



World Organization of the Scout Movement
Organisation Mondiale du Mouvement Scout

World Scout **Bureau** Mondial du Scoutisme

Asia-Pacific Regional Office
Bureau Régional Asie-Pacifique

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To: Chief Commissioners
International Commissioners
Chief Scout Executives

08 August 2003

Asia-Pacific Workshop on Public Relations, ICT and Marketing

Dear Colleagues

Around us, many young people are yet to be reached by Scouting, as recent statistics show the continuing downtrend of membership in many countries. This trend vis-à-vis image of Scouting will be the focal issue of the upcoming Asia-Pacific Workshop on PR-ICT and Marketing.

Reflecting on the theme "growth of Scouting", the workshop aims at integrating a qualitative dimension to Scouting using the tools of public relations, ICT and marketing in order to reach out to more young people who, otherwise, would be deprived of the educational benefits that Scouting offers.

The workshop will be a forum to share promising practices of Scout associations in the area of "Reaching Out – Breaking Down the Barriers working with all segments of society" which is one of WOSM's priorities. This priority suggests that:

- it is necessary to look beyond Scouting within a school system and make it a potential tool for communities
- Scouting is designed for young people of all economic classes including the less privileged
- Scouting is not a "children's movement" as it also offers a widely attractive programme for adolescents
- Scouting is visible in the mainstream population as well as in ethnic communities
- Scouting recognizes and encourages inter-religious practices
- Scouting offers a balance of traditional activities as well as new approaches to meet expectations of today's young people
- Scouting offers a progressive scheme (advancement) for the integral development of young people

This is a great challenge for participants of this workshop, who will take part in the planning exercise:

When 5-9 November 2003, arrival on the 5th and departure on 9th afternoon or anytime on the 10th

Where Seoul, Korea – to be hosted by Korea Scout Association

Participants NSO representatives who are volunteers or professional staff involved in the areas of PR, Information Communications Technology (ICT) and marketing. For a more enriched sharing, the participation of leaders in-charge of other areas, i.e. programme development, adult resources, Strategy, partnerships, etc, is highly encouraged.

Workshop Fee US\$150.00 which include inland transportation, accommodation, meals and workshop souvenirs.

Kindly confirm your association's representation by filling up the attached reply slip to be returned to the APR office, copy to Korea Scout Association, not later than 15 September 2003.

Once the reply slip is received, APR office will send out the workshop programme and other general information.

With kind regards,



Abdullah Rasheed
Regional Director

AR/llt

Asia-Pacific Workshop on Public Relations, ICT and Marketing
Seoul, Korea, 5-9 November 2003

REPLY SLIP

National Scout Organization: _____



The following Scout Leader/s from our Scout association will participate in the Asia-Pacific Workshop on Public Relations, ICT and Marketing in Seoul, Korea on 5-9 November 2003.

| Name | Position |
|-------|----------|
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |



Our NSO will not be represented in the Asia-Pacific Workshop on Public Relations, ICT and Marketing in Seoul, Korea on 5-9 November 2003.

Remarks: _____

Date: _____

Signature: _____

Printed Name: _____

Designation: _____

Please send this reply slip not later than **15 September 2003**.

To: **Mr LEE, Young-Ku**
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