



# Boy Scouts of the Philippines

## National Office

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10 January 2024

## NATIONAL OFFICE MEMORANDUM

NO. 03

Series of 2024

**TO :** YOUTH DEVELOPMENT OFFICERS OF REGIONAL COORDINATION OFFICES  
COUNCIL SCOUT EXECUTIVES AND OFFICERS-IN-CHARGE

**SUBJECT :** ASIA-PACIFIC REGIONAL (APR) BRAND STRATEGY  
MANAGEMENT WORKSHOP

1. The Asia-Pacific Regional Support Center (APRSC) extend its invitation to the Boy Scouts of the Philippines to attend the **APR Brand Strategy Management Workshop on 4 – 7 June 2024 at the Asia Hotel, Ratchathewi, Bangkok, Thailand**, pursuant to the APR Plan 2022 – 2025 under Objective 5.1, which aims to review and refresh the NSOs on current WOSM Branding Guidelines and train NSOs on its appropriate brand strategy and management.
2. **Workshop Aim and Objectives.** The workshop aims to set up brand management strategies for NSOs in the Region. It also seeks share brand successes and best practices of NSOs in the APR. At the end to the workshop, the participants should be able to:
  - a. Understand Scout brand's core values, personality, and positioning that can be communicated to Scouts, both young and adults, and other external stakeholders.
  - b. Identify the role of branding in achieving the organization's overall goals, including clear and measurable brand objectives, and developing plans to achieve those objectives.
  - c. Create a brand management plan to manage their brand on an ongoing basis that includes strategies for communicating the brand, brand consistency, and measuring brand performance.
3. **Workshop Participants.** This workshop is expected to gather a maximum of 40 national and sub-national level leaders from at least 20 NSOs across the Asia-Pacific, engaged with branding, communications, marketing, Scouting profile, and other related work to public relations. Aside from the participants, the workshop shall invite resource speakers that work on branding, public relations, communications, and marketing.
4. **Workshop Registration Fee.** The host NSO charges **USD 250** per participant to cover accommodation, food for the duration of the workshop, educational tour, workshop materials and souvenirs.
5. **Deadline of Submission of Participation.** Interested Scout Leaders and Commissioners working on the areas of Public Relations may signify their intention to participate and should submit the **attached Reply Slip** on or before **15 March 2024**.
6. Should you have queries, you may refer them to International Relations Section, Field Operations Division, National Office, BSP, through **Mr. Carmelo B. Francia, International Affairs Administrative Officer** at (02) 8527 8317 loc. 518 or via email at [boyet.barrera@gmail.com](mailto:boyet.barrera@gmail.com)
7. For your information, guidance and widest dissemination.

**KIM ROBERT C. DE LEON**  
Director IV (Secretary General)

**APR Brand Strategy and Management Workshop**  
**4 – 7 June 2024**  
**Asia Hotel, Ratchathewi, Bangkok, Thailand**

National Scout Organization: \_\_\_\_\_

We recommend the following participants to this Forum from our NSO:

#	Name	Position in NSO	Age	Gender	Email Address (not NSO HQ email)	Shirt Size	Dietary Restrictions
1							
2							
3							
4							
5							

*\*please use an extra sheet if necessary*

<b>NSO ENDORSEMENT</b> <i>I endorse the participant/s mentioned above as representative/s  of our National Scout Organization to this Forum.</i>	
<b>Name</b>	<b>Position in Scouting</b>
<b>Signature</b>	<b>Date</b>

Please submit this form not later than 31 March 2024 to [asia-pacific@scout.org](mailto:asia-pacific@scout.org),  
copy to [janrobert.pura@scout.org](mailto:janrobert.pura@scout.org)