



INNOVATION

# COMMUNICATION FOR DEVELOPMENT

2 – 5 JULY 2019  
TURIN, ITALY

# COMMUNICATION FOR DEVELOPMENT

INNOVATING AND DESIGNING FOR SOCIAL CHANGE

---

## OVERVIEW

### SNAPSHOT OF THE COURSE

**This course takes a practical approach to communication to effect change.** It brings together professionals, academics, and creatives, providing a collaborative space to share ideas and explore new ones. Participants come up with creative ways to communicate about pressing issues, including migration, climate change, sexual harassment, and the future of work.

**Are you ready to collaborate with 40 bright communication minds?**

---



PLACE

**TURIN, ITALY**



DATES

**2 – 5 JULY 2019**



COLLABORATIVE LEARNING

**ONLINE RESOURCES**



LANGUAGES

**ENGLISH**



APPLICATION DEADLINE

**14 JUNE 2019**

## WHAT

### WHAT TOPICS DOES THIS COURSE COVER?

In this course, participants work on **practical solutions to today's big challenges.**

- Visual storytelling
- Advocacy communication
- Technology-enhanced development

### WHAT WILL I LEARN?

Participants discover the impact of high-quality visuals on communication products.

- Creative-yet-strategic **multi-platform campaigns**
- **Social media** and the storytelling approach
- New **digital tools** behind today's best communication efforts

### WHAT WILL I BE ABLE TO DO?

Participants that take this course are prepared to craft different types of stories in new ways.

- Tell **meaningful and engaging stories** that stand out, both online and offline
- Build **empathy, trust, and understanding** when working on a new project
- Develop communication approaches that consider **cultural differences and multiple audiences' needs**

---

## WHY

### WHY SHOULD I JOIN?

This course is for those who are already working in communication but want to learn new skills, those who are interested but haven't yet started, and those who need specific guidance.

- Effective communication is the antidote to **information overload**.
- The trainers are **international experts** in communication, training, and development.
- Participants **flex their creativity** through collaborative projects, hands-on exercises, and communication labs.

## WHO

### WHO TAKES THIS COURSE?

Participants from different countries, backgrounds, and careers learn and work together on a **United Nations campus**.

- Communication officers
- Development professionals
- Policy-makers
- Academics
- Creatives

## 2018 HIGHLIGHTS

Last year's participants worked on:

- A **mobile game** to stop street harassment in India
- A **map-based digital safe space** to reach migrants in Bangladesh
- An app that flags **fake news on social media** in Nigeria

## HOW TO APPLY

Go to <https://bit.ly/2DcMP9D> to find the course and apply before **14 June 2019**.

## PRICE

Tuition: €1,465  
Subsistence: €530  
Total: €1,995

### CREATIVE PROJECTS

Last year's participants created communication campaigns from scratch

---

### HIGH-LEVEL RESOURCES

Discuss relevant topics with digital media experts from the UN and other international organizations

---

### PARTICIPATE

Enjoy inspiring conversations, interactive sessions, and communication labs

---

### INNOVATE

Get familiar with the latest tools that boost communication efforts

---



SCAN THE QR CODE  
OR VISIT

[bit.ly/2DcMP9D](https://bit.ly/2DcMP9D)

# INFO

FOR FURTHER INFORMATION  
PLEASE CONTACT

**International Training Centre of the ILO**

Learning Innovation Programme  
Viale Maestri del Lavoro, 10  
10127 Turin – Italy

c4d@itcilo.org  
www.itcilo.org

Made of paper awarded the European Union Eco-label,   
[reg.nr FR/011/002](https://ec.europa.eu/euro-eco-label/), supplied by International Paper.