

**BOY SCOUTS OF THE PHILIPPINES**  
National Office  
Manila

9 March 2015

**NATIONAL OFFICE MEMORANDUM**  
No. 21, Series 2015

TO : **REGIONAL SCOUT DIRECTOR AND COUNCIL SCOUT EXECUTIVES OF  
THE EASTERN AND WESTERN MINDANAO REGIONS**

SUBJECT : **NATIONAL WORKSHOP ON COMMUNICATIONS AND MARKETING**

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The Boy Scouts of the Philippines – National Office is pleased to announce the conduct of a National Workshop on Communications and Marketing with an aim of establishing the best and most suitable Communications and Marketing Plans and Strategies designed to help each Local Council promote Scouting at its best. Please refer to the following details:

VENUE: BSP Camp, Baguio District, Malagos, Davao City  
DATE: March 19-21, 2015  
REGISTRATION FEE: P 400.00 per participant

Each council is REQUIRED to send 2 participants (Council Scout Executive / Officer-In-Charge AND one (1) Council Staff who is in-charge of Communications and Marketing). The Regional Office is directed to send the names of their participants (prepared by the Regional Administrative Officer/Regional Field Scout Executive and duly signed by the Regional Scout Director) before March 17, 2015 (Tuesday) thru email at [janice.cartago@scouts.org.ph](mailto:janice.cartago@scouts.org.ph). You may also contact PRAO Janice Q. Cartago (Project Officer) at (02) 527 – 8317 local 531 or +63 908 357 6389 for related queries. Please see attached Practical Information Guide for more details.

For information and compliance.

  
**WENDEL E. AVISADO**  
SVP and Acting Secretary General



## PRACTICAL INFORMATION GUIDE

### WORKSHOP ON COMMUNICATIONS AND MARKETING FOR EASTERN AND WESTERN MINDANAO REGIONS

BSP Camp, Baguio District, Malagos, Davao City . March 19-21, 2015

#### VENUE/REGISTRATION

##### REGISTRATION DETAILS:

1. Participants must register on March 19, 2015 from 1:00 PM to 1:45 PM AFTER the Closing Program of the Seminar-Workshop on NGAS. Look for the Collecting Officer, Mr. Dioniffer Mangrobang
2. A registration fee of Php 400.00 per participant (2 participants per council and P 1,400.00 per excess participant) will cover a 2-day accommodation at the camp. Other expenses such as food and workshop supplies will be subsidized by the National Office. Food Catering will start on March 19 (Thursday) Afternoon Snacks, up to Mar 21 (Saturday) lunch.
3. Workshop Kits (ID, Filler, Ballpen) will be distributed upon registration.
4. All participants and staff are expected to be at the Session Hall at 1:45 PM for the Opening Program.

#### PROGRAM OF ACTIVITIES

##### MARCH 19, 2015 (Thursday)

1:00 PM – 1:45 PM	Registration
2:00 PM – 3:00 PM	Opening Program
3:00 PM – 3:30 PM	Snacks
3:30 PM – 4:00 PM	Orientation
4:00 PM – 6:00 PM	Sharing of Quality Practices
6:00 PM – 7:00 PM	Dinner
7:00 PM – 8:30 PM	SQP Continues
8:30 PM	TAPS

##### MARCH 20, 2015 (Friday)

7:00 AM – 8:00 AM	Breakfast
8:00 AM – 11:00 AM	Sessions
11:00 AM – 12:00 N	Lunch
1:00 PM – 6:30 PM	Sessions
6:30 PM – 7:30 PM	Dinner
7:30 PM – 8:00 PM	Preparation for Socials
8:00 PM – 10:00 PM	Socials
10:00 PM	TAPS

##### MARCH 21, 2015 (Saturday)

7:00 AM – 8:00 AM	Breakfast
8:00 AM – 11:00 AM	Sessions
11:00 AM - 12:00 N	Closing Program
12:00 N – 1:00 PM	Lunch
1:00 PM	Home Sweet Home

#### THINGS TO BRING

TYPE A Scouting Uniform (Opening/Closing Program)  
Smart Casual Attire (Sessions and Socials)  
Electronic Gadgets (Laptop or Notebook, Camera)

#### LC'S PRESENTATION

Each participating Local Council will share a 5-minute PowerPoint presentation focusing on their "Quality Practices on Communications and Marketing (including Fund Raising)".

#### CONTACT PERSON

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