



## Macau: First stop of Regional Communication Forums

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The Macau forum leads a series of regional communication forums to be held in the regions - Africa, Arab, Europe/Eurasia, and Inter-America starting in November until February 2007. Named as the 'first stop' of the series, it was held on 24-26 November 2006 at the Fortaleza de Taipa in Macau having 34 participants from 19 National Scout Organisations.

Participants comprised of two groups: PR commissioners /media managers and young spokespeople. Joint sessions for both groups focused on introducing the key elements of the communications strategy adopted at the 2005 World Scout Conference in Tunisia and the new Scout brand. Separate training was given to media managers and to spokespeople on working with the media and pitching stories using the qualities of Scouting that involve, excite and empower. The entire exercise aimed at encouraging a pool of spokespeople who can deliver the right messages for and about Scouting.

Participants drew a timeline for 2007 that integrates the strategy elements with centenary activities in their National Scout Organisations.

Conclusively, participants envisaged the need to continue training, receiving information and networking among those involved in Scouting's communication at all levels.

The three-day forum was organised as a partnership between the World Scout Bureau, the Scout Association of Macau and the support of a training team from The Scout Association/UK. Regional leaders and the Asia Pacific Scouting Profile Subcommittee fully supported the forum with their active participation.

[Read more about the Regional Communication Forums tour.](#)