



नेपाल सरकार
युवा तथा खेलकुद मन्त्रालय

नेपाल स्काउट

राष्ट्रिय प्रधान कार्यालय



पत्र संख्या: ०८०।०८१

चलानी नं.: ३०३

मिति: २०८०/१०/०२

APR Brand Strategy and Management Workshop को लागि खुल्ला आह्वान ।

उपरोक्त सम्बन्धमा APR, WOSM ले आगामी 4 – 7 June 2024 सम्म Ratchathewi, Bangkok, Thailand मा आयोजना हुने "APR Brand Strategy and Management Workshop" मा भाग लिन नेपाल स्काउटलाई निमन्त्रणा प्राप्त हुन आएको ग्यहोरा सहर्ष जानकारी गराउदछु ।

उक्त कार्यक्रममा तपसिल बमोजिमको मापदण्ड पूरा भएका आफ्नै खर्चमा सहभागी हुन चाहने १८ वर्ष माथिका रोभर/रेन्जर/स्काउटरहरूको नामावली मिति २०८० माघ २८ गते भित्र नेपाल स्काउट राष्ट्रिय प्रधान कार्यालय, लैनचौरमा आईपुग्ने गरि पठाई दिन हुन अनुरोध गर्दछु । सहभागी हुने सम्पूर्ण रोभर, रेन्जर तथा स्काउट मास्टरहरूको आ.ब. ०७९।०८० [नेपाल स्काउट अनलाईन दर्ता नविकरण पोर्टलमा](#) अनिवार्य दर्ता भएको हुनु पर्नेछ ।


विस्तृत कार्यक्रम

Date	4 – 7 June 2024, with Sub-Committee Meeting on 3 June 2023
Venue	In-person at Asia Hotel, Ratchathewi, Bangkok, Thailand
Aim and Objectives	This workshop is aimed at setting up brand management strategies for NSOs in the Region. It also aims to share brand successes and best practices of NSOs within the Region. At the end of the workshop, which will last three full days, participants will be able to: <ul style="list-style-type: none">• Understand Scout brand's core values, personality, and positioning that can be communicated to Scouts, both young and adults, and other external stakeholders.• 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.• 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.
Registration Fee	USD 250.00 per participant & Admin Charge NPR 2500 per person. Fee covers accommodation (twin sharing), food for the workshop duration, airport reception, transfer from airport to the venue and back, educational tour within workshop, and materials.
Working Language	The working language of the summit will be English. The participants who are able to understand and take an active part in discussions in English. The medium of instructions and inputs will also be in English.
Target Participants	Engaged with branding, communications, marketing, Scouting profile, and other related work to public relations.

अन्य थप जानकारीको लागि ने.स्का.रा.प्र.का मा saru@nepalscouts.org मा सम्पर्क गर्नुहोला ।

संलग्न:

1. General Information [<https://shorturl.at/wKOR5>]
2. Application Form [<https://forms.gle/DXEKPP8NyKUfvPDU6>]
3. Online Membership Registration Portal [<https://online.nepalscouts.org/dashboard>]
4. Online Membership Registration Process [<https://bit.ly/3uWXcs8>]


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(राम प्रसाद भट्टराई)
निर्देशक