30 May 2014

2014 APR Workshop on Communications and Marketing

Dear Colleagues,

In collaboration with Gerakan Pramuka, we are happy to announce that the APR Workshop on Communications and Marketing will be held on 27-30 September 2014 in Indonesia.

Gerakan Pramuka has chosen a fascinating venue for the workshop – the Vila Putri (Princess Villa) located in the tourist city of Bogor, West Java.

Objectives of the Workshop
1. Share and understand quality practices in marketing and communications by NSOs.
2. Learn marketing and communication principles to create impact and grow membership.
3. Share social and digital marketing trends including updates on WOSM’s significant advances in communications.
4. Learn how to handle communication crisis.
5. Discuss the Media Guideline for Large-scale Scouting events.

As part of learning and practice, participants will be asked to share or upload day-to-day communication and marketing principles to their own social or conventional media.

Other workshop features
Gerakan Pramuka will arrange outdoor activities and educational tour around Bogor. This may include Night Safari, visit to the Presidential Palace, a walk in the hilly tea plantation or the Botanical Gardens, a major tourist attraction.

Participants are advised to bring outdoor wear such as comfortable clothing, sports shoes, hat/cap, jacket, as well as national or traditional outfits. A list of what to bring will be included in the upcoming general info on the workshop.

Workshop Duration
The workshop will run for four days from 27th to 30th September. Participants are expected to arrive on 26th and may depart on 1st October. Members of the APR Scouting Profile Sub-Committee should arrive on 25th September in time for the sub-committee meeting on the 26th.

Participants
This workshop targets the participation of volunteers and professional staff in charge of Communications and Marketing in their National Scout Organizations. Invitation is also extended to Scout leaders who are experts in other areas who can contribute significantly to the objectives of this workshop.
Workshop Fee
The fee in the amount of US$150 will cover inland transportation, meals from dinner of 26th September to breakfast of 30th September, accommodation for five nights in twin-sharing rooms, workshop materials and educational tour.

Please promote the event in your National Scout Organization and advise your participants to fill up and send back the attached reply slip on or before 31st July 2014.

Sincerely yours,

[Signature]
J. Rizal C. Pangilinan
Regional Director
# REPLY SLIP

*APR Workshop on Marketing and Communications*
*27-30 September 2014*
*Bogor, Indonesia*

Please complete this form latest by 31st July 2014

## PERSONAL INFORMATION

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## EXPERIENCE IN SCOUTING

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## NSO ENDORSEMENT
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Send reply slip to:

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