



The National Communication Forum in Qatar

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During the National Forum for PR, Media and Communication in Qatar, Dr. Atif Abdelmageed, Arab Scout Regional Director, discussed with H.E. Sheikha Mohamed Al Mahmoud, Minister of Education in Qatar and Chairwoman of Qatar Boy Scouts Association, the Arab Scout Regional Office's support provided for the Association in the relevant field.

At the closing ceremony, Mr. Rabe'a Al Ka'bee, Deputy Minister of Education and vice Chairman of Qatar Boy Scouts Association, appreciated the co-operation between the Arab Scout Regional Office and the Association in the field of qualifying distinguished caliber capable of introducing the Scout Movement in mass media means. Moreover, He stressed the magnitude and significance of the valuable topics discussed during the Forum which would contribute to best show scouting profile in media means.

The major role played by the participating forty leaders, representing scouting and guiding department in the Ministry of Education, resulted in the success of the Forum in achieving its objectives. During the sessions of the Forum, the following topics were discussed:

- Development of communication and relations between scout and guiding associations and society.
- Skills of producing a story.
- Media importance of electronic websites.
- Introduction of the Scout Movement in radio and T.V. interviews.
- Vision and Mission of the Scout Movement.
- Organization and management of press conferences.
- Slogans and brands as tools of communication and making difference.
- The role of documentation and news agencies in media coverage.

Mr. Khaled Abdullah, Manager of Qatar News Agency, was hosted during the conference and Mr. Mohamed Al Kawares, introducer of "Decision for You" program, presented his media experience. Furthermore, the Forum has witnessed intensive media coverage by some newspapers including Al Watan, Al Araby, Al Shark and Al Raya.

A live program, called "Qatar This Evening", was broadcasted for 40 minutes on channel one in the television of Qatar. During this program, Dr. Atif Abdelmageed, Arab Scout Regional Director, and Mrs. Laila Alam El Din, Director of PR,

Media and Communication, were interviewed to highlight the role of scouting in creating a better world and the desired objectives of the Forum. In addition, the Arab Scout Regional Director and the Director of PR, Media and Communication paid visits to Al Jazeera Satellite Channel, Al Jazeera Satellite Channel for Children, and George Town University to pave the way for further co-operation between these prominent media associations and the Arab Scout Movement.