



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 Support Centre
Bureau Mondial du Scoutisme, Bureau Centre de Soutien
Asie-Pacifique, Makati

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. 7, series of 2018

To: Chief Commissioners
International Commissioners
Chief Scout Executives

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,

A handwritten signature in black ink, consisting of a large, stylized loop on the left and several sharp, intersecting strokes on the right, crossing over a horizontal line.

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.

Full Name (in print/BLOCK)	Gender	Age	Scouting position	Personal Email Address	Any Dietary Restriction
1. _____	_____	_____	_____	_____	_____
2. _____	_____	_____	_____	_____	_____
3. _____	_____	_____	_____	_____	_____
4. _____	_____	_____	_____	_____	_____

Remarks (if any):

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

Mr. J. Rizal C. Pangilinan
Regional Director
World Scout Bureau/Asia-Pacific Support Centre
219 Salcedo Street, Makati, Philippines
Tel No: +63 2 818 0984
Fax No: +63 2 819 0093
Email: asia-pacific@scout.org

Dr Mohammed Mukhyuddin Bin Sarwani
International Commissioner
Persekutuan Pengakap Malaysia
(The Scout Association of Malaysia)
Tel No: +60320780836
Fax No: +603 20709057
Email: pengakap@scouts.my
mmsarwani2@yahoo.com