



Miss Creole Entertainment 2018



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Concept

Miss Creole International

Mission

The Miss Creole International Beauty Pageant, to be hosted in Seychelles, will serve as an excellent opportunity to transform worldwide thinking on pageant stereotypes and will also provide a platform to re-orient international public perception on the relevance of pageantry.

This pageant would set new international standards - in terms of content and style elevating all stakeholders which includes participant, partner, patron, philanthropist, prospect (delegate, public and private sector, attendee, charity, international organization), by engaging a win-win formula with respect to steering production design and production management, to realize exceptional branding potential.

From a Public Relations Perspective, this pageant would render pioneering status to the host country, acting as an event-tourism catalyst to propel its destination marketing strategies. Here, the critical role of public---private partnership will come into play. The Miss Creole International Pageant shall embrace the emergence of a 'new-order' beauty. Recognizing a modern, progressive, all-inclusive, global beauty ideal, conditioned, as it were, by the miscegenation of cultures, the re-evaluation of 'prototype' beauty, the appreciation of ethnic diversity, the dynamic admixture of global style. In a word, the platform will propel and celebrate the creolization of the beauty concept.

This pageant would manifest itself within a three (3) day festival, utilizing the delegates more as brand ambassadors than staunch competitors, to unravel the multicultural stories of their 'new age' existence, ultimately contributing to the re-tooling efforts of their respective Tourism and cultural departments in Seychelles.

Vision

The pageant must pay tribute to environmental awareness, sustainable tourism and indigenous fashion/design practices, utilizing creative non-traditional methodologies.

The pageant will serve as a corollary for the globalization of the fashion/beauty/creative arts and, moreover, serve to mobilize an appreciation of art fusion, so essential to substantiate 'transforming our world' and 'melting pot' ideology.

The pageant will target no less than 15 delegates to reinforce its international appeal, originating from countries where there exist unique admixtures of cultural influences. The presence of such miscegenation of culture speaks to the concept of a creole identity which is trail blazingly modern, culturally relevant and sustainably innovative. The target countries may come from New World/creole cultures - Indian Ocean Rim Association (IORA), Caribbean countries, Pacific islands, Islands of the world- (The reference for selection can be developed. International intergovernmental organizations spawned in the last century. This is merely scope for reference)

The participation of this distinctive cross-section of multicultural delegates would bring to bear that the traditional psyche on pageants is transforming and, which in turn, would render a new intelligence, as it were, on the mission of pageants as a platform for women's empowerment issues.

Description The pageant is a three day festival of beauty culture.

DAY ONE

The delegates would engage in an awareness exercise - a "we are the world"/ "celebrating/embracing our differences" mantra - while sharing their cultures with the youth of host country.

This component should be a highlight of the festival, more so for television and post-production purposes. It entails the delegates attired in culturally inspired fashion, making a live presentation with the aid of pre-packaged vignettes on screens, showcasing cultural/touristic anecdotes. There will also be an interactive FAQ /answer segment with the audience present. The audience should reflect a cross-section of creative arts youths, determined by a selective composition of culture enthusiasts, arts students, and hospitality/tourism sector potentials. The footage of this should be packaged and positioned for international viewership, television/online, catering to the countries of representative delegates.

DAY TWO

The delegates should be photo shot, in swimwear, at spectacular hotel's locations in the host country. The footage would become excellent promotional material for host country and its hospitality partners.

The footage should feature bidding partners who wish to market their product and services, through this imaginative opportunity. Delegates would be grouped in small numbers as is fitting to merchandize adequately, the participating partners. The sequence from one partner location to the other would prominently showcase exotic parts of the topography as well as historical sites of the host country. A montage would be played back on day three and a well-edited broadcast programme should be made available online as well as made accessible to television channels of participating delegates.

An interesting element of this segment is that textile designers and accessories crafts-persons be highlighted in conjunction with the swimwear presentation. Either designers from the host nation or from participating countries be given this opportunity to be put in the spotlight.

DAY THREE

This is the live show at a creative venue, accommodating a large audience. The presentation is a composite package, inclusive of elements of the two earlier days of location-shooting.

The delegates will perform an opening presentation attired in a version of whatever theme/colour/silhouette/detail ensemble, coming from designers from participating countries.

The delegate's parade in their cultural wear in exciting choreography, with snippets of the "we-are-the world" presentation, underscored. The culture of the host country is focused upon, utilizing dancers, singers and interesting local entertainment, to present the cultural wear in a highly theatrical production.

The swimsuit presentation is an edited pre-judged package on screens. (Delegates may accompany these images, in live showcase, in another whole piece swimsuit limited to three colours (theme defined) and distributed in equitable proportions.

The evening wear presentation is a sophisticated culmination of elegance and style. Evening wear from the designers from participating countries would be identified. The accent of the design presentation is on creole culture, indigenous practice in design and innovation in fashion application

A final five are called down to make live presentation of their culture, for one minute and the five finalists are called down and the winner emerges.



Aims & objectives

The aim of Miss Creole Des iles Inter Island International is to bring together a celebration of youth, fashion, design, music, beauty, and exhibition to promote the Creole Speaking Islands.

To bring together the young Creole ladies from all over world to this prestigious event to encourage friendship, build their self-confidence, value their identity, provide a platform to enable them to cope with the many challenges and changes occurring around the world, and most importantly to become the Creole ambassador of the Creole speaking islands

1. To help our young ladies to overcome juvenile delinquency through constructive community activities.
2. To motivate them to develop a positive self-esteem to counter negative act or behavior patterns.
3. To organize community services work and build a sense of family and community belongingness.
4. To promote the Creole speaking islands as a unique tourism destination.

Expected Results

The pageant must play an important role in the development of our young ladies in their life's achievements either in Social Skills, Education and Self Confidence.



What do contestants get in return

- Experience of participating in a major beauty contest

- The ability to deal diplomatically with public
- The ability to express feelings and emotions
- The ability to interact with people of different social levels
- Develop the ability to work together as a team
- Self confidence
- International Ambassador of the Creole speaking islands
- Implement a social project in their respective countries

Secretariat

The secretariat of Miss Creole international will be base in the Seychelles

International Participation

Each Creole islands or country will organise its own Miss Creole, eg Miss Creole Mauritius, Reunion, Rodrigues, St. Lucia, Martinique, Dominica, Haiti, Guadeloupe, St. Martin, Saint-Barthélemy, French Guiana, Belize, and Trinidad & Tobago. The winner will come to the Seychelles for the grand finale.

The event could also be promoted within the vanilla islands and for the Indian Ocean islands and through the French Alliance Francaise or embassy for the Pacific islands.

Event

The Miss Creole international will take place in the Seychelles in the Creole Festival month prior to the Creole Festival week, so that the Miss can be the official guest for all the activities.

The first event will take place in October 2018, the official launching was done during the 30th anniversary of the Creole Festival Seychelles 2017.

Rotation of the event

When the event is well established we could explore the possibility to rotate the organization of the final in other islands

Tourism & Cultural aspect

The Pageant will create a platform for our youth to value our Creole culture which comprise of dance, food & folklore and thus encourage tourism cultural activities in our islands

Educational aspect

The winner of the pageant will work with the secretariat to implement an educational program in their respective islands to promote our tradition music, dance, language and promote the tourism and cultural aspect in the respective islands with our younger generation.

Promotion

We will work in with collaboration the Seychelles Tourism Board and the Tourism and cultural Ministries & partners in all the islands to promote the event one year in advance, so that all the islands will have enough time to organize their own Miss Creole

Prize

Each island will offer a prize in terms of travel & accommodation, to facilitate the exchange between the islands for the 1st 2nd& 3rd winners, so that they could help to promote the pageant in all the islands, and eventually we will seek the support of local and international sponsors from the different islands

Funding

The event could seek funding in cash or kind from the Vanilla Islands Secretariat, The respective islands Tourism Boards, Alliance Francaise, European Union, La Francophonie, Government of the different islands and eventually the local and international sponsors.

Local Specific Support

Seychelles Tourism Board

Our collaboration with STB is to help us promote the event annually through the different international offices and help us with travel, accommodation and transfers with the various partners that STB already have a trade exchange in the Seychelles and internationally.

The event as mention in our concept will help to boost cultural tourism and eventually increase visitors to our islands which is the main objective of STB

The organization will also invite a celebrity originated from the creole islands to be the guest of honor for the event thus

he/she will bring additional visibility to the event and most importantly to the Seychelles (eg Wyclef Jean)

CINEA

Our Collaboration with CINEA will be in terms of Logistics musical or lighting equipment that we may need and the support of their events team.

SENPA

We will work in close collaboration with SENPA to identify potential artisans and Designers to produce clothing brand and accessories for the event thus promoting our arts to the world.

Ministry of Culture

The Ministry of culture will include the event in its official calendar for the Creole Festival each year and to explore in collaboration with the Ministry of Foreign affairs the bilateral agreement that Seychelles has with the different countries to facility the cooperation between them in terms of organizing special delegations to attend the event.

Collage of the Arts

The students from collage of the Arts will have the opportunity to be part of the event, whereby they could produce a special Clothing Collection for the event and thus give them the platform to show case their talents

Miss Creole International Criteria

Description

Miss Creole International is a woman from a vast wealth of culture. She must be able to represent her heritage with grace and poise. We want to use this pageant to find an ambassador, a young woman who is able to advocate for Creole culture, history and lifestyle on an international stage. Miss Creole International is able to successfully face modern challenges by marrying them to the traditions of her people. We are looking for a role model, a woman who can inspire other youths to imitate her good nature and charitable spirit. Could you be the first Miss Creole International?

Criteria:

Miss Creole International must:

- 1) Be from a Creole background.
 - i. Please consider what the term Creole means to you.
 - ii. In the initial stage of Miss International, you will have to demonstrate an understanding of the word's origin and the ways in which it applies to you, your family and your cultural heritage.
- 2) Be between the age of 18 – 30 years old.
 - i. You must be over 18 and under 30 on 1st January in the year of the final (2018)
- 3) Communicate competently and professionally.
 - i. The pageant will be held predominantly in English so an understanding of the English language is ideal.
 - ii. This does not exclude any other language you may speak. We are keen to incorporate them where/when possible.
- 4) Be able to sponsor her own return trip to and from the Seychelles.
 - i. Flights and travel arrangement to and from the Seychelles is not the responsibility of the *Miss Creole International* committee.
 - ii. Accommodation, meals and internal travel will be arranged during the competition period but you are responsible for getting yourself to and from the Seychelles.
- 5) Be physically present.
 - i. You must be able to attend all *Miss Creole International* related events, workshop sessions, meetings, rehearsals etc.

- ii. All events and the competition itself will be held in the Seychelles.
- 6) Good sportsmanship is essential at all times.
- i. Anyone exhibiting any form of rude or un-sportsman like conduct will be immediately dismissed from the pageant and relinquished of their awards.
 - ii. Any refund will be revoked if this term is not met.
- 7) As a runner-up, you will be expected to accept your prize with a gracious demeanour.
- 8) Upon winning, your title will be forfeited if evidence is brought against you for any acts of lewdness, fighting, cursing, intoxication, drug use or unlawful behaviour of any kind.
- i. Any refund will be revoked if this term is not met.
- 9) Always conduct herself in a lady like manner.
- i. Your family and community are depending on you to represent them in a respectable manner.
 - ii. If this term is not met adequately, your position in the competition will be reviewed.
 - iii. Upon winning, your title will be reviewed for forfeit.
- 10) Any forfeits that occur due to misconduct and other such impediments by applicants will be subject to a revoked refunding process.

We understand that you may have other priorities so think carefully about how you will manage your time and affairs before applying.

Miss Creole Application Forms

2018 APPLICATION

Deadline to apply:

Name of Contestant: _____ Date of Birth ____/____/____
Age: _____ D M Y

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Email _____

Facebook _____ Instagram _____

Address _____ Apt No _____

State/Province _____ Zip/Postal Code _____ Country _____

Telephone: Home _____ Cellular _____ Work _____

Personal: Height _____ Weight _____

Mother's Nationality: _____ Fathers Nationality: _____

Marital Status: (Check the one that applies to you) Single Single with Children
Married (with or without children)

Education Current Institution Name _____
Year _____ Or Graduated as _____ Year _____

Have you attended modeling school? If yes, provide dates and name of institution _____

Do you have previous pageant experience? If yes, provide a brief description: _____

Career/FutureGoals _____

Employment: Co. Name _____ since _____

Talent Do you have special training in; dance, singing, instrument playing, drama, art? If yes brief description (years, type, awards) _____

Community or Volunteer work? Current or past, describe _____

Clubs/and/or Associations current or past _____

Please indicate which talent you will perform: _____

What inspired you to enter Miss Creole Universe

Pageant? _____

Is there a cause of issue that you feel strongly about and why? _____

What are your expectation of the Miss Creole International

pageant? _____

How did you learn about becoming a Princess for this pageant? Internet search
Facebook Instagram

Email invitation Mail invitation Friend referral Contestant referral At event

Other _____

The age guideline to participate in Miss Creole International is 18-30 years of age on the day of the pageant.

By the signature below contestant certify that to the best of their knowledge all information contained in this application is true and accurate and that they have read and understand the rules and regulations of the Miss Creole International Pageant and agree to accept and abide by them.

Print Name/Signature : _____

Date : _____

E-MAIL APPLICATION TO: Telly's Modelling Agency

CONTACT US AT: Victoria Mahe Seychelles

Phone: +248 2510014
email:telly@seychelles.net

Program

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June

Setting up of organize committee

July

Launching of Miss Kreol 2018 with the Media in a cocktail

Since July 2017

Starts advertising for recruitment of contestant locally and internationally

August

Meeting with all contest with the sponsors in a small cocktail (**Press Conference**)

Meeting with contestant to evaluate their sponsors

Training and preparation of the Local contestants

September

Adverting for the Final Night

Technical Meeting with light and sound

Photo shoots of contestant for the Media and for Miss Photogenic

October

Technical setup (catwalk, lights, sound)

Dress rehearsal for the Final Night

Miss Kreol Island International

