



LEARNING INNOVATION

COMMUNICATION FOR DEVELOPMENT (C4D)

FROM STRATEGY TO IMPACT

23 – 26 NOVEMBER 2026
ITCILO CAMPUS – TURIN, ITALY

Information Note



International
Labour
Organization



International Training Centre

WHY COMMUNICATION FOR DEVELOPMENT?

Communication is everywhere: shaping decisions, building trust, changing people, and inspiring action. But strong communication starts long before the first post, video or campaign. Strong communication asks:

- **What** needs to change?
- **Who** can make it happen?
- **How** can communication help?

Communication for Development (C4D) starts with these questions. C4D requires us to rethink how we approach communication, seeing the practice as more than a collection of tools and products. To connect communication decisions to real development goals, it is important to design strategies that engage people, inspire action, and deliver results.

We therefore present our Communication for Development course; a highly interactive modular 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.

WHO IS THE COURSE FOR?

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.

Apply right away if you are a

- Communication leader who wants to drive change
- Communication beginner who wants to upgrade their skills
- Communication enthusiast who wants to get inspired and learn from the experts
- Professional using communication to support policy, organizational or development goals
- Small communication teams that need to develop a communication project and don't want to make the usual mistakes

You do not need to be a designer, producer or technical communication specialist. What matters is a desire to make smarter, more strategic communication choices.

LESS TALKING. MORE DOING.



From day one, you'll work collaboratively on realistic communication challenges and build your strategic response step by step.

Along the way, you'll explore how communication can:

- **Influence:** Shape decisions, shift perspectives and build momentum for change.
- **Build trust:** Show value, strengthen relationships and keep partners engaged.
- **Engage:** Make change understandable, relevant and motivating.
- **Mobilize:** Spark interest, participation and action among wider audiences.

Expect quick expert inputs, hands-on workshops, experimentation, coaching, and plenty of peer exchange on topics and themes that cut across the following:

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

WHAT YOU'LL WALK AWAY WITH

By the end of the programme, you'll be ready to:

- set clear communication objectives;
- understand and prioritize key audiences;
- craft messages that connect;
- choose the right channels and formats;
- use storytelling to bring strategy to life;
- test, adapt and improve your approach; and
- pitch your ideas with confidence.



THE FOUR-DAY JOURNEY



DAY 1: DEFINE

What are we trying to achieve and with whom?

Get to the heart of the challenge. Set communication objectives, map stakeholders, identify priority audiences and sharpen your key messages.

DAY 2: EXPLORE

What will make our audience notice, care and engage?

Explore audience insights, storytelling, channels, formats and emerging approaches. Test ideas and shape a communication concept built for your audience.

DAY 3: CREATE

How do we turn strategy into something people can experience?

Enter the Communication Studio. Develop, prototype and test communication concepts or content, and explore how you will know whether they work.

DAY 4: REFINE AND PITCH

How do we make the idea stronger? How do we bring others on board?

Use feedback to sharpen your solution, strengthen your delivery, and present the strategic thinking behind your final approach.

WHAT MAKES THIS EXPERIENCE DIFFERENT?

- **Strategy before products**
No jumping straight to “we need a video.” Start with the challenge, the audience, and the result you want to achieve.
- **Practice from day one**
Every idea is put to work immediately.
- **Your own communication studio**
Experiment, prototype, test ideas and turn strategy into something tangible.
- **Feedback that moves you forward**
Get coaching, challenge assumptions and learn from the experience of your peers.
- **Ready to adapt**
Plans change. Audiences react. Priorities shift. You’ll learn how to adapt without losing sight of your objective.
- **Built for your next challenge**
You leave with more than a set of tools: you leave with a practical process you can apply to your next communication challenge.

READY TO MOVE FROM STRATEGY TO ACTION?



Over four days, your team will build, test and sharpen a communication response from the ground up. You'll get to know your audience, define what you want communication to achieve, shape messages, choose channels, prototype ideas and explore how to measure what works.

The result? A practical way to think, create and adapt; all ready to use on your next communication challenge.

COSTS

TUITION

€1,960

SUBSISTENCE

€715

TOTAL

€2,675

CERTIFICATION

Participants who complete the programme will receive an ITCILO Certificate of Achievement.

LANGUAGE

The programme will be held in English.

APPLICATION

Application deadline: **19 October 2026**

Apply here: <https://oarf2.itcilo.org/STF/A9019069/en>

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

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COURSE CODE: A9019069