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Creating a Better World

World Organization of the Scout Movement
Organisation Mondiale du Mouvement Scout
Всемирная Организация Скаутского Движения
Organización Mundial del Movimiento Scout
المنظمة العالمية للحركة الكشفية

World Scout Bureau, Europe Support Centres

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To:

International Commissioners and other principal contacts of National Scout Organisations in the European Region

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Circular 5/2016

Invitation

Promoting Scouting and Strengthening its Public Image

Network Meeting of External Communication Commissioners
Pension Patanka, Prague, Czech Republic
31 March – 3 April 2016

Background

The Network Meeting of External Communication Commissioners is a first event of its kind. It stems from the demand of individual NSOs and from the importance of the topic of public image of Scouting as perceived by the European Scout Region. It addresses issues of common interest to External Communication Commissioners and other people who are directly involved at the national level in supporting the public image of Scouting.

Aim

The aim of the networking meeting is to offer a motivating and informative opportunity for experts on promoting Scouting and its public image, to share experiences and learn from each other.

Objectives

Together to offer some answers to questions such as:

- How to improve Scout image without investing a lot of money?
- How to build a strategy for strengthening the image of Scouting in my country?

Support participants to understand new trends in external communication, and explore ways to adopt and adapt them

Exchange on how to use social media and public campaigns

Offer an opportunity for effective networking and sharing

Dates

Participants are requested to arrive on Thursday, 31 March 2016 at 18:00. The departures are on Sunday, 3 April 2016 starting from 13:00.

Venue

The event will take place at the Pension Patanka in Prague.

Preparations

All the essential information for the preparation of the event will be made available at <http://bit.ly/ScoutExtCommCommMeet>. Detailed information on the overall event programme and content will be provided.

Programme overview

The programme overview will be published on the event website and updated based on the contributions from the participants, starting from February 2016.

Languages

The event will be held in English. The participants are requested to be able to express themselves in English.

Participant profile

The primary target group are the External Communication Commissioners operating at National level, leaders of national teams on public image of Scouting or people in similar positions with strategic and decision making capabilities, both volunteers and professionals.

Number of participants

We will accept up to two participants from a National Scout Association. Priority will be given to have the largest number of different countries represented.

Applications

The application form should be completed online following this link

<http://goo.gl/forms/NdAE2DbDnX>

The deadline to submit the application is **5 March 2016**. To confirm the support of the association, the National Office or International Commissioner will be contacted.

Travel arrangements

Once participants have been approved, they will receive all the travel information and a travel form. After that, they should make their own travel arrangements and obtain a visa, if necessary.

Participation fee

The participation fee is €200. The fee covers full programme (including accommodation, meals, social programme, and event materials) from 31 March to 3 April 2016. The fee does not cover any travel costs to the venue.

The standard accommodation is in twin, three bedded or four bedded rooms.

Invoice of the event will be sent directly to the sending NSO/NSA once the participant is confirmed.

Insurance

The Region does not provide insurance for participants during the event nor during the travel to or from the venue. Please note that this is the exclusive responsibility of the national association to check and be sure that the participants are covered by insurance.

Planning Team

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Support and additional information

If you need any further information or additional support please contact the planning team at imageofscouting@skaut.cz.