



FACE-TO-FACE

INNOVATION

COMMUNICATION FOR DEVELOPMENT

TURIN, ITALY: 24 – 26 OCTOBER 2023



International
Labour
Organization



International Training Centre

COMMUNICATION FOR DEVELOPMENT

OVERVIEW

SNAPSHOT OF THE COURSE

The Communication for Development course is a modular highly interactive and participatory course, which provides a practical overview of some of our most-requested topics: communication strategy and planning; storytelling and writing; social media and digital analytics; public speaking and effective presentations. Whether you need to spark positive change, build more inclusive communities, or simply influence people, refining your communication skills can help. UN practitioners, international influencers, and digital media experts will help you bring your vision to life.



DATES

TURIN, ITALY:
24 – 26 OCTOBER 2023



COLLABORATIVE LEARNING

ONLINE RESOURCES



LANGUAGES

ENGLISH



APPLICATION DEADLINE

3 OCTOBER 2023.

WHO

WHO ATTENDS THIS COURSE?

This course is designed to serve multiple audiences. No matter if you are a senior communication officer or just started your first communication assignment. You will get inspired with new ideas, then focus on your specific project with dedicated coaching.

- Communication leaders who want to drive change
- Communication beginners who want to upgrade their skills
- Communication passionates who want to get inspired and learn from the experts
- Small communication teams that need to develop a communication project and don't want to make the usual mistakes.

WHAT

WHAT TOPICS DOES THE COURSE COVER?

- latest communication tools and trends
- storytelling techniques and creative writing
- effective presentations and multimedia production
- social media
- public speaking tips and tricks.

WHAT WILL I LEARN?

• **MODULE 1: Knowledge and inspiration**

Participants assess their prior knowledge of communication for development and explore the latest inspiring communication tools, trends, and campaigns.

- **MODULE 2: Design-thinking workshop**

Through design-thinking activities, participants produce their “communication project idea” and they improve it with the help of peers and with the support of a professional communication coach. No project? No problem. We’ll assign a realistic assignment to participants without one.

- **MODULE 3: Coaching and wrap-up**

Participants get access to online individualized coaching to finalise their project idea and reflect on what they have learnt throughout the course.

HOW WILL I LEARN?

The **first module** introduces participants to concepts, methods and tools to approach their own communication challenges through the eCampus platform.

The **second module** sees participants joining the Communication team in Turin, Italy, at the ITCILO campus. Here, learning takes the form of a design thinking lab where participants are guided through the whole process of communication for impact, developing skills to influence change and creating inspiring actionable projects.

The **third module** sees participants collaborate with peers in designing their communication project idea and get access to online individualized coaching to tackle the most pressing issues regarding their project idea.

TEAM

The course is provided by the Learning Innovation Programme of the ITCILO. Tom Wambeke, Massimiliano Leone, and Alexa Wybraniec will be your facilitators and coaches. They will be joined by a team of international communication experts who will inspire you with amazing stories, emotional talks, funny videos, interactive quizzes, and out-of-the box ideas.

ASSESSMENT

The course has a modular structure, which includes a series of action-oriented activities and assessments to help participants achieve the learning objectives. Successful completion of required activities lead to a Certificate at the end of the course.

CERTIFICATE

By successfully completing required activities, participants obtain an official ITCILO Certificate of Achievement in [Digital Credentials Format](#).

HOW TO APPLY

The deadline for submission of applications is **3 October 2023**. Candidates must submit link <https://oarf2.itcilo.org/STF/A9016228/en>

PRICE

Tuition €1,700
Subsistence €425
Total €2,125

LEARN DIFFERENTLY

The Centre’s training methods include lectures, discussions, and individual exercises

ONLINE PLATFORM

Start learning early, then keep the conversation flowing

TRAINING PHASES

Participants complete a preliminary assignment and arrive prepared to work



SCAN THE QR CODE
OR VISIT

bit.ly/3Riw9Sy

WITHDRAWAL, CANCELLATION POLICY, AND REFUNDS FOR OPEN COURSES

If an enrolled participant wishes or must withdraw from a course, they may choose to apply to a different course or be substituted by another candidate. The participant must notify the Centre, in writing, of their decision at least 14 days prior to the start date of the course. Cancellation of participation in regular courses will result in the following penalties:

- 14 days or more prior to the start date of the course: No penalty, 100% refund of amount paid less applicable bank charges
- 8 to 13 days prior to the start date of the course: Penalty of 50% of course price, refund of residual amount paid (if any) less applicable bank charges
- 7 days or less prior to the start date of the course: Penalty of 100% of course price.

INFO

FOR FURTHER INFORMATION PLEASE CONTACT

International Training Centre of the ILO

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