



Kenya Scouts Association takes Communication to another level

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Between 22nd and 25th October 2007, the Kenya Scouts Association organized a Communication Workshop at Embu Scout Centre. The forum was attended by 24 Assistant Area Commissioners in charge of Research, Communication and Gender, at the District level.

The main goal of this successful event was to share the content of the Pretoria Communication Forum and to prepare the 2008 district level plan of action.

Said Phinehas Muita, one of the participants at the end of the workshop: 'Our expectations have been met, the workshop has been productive. We have been given communication skills that will enable us to operate efficiently. As a result, we are now confident to operate in the communication office of our local Scout Association'

The workshop covered topics such as: Improving Internal and external communication; Proposal writing; Scouting and partnerships; Gender in Scouting and Gender policy; Regional action plan; How the media works; Finding, building and pitching a story, among others.

The workshop was Facilitated by:

Agnes Mwangi, Director of Communications, Kenya Scouts Association

Paul Maina, Assistant Area Commissioner, Central Province

Miriti Mangu, National Executive Commissioner, Kenya Scouts Association

Euloge Ishimwe, Unit Manager, Communications, World Scout Bureau, Africa Regional Office