



**World Scout Bureau, Asia-Pacific Support Centre  
Bureau Mondial du Scoutisme, Centre de Soutin Asie-Pacifique**

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**Circular No. 14, series of 2016**

To : Chief Commissioners  
International Commissioners  
Chief Scout Executives

8 July 2016

**APR Workshop on Strengthening Internal and External Communications in Scouting**  
**Inform. Interact. Inspire!**

Dear Colleagues,

Greetings from the Asia-Pacific Support Centre!

Communication targets of our region this triennium is to improve internal and external communication processes within our organization, and to review communication channels from the APR Support Centre to and within NSOs.

The above targets will be explored at the *APR Workshop on Strengthening Internal and External Communications in Scouting* to find better ways of communicating with stakeholders – volunteers, partner organizations, donors, media, policymakers and other influencers in society.

Just as important is understanding and delivering our core message to young audiences – the Generation Z or iGen – both current and would-be members, how to reach, interact and inspire them through various media channels, which ultimately supports our vision of making Scouting the preferred organization for young people.

**Date**

11-14 October 2016

With meeting of APR Scouting Profile Sub-Committee on 10 October 2016

**Venue :** Bangkok, Thailand

**Participants**

This workshop is proposed to gather 50 participants, in particular, the appointed Correspondents of NSOs, Young Correspondents, MoP NSO Coordinators, Scout journalists and persons responsible for their NSO communication and external relations

**Theme:** Inform. Interact. Inspire!

**Objectives**

1. To identify and understand the target audiences of Scouting
2. To share tactics for internal and external communication using conventional (traditional) and the new media

3. To understand available options, review and make recommendations on improving communication channels from APR and within NSOs
4. To learn the art of telling and sharing Scouting stories through the use of multi-media

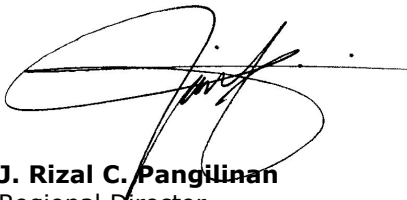
**Registration Fee**

USD \$150.00 covers inland transport, Food (from dinner on 10<sup>th</sup> October to breakfast on 15<sup>th</sup> October) and accommodation, workshop materials.

NSOs are requested to send their nominations using the attached reply slip latest by **15 August 2016**. Further details to follow.

Happy Scouting everyone!

With best regards,

A handwritten signature in black ink, appearing to read 'J. Rizal C. Pangilinan', with a large, stylized flourish extending to the right.

**J. Rizal C. Pangilinan**  
Regional Director

JRCP/It

**APR Workshop on Strengthening Internal and External Communications in Scouting**  
**11-14 October 2016**  
 Bangkok, Thailand

**REPLY SLIP**

<b>National Scout Organization (NSO)</b>	
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Our NSO is nominating the following participant(s) to this regional event. Travel itinerary will be sent later.

Full Name (in print/BLOCK)	Gender	Age	Scouting Position	Personal Email Address (not the NSO)	Any Dietary Restrictions
1. _____	_____	_____	_____	_____	_____
2. _____	_____	_____	_____	_____	_____
3. _____	_____	_____	_____	_____	_____
4. _____	_____	_____	_____	_____	_____

Remarks (if any):

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**NOTE:**

- If visa entry is required to Thailand, please send the photopage of passport and details of participant(s) ahead of time, so that the National Scout Organization of Thailand (NSOT) can issue the invitation letter for visa application purposes.

- If any of your participants does not have a personal email address, please require him/her to create one and send us for easy communication in due course.

Please send this Reply Slip **not later than 15 August 2016** to:

**Mr. J. Rizal C. Pangilinan**  
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 National Scout Organization of Thailand  
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 Tel No: +66 2 2192731 / +66 2 2193669  
 Fax No: +66 2 2192108  
 Email: nsot@scoutthailand.org

Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Scouting Position: \_\_\_\_\_

Date: \_\_\_\_\_