16 March 2009

APR Workshop on PR and Marketing

Dear Colleagues:

We are very pleased to announce that the Asia-Pacific Regional Workshop on PR and Marketing will be hosted by the Scout Association of Maldives. The aim of the workshop is to provide opportunities to learn strategies on enhancing the service, product and image of Scouting.

Dates
1– 4 August 2009. Participants are expected to arrive on 31st July and may leave on 5th August. For those who wish to stay longer, arrangements should be made early with the Scout Association of Maldives.

Venue
Aarah, a separate island 3 km away from the international airport and well-known to locals. The island has ample facilities and ambience for working and relaxing.

Fee
US$150.00 for each participant will cover airport pick-up and send-off, meals from 31st July dinner to 5th August breakfast; accommodation for 5 nights on a shared room basis; workshop materials and educational tour.

Participants
Invitation is extended to volunteers and professional Scout leaders responsible for PR, Marketing, and Communications in their national Scout organizations. Those dealing with other operational areas, i.e. youth programme, adult resources, management, etc. are most welcome.

Objectives of the workshop
1. To explain the importance of PR and Marketing in creating the desired image and visibility of Scouting
2. To recognize wider opportunities to promote Scouting through good practices and community involvement
3. To develop a strong PR and Marketing network within and among NSOs

Please send back the attached reply slip with the list of your participants latest by 30 June 2009.

With best regards,

Abdullah Rasheed
Regional Director
REPLY SLIP

National Scout Organization: _______________________________________________________

The following Scout Leader/s from our Scout association will participate in the APR Workshop on PR and Marketing in Maldives.

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Remarks: ________________________________________________________________

Printed Name: ___________________________ Designation: __________________________ Signature: __________________________

Date: __________________________

Please send this reply slip not later than 30 June 2009.

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The Scout Association of Maldives  
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