



TELL THE STORY!

Promoting the Cause

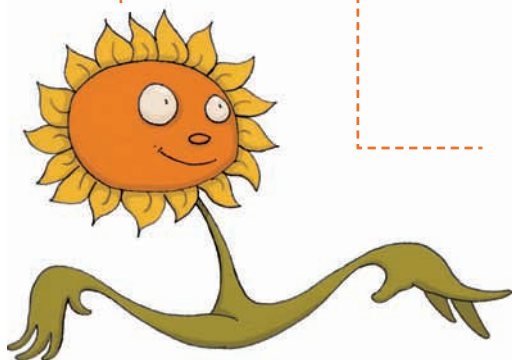
- What is Scouting's cause ?
- How to promote and defend it ?
- How to define a marketing strategy to make our cause known and to share it with others ?

Creating a better image

- How to transform the caricature of Scouting into a positive image ?
- How to attract attention from media ?
- How to define a communication strategy for Scouting?

Stimulating Growth

- How to offer better Scouting to more young people?
- How to adapt the marketing strategy and the growth strategy?
- How to grow without losing out on quality ?



Content

The Regional Communication Fora (Inside)

- Objectives
- Participant profiles
- Training programs per region and per language
- Conditions to participate/attend

Ad Hoc Support and Training Tools (back)

- The available domains of expertise
- The network of media correspondents
- The on-line media center
- The training tools

The Regional Communication Fora

The second round of Regional Communication Fora is about to start. These fora are organised in partnership with WOSM's Regions (Regional Offices) and with the hosting National Scout Organisations. The content is prepared by the World Scout Bureau's team for External Relations and Marketing, and presented by a team of voluntary and professional trainers.

In order to facilitate the design of national communication strategies and to strengthen WOSM's communication strategy, the World Scout Committee and the World Bureau propose a training plan for national leaders, drafted at worldwide level and adapted at regional level. Communication, media work, marketing, intellectual property, brand management, external relations, and fund-raising will no longer hold any secret for you !



Why Tell the Story?

The World Scout Committee members have chosen three actions to shape the dynamics of the 2008-2011 mandate. One of these actions is "Tell the story". This invites us all to leave our isolation to make communication a priority action, both within the Movement as well as outside of it.

Within the Movement, we must break down the barriers, by inventing communication under all its forms: interpersonal, intergenerational, intercultural.

The stake of internal communication is fundamental in order to innovate and react to the challenges of development and growth accurately.

Outside the Movement, we must create connections with the media, as well as with all those who have the capacity to increase the impact of Scouting on society: patrons, sponsors, public and private partners.

It isn't just enough to be seen in public. We must also learn to communicate.

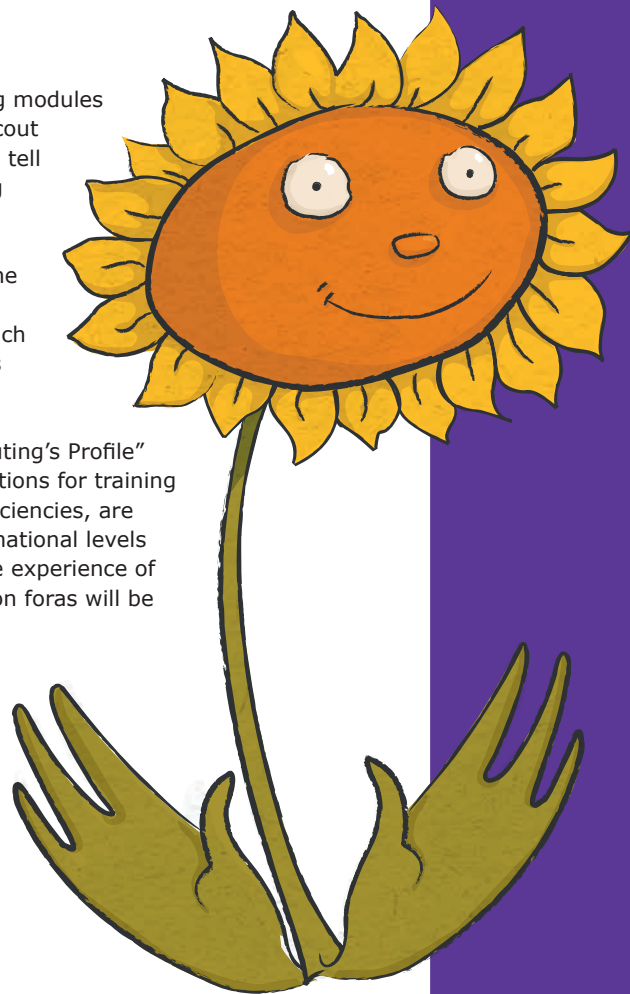
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We must integrate training modules within the curriculum of scout leaders, that teach how to tell the story of what Scouting does. This training and support programme were created to help you become the best promoters of an educational product in which we all believe: the famous Scout Method!

The Sub-Committee "Scouting's Profile" has established that all actions for training and reinforcement of proficiencies, are a priority at regional and national levels until 2011. This is why the experience of the regional communication foras will be repeated while being reinvented.

In the meantime, be prepared to tell the story!

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Training. Consultation. Debate.

Main Objective

- Support National Scout Organisations in establishing and implementing communication strategies and, in this way, contribute to the growth of the Movement.

Secondary Objectives

- Train the national leaders responsible for Communication, Public Relations and Marketing.
- Train the spokespeople of the Movement.
- Consult National Scout Organisations on the way to adapt the worldwide communication strategy.
- Implement WOSM's communication strategy at international level.
- Create a network between the actors of Communication in Scouting.

Indicators of Success

- Train at least 75% of the national leaders in Communication per region.
- Produce communication strategies in each of the participating countries.

Profile of the National Communication Leaders

- The participants will be able to implement a communication strategy at national level.
- The participants are professionals from National Scout Organisations or volunteers with acknowledged skills in the communication field.

Profile of the Young Spokepersons

- Young people (less than 25 years old), selected by the National Scout Organisations for their capacity to speak in public.
- Young people who have a basic knowledge of the life of the Movement at national and international level.

(This is neither a privilege nor a reward, but simply a vital function for the life of the Movement).



Regions	Dates	Locations	Working Languages
Interamerica	29 April to 3 May	Surinam	English
Africa	19 to 23 May	Swaziland	English
Eurasia	3 to 6 June	Ukraine	English
Interamerica	17 to 20 June	Argentina	Spanish
Africa	1 to 4 July	Côte d'Ivoire	French
Asia Pacific	16 to 19 September	Buthan	English
Arab Countries	13 to 20 October	Koweit	English Arabic
Europe	28 to 31 October	Greece	English

Dates, Locations, Working languages

The exact dates and the venues of the meeting will be confirmed in Scoutpak and on scout.org

- Participation should be facilitated by the use of the proposed languages.
- You can choose to participate in a forum depending on the proposed language and not on your region.

Financial Conditions

- Participants will pay their own travel expenses.
- World Scouting will cover accommodation, meals and training costs.

Regional Communication Fora - Provisional Programme

Time	Day of Arrival	Day 1	Day 2 (Communication Managers)	Day 2 (Young Spokeperson)	Day 3
07:30 - 08:15	Breakfast				
08:30 - 10:30	Training team meeting	Session 1: <ul style="list-style-type: none"> - Opening ceremony - Introduction of the programme of the forum and working methodology - Getting the participants' expectations 	Session 5: <ul style="list-style-type: none"> - The challenge of growth - Marketing and growth - Planning and designing a strategy at national level (1/2) 	Session 5: <ul style="list-style-type: none"> - Acting as a young spokesperson - The story telling technic for Scouting 	Session 10: <ul style="list-style-type: none"> - Planning and designing a strategy at national level (2/2)
10:30 - 11:00	Morning break				
11:00 - 13:00	Training team meeting	Session 2: <ul style="list-style-type: none"> - Marketing the cause of the scout movement - Create a better image - The spirit of the World Scout Brand 	Session 6 <ul style="list-style-type: none"> - The story telling technic for Scouting 	Session 6: <ul style="list-style-type: none"> - Radio interview - Integrating key-messages 	Session 11: <ul style="list-style-type: none"> - Open debate - Wrap up - Evaluation
13:00 - 14:30	Lunch				
14:30 - 16:00	Participants' arrival	Session 3: <ul style="list-style-type: none"> - Identify the internal and the external targets - Intergrating key messages 	Session 7: <ul style="list-style-type: none"> - Building and presenting a story - Integrating key-messages 	Session 7: <ul style="list-style-type: none"> - TV interview 	Participants' departure
16:00 - 16:30		Afternoon break			
16:30 - 18:00		Session 4: <ul style="list-style-type: none"> - Defining the organisation's key messages - Building on national and international scout events 	Session 8: <ul style="list-style-type: none"> - Acting as a spokesperson (introduction) - Be prepared to speak on behalf of the movement (role play) 		
19:00 - 20:00	Dinner				
20:30	Introduction and icebreaker games	International Communication fair	International evening « speaking on behalf of the movement », improvisation games		

The Ad Hoc Support

Fields of Expertise

Here is the list of fields of expertise in which you can receive ad hoc support from the External Relations and Marketing team of the World Bureau:

- Analyse the image of the Scout Movement.
- The institutional image of a national organisation.
- Reaching out ? How to present to a new audience.
- Working with the media.
- Create and improve Scout magazines and electronic publications.
- Create and use partnerships for Scouting.
- Create a fundraising strategy (brand management, marketing and merchandising).
- Communication Plan for a Scout event: link between image, public relations, protocol, educational content.

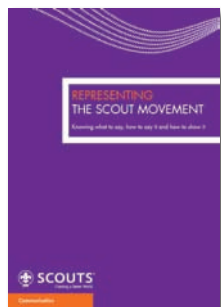
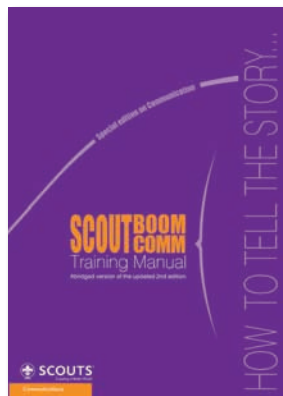
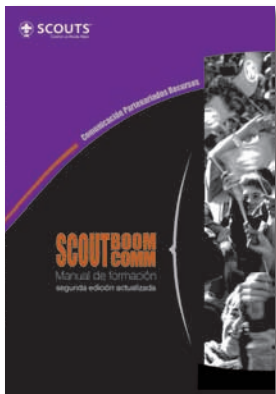
The Media Correspondents Network

The idea of a Media Managers Network was born with the implementation of the communication strategy in September 2005. This network must be reinforced with the presence of all national leaders responsible for media, and especially with the participation of scouts who already work in media and who have the possibility of sharing information sent by the Movement. Contact us: media@scout.org

The Online Media Centre

This online media center contains a resource center which is regularly updated in order to support our communications towards the media: scout.org/media

Training tools



Scout.Boom.Comm

Training Manual (148 pages)
Available in French, English and Spanish
Free download from scout.org/library
On sale at the Scoutstore, scout-store.com
EUR 15

Scout.Boom.Comm « Tell the story »

Training Manual (44 pages)
Available in French and English
Free download from scout.org/library
On sale at the Scoutstore, scout-store.com
EUR 9

Representing the Scout Movement

Guide for spokespeople and ambassadors of Scouting
16 pages
Available in French, English, Spanish and Arabic
Free download from scout.org/library

Brand Manual (36 pages)

Available in French and English
Free download from scout.org/library

Online Toolbox

All training and sensitisation tools are available in the Media Centre of scout.org :

- Training manuals
- Thematical audiovisuals
- FAQs