



**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: International Commissioners

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**REGIONAL COMMUNICATION FORA  
"Tell the Story!"**

It is with great pleasure that I can confirm the organisation of new Regional Communication Fora that will follow those already organised in 2006-2008 and which were introduced during the 2005 World Scout Conference in Tunisia in the "Communication Pack" distributed to participants. This initiative, coordinated with all of the Regions of WOSM, was an integral part of the training and support plan for Communication designed for the triennium 2005-2008 and was a successful debut.

Under the initiative of the "Scouting's Profile" sub-committee, chaired by Mrs. Therese Birmingham, these new fora, organised in partnership with the Regional Offices, are supported by the External Relations and Marketing team of the Central Office in order to reinforce once again the communication of the Movement. It is therefore quite a challenge.

**Main objective**

- Support National Scout Organizations in establishing and implementing a communication strategy and, in this way, contribute to the growth of the Movement.

**Secondary objectives**

- Train the national leaders responsible for Communication, External Relations and Marketing.
- Train the spokespeople of the Movement
- Consult with the National Scout Organizations on the way to adapt the worldwide communication strategy
- Implement WOSM's communication strategy at international level
- Create a network between the actors of Communication in Scouting

**Profile of the National Communication Leaders**

- The participants will be able to implement a communication strategy at national level
- The participants are professionals from National Scout Organizations or volunteers with acknowledged skills in the communication field

**Fields of expertise**

You will find in the booklet "**Tell the Story!**", which you will find attached, the list of fields of expertise for which you can receive the ad hoc support of the External Relations and Marketing team of the World Scout Bureau.

### **The Media Managers Network**

The idea of a Media Managers Network was born with the implementation of the communication strategy in September 2005. To find out more, contact us at: [media@scout.org](mailto:media@scout.org)

### **The Online Media Centre**

The online media centre contains a resource centre which is regularly updated in order to support our communications towards the media: [scout.org/media](http://scout.org/media)

### **Financial Conditions to participate in the Regional Communication Fora**

The financial conditions vary depending on the Region. All of the available information will be sent out to the Regions at a later date.

### **Dates and Locations**

The exact dates and locations of the meetings are displayed in the booklet "*Tell the Story!*".

### **Work programme**

The programme is based on an interaction of the different profiles of the desired participants and on the triptych "Training, Consultation, Debate".

The participants will follow three days of training, which will include 1 or 2 whole days and the 3<sup>rd</sup> day will be morning only. It is therefore recommended that you plan your travel arrangements according to the programme.

### **Registration**

All of the registration details will be specified in regional circulars. However, you may already inform your Regional Office that you wish to participate.

Yours sincerely,

Luc Panissod  
Secretary General