



World Organization of the Scout Movement  
Organisation Mondiale du Mouvement Scout

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## **CIRCULAR N° 8**

To: International Commissioners  
Chief Scout Executives

27 January 2003

### **Asia-Pacific Workshop on PR-ICT and Marketing**

Dear Colleagues,

We are happy to announce that the above workshop, previously set in October 2002, is rescheduled for 27 May – 1 June 2003 at the Dong Yang Center in Seoul, Korea.

National Scout Organizations may kindly re-confirm the attendance of their representatives. Invitation is extended to volunteers or professional staff involved in the areas of Public Relations, Information Communications Technology (ICT) and Marketing. For a more enriched sharing at the workshop, the participation of those in-charge of other areas, i.e. Programme, Adult Resources, Strategy, Resources Development, is highly encouraged.

#### **Where**

Dong Yang Center, Seoul, Korea

#### **When**

26 May – 01 June 2003 – arrival on 27th May and departure on 1<sup>st</sup> June.

#### **Workshop Fee**

US\$150.00 covers inland transportation, accommodation, meals and workshop souvenirs.

#### **Aim of the Workshop**

The workshop is a joint effort of APR Committees to integrate strategic perspectives and approaches in the areas of marketing and communications, image and visibility, and membership growth. It will provide a forum for participants to share best practices of NSOs in these areas. The integral theme is *Towards Growth of Scouting in the Region*. Tentative programme is attached.

#### **Workshop Objectives**

- To echo the results of the Image Study conducted in 2000 and recommend solutions to its findings.
- To explore the potential of ICT as an effective tool for education, communications, and visibility.
- To share marketing tools and strategies for membership recruitment and retention.

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Yours sincerely,



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