



**SCOUTS**<sup>®</sup>  
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

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**To:**

- **National Chief Commissioners and Executive Directors of the NSOs of the Interamerican Region**
- **National Communications Commissioners**
- **Members in general**

March 6, 2023.

**Subject: Call for Communicat 2023**

Dear Brothers and Sisters in Scouting,

**Communications** is one of the ingredients for growth. Everyone who is part of Scouting in the Interamerican Region and does something day by day to keep our movement alive and vibrant is responsible for capturing and telling their Scouting stories. These stories will inspire others and get more and more girls, boys, young people, and adults to join our great brotherhood.

Continuous improvement of external communications in our National Scout Organizations is one of our primary objectives in the new **Regional Plan 2022-2025**. One of the steps to achieve this continuous improvement is participation in each training offered by communication area.

Today we make the open call for the Communicat 2023 event, to be held on **Saturday 25 and Sunday 26 of March 2023**, through virtual media. This virtual event has two official languages: English and Spanish, both official languages of the Interamerican Region.

**General Objective:**

To provide a space for training in communications skills and storytelling for Scouts of Interamerica.

**Specific objectives:**

- Generate a space for gathering and exchange of information aimed at volunteers and professionals around Communications in Scouting.
- Collect stories of Scouts in action in their communities.

## Structure

Eight sessions have been designed on the following topics

1. Telling Scouting's story in TikTok
2. Basic principles of good photography
3. Developing a podcast
4. Working with journalists to position a story
5. Building a communications strategy for growth
6. Set goals and metrics to grow in social networks
7. Canva.com basics for your designs
8. Establishing partnerships for growth.

The event allows participants to attend as many sessions as they wish and consider necessary; it is not required to participate in all sessions. The idea is to capitalize on the knowledge of the communications area and thus help NSOs grow. The sessions will last approximately 1 hour to speed up the process.

## Participants and registration process

The call for this event will be open for adults (people over 18 years of age) who want to develop their skills in communications. We invite NSOs to disseminate this invitation widely. Registration is free of charge, as the Interamerica Support Centre covers the cost of operations.

Each participant must register before **March 20** using the following form:

<https://app.smartsheet.com/b/form/c3142cefe1e44f69805f394380f7d54b>

We have a quota of up to 300 participants.

As usual, participants are required to present the Safe from Harm course certificate. An update has been made to the online courses, so we invite you to learn about and take the training that we will now use as a prerequisite for participation: [SfH1: Safe from Harm Fundamental Learning](#). During this year, 2023, while the transition takes place, we will continue to receive the certificate of the previous course if it was completed after January 2020.

We insist you are fully responsible for participating actively in each session you register for.

Once you have registered, we will send an email where you can register for your chosen session(s).

## Date and mode

CommunicaT 2023 will offer sessions in Spanish and English through the Zoom platform starting on Saturday, March 25 at 8:00 am (UTC-5) and ending on Sunday, March 26 at 1:00 pm (UTC-5). For virtual participation, it will be necessary to have an Internet connection with sufficient capacity to interact in platforms. These platforms use audio, video, and essential equipment and accessories for active participation (computer, headphones, microphone). Connection via phone is not recommended due to the types of activities. Further details on the agenda and previous actions to be carried out will be sent once registration is closed.

For more information about Communicat 2023, write to Susana Salguero at [ssalguero@scout.org](mailto:ssalguero@scout.org).

Yours in Scouting

A handwritten signature in black ink, appearing to read 'Raúl', with a large, sweeping flourish that loops back under the name.

**Raúl Arturo Sánchez Vaca**  
Regional Director  
WSB-IASC