



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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To: International Commissioners

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Training aids to better communicate

Training Manual "Scout.Boom.Comm: Communication, Partnerships, Resources"

Abridged training manual: "Scout.Boom.Comm: How to tell the story..."

Dear Colleagues

I have the pleasure of making available to you a copy of the training manual "Scout.Boom.Comm" and the special edition "How to tell the story". The two publications are available for download in French, English and Spanish from the media centre of scout.org. The External Relations and Marketing department of the Bureau remains at your disposal to work on eventual adaptations and translations.

1. BETTER COMMUNICATE THE MOVEMENTS CAUSE IN ORDER TO IMPROVE ITS IMAGE

"Tell the story", as a driver of change, is the key element of the World Scout Committee's mandate for the period 2008-2011.

The Movement's growth and development are achieved through the strengthening of skills in communication and marketing and the capacity to better promote Scouting's cause. The implementation of "Scouting's Profile" as a strategic priority, in association with the great effort made to revitalise the brand that was launched in 2005, requires the commitment of all the leaders of the Movement. Training in the aforementioned fields is therefore fundamental.

2. SCOUT.BOOM.COMM

Scout.Boom.Comm is a methodological publication that allows one to follow the steps required to implement a branding strategy for the Scout Movement. Presenting the essential concepts needed for the understanding of Scouting's identity and the image it reflects, the book focuses on understanding the link that exists between the image, key messages and targets of the Movement.

Written by Richard Amalvy, Director of External Relations and Marketing of the World Scout Bureau, the book offers a process of Communication and Marketing as well as a procedure for strategic planning, adapted to the Movement's needs.

Since 2003, more than a thousand national leaders responsible for communication, public relations, media relations or marketing, as well as spokespeople from 120 countries, have been trained using the method laid out in this book. This second edition has been enriched with the feedback received from consultations made during the Regional Communication Forums and is devoted to the concept of branding that was approved in 2005.

You may purchase additional copies at the Scout Store, the World Scouting shop (scout-store.com)

3. SCOUT.BOOM.COMM SPECIAL EDITION "HOW TO TELL THE STORY"

You also have at your disposal the abridged version of the updated second edition of Scout.Boom.Comm. This special edition on "How to tell the story" invites you to prepare yourselves in how to communicate towards internal and external targets, and to assist in the training of those who will be your spokespeople or media managers.

In the hope that all this will stimulate your creativity on behalf of the cause and image of the Movement, please accept my warm greetings.

Luc Panissod
Secretary General