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 though 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 10th October to breakfast on 15th 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,

J. Rizal C. Pangilinan
Regional Director

JRCP/llt
Our NSO is nominating the following participant(s) to this regional event. Travel itinerary will be sent later.

<table>
<thead>
<tr>
<th>Full Name (in print/BLOCK)</th>
<th>Gender</th>
<th>Age</th>
<th>Scouting Position</th>
<th>Personal Email Address (not the NSO)</th>
<th>Any Dietary Restrictions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. ______________________</td>
<td>__</td>
<td>_</td>
<td>_______________</td>
<td>______________________________</td>
<td>_______________</td>
</tr>
<tr>
<td>2. ______________________</td>
<td>__</td>
<td>_</td>
<td>_______________</td>
<td>______________________________</td>
<td>_______________</td>
</tr>
<tr>
<td>3. ______________________</td>
<td>__</td>
<td>_</td>
<td>_______________</td>
<td>______________________________</td>
<td>_______________</td>
</tr>
<tr>
<td>4. ______________________</td>
<td>__</td>
<td>_</td>
<td>_______________</td>
<td>______________________________</td>
<td>_______________</td>
</tr>
</tbody>
</table>

Remarks (if any):
_____________________________________________________

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**
Regional Director
World Scout Bureau/Asia-Pacific Support Centre
219 Salcedo Street, Makati, Philippines
Tel No: +63 2 818 0984
Fax No: +63 2 819 0093
Email: asia-pacific@scout.org

**Dr. Anatchai Rattakul**
International Commissioner
National Scout Organization of Thailand
Vajiravudh House, National Stadium, Rama 1 St.
Bangkok, Thailand
Tel No: +66 2 2192731 / +66 2 2193669
Fax No: +66 2 2192108
Email: nsot@scoutthailand.org

Signature: _____________________________

Printed Name: ___________________________

Scouting Position: _______________________

Date: _________________________________