



The Regional Communication Forums are coming!

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The second series of Regional Communication Forums were presented to members of the World Scout Committee who were meeting in Kandersteg (Switzerland) last Sunday. This support program to National Scout Organizations wishing to implement communications strategies, targets all areas of WOSM. Therese Bermingham, World Scout Committee member and Chairman of the Committee "Scouting Profile" said: "We must learn to communicate. We must incorporate into Scout leaders training programs, modules that help to know how to tell what Scouting does."

At the beginning of its mandate, the World Scout Committee selected three keywords to shape the dynamics of the 2008-2011 triennium. One of these keywords is "Communicate!" (Tell the story). This slogan invites us to come out of isolation, to make communication a priority for action both within and outside the Movement.

Inside, it is a question of breaking down barriers by inventing communication in all its forms: interpersonal, intergenerational, intercultural, most importantly, on the advice of our founder: "... by asking boys and girls" how they see the future of the movement, how they see its image, how they want to renovate its educational program.

Outside, it's about creating connections with the media, with all those who have the ability to increase Scouting's impact on society: patrons, sponsors, public and private partners. The issue of communication is essential to innovate and respond correctly to the challenge of development and growth.



Programme and invitation

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Training Tools

	
<p>Scout.Boom.Comm - 2nd Edition</p>	<p>How to Tell the Story</p>

	
Representing the Scout Movement	Brand Manual - Promotional Version

Video : Creating a better Image

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