



Boy Scouts of the Philippines

National Office

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REPORT OF THE PUBLIC RELATIONS AND MARKETING SCOUTING COMMITTEE

Members of the National Executive Board:

Greetings!

On behalf of the Public Relations and Marketing Scouting Committee (PRMSC), I would like to update you on the following:

1. BSP Strategic Communications Plan Workshop

As previously reported to the NEB, the BSP is set to virtually conduct the BSP Strategic Communications Plan Workshop on 26-27 November 2022. This forms part of the 8-point key agenda of the National President which aims to strengthen the organization's image, communications and partnerships.

The PRMSC had its final preparatory meeting with our counterpart from the World Scout Bureau-Asia Pacific Support Center (WSB-APSC) on 04 November 2022. This two-day workshop will be participated by the members of the PRMSC, 10 representatives from the various operating units in the BSP National Office, 10 Regional Public Commissioners and 5 other guests that are experts on Communications and Partnership.

The workshop aims to have the following output:

- Building the capacity (upskilling, training) of its employees about the strategic communications process.
- Development of a Strategic Communications Plan (2023-2025) for the organization, and
- Develop volunteers and staff to become successful strategic communicators.

2. APR Workshop on Crisis Communication and Reputation Management

As announced by the WSB-APSC Circular No. 19/2022, the Asia-Pacific Region is organizing the APR Workshop on Crisis Communication and Reputation Management in Maldives on 22-25 February 2022. This workshop is part of the APR Plan 2022-2025 under the Communications and External Relations strategic priority with the objective of strengthening capacities of NSOs in different facets of communications including crisis communication and reputation management. This workshop will be a learning avenue for all interested participants to ensure that the brand, image and reputation

of Scouting are kept intact amidst any crisis that NSOs would encounter. This workshop is aimed at enhancing strategies in coping with crisis communication and reputation management, including the creation of a crisis communications plan for NSOs.

In order to capacitate the BSP on such, the PRMSC endorses the following to participate:

- a. Mark Anthony G. Ortiz PR Commissioner
- b. David Dominic M. Lanuza International Commissioner and PRMSC Member
- c. Wigberto Encarnacion, Jr. PRMSC Member
- d. Jamber Idulsa PRMSC Member
- e. Ma. Elaine Pare Administrative Officer, PRCO

The Committee seeks the support of the NEB to approve the participation of the above personnel and cover the following expenses:

Registration fee (per pax)	250.00 USD
Airfare (estimated cheapest price per pax)	40,000.00 PHP

Thank you and God bless!

Very truly yours,



MARK ANTHONY G. ORTIZ
Chairperson

Public Relations and Marketing Scouting Committee