



REPUBLIC OF THE PHILIPPINES
DEPARTMENT OF FINANCE
BUREAU OF CUSTOMS

MEMORANDUM

**TO : ASSISTANT COMMISSIONER
DEPUTY COMMISSIONERS
SERVICE DIRECTORS
DISTRICT COLLECTORS
ALL CONCERNED**

FROM : ISIDRO S. LAPEÑA, PhD, CSEE
Commissioner



Bureau of Customs
ISIDRO S. LAPEÑA
Commissioner
18-02124

FEB 06 2018

**SUBJECT : GUIDELINES AND MECHANICS ON THE
SEARCH FOR "MR. AND MS. ADUANA 2018"**

DATE : 30 January 2018

1. Pursuant to CSO No. 10-2018 dated 12 January 2018 and in connection with the authority issued in the conduct of the search for "Mr. and Ms. Aduana 2018" as part of the forthcoming 116th Founding Anniversary, this Bureau on 15 February 2018 the following Guidelines and Mechanics are hereby issued for the information and guidance of all concerned.

2. Rationale:

The Mr. and Ms. Aduana 2018 is a personality search for BOC rank and file employees only (First and Second Level Eligible), who will serve as an ambassador of the Bureau in promoting its image building. He/she will also attend program and activities relevant to his/her title.

This will be participated in by representatives from Office of the Commissioner (IAG, RCMG, IG, EG, MISTG and AOCG), and seventeen (17) Collection Districts. The respective Ports will choose their representative according to their own set of criteria.

The contestants will compete on the following categories/special awards:

- Mr. and Ms. Aduana 2018
- Best in Video Presentation
- Best in Formal Attire

Criteria for Judging

1st Ramp on a white gala uniform

35% Over-all first impression

25% Stage presence

2nd Ramp on formal attire

30% Formal attire

10% Audience impact

Question and Answer

Representatives/candidates will pick a number with corresponding photo/question about Bureau of Customs and will ask how he/she can contribute in image building.

25% Grammar

35% Delivery

40% Content and Relevance

Best in Video Presentation

Best in Formal Attire

Awards

Major: Mr. and Ms. Aduana 2018, 1st Runners up, 2nd Runners up

Minor: Best in Video Presentation and Best in Formal Attire

Note: The judging is done separately for male and female participants.

3. Contest Mechanics:

Each participating Ports/Groups will choose their representative according to the set of criteria. Everyone is encouraged to join. Chosen participants should accomplish and submit the following thru email geraldege0402@gmail.com on or before February 7, 2018, to wit:

- a. Name, position, name of the Port
- b. 5R picture on white gala uniform with white background (male and female)
- c. 20 sec video featuring their Port's façade mentioning their name how can they help improve the image building of the agency.

Contest Night

- a. White gala uniform – candidates will ramp and present themselves on stage while the 20 sec. video is being played on LED at their side.
- b. Formal attire – candidates will be on their long gown for female and formal attire for male.
- c. Top 7 of male and female will be announced after the formal attire.

- d. In the final round, which is the Question and Answer portion, previous scores will be disregarded and the Top Seven candidates will be rated based on grammar, delivery and content.
 - e. The decision of the Board of Judges is final and irrevocable.
4. For strict compliance.