**APR Workshop on Telling the Scouting Story through the use of Multimedia**

We are glad to inform you that the Asia-Pacific Region, in collaboration with Persekutuan Pengakap Negara Brunei Darussalam (PPNBD), will organize the APR Workshop on Telling the Scouting Story through the use of Multimedia (New and Traditional Channels) on 7-10 September 2015 in Brunei Darussalam.

**Objectives of the workshop**

• To share tactics for communications and external relations using conventional (traditional) and new media to tell Scouting’s story

• To explore ways of defining and communicating Scouting’s positive impact on society and communities

• To understand available options, review and make recommendations on improving communication channels from APR and within NSOs

• To understand what key advocacy messages are in order to support the position of Scouting being the leading youth movement

• To explore the respective roles and interaction within APR and with NSOs of Scouting and

**Participants**

National Scout Organizations are invited to send their participants, ideally the volunteers or full-time staff responsible for communications and external relations of their NSO, the appointed NSO Correspondents, Young Correspondents, and Scout journalists.

**Workshop Fee**

The workshop fee of $150 per participant will cover:

• inland transportation

• food (from 6th September-dinner to 11th September-breakfast)

• accommodation for 5 nights, twin sharing rooms and workshop materials and educational tour

**Venue**

Brunei Darussalam Scout Headquarters Jalan Gadong, Brunei Darussalam

**Accommodation**

Trader's Inn (sharing 1 room for 2 persons)

**Educational tour and interesting places to visit**

Water Village and Royal Regalia

**Arrival and Departure**

Departures will be arranged on 11th September except for those who wish to extend their stay in Brunei (prior arrangement with PPNBD is necessary). The host country will facilitate the entry of participants to Brunei Darussalam as needed.