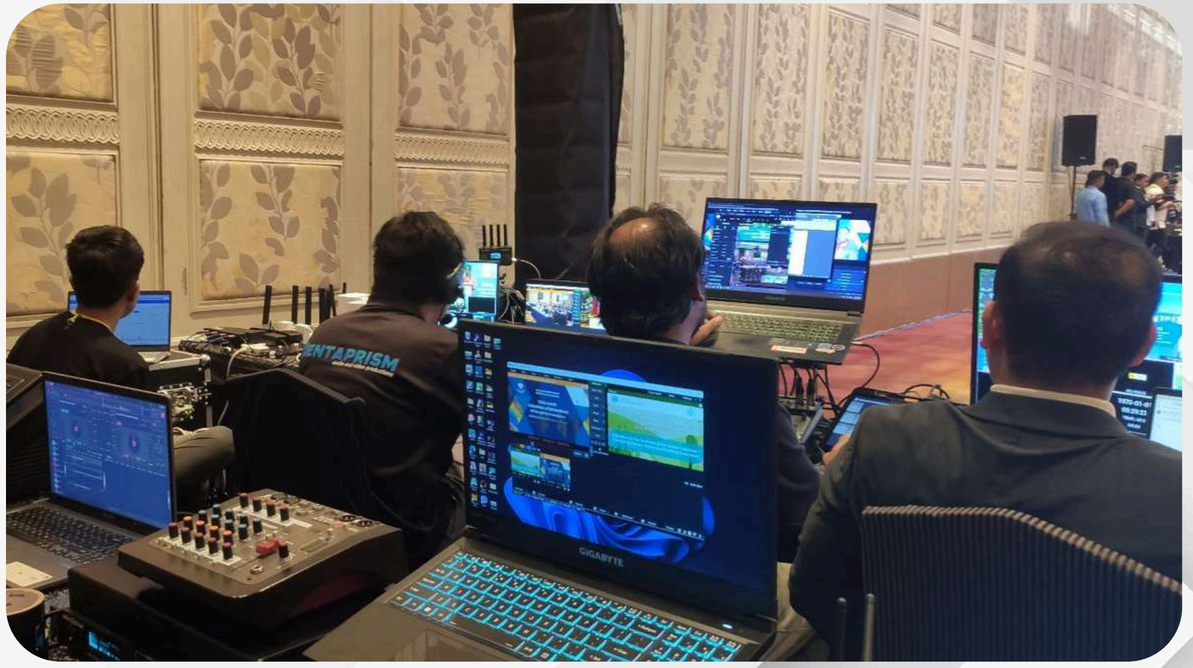


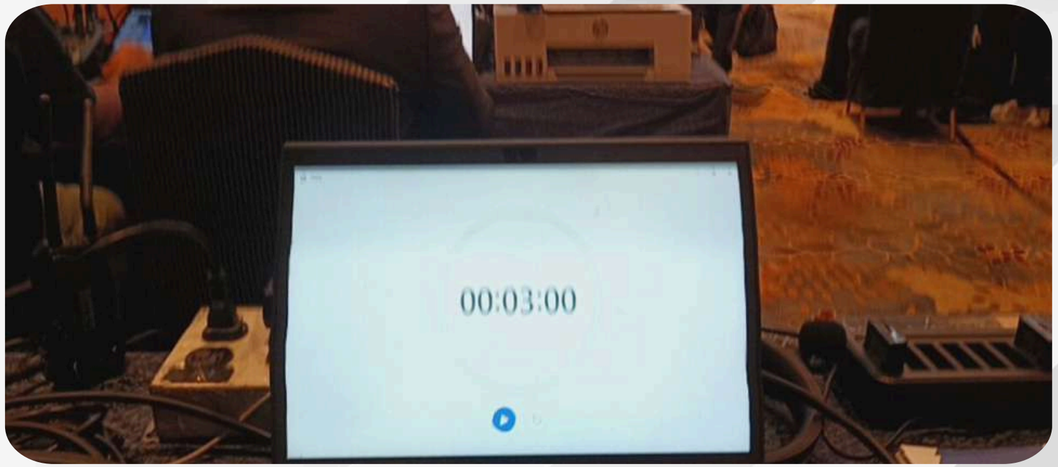
For the welcome dinner reception, we featured Luminexus, a performance group known for their creative use of illuminated props.

Their show combined modern and traditional background music, while incorporating visual elements that highlighted Philippine festivals. The performance ended with a striking LED display showing the logos of the participating agencies, creating a memorable and meaningful finale for the guests.

Technical Team







Livestream







We set up a three-camera system to capture the event from multiple angles. For the stream, we designed a split-screen layout that displayed the presentation alongside the speaker, ensuring both visuals were clear and engaging for the online audience.

During the open forum, the livestream setup highlighted both the speaker and the participant asking the question, providing a more interactive and engaging viewing experience.

Stage setup



The stage flower arrangement was designed to be simple yet elegant, making it suitable for a conference setting.

Physical Setup



Pull Up Banners



Photowall

Physical Setup



3D Letter Standee



LED Wall showing the morning and afternoon session SDE per day

Physical Setup





Backdrop

Same-day Edit

https://drive.google.com/file/d/10tZ5iWbGldgS8AXVj7mH-8VKgFdjCZ1A/view