5 February 2018

APR Workshop on Creating Impact through Brand Positioning and Advocacy

Dear Colleagues,

“Look wide, and even when you think you are looking wide – look wider still” – Baden-Powell

This message of our Founder is the essence of the upcoming APR Workshop on Creating Impact through Brand Positioning and Advocacy to take place in Kuala Lumpur, Malaysia on 7-10 May 2018.

Looking wider for greater influence and impact of Scouting – and telling our story – are prevalent challenges that we need to address and pursue as a growing global movement.

Representatives from NSOs in the Asia-Pacific Region are invited to share practices and explore these workshop objectives:

1. Learn practical strategies in creating greater impact for Scouting through:
   - brand positioning
   - Scouting programme and the Better World framework
   - partnership and networking
   - advocacy communications and campaigns
   - relations with multi-media
   - transmedia storytelling
   - measuring our impact

2. Understand the WOSM Communication and Strategic Engagement and other innovations/initiatives of the World Scout Bureau

3. Revitalize the work of APR Correspondents and create a regional network of NSO Communication Commissioners/Managers

4. Create an action plan to create a greater impact for Scouting

**Dates:** 7–10 May 2018 with a meeting of APR Scouting Profile Sub-Committee on 6 May, arrival of participants on the 6th and departure on 11th May.

**Venue:** YMCA, Brickfields, Kuala Lumpur, Malaysia

**Profile of Participants:**

Expected participants are volunteers or professional staff responsible for communications, media, partnership and advocacy, and ideally the APR Correspondent appointed by the NSO.
Registration Fee

A registration fee of USD150.00 per participant will cover 5-day accommodation in twin-sharing rooms, meals, workshop materials, airport transfer, and educational tour.

Please fill-up the reply slip and return to the Asia-Pacific Support Centre on or before 16 March 2018.

With best regards,

J. Rizal C. Pangilinan
Regional Director
**APR Workshop on Creating Impact through Brand Positioning and Advocacy**  
7-10 May 2018  
Kuala Lumpur, Malaysia

**REPLY SLIP**

Our NSO is nominating the following participant(s) to this regional event.

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Remarks (if any):

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Please send this Reply Slip **not later than 16 March 2018** to:

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