REPORT

A PR WORKSHOP ON DEVELOPING PARTNERSHIPS THROUGH PUBLIC RELATIONS

12 – 15 JULY 2006
BANDUNG WEST JAVA, INDONESIA
Aim

To Develop a strategy and guideline for NSOs aimed at improving the image of Scouting with special focus on partnership development.

Objectives

- To explain the importance of Public Relations in image-building and partnerships
- To identify major organizations (international, corporate, government, non-government, UN agencies) as potential partners
- To develop a strategy of engaging stakeholders in actively recognizing Scouting and its benefits to society
- To develop a strong PR network among NSOs and agree on inter-related PR programs and activities
Workshop Recommendations

- All NSOs should conduct PR workshop at different levels.
- All NSOs to have their own PR Commissioner.
- APR should initiate talks to MNCs and to make available a list of potential cooperate partners to all NSO.
- APR to provide seed fund for every approved NSO project (USD 2,500) and NSO should also come up with the same amount for partnership programs.
- All NSOs should include “Image Building through PR” in its annual program.
- APR to provide continuous platform for NSOs to easily share information of successful partnership programs with each other by assigning existing or new committee to continuously maintain the platform. (i-base, printed, cd)
It is my pleasure on behalf of the Regional Scout Committee, to welcome the international community of Scouting into this refreshing place of Bandung, Indonesia, where the APR Workshop on Developing Partnerships through Public Relations is being held. It can be told that through partnership, the Scout Movement is able to sustain itself throughout the years, in fact, it serves as one of the foundations of the organization up to this time. Through effective partnership, we have forged stronger partnership, reached greater number of young people and reinforced the Scout image of value based education.

As we become a bigger organization, our network of partner organizations should also expand.

On behalf of the whole region, may I extend our warmest welcome to the delegates from NSOs.

To the other organizations who are contributing and participating in this workshop, thank you for supporting Scouting.
Changes and challenges can create opportunities to any organization. Even though the Scout Movement has addressed and continue to face challenges, it remains strong until now as a result of partnerships enjoyed and practiced by Scouts. Challenges may affect the movement at some point, but a great factor of its continuous existence which we cannot set aside is the relevance of partnership playing a big role. The movement has grown bigger and stronger over time because of its partnerships within and outside the organization. Maintaining a solid partnership with other organizations is as important as maintaining an integrated movement.

Through this very timely event, the APR Workshop on Developing Partnership through Public Relations, would surely help us celebrate the successful relationship we have forged with other organizations over the years and reinforce the image of Scouting particularly in the region by designing an effective Public Relations strategy. Let this event aid us to create an effective PR strategy knowledge, that complements training programs, that builds capacity and expertise from the regional down to the local level of our organization, which would eventually give us a reinvigorated and re-strengthened Scout image. On behalf of World Scouting, congratulations to Gerakan Pramuka for hosting this important event.
Message

Prof. Dr. H. Azrul Azwar, MD, MPH
Chairman, Gerakan Pramuka National Board of Commissioners

Assalamu’alaikum Warrahmatulahi
Wabarakatuh,
Salam Pramuka!
Brother Scouts and Sister Guides,

On behalf of the Gerakan Pramuka, may I warmly welcome you to Bandung, Indonesia to attend the Asia-Pacific Regional Workshop on Developing Partnerships through Public Relations. Please accept my thanks and appreciation for participants, facilitators and input speakers for coming to the workshop. It is indeed a honour for the Gerakan Pramuka to play host for such an important regional event.

I certainly agree with the main purpose of the workshop which is to develop knowledge and skill in the field of public relations of participants. However, there’s another element which should be brought along in such an international scout event, namely the dimension of human relationship, relationship among Scouters themselves.

In my opinion human relationship or interpersonal relationship is one of key elements in public relations itself. For us, Scouters such a gathering is an important tool for extending, reinforcing and revitalizing our Scout friendship and brotherhood. It is a spirit that our Founder, Lord B-P often mentioned in his message.

I wish you a pleasant stay and successful workshop!
Wassalamu’alaikum Warrahmatulahi
Wabarakatuh!
Salam Pramuka!
Developing Strategic Communications Plan

ORGANIZATION GOALS AND STRATEGIES

How to plan and run organization communications goals and strategies that build success for the organization.

I. Basic Principles
Understanding public relations business.

– PR Attitude: A vital factor in most decisions with goodwill that can be a powerful power.

– Information alone cannot change opinion: “An opinion is a view or belief on an issue which may or may not be related to the facts.”

– Back up by all concern that should act as sensitive communicators.

II. BOARD POLICY

Win a reputation through an effective integrated organization communications committed from the top.

– Determining communications responsibilities.

– The company reputation is everyone’s responsibility.

Magdalena Wenas
Secretary General
PR Society of Indonesia
PUBLIC RELATIONS STRATEGIC PLAN

R - P - A - E

• RESEARCH AND LISTENING
• PLANNING AND DECISION MAKING
• ACTION AND COMMUNICATION
• EVALUATION AND MODIFICATION

PLANNING

• **Specific**
• **Manageable**
• **Achievable**
• **Resources**
• **Timeframe**

ACTION

• Communicating
• Leadership
• Counseling
• Instructing
• Disciplining

EVALUATION

• How did we do?
• Steps to feedback and modification
THE TACTICS

**WRITTEN TACTICS**

- News Release
- Fact Sheet
- Press Kit
- Newsletter
- Advertorial
- Organization Periodicals
- Brochures
- Handbooks
- Annual Activities Report
- Organization Advertising

**SPOKEN TACTICS**

- Face to Face Discussion
- Speeches
- News Conference
- Press Tour
- Interviews
- Meetings
- Word-of-Mouth

**VISUAL TACTICS**

- Television
- Video Tape
  - Organization Message
  - Training
- Slide Shows
- Photography
- Billboard
- Displays

**VIRTUAL TACTICS**

- Mailing List
- Blog
- Website
- Podcasting
- Teleconference
- Intranet

**ACTION SPEAK LOUDER THAN WORDS**

- Developing credibility
- Raising visibility
Developing a Strategic Communications Plan

**Friendship Group – Cleanliness Awareness Programme**

**THEME:** “CLEAN COUNTRY HEALTHY SOCIETY”

**Objective:**
- Scout aware about cleanliness
- Scout manage his/her plastic packages of mineral water
- Scout Movement getting fund from Mineral water industry
- Educate people to recycle

**Time Frame:**
- 3 Month Running Program
  - 1<sup>st</sup> Month for campaign the program
  - 2<sup>nd</sup> Month implementing the program
  - 3<sup>rd</sup> Month awarding and evaluating

**Idea:**
- Award for scouts, who collect his/her plastic mineral water packages
- Fund from Mineral Water Industry equal to amount of packages collected
- Scouts as an agent for changes
- Start from his/herself ➔ family ➔ society

**Partnership:**
- Mineral Water Industry
  - Environmental Department (Government)
  - Group Scout (Scout Leader)

**Programme:**
- Promoting this program on mineral water packages
  - Promoting this program on brochure (both scout and industry brochures)
  - At the end of time hold an event for awarding scouts with badge
  - Make a show for giving the fund for the groups

**Evaluation:**
- After the show, check the scout’s habits, IS IT CHANGE?
- Behavior to separate his/her dry and wet
Malindo Group – Strategic Stakeholder Relationship
“Disaster Relief Program”

Objective:
- Relief assistance
- Collecting Fund and Relief materials
- Distribution of relief
- Gathering Manpower and distribution
- Data Collection
- Record keeping
- Evaluation and reporting
- Feedback

Defining Stakeholder:
- Local Communities
- International Organizations
- Media
- Youth
- NGOs
- Funding Agencies or Foundations
- Civil society
- Government

Partnership Program:
- Collection fund
  Announcement through media/conference/press release/interview/talk show/coverage
  Sending funding appeal (Proposal) to donors
  Donation
  Donation drive, Join effort
- Man Power management
  To appeal for volunteers
  Coordinate for distribution of relief
- Data collection and reporting
  Establish line of communication
  Reporting
  Recommendation and suggestions
- Distribution of Relief materials

Strategic Communication Plan:
- Liaison officers to every stakeholders
- Regular Events with the involvement by stakeholders
- Participation in events that organized by stakeholders
- Push initiative - News letter/ Publication/ web site distribution to stakeholders
Nokia Group – Partnership Program
“APR Scout Centenary Run Project”

Objective: To celebrate the 100 years of Scouting Movement through healthy fun life

When: at Fourth Week Of February 2007

What: 10 K Fun Run

Who: All Scout Members And Their Families

Where: NSO Schedule

Strategic PR: Select and create “APR Centenary Fun Run committee”
Communicate to Partner (Coca-cola International) of importance of this project

Defining and Managing Stakeholders Relationship:

“GIVE AND TAKE PRINCIPLES BETWEEN APR SCOUTS AND STAKEHOLDERS”

All Participant Should Drink Coca Cola In This Event
Each Participant Get Coca Cola And T-shirt
Publicity of coca cola product
Allow Special Edition Coca-cola for Centenary of Scouting

Budget: USD50,000.00 PROJECT
80% FROM SAMSUNG
20% FROM SCOUT

Duration: The project is for all the community (Not just for the scouts), LOWER SECONDARY

A 2 year project
i) 6 months pilot project
ii) 15 months for on going project
iii) 3 months for monitoring & evaluation

Partnership: GP, Samsung and local government

MOU is signed by Samsung’s GM for Indonesia would be the Chairman of Community Development and to be witnessed by the Minister of Education, Youth and Information.

Implementing organization: GP

Visibility: How to promote
Press Conference
Features & newspapers & Electronic Media
Web page & blog

Justification: Preparing the scouts for the technology era and their future.
Attractive project for youth
Tax assumption
Good image and familiar for Samsung
Planning and Designing Partnership Programs

A Commitment for Shared:
- Vision
- Mission

Aligning:
- Central Organization
- and all its branches
- Internal support
- Service Units

INTERNAL ALIGNMENT
- Leadership
- Organizational Development

“Shared Vision”
- Human capital
- Knowledge Sharing

“Shared Commitment”

Aligning Integrated Movement:
- External Organization

“Build and improve communication”

Aligning Internal Support:
- Strategic Program Support
- Service Units

Aligning Services:
- Internal Strategic Services
  Human, IT, Finance

Programs:
Detail Plan for:
- Commitment on young people target (s)
- Program activities
- Budgeting
- Implementation
- Evaluation
5 priorities of Empowerment

2. Health
3. People
4. Environment
5. Business
6. Education

Targets:
Detail Plan for:
10. Commitment on ways to help young and old ages as target (s)
11. Indicators of Success
12. Manpower
13. Responsibilities

Example programs:
2. Mother and child health
3. Special attention to children of poor families
4. Health and Social activities
5. Helping to tackle social problems with community support
6. Improve academic quality
7. Reproductive health program
8. Youth empowerment

![Service Units](image)
Planning & Designing Partnership Programme

Malindo Group – “Youth Exchange Programme”

**Agenda:**
Objective
Responsibilities
Man Power
Budgeting
How to implement
Success indicators
Evaluation tools
Promotional tools
Sustainable

**Objectives:**
Developing new global generation
Exposing youth to new:
  - Intercultural knowledge
  - Language knowledge
  - Open minded youth
  - Regional cooperation

**Responsibilities:**
Find participating parties Youth, Parents, NGOs, Schools, Government and local community of different countries.
Manage the program
Evaluate
Improvise
Activities
Staying with the host family
Cultural Show by the Host
Traditional arts training
Traditional food
Visiting local places of interest
Language classes
Exhibition on the visitors culture

**Manpower:**
Artist
Trainers
Language
Art
Guides,
Host families,
Administrative Personnel

**Budget Resources:**
Government Fund/International agencies
Foundation
NGOs
Public

**Implementation:**
Identify candidate
Identify countries
Identify counter parts

**Success Indicators:**
Improve of knowledge about the visited country
Able to accept different ways of thinking
Able to communicate with local communities
Have new contacts in different countries

**Evaluation Tools:**
Test / evaluation before and after Participant
Counter part
Local communities
Government
Reports documentation for future use

**Promotional Tools:**
Media
Sponsorship
Government Agencies
Institution
Past program reporting and public exhibition

**Sustainability:**
Permanent secretariat
Establishment of Alumni club
Report / Statistic
Continuous Program Monitoring
Continuous Improvising
Continuous Promotion with Partners
Nokia Group – “Balekambang Beach Cleaning Project”

Partners: Local Government (Dinas of Public Works, Dinas of Tourism, Chief of Subdistrict, Chief of Village) & Public Company (Aqua)

Targets: The Youth (Rover Council) & The community

Objectives:
- Commitment to Young people
  - To educate the young people and partners to become environmental friendly
- Commitment to partners and targets
  - To promote the place to picknickers/ local tourist
  - To help the community

Responsibilities:
- Responsibilities of Targets
  - 2000 participants from the village
  - To provide equipment, collect garbage & disposal
- Responsibilities of Partners
  - Partnership with Rotary Club
  - Technical Medical Assistant
  - To propose security
  - To help Local Government

Activities:
- Orientation & Promotion the project
- Promote the product of sponsors
  - Aqua
- Cleaning of the beach

Manpower: 1700 scouts, 250 village people, and 50 partners

Budget:

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
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<tbody>
<tr>
<td>Promotional &amp; publicity materials</td>
<td>Rp 5,000,000</td>
</tr>
<tr>
<td>Meals &amp; refreshment</td>
<td>Rp 40,000,000</td>
</tr>
<tr>
<td>Cleaning tools &amp; receptacles</td>
<td>Rp 5,000,000</td>
</tr>
<tr>
<td>T-shirt, prizes, souvenirs</td>
<td>Rp 50,000,000</td>
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<tr>
<td>Prizes</td>
<td>Rp 10,000,000</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>Rp 11,000,000</td>
</tr>
</tbody>
</table>

GRAND TOTAL: Rp 121,000,000

Fund Resources:
- Rotary Club
- Local Government
- Private company (Aqua)

Implementation:
- Creation of the committee
- Implementation of the project

Success Indicators & Evaluation Tools:
- After the project, public perception will be the success indicators

Promotional Tools:
- Banners, brochures, leaflets

Sustainability:
- Achievable in one day

Mobilization of participants:
- Financial helps from sponsor and donor partners
Friendship Group – “Partnership with INDO Group”

Partner Commitment to young people by providing:
- Job opportunity
- Scholarship
- Educational Tool
- Educational Facilities
- Job Training for Scouts
- Scholarship with job contract

Scout Movement Commitment to young people by providing:
- Disciplined young people
- Good leadership
- Competent
- Commitment
- Loyalty
- Productive
- Responsible
- Skilled

Partner responsible to:
- Providing Financial Assistance
- Providing Training Facilities

Scout Movement’s responsibility is to:
- Provide Qualified Man Power
- Promote young people to the Contract

Manpower:
Partner:
- High Quality Trainer
- Syllabus

Scout:
- Selection for High Quality Candidate

Budget:
Partner:
- USD 1 M

Scout:
- 100 Candidate
- USD 10,000 for promotion and selection

Implementation:
- Selection of candidates by the SCOUT
- Scholarship & Job Training by the Partner

Indicator:
- Better Trained Man Power

Evaluation Tool:
- Reports from Training Providers
- Reports from Supervisors

Promotion Tool:
- Printed Media
- Broadcasting
- Internet
- Billboard

Sustainability:
- 5 Years Continuing Program

Crazy Idea:
People must Say “Yes…..To Scout” EVERYDAY

Continuous Promotion to All Media with Scout Idealism
Objectives:
- To develop young people (scout and non-scout) mentally, spiritually, physically, psychologically.
- To make good relationship between Samsung and APR Scouts.
- To transfer knowledge and skills in ICT to young people.

Responsibility:
- APR Scouts are responsible to provide manpower.
- APR Scouts are responsible to provide project management and implementation.
- APR Scouts are responsible to do base line survey.
- Samsung is to provide fund and technology

Activities:
- Promotion
- Recruitment
- Training
- Procurement
- Selection of beneficiary - Project Delivery Samsung
- Monitoring and evaluation
- Reporting
- Manpower

Committee:
Manager, Staff, APR Scouts

Consultant/Expert:
SAMSUNG and Scout Leaders who have skills

Participants:
Youth from 12 to 18 years

Budget, Funding, Resources:
From Samsung in form of equipments and expertise

Implementation:
Based on the action plan and do through Scout method.

Success indicators:
Quantitative, Qualitative

Evaluation Tools:
Regular monitoring format
Data from baseline survey

Promotional Tools:
Press Conference
Press Release
Personal Interaction with the people and media
Invite journalist to the project

Sustainability:
APR has many trained manpower
Existing resources
Mobilizing local resources in the community
Expanding the project

Idealistic Ideas:
Read the available books

Crazy Idea:
Burn our old programme demonstrability
Make relationship with as many as medias dedicated to young people (MTV, Hard rock Radio, etc)
Involve more young people in making decision.
Publish one scout book in every NSO every month
Performance Based Image Building Through PR (PUBLIC RELATIONS) for the Scout Movement

1. What Is PR?
   PR = PUBLIC RELATIONS
   PR = PERFORMANCE plus RECOGNITION
   PR = PERFORM (first and then) REPORTED
   PR = PERFORMING well and REPORTING it well

2. PR is not just dealing with publicity in the mass media (print and electronic media), though mass media are important tools for PR.

3. Performance (deeds and achievements of individual members and groups) is the basis for Image Building

4. The best result of Image Building is “TRUST”

5. Performance is achieved through Program/Activities

6. Programs/Activities must be useful/give advantages to public (including Scouts), so that they attract the interest of the public/community and mass media (journalists).

7. “PRAMUKA PEDULI” (SCOUT’S CARE) Programs/activities as tools for image building.

8. Seven Principles of “PRAMUKA PEDULI’S PROGRAMS/ACTIVITIES”: They must be:
   a. Educational (For Scouts and Public/Community)
   b. Easy (TO FOLLOW/TO DO)
   c. Inexpensive, affordable by most people
   d. Useful/ bringing advantages for individual Scouts and public/community
   e. Involving public/community participation
   f. In partnership with related interest groups and stakeholders, especially for sponsorship based on WIN-WIN principle. Good networking is very IMPORTANT!
   g. Involving mass media (Journalists) as actors/doers, message carriers and sponsors.

9. Every Scouts must be a PR activist/tool or spokesperson of the Scout Movement with the Chief Scout as the Number one spokesperson.

10. Scout members need trainings to provide them with basic journalists skills (reporting, writing articles and photography) and public speaking.

11. Examples of PRAMUKA PEDULI’S activities as tools of Image building:
   a. WASTE MANAGEMENT
   b. MALNUTRITION ERADICATION
   c. REGREENING/REPLANTING OF TREES
   d. STREET CHILDREN JAMBOREE
   e. DISASTER RELIEF PROGRAMS (COMMUNITY-BASED RELIEF PROGRAMS).
   f. COMMUNITY DEVELOPMENT CAMP (COMDECA)
PR Strategy for Scouting

Malindo Group – “Serve Camp”

Objectives:
Togetherness with people from community
To make scouts helpful
Involve scouts and community people
To improve Scouts image in the eyes of the public

Activities:
Building water reservoirs and resources
Provide information on safe drinking water
Providing Knowledge on sanitation

Partners:
Related supplier companies
Sanitary suppliers
Plumbing equipment suppliers
Skilled manpower
Health food suppliers
Local authorities
Media
Public works department
Public health department

Budget Resources:
Partners
Foundation
NGOs
Scouts organization

Implementation Plan:
Organize program according to plan
Find dedicated person who involved
Identify Place to serve
Identify orgs to involve

Success Indicators:
Improve of knowledge of communities on drinking water and sanitation
Improvement of the quality of health
Change of attitude concerning health.

Evaluation Tools:
Test / evaluation before and after
- Communities
- Local Authorities
- Government Agencies
- Reports documentation for future use
- Number of installations
- Number of people involved
- Condition of area before and after
Nokia Group

Topics:
- What is PR
- How to use and to utilize PR to the movement
- Why we need PR
- Who are responsible
- When to implement PR to:
  a. Television
  b. Broadcast
  c. Printed Media
- The Success stories from selected participants

Objectives:
- To highlight the importance of PR strategy in building the image of the Scout Movement
- To enhance the knowledge of Public Relation

Partners:
- PR practitioners
- Universities
- Companies
- National PR Commissioners
- Journalist
- Media (Printed and electronic)

Objectives:
- To highlight the importance of PR strategy in building the image of the Scout Movement
- To enhance the knowledge of Public Relation

Partners:
PR practitioners
Universities
Companies
National PR Commissioners
Journalist
Media (Printed and electronic)

Activities:
- Group workshop
- Visit to newspaper, radio and TV station

Performance:
- Time Frame: 2 days

Participants:
- Selected Scouts from every Province

Speakers:
- Guest speakers from Media (printed & electronics)
- Experts of PR NSO Commissioners

Recognition:
- Outcome of the project:
  - After the workshop, the participants will re-echo to their respective district
  - Image building of PR will be effective
  - Scouting will be recognized

Reporting:
- Compiling the outcomes of the workshop and recommendation
- Publish the workshop into the media
Samsung Group – “APR SAMSUNG Bandung Sanitation Project”

Partners:
- Local Government
- The Community
- Media
- Representative from Local Press Club and Corporate (J & J)

Preparation:
- Base Line Survey
- Publication & Promotion (Newspaper, Radio, Poster, Banner, Leaflet, Stickers)
- Orientation for the Scouts

Executing the Project:
- Awareness campaign for the community
- Practical demonstration & material supply
- Project implementation
- Official opening by the Mayor

Monitoring:
After the Project

Evaluation:
- FGD
- Questionnaire
- Changing The Behavior
- Award & Certificate
Friendship Group – “Rebuilding Project for basic School in Bantul
Contributing to Child Education”

Scout Movement partnership with Media Group, Semen Gresik, Construction Industry, Gajahmada University, GE

**Steps:**
- Survey
- Collecting Data
- Budgeting
- Planning
- Man Power
- Proposal to the donors
- MOU
- Implementation
- Evaluation

**Performance:**
- Quakeproof school building
- Better Man Power (Contributed by Professional, Scouts and Community Society)
- One Student of Bantul one brick
- One Scout one brick
- Urgency

**Recognition:**
- Monument
- Name the rooms by partner’s name
- Award for Scouts
- School Books & stationeries for students
- Handing Over Ceremony

**Reporting:**
- Report to community by using Media
- Progress Reporting to Partners and Donors
- Progress Reporting to Scout Headquarter
- Documentation
Staff Directory

**Advisors**

- **Abdulrah Rasheed**  
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- **Azrul Azwar**  
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  Gerakan Pramuka  
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- **Parni Hadi**  
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**Workshop Director**

- **Brata T Hardjosubroto**  
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  APR Scouting Profile  
  Sub-Committee  
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**Coordinators (Programme):**

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- **Muhammad Ridlo Eisy**  
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<td>Saiko Damai</td>
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<td><a href="mailto:saiko_damai@yahoo.com">saiko_damai@yahoo.com</a></td>
</tr>
<tr>
<td>Putri Rizki Dian Lestari</td>
<td>Rover Gerakan Pramuka</td>
<td><a href="mailto:poe3lo3chu@yahoo.com">poe3lo3chu@yahoo.com</a></td>
</tr>
<tr>
<td>Role</td>
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<tr>
<td><strong>Computer Operators</strong></td>
<td><strong>Agus A. Rifai</strong></td>
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<td><strong>Mulyono Hadi Utomo</strong></td>
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<td></td>
<td><strong>Muhammad Darmanto</strong></td>
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<tr>
<td><strong>AV Operator</strong></td>
<td><strong>Taufik Hidayat</strong></td>
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<tr>
<td><strong>Logistics Team</strong></td>
<td><strong>Irwan Febriansyah</strong></td>
<td>Scout Leader</td>
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<td><strong>Abdul Cholik</strong></td>
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<td><strong>Emmy Setyat</strong></td>
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<td>NSO</td>
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</tr>
<tr>
<td><strong>Bangladesh Scouts</strong></td>
<td>Aminul Kawser Khan</td>
<td>Email: <a href="mailto:esc@agni.com">esc@agni.com</a></td>
</tr>
<tr>
<td><strong>Persekutuan Pengakap Negara Brunei Darussalam</strong></td>
<td>Zainudin Bin Haji Ishak</td>
<td>Email: <a href="mailto:zaibruscouncil@brunet.bn">zaibruscouncil@brunet.bn</a></td>
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<tr>
<td><strong>Persekutuan Pengakap Malaysia</strong></td>
<td>Chee Yong Seng</td>
<td>Email:</td>
</tr>
<tr>
<td></td>
<td>Zakran bin Abdul Manan</td>
<td>Email: <a href="mailto:zakran@tqt.com.my">zakran@tqt.com.my</a></td>
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<tr>
<td></td>
<td>Haji Mohd Jaafar B. Yusuf</td>
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<tr>
<td></td>
<td>Mohd. Zaki bin</td>
<td>Email: <a href="mailto:pengakap@tm.net.my">pengakap@tm.net.my</a></td>
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<tr>
<td></td>
<td>Nuruuddin@Nordin</td>
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<tr>
<td></td>
<td>Roslee Abdul Hamid</td>
<td>Email: <a href="mailto:Leemid@yahoo.com">Leemid@yahoo.com</a></td>
</tr>
<tr>
<td></td>
<td>Kalaimani Supramaniam</td>
<td>Email: <a href="mailto:maniria@yahoo.com">maniria@yahoo.com</a></td>
</tr>
<tr>
<td><strong>Nepal Scouts</strong></td>
<td>Shrestha Bishow</td>
<td>Email: <a href="mailto:bishowsir@hotmail.com">bishowsir@hotmail.com</a>, <a href="mailto:lalitpurscouts@ntc.net.np">lalitpurscouts@ntc.net.np</a></td>
</tr>
<tr>
<td><strong>Boy Scouts of the Philippines</strong></td>
<td>Armando Q. Tecson</td>
<td>Email:</td>
</tr>
<tr>
<td><strong>Gerakan Pramuka Indonesia</strong></td>
<td>F. Yuce Anwar,</td>
<td>Email: <a href="mailto:Puridama73@yahoo.co.id">Puridama73@yahoo.co.id</a></td>
</tr>
<tr>
<td></td>
<td>Riza Azhari</td>
<td>Email: <a href="mailto:gontorscout@yahoo.com">gontorscout@yahoo.com</a></td>
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<tr>
<td></td>
<td>H. Syamsul Hadi Untung, MA, MLS</td>
<td>Email:</td>
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<tr>
<td></td>
<td>Galih Setyo Putro</td>
<td>Email:</td>
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<td></td>
<td>Drs. Daniel Elvis Pontonuwu</td>
<td>Email:</td>
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<tr>
<td></td>
<td>Drs. Samuel Lumape, MSi</td>
<td>Email:</td>
</tr>
<tr>
<td></td>
<td>Fuad Hasyim</td>
<td>Email: <a href="mailto:Inter_fu@yahoo.com">Inter_fu@yahoo.com</a></td>
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<tr>
<td>NSO</td>
<td>Name</td>
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</tr>
</tbody>
</table>
| Gerakan Pramuka Indonesia | **Drs. H Hardijono**  
Vice Chairman of Gerakan Pramuka Kep. Bangka Belitung  
Email: | |
|                         | **Zainudin Ghozali**  
Marketing & Partnership Committee  
Provincial Scout Council of East Java  
Email: ghoz@yahoo.com | |
|                         | **Ade Tri Aji Kusumah**  
Instruktur  
Email: tray_28@yahoo.com | |
|                         | **Mochammad Machmud**  
Public Relations Commissioner of Gerakan Pramuka in East Java  
Email: machmud2@yahoo.com | |
|                         | **Dewobroto**  
Public Relations Commissioner Provincial Council of Yogyakarta  
Email: | |
|                         | **Abdul Khair Lubis**  
Public Relation  
Email: | |
|                         | **Silviana Masran**  
Rover  
Email: Jupiter_carter@yahoo.com | |
|                         | **Asih Widya Utami**  
Rover  
Email: widya_a1@yahoo.com | |
|                         | **Farah Elalfa Fauziah**  
Rover  
Email: alfa_cantik1@yahoo.com | |
|                         | **Anthonius Daud**  
Scout Leader  
Email: zesta@dnet.net.id | |
|                         | **Elly Sumarsih**  
Scout Leader  
Email: hendeli@cbn.net.id | |
|                         | **Boy L. L. A Sipahelut**  
Public Relation  
Email: | |
|                         | **Luthfi Alman**  
Rover  
Email: | |
|                         | **M.S. Joko Umar Said**  
Vice Chairman of Gerakan Pramuka Lampung  
Email: | |
|                         | **Abdul Kabir**  
Secretary of Gerakan Pramuka Lampung  
Email: Abdul_kabir_49@yahoo.com | |
<table>
<thead>
<tr>
<th>NSO</th>
<th>Name</th>
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<tbody>
<tr>
<td>Gerakan Pramuka Indonesia</td>
<td>Darmayanti, SKM</td>
<td>Email: <a href="mailto:dyantisya@yahoo.com">dyantisya@yahoo.com</a></td>
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<tr>
<td></td>
<td></td>
<td>Health Special Troop</td>
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<td></td>
<td>Febrima Wulan Situmorang</td>
<td>Email: <a href="mailto:feb_wulan@yahoo.com">feb_wulan@yahoo.com</a></td>
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<td></td>
<td>Dr. Fenno T. Tahalele MPH</td>
<td>Email:</td>
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<td>Chairman of Gerakan Pramuka</td>
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<td>Maluku Province</td>
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<tr>
<td></td>
<td>Dra. Hj Hasnah Mangkusari</td>
<td>Email:</td>
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<td>Vice Chairman of Gerakan Pramuka</td>
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<td>Central Kalimantan</td>
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<td></td>
<td>Drs. H. Tautoto TR. MSi</td>
<td>Email:</td>
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<td>Provincial Commissioner of South Sulawesi</td>
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<tr>
<td></td>
<td>Dra. Hj. Hermawaty CA Suarno</td>
<td>Email: <a href="mailto:hermawaty_suarno@yahoo.com.id">hermawaty_suarno@yahoo.com.id</a></td>
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<td></td>
<td>Sayehu</td>
<td>Email:</td>
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<td>Province commissioner</td>
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<tr>
<td>DATE/TIME</td>
<td>ACTIVITY</td>
<td>PROPOSED RESOURCE PERSONS</td>
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<tr>
<td>12 July Wednesday</td>
<td>DAY ONE</td>
<td>Officer of the Day: Mr. Brata T Hardjosubroto</td>
</tr>
<tr>
<td>Morning</td>
<td>Arrival of Participants Registration</td>
<td>GP</td>
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<tr>
<td>12:00</td>
<td>Lunch</td>
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<tr>
<td>13:30 - 15:00</td>
<td>Preliminary Sessions</td>
<td>Mr. Brata T Hardjosubroto Workshop Director</td>
</tr>
<tr>
<td>15:00 - 15:20</td>
<td>SHARING THE MISSION AND VALUES OF SCOUTING WITH PARTNERS</td>
<td>Dr Mukhyuddin B Sarwani Chairman, APR Scouting Profile Sub-Committee</td>
</tr>
<tr>
<td>15:20 - 15:40</td>
<td>APPROACH TOPARTNERSHIPS AT GLOBAL AND REGIONAL LEVEL</td>
<td>Mr. Abdullah Rasheed Director, WSB/APR</td>
</tr>
<tr>
<td>15:40 - 16:00</td>
<td>Tea Break</td>
<td>GP</td>
</tr>
<tr>
<td>16:00 - 17:00</td>
<td>OPENING CEREMONY (separate programme)</td>
<td>Guest of Honor: Director of Non-Formal Education Ministry of National Education The Republic of Indonesia Keynote Speaker Ministry for Communication and Information Technology The Republic of Indonesia</td>
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<tr>
<td>17:00 - 18:00</td>
<td>ICT Utilization for Public Relations and Scouting</td>
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<td>18:00 - 18:15</td>
<td>Prayer</td>
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<tr>
<td>18:15 - 18:30</td>
<td>Leave for Welcome Reception</td>
<td>GP</td>
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<tr>
<td>18:30</td>
<td>WELCOME RECEPTION to be hosted by the Governor of West Java Province</td>
<td>GP</td>
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<tr>
<td>Time</td>
<td>Activity</td>
<td>Officer of the Day (Morning):</td>
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<tr>
<td>07:00</td>
<td>Breakfast</td>
<td>Paulus Tjakrawan</td>
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<td>08:00</td>
<td>PARTNERSHIP WITH LOCAL COMMUNITIES</td>
<td>- Bangladesh Scouts</td>
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<tr>
<td></td>
<td>Theme: Youth Organization as Agents of Change and Development</td>
<td>- Ms. Susi Yuliati</td>
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<tr>
<td>09:00</td>
<td>PARTNERSHIP WITH INTERNATIONAL ORGANIZATIONS</td>
<td>- Persekutuan Pengakap</td>
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<tr>
<td></td>
<td>Theme: Interdependence and addressing youth issues together</td>
<td>Malaysia / PPM</td>
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<td></td>
<td></td>
<td>- Rotary Club of Jakarta</td>
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<tr>
<td>10:00</td>
<td>PARTNERSHIP WITH MEDIA</td>
<td>Visit Pikiran Rakyat's Daily</td>
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<tr>
<td>10:00</td>
<td>Theme: Value Creation</td>
<td>Newspaper</td>
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<td>- Mr. Ridlo Eisy Chairman of</td>
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<td>Gala Media Group</td>
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<tr>
<td>11:00</td>
<td>Visit Merdeka Building, venue of 1st Afro-Asian Conference in 1955,</td>
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<td></td>
<td>pioneering of the Non-Aligned Movement</td>
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<tr>
<td>13:00-13:30</td>
<td>Lunch</td>
<td>Prof. Dr. H. Haryono Suyono</td>
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<tr>
<td>13:30</td>
<td>PLANNING AND DESIGNING A PARTNERSHIP PROGRAM</td>
<td>Chairman of Indonesian</td>
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<tr>
<td>13:30</td>
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<td>ISGF HIPPRADA</td>
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<tr>
<td>14:30</td>
<td>YOUTH EXCHANGE AND PARTNERSHIPS</td>
<td>- Boy Scouts of the Philippines</td>
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<tr>
<td></td>
<td>Theme: Young people as PR agents and actors of development</td>
<td>- Ms. Jessika Maya Ocktarani of WYMA</td>
</tr>
<tr>
<td>14:31</td>
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<tr>
<td>15:00</td>
<td>Tea Break</td>
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<tr>
<td>15:45</td>
<td>PARTNERSHIP WITH NON-GOVERNMENT ORGANIZATIONS</td>
<td>- Nepal Scouts</td>
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<tr>
<td>15:45</td>
<td>Theme: Partnership of Goodwill</td>
<td>- Mr. Ismid Hadad of KEHATI</td>
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<tr>
<td>14 July Friday</td>
<td>DAY THREE</td>
<td>Officer of the Day</td>
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<tr>
<td>07:00</td>
<td>Breakfast</td>
<td>Triadi Suparta</td>
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<tr>
<td>07:00-08:00</td>
<td>DEVELOPING A STRATEGIC COMMUNICATIONS PLAN</td>
<td>Ms. Magdalena Wenas</td>
</tr>
<tr>
<td>08:00-09:00</td>
<td>PARTNERSHIP WITH THE CIVIL SOCIETY Theme: Sharing advocacies</td>
<td>- Mr. Berthold Sinaulan - Mr. Anies Baswedan</td>
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<tr>
<td>09:00-10:00</td>
<td><strong>Group Work</strong> DEVELOP A STRATEGIC COMMUNICATIONS PLAN</td>
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<tr>
<td>10:00-10:15</td>
<td>Break</td>
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<tr>
<td>10:15-11:30</td>
<td><strong>Group Reports/Discussions</strong> STRATEGIC COMMUNICATIONS PLAN</td>
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<td>11:30-14:00</td>
<td>Friday Prayer and Lunch</td>
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<tr>
<td>14:00-15:15</td>
<td><strong>Group Work</strong> 1. PLANNING AND DESIGNING A PARTNERSHIP PROGRAM 2. NETWORKING AND CREATING INTERRELATED PR PROGRAMS IN THE ASIA PACIFIC REGION</td>
<td>Facilitators and participants</td>
</tr>
<tr>
<td>15:15-16:00</td>
<td><strong>Group Reports/Discussions</strong> 1. PLANNING AND DESIGNING A PARTNERSHIP PROGRAM 2. NETWORKING AND CREATING INTERRELATED PR PROGRAMS IN THE ASIA PACIFIC REGION</td>
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<tr>
<td>16:00-16:15</td>
<td>Tea Break</td>
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<tr>
<td>16:15-16:30</td>
<td>PARTNERSHIP WITH GOVERNMENT</td>
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<tr>
<td>07:00</td>
<td>Breakfast</td>
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<td>08:00-09:00</td>
<td>PR STRATEGY FOR SCOUTING</td>
<td><strong>Mr. Parni Hadi</strong> Gerakan Pramuka of Indonesia</td>
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<tr>
<td>09:00-09:45</td>
<td><strong>Group Work</strong></td>
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<td>09:45-10:00</td>
<td>Tea Break</td>
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<tr>
<td>10:00-10:45</td>
<td><strong>Group Reports</strong></td>
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<tr>
<td>10:45-11:15</td>
<td>WOSM Communications Strategy: Global Perspective</td>
<td><strong>Mr. Eric Khoo</strong> Chairman, Regional Scout Committee</td>
</tr>
<tr>
<td>11:15-12:00</td>
<td>Individual Action Planning</td>
<td><strong>APR/ all participants</strong></td>
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<tr>
<td>12:00-13:00</td>
<td>Lunch</td>
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<tr>
<td>13:00-14:30</td>
<td><strong>Workshop Recommendations</strong></td>
<td><strong>Recommendations Committee APRWorkshop staff &amp; participants</strong></td>
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<td>Workshop Evaluation</td>
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<td>Open Forum</td>
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<td>14:45-15:45</td>
<td>CLOSING CEREMONY</td>
<td><strong>GP</strong></td>
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<tr>
<td>16:00 onward</td>
<td>Free time or GP to suggest social act</td>
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<tr>
<td><strong>16 July</strong></td>
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<tr>
<td><strong>Morning</strong></td>
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<td>ALL PARTICIPANTS ATTEND OPENING OF INDONESIA NATIONAL JAMBOREE</td>
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## Opening Ceremony Programme

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<tbody>
<tr>
<td>15.45</td>
<td>Opening Ceremony Preparation</td>
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<tr>
<td></td>
<td>Assemble in the Hall</td>
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<tr>
<td>15.55</td>
<td>Arrival of Guest of Honor</td>
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<tr>
<td>16.00</td>
<td>Invocation</td>
<td>Mr. Abdul Cholik</td>
</tr>
<tr>
<td>16.05</td>
<td>Introduction of Workshop Participants, Staff and Guests</td>
<td>Mr. Brata Tryana</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Workshop Director</td>
</tr>
<tr>
<td>16.10</td>
<td>Welcome Address</td>
<td>Prof. Dr. H. Azrul Azwar</td>
</tr>
<tr>
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<td></td>
<td>Chairman, Gerakan Pramuka</td>
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<tr>
<td>16.20</td>
<td>Remarks</td>
<td>Dr. Mukhyuddin B Sarwani</td>
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<td></td>
<td>Chairman, APR Scouting Profile Sub-Committee</td>
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<tr>
<td>16.30</td>
<td>Introduction of Workshop</td>
<td>Mr. Abdullah Rasheed</td>
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<td>Regional Director, WSB/APR</td>
</tr>
<tr>
<td>16.35</td>
<td>Keynote address</td>
<td>Mr. Ace Suryadi PhD</td>
</tr>
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<td></td>
<td>Director General of Non Formal</td>
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<td>the Workshop Education, Ministry of National Education Republic Indonesia</td>
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<tr>
<td>16.50</td>
<td>Vote of Thanks</td>
<td>Mr. Prijo Judiono</td>
</tr>
<tr>
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<td>Group Photo</td>
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Closing Ceremony Programme

Venue: Ball Room – 2nd Floor Hotel Yehezkiel
Date/Time: 15 July 2006

14.30 Closing Ceremony Preparation
Assemble in the Hall

14.45 Arrival of Guest of Honor

14.50 Invocation

14.55 Workshop Report
by Mr. Brata Tryana
Workshop Director

15.05 Participants Impressions

15.15 Presentation of Certificates

Certificate of Participation
by Mr. Brata Tryana
Mr. Berthold DH Sinaulan

Certificate of Appreciation
by Mr. Eric Khoo
Dr. Mohd Mukhyuddin Bin Sarwani

15.45 Remarks
by Mr. Eric Khoo
Chairman, APR Scout Committee

15.50 Vote of Thanks

15.55 Speech
by Dr. Prof. H. Azrul Azwar
Chairman, Gerakan Pramuka
Photos