



Aware’s Pre-Departure Orientation Seminar (PDOS)

The Pre-Departure Orientation Seminar (PDOS) is an event designed to provide OFWs with information to prepare them for living and working overseas. PDOS participation is required of all outbound OFWs. At the end of the seminar, a certificate of participation – a requirement for overseas work – is issued to participating OFWs. The OFW Guardian partner PDOS is run by Aware Foundation, a Non-Government Organization (NGO) with extensive ties to the OFW community. The Aware PDOS is the longest running and largest NGO run PDOS in the country. Aware’s PDOS has been ongoing for eight years and averages 137 participants per day. The Aware PDOS is held in the Philippine National Bank (PNB) main office from 9 am to 3 pm, Monday to Friday.

Aware PDOS’ Participation profile by destination country (2005):	
Middle East	36%
North America	15%
Europe	12%
Asia	37%
TOTAL	100%

Aware PDOS’ Participation profile by type of work (2005):	
Unskilled Workers (Seamen, Household Help)	70%
Skilled Workers (Engineers, Teachers, Health Care, etc)	22%
Overseas Performers (Japan)	8%
TOTAL	100%

Other info:

*** Gender & Age:** Historically, OFW deployment has largely been a male affair. With the end of the Middle East construction boom and the growing demand for health care workers (especially nurses), females now account for 55% of all OFWs. Most male OFWs are married and heads of households. Most female OFWs, on the other hand, are single. Male OFWs are also older (median age 35) than female OFWs (median age 27).

*** Educational Level:** OFW literacy level is at 98%, higher than the national Filipino literacy rate of 90%.

*** Strong Purchasing Power:** Nearly half of all PDOS participants are returning OFWs (individuals who have previously worked abroad). Hence, a sizeable number of the PDOS participants have accumulated a certain amount of savings and are open to business or investment proposals.

Benefit to Advertisers

The PDOS provides advertisers with a focused and cost effective channel for reaching the overseas Filipino. In effect, the PDOS sponsors can reach the OFW while they are still in the Philippines. The typical OFW departs for overseas no more than two weeks after participating in the PDOS. For a lot of products (financial services, phone cards, etc.), the PDOS is the ideal marketing channel for reaching the OFW. This level of sponsorship results in access that allows for: 1) the showing of a video during the seminar, 2) distribution of brochures or marketing materials to the seminar participants, and 3) access to the event data base. It should be pointed out that the PDOS is a daily event involving over a hundred OFWs.