



SCOUTS[®]
Creating a Better World

World Organization of the Scout Movement
Organisation Mondiale du Mouvement Scout
Всемирная Организация Скаутского Движения
Organización Mundial del Movimiento Scout
المنظمة العالمية للحركة الكشفية

World Scout Bureau, Asia-Pacific Regional Office
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To: Chief Commissioners
International Commissioners
Chief Scout Executives

6 April 2015

APR Workshop on Telling the Scouting Story through the use of Multimedia

Dear Colleagues:

Greetings from the Asia-Pacific Regional Office!

We are glad to inform you that the Asia-Pacific Region, in collaboration with Persekutuan Pengakap Negara Brunei Darussalam (PPNBD), will organize the *APR Workshop on Telling the Scouting Story through the use of Multimedia* (New and Traditional Channels) on 7-10 September 2015 in Brunei Darussalam.

Objectives of the workshop

- To share tactics for communications and external relations using conventional (traditional) and new media to tell Scouting's story
- To explore ways of defining and communicating Scouting's positive impact on society and communities
- To understand available options, review and make recommendations on improving communication channels from APR and within NSOs
- To understand what key advocacy messages are in order to support the position of Scouting being the leading youth movement
- To explore the respective roles and interaction within APR and with NSOs of Scouting and other 5 big Youth Organizations plus key UN Agencies mentioned in the WOSM Plan

Participants

National Scout Organizations are invited to send their participants, ideally the volunteers or full-time staff responsible for communications and external relations of their NSO, the appointed NSO Correspondents, Young Correspondents, and Scout journalists.

Workshop Fee

The workshop fee of \$150 per participant will cover:

- inland transportation
- food (from 6th September-dinner to 11th September-breakfast)
- accommodation for 5 nights, twin sharing rooms and workshop materials and educational tour

Venue

Brunei Darussalam Scout Headquarters
Jalan Gadong, Brunei Darussalam

Accommodation

Trader's Inn (sharing 1 room for 2 persons)

Educational tour and interesting places to visit

Water Village and Royal Regalia

Arrival and Departure


Members of the **APR Scouting Profile Sub-Committee** are expected to arrive on 5th September, and participants on the 6th. Departures will be arranged on 11th September except for those who wish to extend their stay in Brunei (prior arrangement with PPNBD is necessary).

Please complete the attached Reply Slip and send it to the World Scout Bureau, Asia-Pacific Regional Office not later than 15 July 2015, with a copy to Persekutuan Pengakap Negara Brunei Darussalam.

The host country will facilitate the entry of participants to Brunei Darussalam as needed.

Looking forward to your NSO's participation.

With best regards,



J. Rizal C. Pangilinan
Regional Director

encl: Reply Slip