

PCS-ICT Professionals' Congress: 12 Years of Thought-Leadership and Quest for Excellence

Friday, 08 February 2008

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Today's conference will be the 12th Edition of an ambitious effort that was started by the Philippine Computer Society in February 1996. Since then, year after year PCS has not wavered in putting together its flagship project with a conference packed with topics focused on thought-leadership, quest for excellence and making the IT professional a well-rounded member of his company and community.

In 1996, PCS wanted to highlight the phenomenon of the IT field gaining influence, not only in decision-makings at the Board Room level but also in the country's governance. IT's impact has taken on inter-related interests and facets. And self-interests must have to be put aside, if IT has to deliver the expected optimum results. There was now a need to for a Code of Ethics to be put to be put together and observed. It was during the 1st IT Professionals Congress that PCS presented to President Fidel Ramos the Code of Ethics for the IT Professional.

1996: (1st IT Professionals' Congress); February 14, 1996; Makati City

Theme: How Do You Value the IT Professional?

Guest of Honor and Speaker: H.E. Fidel V. Ramos, President of the Philippines

Highlight: Presentation of the Code of Ethics for the Filipino IT Professional

How does one separate the chaff from the grain? How to advocate for Excellence in the Workplace? What must be done to keep the level of competence of the Filipino IT professional at par with the world's? These were the key questions that led PCS to adopt Skills Certification as themes for the 2nd and 3rd IT Professionals' Congress.

1997: (2nd IT Professionals' Congress); February 1997; Makati City

Theme: IT Certification

Highlights:

- Introduced the IT professional to Skills Certification programs
- Presentation of the Implementing Guidelines for the IT Code of Ethics for the Philippines

1998: (3rd IT Professionals' Congress); February 1998; Cebu City

Theme: Beating the Economic Crisis with F.I.T (Filipino IT) Power

Highlights:

- Conducted in cooperation with the Cebu Computer Society
- Joint resolution signed by IT Foundation of the Phil, Cebu Chamber of Commerce and Industry and Cebu Computer Society supporting PCS's advocacy for the widespread adoption of IT Certification Programs among Filipino IT professionals

The term of Fidel V. Ramos as President of the Philippines from 1992-1998 were arguably the golden years in Philippine economic growth. It was also around this time when we were being recognized in the international community as an emerging tiger economy. And 1999 was the year when the Y2K event highlighted the IT professional as a knight in shining armor for solving what was perceived as a possible worldwide economic disaster if the millennium bug wasn't fixed in time. The Philippines software industry was at the forefront of global outsourcing projects that were making Y2K fixes in financials, airlines and other mission-critical applications. PCS responded to the prevailing outlook by promoting the contribution of IT in the Philippines' Medium Term Development Plan.

1999: (4th IT Professionals' Congress); June 1999; Makati City

Theme: Getting Ready for the Next Millennium

Highlight:

Presented to Government the Resolution "Declaring the Urgency of the Adoption of Information Technology as a Principal Strategy in the Medium-Term Philippine Development Plan."

The global economy recognized the efficiencies offered by electronic commerce and embraced it fully. Computers and communications network were working in tandem to shuttle transactional data online and at the speed of thought. By this time the dividing line between IT and Communications has blurred. The IT professional's discipline morphed to what we know now as ICT – Information and Communications Technology. The Philippines -- like every other country in the world that was into global commerce -- now had to define its e-business policies and laws. Two forward thinking legislators – Senator Ramon Magsaysay and Congressman Mar Roxas -- spearheaded the passage of the Philippines E-Commerce Law on June 14, 2000. Mar Roxas eventually moved to a cabinet position as Secretary of

the Department of Trade and Industry - where he became an active promoter of Philippines e-business. PCS was very much in the forefront in the drafting of the E-Commerce Law; served as advisers to the lawmakers, organized various discussion forums, and attended session hearings about it. Anticipating the passage of the Law, PCS made it the theme and highlight of the IT Professionals' Congress that year.

2000: (5th IT Professionals' Congress); May 2000; Makati City

Theme: e-Ba ITo!

May 29-30, 2000, Hotel Intercontinental Manila

Highlights:

- Keynote Speaker: Hon. Secretary Mar Roxas, Department of Trade and Industry
- Resolution re: e-business or e-commerce

PCS' thought-leadership about the IT profession shifted to the Human Side of IT. This discipline espoused the truism that the professional needs to sharpen both sides of his saw – his intellect and his emotional frameworks. It is not enough for the IT Manager to be excellent in hardware and software know-how (his IQ side); to do extremely well in human relations is his ticket to get the right things done. The term Emotional Quotient – EQ – was introduced and became embedded in the hearts of PCS members. Thus, in the IT Professionals' Congresses in 2001 and 2002, the core topics revolved around EQ and the human values and attitudes.

2001: (6th IT Professionals' Congress); April 2001; Makati City

Theme: EQ+ Factors in IT: The New IT Professional for the 21st Century

Highlight Topics:

- What it takes to be the complete IT professional.
- Relieve the stress; enhance relationships; think of one's health; contemplate on the values, attitudes, and creativity needed in the digital age.

2002: (7th IT Professionals' Congress); April 2002; Makati City

Theme: The Paradox of Times: Dealing with Technology and Human Spirit

Highlight: A Panel Discussion participated in by experts and practitioners in human behavior in organizations, HR development, the academe, the industry, and government – on the theme of the Conference.

The year 2003 saw the Philippines gaining worldwide recognition as the leader in the use of mobile telephones for SMS and online commerce. Major cellphone makers like Nokia and Sony Ericsson were making far more double-digit sales in the Philippines than Singapore. With a good critical mass of handsets among Filipino consumers, innovators in mobile software never had it so good, testing the limits of possibilities for initiating and completing business transactions over the cellphone network and also converging them with desktop and server-based applications. Suddenly, the cellphone is now a portable means to check one's bank balance and pay some bills, check out movie schedules and traffic updates, trace the whereabouts of people, and even pay for a book at the store's checkout counter. PCS celebrated the creativity of the Filipino in the field of Mobile Commerce, and the emerging business of outsourced IT-enabled services when it held the 8th IT Professionals Congress.

2003: (8th IT Professionals' Congress); July 2003; Makati City

Theme: Raising the Bar, Going Full Circle

Highlights:

- Keynote Speaker: Senator Raul S. Roco
- Panel Discussion on the Impact of Trends in ICT on: Globalization, e-Services Economy, Mobile Commerce and The Convergence Phenomena

The Filipino shows excellence even among its global counterparts. This is achieved even if odds are stacked against us in terms of capital resources. This was the underlying spirit behind the theme for the 2004 IT Professionals' Congress. PCS wanted the participants to be inspired by real-people and real-stories that commemorate these milestones – thus the highlight of the conference were the testimony of a simple teacher from provincial science school in Iloilo who bested all others in an international Physics competition, and the story of a young pretty teenager who won over all other contestants from English-speaking nations in an English speech contest! PCS wanted to challenge the IT professional to pursue his own dream of making it big in the world and not to mind the put-downs on the Filipino spirit that predominate the news in broadsheets and radio-television. This is another thought-leadership campaign!

2004: (9th IT Professionals' Congress); June 2004; Makati City

Theme: [www.e-leaders.ph/building technical and human excellence](http://www.e-leaders.ph/building-technical-and-human-excellence)

Highlights:

- Keynote Speaker: Dr. Josette T. Biyo, INTEL Teaching Excellence Awardee
- Keynote Speaker: Patricia Evangelista, chosen as Best Speaker in the 2004 International Public Speaking competition sponsored by the English Speaking Union (ESU).
- Presents a balance of topics focused on the modern IT professional – the e-leader, dedicated to the

building of technical and human excellence.

PCS's continuing mission to lead in provoking constructive discussions about what the Filipino IT professional is made of; what it has achieved; and what more it can do. The Congress has achieved a significant milestone – not only was it on its 10th year but the 1st e-Services Government-Industry-Academe Summit organized by the Department of Trade and Industry and Board of Investment was held on its opening day.

The first decade of the Congress aimed to further strengthen the Philippines as an international ICT hub. Recognized foreign and local ICT experts as well as management leaders tackled a broad range of highly stimulating topics.

2005: (10th ICT Professionals' Congress); June 14-16, 2005; Makati City

Theme: In High Gear Towards Global Excellence

Keynote Speakers: Hon. Virgilio L. Peña, Chairman, Commission on ICT

Hon. Congressman Simeon L. Kintanar, Chair, Commission on ICT, House of Representatives

The 11th ICT Professionals' Congress brought into the limelight, the technology that revolutionized all sectors of the Philippine society – that is the advent and wide-spread use of mobile technology. The Congress put into the spotlight the various players that have shaped the mobile phones and handheld devices that affected and influenced, not only the common "tao" but every facet of business operations in any industry.

Among the topics discussed during the Congress include the growing popularity of 3G. Connectivity and Mobility in the Retail Industry, the use of wireless technology in education, and improving government service through the use of wireless technology. PCS held the 11th Congress to promote the creation of business and partnerships related to mobile solutions and wireless technology.

As an "add-on", the Congress included the 1st National ICT Summit, a Consultative Forum on the Philippine ICT Roadmap. The recipient of this event was CICT, a long term partner of PCS in the development of the Filipino IT Professionals.

2006: (11th ICT Professionals' Congress); June 5-7, 2006; Quezon City

Theme: Wireless Nation: Link Up and Live IT

Keynote Speakers: Hon. Mayor Feliciano "Sonny" Belmonte, Jr., Quezon City

Ms. Maria Ressa, Head, News and Current Affairs Division, ABS-CBN News Channel (ANC)

Now on its 12th edition, PCS once again brings technology leaders to an event that inspires, informs, and provokes discussion. This will be a 2-day exhibit and conference on 14-15, May 2008 at Hotel Intercontinental Manila, Makati City. The ICT Professionals' Congress is designed to provide a forum for individuals who are responsible for the planning, coordination, and implementation of information and communications technology focuses on educational media and technology programs, business initiatives and economic sectors in the society through its plenary sessions.

Added to the program are regular sessions that focus on Education, Business and Economy. These sessions will assist the participants to explore new technologies, establish new contacts, and review trends and issues related to the effective integration of ICT covering the Soft skills, Applications and Infrastructure.

This conference will consider the effectiveness of the initiatives employed to identify the essential of Information and Communications Technology and its repercussion in the Education, Business and Economy.

In addition, leading experts from the 3 main sectors will come together with practitioners to discuss debate and present recent findings on a range of issues and developments associated in Education, Business and Economy.