



## Building the right image by sending the right message

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Boy Scouts of the Philippines welcomed 58 participants from 12 countries for the regional communications workshop held from 24 to 27 June 2008 in Tagaytay City, Philippines.

Countries participated were Australia, Bangladesh, Hong Kong, India, Indonesia, Malaysia, Maldives, Mongolia, Nepal, Sri Lanka, Thailand and the Philippines.

At the four-day workshop, practitioners in PR and marketing shared their expertise on how to promote the key values of Scouting using the right media and communication tools. With the extensive sharing both from the speakers and participants, the workshop turned out to be a provocative and stimulating exercise and served as an eye-opener for many participants.



Notable practitioners talked on the topics ? Branding and Marketing Communication, Dealing with the Media, The New Youth and New Media, Beyond Praise Release, Mock Press con Workshop, Cause Marketing and Partnership, PR and how it works to benefit the Scouting Movement, and Leadership.

Many leaders supported the workshop including Regional Scout Committee Chairman Jejomar Binay, Scouting Profile Chairman Shree Ram Lamichhane, Regional Scout Committee member Dr Mukhyuddin and members of the APR Scouting Profile Sub-Committee. Prominent PR practitioners Maximino Edralin Jr and Roberto J Manzano of the Philippines lent their expertise in the planning and conduct of the workshop.