



World Scout Bureau, Asia-Pacific Regional Office
Bureau Mondial du Scoutisme, Bureau Régional Asie-Pacifique

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CIRCULAR NO. 11, series of 2014

To : Chief Commissioners
International Commissioners
Chief Scout Executives

18 March 2014

Workshop on Delivering Better Services to Stakeholders

Dear Colleagues,

Greetings from the Asia- Pacific Regional Office!

Many attributes measure the success, efficiency and performance of an organization or a business. One key attribute is '*Customer Service*'. Be it a profitable or non-profitable organization, the daily activities of an organization often centers around 'customers', referring to an existing or potential user or buyer of a product or service. Today, the trend may have graduated from merely achieving of "Customer Satisfaction" towards achieving "Service Excellence" and "Customer Experience", adopting customer advocacy and service quality policies where the focus is on what is best for the customer.

In view of the above factors influencing the NSOs, need is felt to strengthen our abilities to cope with current trend towards serving our members. This will help NSOs in improving its efficiency towards needs and expectations resulting to members delight.

The APR Management Sub-Committee (2009-2012) had issued a concept paper on Services from the NSOs in April 2012, as a result, the 24th APR Scout Conference adapted the APR Plan that directs to support NSOs in this area. Hence a workshop will be organized to help in better understanding the concept, share experiences, acquire knowledge and skills and improve our services to our members.

We are happy to inform that Persekutuan Pengakap Malaysia will host the **Workshop on Delivering Better Services to Stakeholders** from 9 to 13 September 2014.

Details are as following:

Date : 09 - 13 September 2014
(arrival on 8th September, Monday and departure on 14 September, Sunday)

Venue : Scout Inn Resort, Kuala Terengganu
Terengganu, Malaysia
(participants will arrive Kuala Terengganu via Kuala Lumpur. It is connected by Malaysia Airlines, Air Asia, Firefly. Express buses ply between Kuala Lumpur and Kuala Terengganu)

Participants : Key decision making leaders (Chief Commissioner/ District Commissioners, Secretary Generals, Executive committee members, etc) and those responsible for developing Rules and Procedures, directly dealing with members (leaders/ young people) at national and sub-national levels, interested in the subject, willing to further share the knowledge back in the NSO as well as to undertake related tasks benefitting the NSO.

Aim : The aim of this workshop is to create awareness on the role of a National Scout Organization and understanding the importance of its direct and indirect customer needs and satisfaction through member oriented service.

Objectives :

- To identify who are direct and indirect customers of NSOs
- Identify service provided currently and areas of improvement
- Recognize the competency areas to be improved to meet members expectations
- Develop strategies to meet the challenges

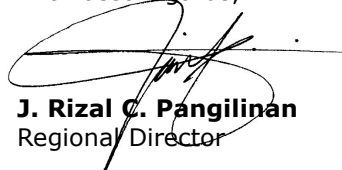
Registration Fee : USD \$100.00 covers inland transport, Food and accommodation during the event, workshop materials, souvenirs, and educational tour

Visa : Please check if you need visa to enter Malaysia. Should you require visa, please send your passport details in advance to facilitate the invitation letter.

NSOs are requested to send their nominations, using the attached reply slip latest by **30 May 2014**.

Happy Scouting to everyone!

With best regards,



J. Rizal C. Pangilinan
Regional Director

jrmp/sps/czl
18Mar2014

Workshop on Delivering Better Services to Stakeholders
Scout Inn Resort, Kuala Terengganu, Malaysia
9 to 13 September 2014

REPLY SLIP

National Scout Organization: _____

The following Scout Leader/s from our Scout association will participate in the Workshop on Delivering Better Services to Stakeholders.

No	Name	Position in Scouting	Gender	Age	Email ID	Mobile No.
1						
2						
3						
4						

Remarks: _____

Printed Name: _____ Designation: _____ Signature: _____

Date: _____

Please send this reply slip not later than **30 May 2014**.

<p>To: Mr YB. Dato' Dr. Mohamad Shahrum bin Osman National Chief Scout Commissioner Persekutuan Pengakap Malaysia "Rumah B-P", Jalan Hang Jebat 50150 Kuala Lumpur, Malaysia Tel No: +603 20780836/ 20706978 Fax No: +603 20709057 Email: pengakap@scouts.my</p>	<p>Cc: Mr. J Rizal C Pangilinan Regional Director World Scout Bureau / APR 4F ODC International Plaza Building 219 Salcedo St., Legaspi Village Makati City, Philippines Tel No: +63 2 8180984/ 8171675 Fax No: +63 2 8190093 Email: asia-pacific@scout.org</p>
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