



# BYAHENG RBAP

AN IMMERSION PROJECT FOR THE YOUNGER GENERATION

# INTRODUCTION

A PSYCHOLOGICAL STUDY suggests that the 3<sup>rd</sup> Generation most commonly known as “millennials” as well as the younger generations, are more likely to get engaged to an activity that involves travelling and experience.

TO ANSWER THE ISSUE ON SUCCESSION & CONTINUITY, a project that will expose the younger generation to the good practices of the rural banks has been created.

# OBJECTIVES

- To share the good practices of the rural banks in Luzon, with the rural bankers in Visayas and Mindanao, and vice versa
- To encourage camaraderie and rapport between rural banks and rural bankers, because to compete at par excellence with the commercial and universal banks, we need unity

# EXECUTION

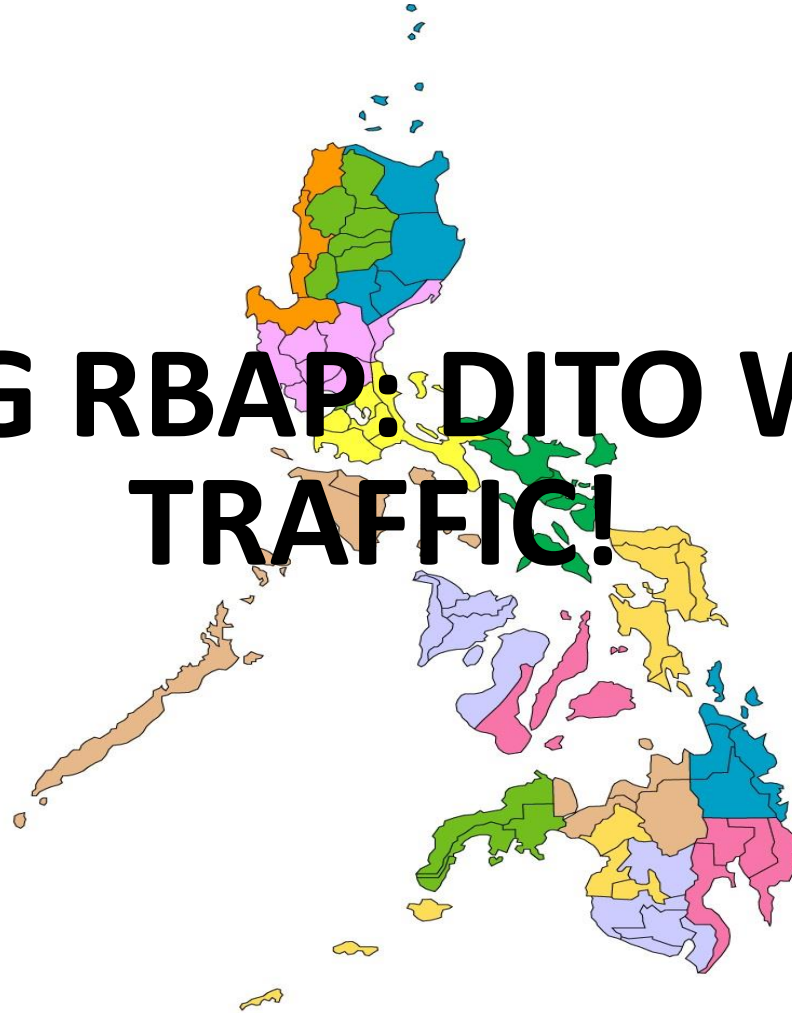
- Each participant will be given jackets with the theme “Byaheng RBAP: Dito walang Traffic!” and a map of the rural banks they will visit.
- In each rural bank they will visit, they will receive a patch or pin they will put in their jackets. This will serve as their “bus ticket” to the next rural bank they will visit.
- The end of their tour will be at the RBAP office where they will have a workshop.



**TEMENOS**  
The software specialist for banking and finance

# THE TAG LINE

**BYAHENG RBAP: DITO WALANG TRAFFIC!**



**THANK YOU!**