



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**

4/F 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. 4, series of 2013

To: Chief Commissioners
International Commissioners
Chief Scout Executives

11 April 2013

Subject: APR Workshop on Branding and Image Management

Dear Colleagues,

Greetings from Manila!

We are happy to announce that Cambodia Scouts has accepted to host the APR Workshop on Branding and Image Management, in collaboration with the APR Scouting Profile Sub-Committee and the World Scout Bureau/APR office.

Being a new organization in a country with rich heritage, a workshop in Cambodia will provide a unique vantage point for participants who will work on the theme *Branding and Image Management*.

Aim of the Workshop

To reinforce the WOSM brand and share best practices of effective image management in National Scout Organizations.

Objectives

1. To reinforce the WOSM brand with emphasis on the core values of Scouting
2. To understand the concept, importance, and impact of image management
3. To share innovative and image enhancing practices of NSOs using the new media

Venue: Siem Reap Province, Cambodia

Dates: 25-28 September 2013 (arrival on 24th, Tuesday and departure on 29th, Sunday)

Registration Fee: US\$150 per participant to cover inland transportation, food (from 24th dinner to 29th breakfast), accommodation for 5 nights in twin-sharing rooms, workshop materials and educational tour.

Participants: Invitation is extended to volunteers and full time staff in charge of Communications/PR/Marketing in their National Scout Organizations, with special invitation to Honorary Correspondents, Young Correspondents and Young Spokespersons. Invitation is also extended to Scout leaders who are experts in other areas who can contribute significantly to the objectives of the workshop.

NSOs are requested to send the names of their participants latest by **31 July 2013** using the attached reply slip.

With best regards,



Abdullah Rasheed
Regional Director

REPLY SLIP

APR Workshop on Branding and Image Management
25 to 28 September 2013
Siem Reap, Cambodia

Please complete this form latest by 31 July 2013.

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. ABDULLAH RASHEED

Regional Director
World Scout Bureau / APR
4F 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: asia-pacific@scout.org

Mr. Tuon Siphann

International Commissioner
Cambodia Scouts
National Headquarters
Building #41, Room 219, Russian Blvd.
Phnom Penh, Cambodia
Tel/ Fax No: +855 23 212527
Email: cambodiascouts@yahoo.com