Timely Topics

The Strategic Analysis conference is provided for professionals and volunteers who have planning responsibilities for council properties. The conference explores the content and nature of our Outdoor Program in the context of a product that we intend to sell. Equally important are the tactics we use to deliver the product. Those tactics include price, promotion, and position. By taking a “deep dive” into these concepts, the attendees will develop the tools and understanding to analyze camping operations and fully understand “what it costs to run a camp.”

On completion, the attendees will be able to create a sound plan for the business of running a camp.

Sign Up Today
Summit Bechtel Reserve
October 25 - 31, 2020

Register at:
https://reservations.scouting.org/profile/129201

Cost: $495.00

For more information, contact
John L. Stewart
at John.Stewart@scouting.org
or 972-580-2411

Course being held at:
Summit Bechtel Reserve
Thomas G. Pigott Training Area
2550 Jack Furst Drive
Glen Jean, WV 25846
Phone: (304) 465-2822
The material is essential to delivering a best-in-class program ... one of the most productive PCS courses I have observed over the past many years.”

- Dr. David E. Setzer
  Patriots’ Path Council