

INNOVATION

MICROLEARNING, BIG IMPACT

THE POWER OF WHATSAPP AND AI TO BRING LEARNING
TO NEW LEVELS



International
Labour
Organization

ITC



International Training Centre



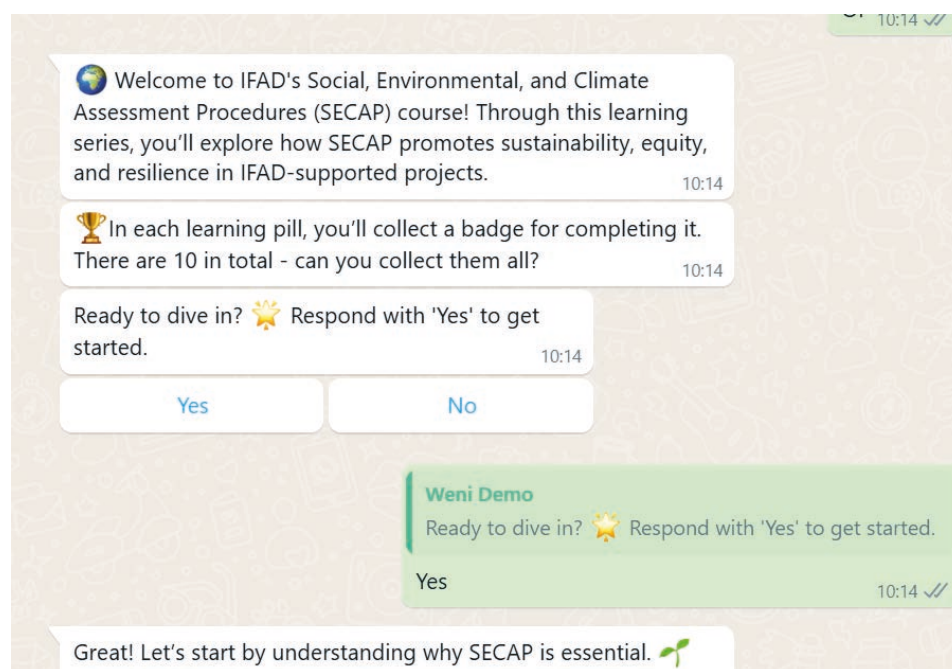
Today's learners don't just want courses they crave **conversations that fit seamlessly** into their lives. Our microlearning approach transforms education through dialogue, not downloads; exchanges, not exercises.

Imagine learning that feels like chatting with a knowledgeable friend: **bite-sized wisdom delivered through familiar WhatsApp conversations**, ready whenever curiosity strikes. This isn't about static modules it's about dynamic exchanges that evolve with your questions and needs.

Whether you're building new skills, training teams, or scaling knowledge across your organization, our conversational approach creates **natural learning moments** that boost retention and engagement. Knowledge flows through the channels people already use every day, making learning feel less like work and more like a helpful conversation.

CHOOSE YOUR LEARNING JOURNEY

Quick launch: Fast track to results

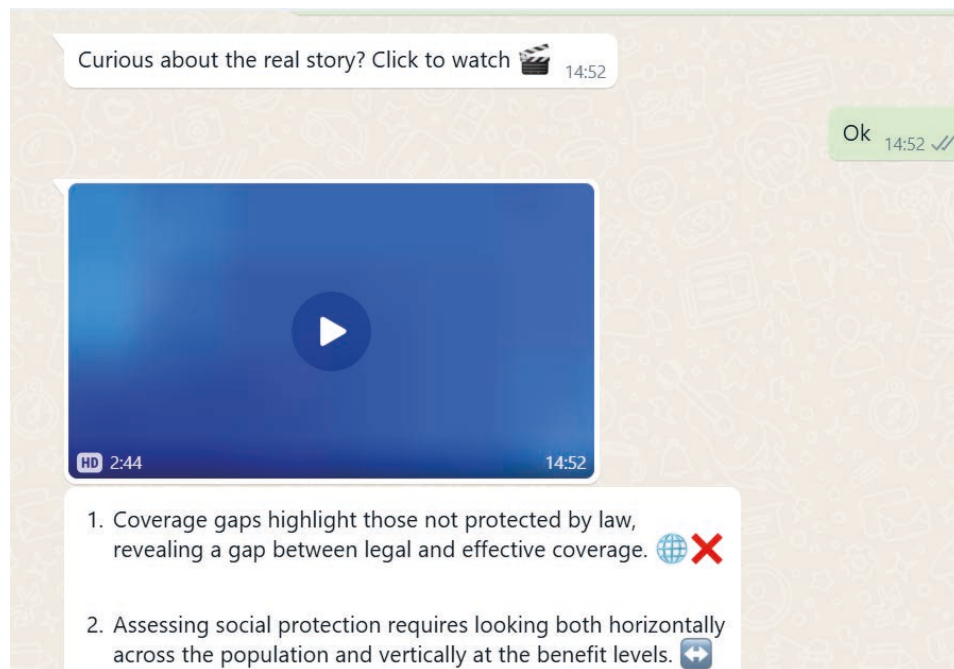


A **streamlined, structured approach**, featuring:

- 10 quick learning moments (just **3-4 minutes** each)
- **Ready-to-go** framework that gets you started immediately
- Professional **audio narration** that brings concepts to life
- Smart **AI companion** that guides, challenges, and adapts to each learner

Perfect for: Teams needing effective learning solutions without the wait.

Signature experience: Your vision, our expertise



A **tailor-made learning experience**, designed for deeper engagement:

- 10 immersive learning moments (**4-5 minutes** each)
- Content **crafted specifically** for your audience and challenges
- Professional **audio narration** that brings concepts to life
- Eye-catching **video segments** that simplify complex concepts
- Smart **AI companion** that guides, challenges, and adapts to each learner

Perfect for: Organizations looking to create distinctive learning experiences that reflect their unique culture.

WHY MICROLEARNING CHANGES EVERYTHING

- **Learn in the flow of life:** Grab knowledge in those in-between moments
- **AI that understands you:** A learning companion that adapts to individual needs
- **Multi-sensory engagement:** See it, hear it, try it and remember it
- **No barriers to entry:** Your phone becomes your classroom
- **Inclusive by design:** Reach every learner with mobile-first, multilingual experiences

PRICING PACKAGES

OPTION 1: Standard Microlearning Course

Budget: approx. € 15,000

Includes:

- Design & development of **10 microlearning pills (3–4 mins each)**
- Based on **standard structure**, with **minimal customization**
- Integration with WhatsApp & **AI chatbot setup by Weni by VTEX**
- Instructional design support
- Internal audio recordings via ITCILO's facilities
- Structured around: introductions, engagement questions, reflection prompts, final takeaways & badges
- **Weni by VTEX technical development**
- **Weni by VTEX technical support (40 hrs)**
- Learning Innovation Programme support: content supervision, strategic advice

OPTION 2: Highly Customized Microlearning Journey

Budget: approx. € 25,000

Includes:

- Enhanced, **highly tailored learning experience**
- **10 microlearning pills (4–5 mins each)** with **custom visuals and videos**
- Integration with WhatsApp & **AI chatbot setup by Weni by VTEX**
- 10 fully produced **video components** (1.5–2 minutes per video) and 10 **audio-message/s** (to be recorded using ITCILO audio/video facilities)
- **Customized scripts for audio and video contributions** produced in close collaboration/under guidance of subject matter experts
- **Weni by VTEX technical development**
- **Weni by VTEX technical support (40 hrs)**
- Learning Innovation Programme **coordination**: end-to-end instructional design, script supervision, audio/video oversight, coordination of ad-hoc instructional design of the microlearning pills, content adaptation, technical and strategic advice, supervision and quality check of the produced learning content (pills), technical liaison and coordination with Weni by VTEX

SEE IT IN ACTION!

Dive into our Social Protection Microlearning Course (available in English and Portuguese). Watch as misconceptions crumble through **interactive, AI-guided conversations** all through WhatsApp.

[Start now](#)

Let's reimagine learning together one powerful moment at a time!

Ready to bring these breakthrough experiences to your organization?

Contact us at p.abbate@itcilo.org to design your microlearning solution.

INFO

**FOR FURTHER INFORMATION
PLEASE CONTACT**

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