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

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Circular N° 20/2009

To: International Commissioners

July 2009

First Gathering of National Scout Shop Managers

Dear Colleagues,

I have the pleasure of extending to you an invitation on behalf of the World Scout Shop, with the support of the Italian Scout Shop Fiordaliso, for the:

First Gathering of National Scout Shop Managers
that will be held in Rome, on 21-23 October 2009

Details related to the programme and organisation of the event can be found annexed to this circular.

The revitalisation of the World Scouting Brand, launched in 2005, led the World Scout Shop to consider the commercialisation of branded products associated with Scouting, while at the same time looking to create new partnerships and find innovative ideas for manufacturing and distributing these products.

The meeting will be run by the Management team of Scout Resources International (owners of the World Scout Shop), who are represented by two members of the World Scout Committee and by the Managing Director of the World Scout Shop with the support of the Italian Scout shop managers.

In relation to “Scouting's Profile” strategic priority, this meeting will be the opportunity to think about and debate on the issues surrounding the image, the brand and the financial resources of the organisation.

Hoping that this invitation finds you well.

Best regards,

Luc Panissod
Secretary General

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The Official World Scout Shop
Le Magasin Officiel du Scoutisme Mondial

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Scout Resources International
Société à responsabilité limitée au capital de 57 931 Euro
R.C.S. Annecy TGI B 401 075 593
TVA CEE : FR 88 401 075 593

To:
- **All International Commissioners**
- **All National Scout Shops Managers**
- **All Official Scout Events Managers**

10 août 2009

First Gathering of National Scout Shops Managers
Rome (Italy) 21 to 23 October 2009

INTRODUCTION

In 2005, the World Scout Conference approved a new Communication Strategy which inspired a real revitalisation of World Scouting's Brand and a new approach to protect World Scouting's trademarks.

In 2008, on the occasion of the World Scout Conference in Korea, Scout Resources International (the company running the World Scout Shop) revealed its renewed mission to better serve the Movement:

- Ensure commercial distribution of World Scouting's brands and trademarks
- Ensure commercial distribution of World Scouting's publications
- Provide services to National Scout Organizations and Scout event organizers
- Integrate the company in the Strategy of Resource Mobilization of WOSM

This also gave the opportunity to unveil the new corporate image of the shop:

scoutstore®
OFFICIAL WORLD SCOUT SHOP

A year later, having begun various consultations with its stakeholders, the management of the World Scout Shop organised a special gathering for national scout shops managers with the support of the Italian national scout shop "Fiordaliso".

OBJECTIVES OF THE MEETING

- Discuss the future development of the World Scout Shop
- Discover the World Scouting's Brands and Scoutstore and get to know how to commercially use the trademarks
- Improve product development to fit with the global and national scout markets
- Better coordinate action between the national and the global levels
- Redesign the cooperative model of the World Scout Shop

DATES

From the 22nd to 23rd of October 2009.

The participants are invited to travel on the 21st in the evening or night and the 24th in the morning, so that the programme will take place from 22th morning to the 23rd in the evening.

PROGRAMME

Wednesday 21	*19:00*	*Welcome Dinner*
Thursday 22	*09:00*	*Session 1: "The future of the World Scout Shop"*
	11.30	*Session 2: "The World Scouting Brand and Scoutstore: Protection, commercial use and perspective"*
	14:30	*Session 3: "Product development: The example of collaboration between Fiordaliso and Libra. Tailor made product, process, quality and ethic"*
	16:30	*Session 4: "Product development and Global Catalogue, how to benefit from national productions?"*
	19:00	*International Evening and International Fair (National shops presentations)*
Friday 23	*09:00*	*Session 5: "The cooperative model and the global scout market, how can we work together?"*
	11:30	*Session 6: Evaluation and Wrap up. Closing remarks*
	16:00	*Tour of Rome*
	19:00	*Closing dinner*

VENUE
The venue will be in Rome, in:
"Casa della Guida e dello Scout", "L.go dello Scautismo,1"(ex L.go Sant'Ippolito).

More information will be provided before your arrival on site.

PARTICIPANT'S PROFILE
- National Scout Shop Manager
- Official Scout Events Manager
- Professional or top-volunteer in charge of Public Relations, Communication and Marketing.
- A decision-maker for his/her NSO

WORKING LANGUAGES
The meeting will be conducted in English only. A support will be provided in French and Spanish in small groups.

TRAVEL EXPENSES
Responsibility of participating NSOs.

ACCOMMODATION & FOOD
Scout Resources International and Fiordaliso will cover **accommodation and food from 21st October** *(dinner included*) **until 24th October** *(breakfast included)* **for one participant per country**. Additional participants will pay 50 EUR per night and day.

SPECIAL TOUR AND ADDITIONAL STAY IN ROME
The Board of Fiordaliso, the Italian Scout Shop, invites the participants to a special tour of Rome during the afternoon of the Friday 23rd October, followed by the closing dinner.

Participants are welcome to stay in Sant' Ippolito over the week-end if they wish to visit the city. On the occasion of the meeting, a special rate is offered to the participants: EUR 50.

NUMBER OF PARTiCIPIPANTS
A maximum of 30

SUPPORT TEAM

- Mario Diaz Martinez, Vice-Chairman of the World Scout Committee, Chairman of Scout Resources International.
- Georges El-Ghorayeb, Member of the World Scout Committee, Member of the Board of Scout Resources International.
- Richard Amalvy, Managing Director of Scout Resources International, Director of External Relations and Marketing at the World Scout Bureau.
- Patrizio Pavanello, President, Fiordaliso.
- Giorgio Guarnieri, Sales Manager, Fiordaliso.

WHAT TO BRING?

- Your national uniform
- Some typical foods or beverage for the international evening
- Samples of products and marketing material to better introduce yourself on the occasion of the international fair of 22nd October (presentation after dinner).

REGISTRATIONS

Please complete the following form and send it duly signed by your international commissioner to:
Valerie Wright,
Sales Manager at the World Scout Shop
valerie.wright@worldscoutshop.org
Fax : + 33 4 50 27 37 10

INSURANCE

Neither Scout Resources International, nor the World Scout Bureau and the Fiordaliso cover the participants during the event neither during the travel to or from the venue. Please note that this is the exclusive responsibility of the national association or national shop to check and be sure that the participants are covered by insurance (illness, accidents, repatriation or etc…)

APPLICATION FORM

FIRST GATHERING OF NATIONAL SCOUT SHOPS MANAGERS

ROME (ITALY) 21ST TO 23TH OCTOBER 2009

Please complete this form in capital letters and return by **1st October 2009** to
World Scout Shop, fax + 33 4 50 27 37 10, email: valerie.wright@worldscoutshop.org

First Name and Family name: _____

Date and place of birth: _____

Gender Male ☐ Female ☐

For those needing a visa:

Passport N° _____ Nationality _____

Date of issue _____ Place of issue _____

Address _____

Telephone _____ Fax _____ Email _____

Association _____

Shop _____

Position in the association/shop _____

Please indicate the category that best describes your English and French:

English:	Very Good ☐	Good ☐	Can Manage ☐	Poor ☐	None ☐
French:	Very Good ☐	Good ☐	Can Manage ☐	Poor ☐	None ☐
Spanish:	Very Good ☐	Good ☐	Can Manage ☐	Poor ☐	None ☐

Which other languages do you speak (include. Mother tongue) _____

Do you have any dietary or other special requirements? Please specify _____

Do you need an official invitation to obtain a visa? Yes ☐ No ☐

Date and Signature of the International Commissioner _____