



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
Bureau Mondial du Scoutisme, Bureau Régional Asie-Pacifique**

ODC International Plaza Building
219 Salcedo Street
Legaspi Village, Makati City
Metro Manila
PHILIPPINES

Phone (+63 2) 818 09 84
(+63 2) 817 16 75
Fax (+63 2) 819 00 93
Email asia-pacific@scout.org
Web scout.org

Circular No. 14, series of 2014

To: Chief Commissioners
International Commissioners
Chief Scout Executives

30 May 2014

2014 APR Workshop on Communications and Marketing
Understanding quality practices. Creating impact.
Growing Membership.

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

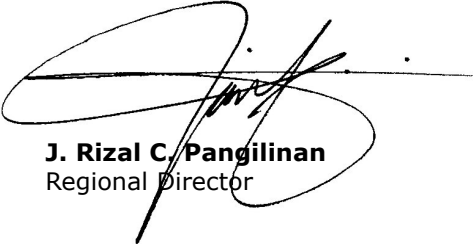
This workshop targets the participation of volunteers and professional staff in charge of Communications and Marketing in their National Scout Organizations. Invitation is also extended to Scout leaders who are experts in other areas who can contribute significantly to the objectives of this workshop.

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,



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			
First Name	Last Name		
Email Address	Date of Birth	Age	Gender
Telephone Number			
EXPERIENCE IN SCOUTING	PROFESSIONAL BACKGROUND		
Position in Scouting	Occupation		
National Scout Organization	Official Designation/ Position		
NSO ENDORSEMENT			

Name of person filling up this form	National Scout Organization
Position of the person filling up this form	Date
Signature	

Send reply slip to:

MR. J. RIZAL C. PANGILINAN

Regional Director
World Scout Bureau / APR
ODC International Plaza Building
219 Salcedo St., Legaspi Village
Makati City, Philippines
Tel No: +63 2 8180984
+63 2 8171675
Fax No: +63 2 8190093
Email: jrcp@scout.org or asia-pacific@scout.org

MR. BRATA TRYANA HARDJOSUBROTO

Vice Chairman, APR Scouting Profile Sub-Committee
Email: brata.tryana@gmail.com
Mobile: +62816980491 or
+6282111107058