



The Arab Scout Region Seeks the Achievement of the Communication Strategy at the National Level

Autor: emad abdelmoniem
Saved From : www.scout.org



In line with its keenness to implement the strategic thought of communication at the national level, the Arab Scout Region technically supports the organization of national communication forums as follows:

National Communication Forums held under the Motto "One World? One Promise"

Thanks to the co-operation between the Scout Association of Sudan and the Arab Scout Region, the National Communication Forum was held in Khartoum from 24-26/4/2007. Some 35 participants representing Executives of Public Relation, Media and Communication from 11 Sudanese States took

part in the said Forum.



In collaboration with the Arab Scout Region, the National Federation of Moroccan Scouts organized the National Communication Forum in Abdel Karim Falous Center in Rabat, Morocco from 28-30/4/2007. Some 22 participants representing Al Hesanya Scout Association, Moroccan Scouts and Guides Association and the Society of Moroccan Scout attended the said Forum.

It is worthy mentioning that Dr. Atif Abdelmageed, Arab Scout Regional Director and Dr. Saad Kalito, Managing Director of the National Federation of Moroccan Scouts witnessed the opening of the Forum in addition to the attendance of key Moroccan scout executives.

Moreover, Mrs. Laila Alam El Din, Director of Media and Communication in the Arab Scout Region contributed positively to the organization of both Forums.

Some vital topics were addressed during the said Forums, namely;

- The New Scout Brand.

- The role of badges and brands in communication.
- The importance of the world scout website.
- Use of key scout messages in media.
- Introduction of the Scout Movement in media means.
- Forming a story and press processing.
- Collecting and editing of news.
- Communication strategy.
- Adopting national plans for communication.



The Arab Scout Region is looking forward to holding more national communication forums to achieve one language for scouting and a single scout image.