



**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

## Scout.Boom.Comm - 2nd Edition now available

Author: Vanessa Von der Muhll  
Saved From : [www.scout.org](http://www.scout.org)



The 2nd Edition of Scout.Boom.Comm which contains updated information and new chapters is now available online for download. This new edition, which is available in English, French and Spanish, contains Communications Strategy recommendations proposed by the participants of the six Regional Communications Forums held between November 2006 and April 2008, and includes detailed information on the World Scouting Brand which was launched in late 2006.

Scout.Boom.Comm is a methodological tool to help leaders understand all the stages involved in implementing a branding strategy for the Scout Movement. It presents the concepts that are essential to understanding Scouting's identity and the image that it reflects. It seeks to explain the link between image, key messages, Scout practices, and individual and collective behaviour.

It offers a detailed explanation of everything that needs to be done to improve internal and external communication, strengthen partnerships and increase resources. The title is an onomatopoeia that serves as a reminder that the Scout Movement 'Scout' needs communication 'Comm' to succeed in its growth and development 'Boom'.

ScoutStore will be ~~selling~~ [releasing the new 2nd edition version](#) [Click here to download a copy](#)

If you would like further information including the possibility of making further translations, please contact [Mr. Richard Amalvy](#) at the World Scout Bureau.