



FACE-TO-FACE

LEARNING INNOVATION

COMMUNICATION FOR DEVELOPMENT

15 – 17 OCTOBER 2024
TURIN, ITALY



International
Labour
Organization



International Training Centre

COMMUNICATION FOR DEVELOPMENT

OVERVIEW

SNAPSHOT OF THE COURSE

The **Communication for Development** course is an immersive three-day programme designed to equip professionals in the development sector with strategic communication tools that drive social change. Participants will gain practical tools and techniques through expert presentations, interactive discussions, and hands-on workshops, enabling them to develop and refine impactful communication strategies. Whether your goal is to foster positive change, build inclusive communities, or influence key stakeholders, this course provides the expertise needed to bring your vision to life.



PLACE

TURIN, ITALY



DATES

15 – 17 OCTOBER 2024



COLLABORATIVE LEARNING

ONLINE RESOURCES



LANGUAGES

ENGLISH



APPLICATION DEADLINE

30 SEPTEMBER 2024

WHAT

LEARNING OBJECTIVES

By the end of the course, participants will be able to:

- Design and implement strategic communication plans using a C4D approach
- Employ storytelling techniques to inspire action and drive social change
- Navigate the use of online and offline communication channels effectively
- Create engaging content tailored to diverse audiences
- Overcome communication challenges using various tools and methodologies
- Evaluate the impact of their communication projects using the PDCA cycle

COURSE STRUCTURE

The course is structured into three thematic areas, with each day focusing on a specific aspect of Communication for Development.

Day 1: Strategic communication planning

- Keynote sessions on strategic communication principles
- Group work on identifying communication challenges and stakeholder mapping
- Practical exercises in strategic planning, including the PDCA cycle

Day 2: Storytelling and content creation

- Explore the power of storytelling in C4D through keynote presentations
- Hands-on workshops on user persona creation and storytelling arcs
- Interactive sessions to develop and refine content for different media

Day 3: Social media content and cross-channel strategies

- Discussions on leveraging social media and balancing digital and offline engagement
- Practical sessions in social media, podcasting, design, and video production
- Group work focused on promoting communication strategies across various channels

METHODOLOGY

The course employs a blend of theoretical insights and practical applications, ensuring participants gain both knowledge and hands-on experience. Key components include:

- Keynote sessions delivered by industry experts, providing deep insights into communication strategies
- Interactive discussions that foster collaborative learning and innovation
- Hands-on workshops tailored to real-world challenges, enabling participants to apply what they've learned in a supportive environment
- Group work on fictional scenarios that stimulate common challenges in the development sector
- Pre-course activities, ensuring participants are prepared from Day One

WHO

TARGET AUDIENCE

This course is ideal for professionals across the development sector, including:

- Development practitioners
- Policymakers
- Communication officers
- Project managers
- Creative professionals

The diverse mix fosters collaborative learning and encourages the exchange of innovative ideas to develop effective communication strategies.

ASSESSMENT AND CERTIFICATION

Participants will complete a final assessment based on course activities. Successful completion of the course will be recognized with an official ITCILO **Certificate of Achievement**, in digital credentials format, signifying proficiency in Communication for Development.

APPLY NOW

- Application deadline: 30 September 2024
- Course dates: 15–17 October 2024
- Location: Turin, Italy
- Course fee: €2,225 (€1,770 tuition + €455 subsistence)

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

[3Riw9Sy](#)

CAMPUS LIFE

A THRIVING UNITED NATIONS CAMPUS AND COMMUNITY OF PROFESSIONAL PEOPLE FROM AROUND THE WORLD

- **Three organizations** from the United Nations system on campus
- **More than 300 training courses** and activities in a stimulating international environment
- **Thousands of participants** from all over the world

ENVIRONMENT AND SURROUNDINGS

Grab a campus bicycle and explore the Turin Centre.

Located in a leafy park on the banks of the Po River, it's a great place for study and collaboration. Experience innovative learning and training methods in modern classrooms equipped with simultaneous translation services.

HOUSING, DINING, AND MORE

Comprising more than 280 private dormitories, the **Turin Campus provides a broad range of services for course participants and partners** including a free-flow restaurant, travel agency, laundromat, post office, gym, medical services and a reception desk open 24/7.

COMMUNITY ENGAGEMENT AND DIVERSITY

Participants can enjoy social events organized by the Turin Centre as well as by their course facilitators.

Whether on or off campus, people from different cultural backgrounds have the opportunity to listen to live music together, cook and share traditional foods, or team up to play games and network.

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

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

c4d@itcilo.org
www.itcilo.org

COURSE CODE: A9017185