



REPUBLIC OF THE PHILIPPINES
DEPARTMENT OF FINANCE
BUREAU OF INTERNAL REVENUE

Making the Public Know

February 2, 2010

REVENUE MEMORANDUM ORDER No. 9-2010

SUBJECT : Creation of Speakers' Bureau

TO : All Internal Revenue Officials, Employees and Others Concerned

I. BACKGROUND AND OBJECTIVE

With the thrust of “Making the Public Know” for this year, there is a more compelling need for revenue officials to communicate to all the stakeholders the developments in the BIR and information on how taxpayers can better comply with their obligations and avail of the services of the BIR. Accordingly, revenue officials should be selected to conduct this communication and information campaign. Furthermore, they should be provided with the necessary support in terms of talking points, materials to use, and training for them to better discharge this responsibility.

This Order is issued to create the BIR Speakers' Bureau and the policies and guidelines for this.

II. POLICIES AND GUIDELINES

1. The Speakers' Bureau shall be comprised of speakers or lecturers from the various offices in the BIR who shall be tasked to assist the communication and information campaign.
2. The Assistant Commissioner for Taxpayers Assistance Service (ACIR TAS) shall be responsible for matters involving the Speakers' Bureau. This include such responsibilities as maintaining a list of speakers/lecturers from all offices, providing the support to these speakers, including power point presentation materials, list of issues and points to discuss or present, providing pointers or briefing on how to handle the media and public presentation techniques, coordinating with the media

groups providing national coverage for their BIR resource person requirements for interview, and other tasks for this purpose.

3. All revenue officials holding items of director and above are automatically included in the Speakers' Bureau. Furthermore, all Regional Directors and Revenue District Officers shall submit not later than February 15, 2010 to the ACIR TAS the name(s) of other revenue personnel whom they will recommend to be included in the Speakers' Bureau. Other revenue officials can also submit the names of other personnel who may be considered for the Speakers' Bureau. The ACIR TAS will evaluate the communication and public speaking competence of the personnel recommended and notify the concerned personnel of their inclusion or non-inclusion in the Speakers' Bureau. The list of members of the Speakers' Bureau shall be submitted to the Commissioner of Internal Revenue not later than February 28, 2010. A Revenue Special Order shall be issued for the purpose of designating the members of the Speakers' Bureau.
4. The ACIR TAS shall regularly provide information materials to all the members of the Speakers' Bureau. Among others, these shall include press releases (previously issued and forthcoming), newspaper clippings, Digest of Revenue Issuances (prepared by the Corporate and Communications Division), Digest of BIR rulings and court decisions (prepared by the Legal Service), Weekender Briefs and BIR Monitor, Power Point presentation materials (using a standard template and to include modified versions of the presentation materials used in the command conferences), and other materials. These shall be sent immediately through emails to ensure the timely communication of the information.
5. The ACIR TAS shall arrange briefings for the members of the Speakers' Bureau on such topics as Effective Public Speaking, How to Handle the Media, Preparing a Communication Plan, Preparing Effective Power Point Materials, and other relevant topics.
6. The ACIR TAS shall be responsible for assigning speakers to talk in seminars, public forum, and other events, or to guest in television programs or radio shows. However, the Regional Directors and Revenue District Officers can initiate their own communication and information activities pursuant to the Public Awareness and Assistance Campaign prescribed in Revenue Memorandum Order No. 4-2010.
7. The ACIR TAS shall be responsible for the audio-visual coverage of major events of the members of the Speakers' Bureau.
8. A monthly report on the activities of the Speakers' Bureau shall be submitted by the ACIR TAS to the Commissioner of Internal Revenue not later than five (5) days after the end of each month.
9. The members of the Speakers' Bureau may change over time due to retirement, transfers or recommendation for changes in the membership. The ACIR TAS shall make sure that the speakers' list is updated on a regular basis.

III. REPEALING CLAUSE

All revenue issuances which are inconsistent with this Order are hereby revoked, modified or amended accordingly.

IV. EFFECTIVITY

This Order shall take effect immediately.

(Original Signed)
JOEL L. TAN-TORRES
Commissioner of Internal Revenue

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