



Scouts plan marketing strategies in Ghana

?????:Euloge Ishimwe

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ACCRA - A four day workshop has been held in Accra for 12 youth members of the Ghana Scout Association from 6 regions at the National Headquarters to discuss "How to market the Ghana Scout Association at international level".

The workshop aimed at enabling the youth members of the Ghana Scout Association to prepare a five year strategic plan that would facilitate growth and development of the Association by 2013.

The facilitators, Mr. Steen Petersen, International Commissioner and Mr. Morten Nielsen, Committee Member, both of Danish Scouts and Guide Association (DDS) took the participants through a brainstorming exercise among topics like unity and resolving conflicts, communications, membership

growth and good leadership training.

The Chief Commissioner urged the youth participants to put to use what they have been taught and come out with a comprehensive plan that would facilitate activities of the Association at basic, advanced and international levels.

The Association is grateful for this wonderful co-operation between Ghana and Denmark.

Courtesy of Jemima Nartey

Ghana Scouts Association