



ONLINE

E-LEARNING

# COMMUNICATION FOR DEVELOPMENT

COACHING ON STRATEGY, TOOLS AND LATEST TRENDS

27 SEPTEMBER – 19 NOVEMBER 2021

*Information Note*

## GOAL

This course 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.

## METHODOLOGY

This online course takes the form of a design lab where participants are guided through the whole process of communication for impact, developing skills to influence change and creating inspiring actionable projects.

Content is unlocked on a weekly basis and is packaged through design thinking activities which are meant to provide participants with the necessary concepts, methods and tools to approach their own communication challenges.

Beside the modular highly interactive and participatory courseware, participants will collaborate with peers in designing their communication project idea and will get access to individualized coaching to tackle the most pressing issues regarding their project idea.

## STRUCTURE

The course is designed as follows:

Weeks 1-4	Weeks 5-7	Week 8
<b>Knowledge and inspiration</b>	<b>Coaching and pitching phase</b>	<b>Wrap-up</b>
Participants explore latest communication tools and trends, storytelling techniques, creative writing and multimedia production, social media and public skills tips and tricks.	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.	Participants reflect on what they have learnt throughout the course and design captivating projects that motivate others, inspire action, and enable buy-in.

The course is offered fully online through an **asynchronous modality (70%)** where participants can plan their own learning at their own pace. The course offers options for **synchronous debate (30%)** through webinars that provide an opportunity for engaging with peers and experts and online networking.

## TARGET

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 😊

## TEAM

The course is provided by the [Learning Innovation Programme](#) of the ITCILO. [Tom Wambeke](#), [Massimiliano Leone](#), [Alessia Messuti](#), and [Momo Bertrand](#) 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.

## ESTIMATED WORKLOAD

The course starts on September 27 and will last until November 22, for a total of 8 weeks of online learning.

The minimum weekly workload estimate is 4 hours. However, also depending on learners' needs and entry level, additional content is provided to deepen knowledge of communication concepts and further tailor the course towards a specific context.

## WEBINARS

The course is designed to be attended mostly in an asynchronous modality to ensure participants can combine the learning experience with working schedule and personal plans. However, the course foresees three opportunities for synchronous exchange with experts and peers via webinars.

During the webinars, participants can deepen the knowledge about specific issues as well as share their experiences and concerns, getting feedback from peers and experts.

## 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

- Click [apply](#) in our [course webpage](#) and complete the form **before 23 September 2021**.

## PRICE

Total: 1,050 euros

## INFO

[c4d@itcilo.org](mailto:c4d@itcilo.org)

## PHASE 0: WELCOME

- Meet the team and peers in the course
- Familiarize with the course structure and activities
- Reflect on individual expectations and your communication challenges

### WORKLOAD: MINIMUM 2h, SUGGESTED 4h

Activity	Workload
Watch: Two intro videos about this course	15 min
Watch: A short documentary for a development project	15 min
Activity: Update your e-profile on our eCampus	15 min
Activity: Online self-introductions: interactive world map	15 min
Knowledge check: How familiar are you with communication for development?	30 min
Activity: What is your practical communication challenges?	30 min
Optional Reading: How to create global campaign in 2021	10 min

## PHASE 1 (WEEKS 1-4): KNOWLEDGE AND INSPIRATION

### WEEK 1 (27 SEPT – 01 OCT)

#### EXPLORE STRATEGIC COMMUNICATION: FROM PLANNING TO STORYTELLING

- Define your goal, empathize with your audiences, identify channels and tools
- Use storytelling to create engaging human experiences
- Explain communication trends in your own context

### WORKLOAD: MINIMUM 4h, SUGGESTED 6h

Activity	Workload
<b>Webinar: Welcome Conversation:</b> (27 September 2021, 14:00 – 15:15 CET) <i>“Communication in 2021. It’s all about emotions”</i> Keynote by Massimiliano Leone, Head of Digital Media and Design, ITCILO	75 min
<b>Get inspired:</b> Watch: 3 provoking videos to fight stereotypes	15 min
<b>Skill up:</b> Listen: When a development project meets communication Watch: The power of storytelling Activity: Woven in and out Activity: What is your purpose? Start with Why Activity: The four P of storytelling Quiz: Knowledge check	70 min
<b>Tool:</b> Miro, a whiteboard for creative minds strategic planning	10 min
<b>Weekly assignment:</b> Choose your communication challenge. Develop your project plan.	60 min
<b>Optional Readings:</b> How the United Nations affects change through storytelling	10 min

## WEEK 2 (4 – 8 OCTOBER)

### DESIGN MEANINGFUL JOURNEYS: FROM STORIES TO SOCIAL MEDIA

- Learn how to maximize your project's impact through social media
- Define which human stories are connected to your project
- Choose your media, tell the story, share it!

**WORKLOAD: MINIMUM 4h, SUGGESTED 6h**

Activity	Workload
<b>Get inspired</b> Watch: Kurt Vonnegut on the Shapes of Stories	10 min
<b>Skill up:</b> Watch: One day in the shoes of a social media manager Listen: How to write compelling messages (for social and search engines) Activity: Today's social media networks Play: Cool WeTransfer report that you can read, or play, or watch Read: Social Media Cheat Sheet: 21 different types of content you can post Quiz: Knowledge test	70 min
<b>Wednesday Webinar Conversation:</b> <i>"10 tips to rock social media"</i> (06 October 2021, 14:00 – 15:15 CET) <i>Keynote presentation by Momo Bertrand, Communication officer, ITCILO</i>	75 min
<b>Tool:</b> FAO's Digital Storytelling Guide	10 min
<b>Weekly assignment:</b> Your project, a story	60 min
<b>Optional Readings:</b> ILO Voices, first person stories	15 min

## WEEK 3 (11 – 15 OCTOBER)

### THE TOOLS JUNGLE: FROM DESIGN THINKING TO CONTENT PRODUCTION

- Learn about user experience and human-centered design
- Identify the best tools to develop your project
- Discuss content production strategies

**WORKLOAD: MINIMUM 4h, SUGGESTED 6h**

Activity	Workload
<b>Get inspired</b> Read: How empathy unlocks compelling communication campaigns	10 min
<b>Skill up:</b> Watch: Communication with local impact Activity: What is human-centered design? Listen: How do we transform beautiful ideas into amazing digital experiences? Activity: Empathy map and user persona Quiz: Knowledge test	80 min
<b>Wednesday Webinar Conversation:</b> <i>"Design thinking makes communication effective"</i> (13 October 2021, 14:00 – 15:15 CET) <i>Keynote by Vladimir Soto, Art director, communication design teacher, producer</i>	75 min
<b>Tool:</b> ITCILO Design Kit	10 min
<b>Weekly assignment:</b> Your project, the people	60 min
<b>Optional Readings:</b> Case Study: Imagine Future of Jobs	5 min

## WEEK 4 (18 – 22 OCTOBER)

### PUBLIC SPEAKING: FROM PRESENTATIONS TO PITCHING

- Learn the golden rules of presentation design
- Identify vertebrate points to pitch your project
- Connect with learners and discuss your project's struggles

#### WORKLOAD: MINIMUM 4h, SUGGESTED 6h

Activity	Workload
<b>Get inspired</b> Watch: The elevator pitch	5 min
<b>Skill up:</b> Watch: How to avoid death by PowerPoint Listen: The story of a change maker Activity: Key guidelines to pitch your project Watch: How can you structure your pitch to inspire change? Watch: What should your final presentation's slides look like? Quiz: Knowledge test	80 min
<b>Wednesday Webinar Conversation:</b> "Pitching your project in front of an audience" (20 October 2021, 14:00 – 15:15 CET) <i>Keynote presentation by Momo Bertrand, Communication officer, ITCILO</i>	75 min
<b>Tool:</b> Elena's tips	15 min
<b>Weekly assignment:</b> Create your project presentation	60 min
<b>Optional Readings:</b> "Sell me this pen": The real answer to The Wolf of Wall Street's challenge	5 min

## PHASE 2 (WEEKS 5-7): COACHING + PITCHING PHASE

### WEEK 5 (25 – 29 OCT)

#### YOUR PROJECT IDEA: TEST IT WITH YOUR PEERS

- Outline your communication project
- Get inspired by other's project ideas
- Go back to the drawing board

#### WORKLOAD: MINIMUM 4h, SUGGESTED 6h

Activity	Workload
<b>Get inspired</b> Watch: How to learn? From mistakes	10 min
<b>Skill up:</b> Watch: Digital analytics for development Activity: Visionary voices: Salwa Kanaana Activity: Visionary voices: Federico Barroeta Watch: Develop your communication project polaroid Wednesday group session: One hour group activity with peers	80 min
<b>Tool:</b> Mural communication project polaroid	15 min
<b>Weekly assignment:</b> Submission of your communication project polaroid and peer-review	60 min
<b>Optional Readings:</b> The return of the mentor	5 min

**WEEK 6 (1 – 5 NOV)**  
**IMPROVE YOUR PROJECT IDEA WITH YOUR COACH**

- Finalize your communication project plan
- Meet your coach
- Build your presentation

**WORKLOAD: MINIMUM 4h, SUGGESTED 6h**

Activity	Workload
Get in touch with your communication coach through individual online sessions	60 min
Iterate your project polaroid: review and finalize it	90 min
Create your presentation, make it inspiring	90 min

**WEEK 7 (8 – 12 NOV)**  
**PRESENT, ITERATE, PRESENT!**

- Build your elevator pitch
- Pitch it to your peers
- Record a video

**WORKLOAD: MINIMUM 4h, SUGGESTED 6h**

Activity	Workload
Time to pitch: write up your two-minutes elevator pitch	60 min
Wednesday group session: one hour session to pitch your project to an audience	60 min
Iterate your pitch and finalize it	60 min
Record a two minutes video about your project idea	60 min

## PHASE 3 (WEEKS 8): WRAP IT UP

**WEEK 8 (15 – 19 NOV)**  
**REFLECT ON WHAT YOU HAVE LEARNT FOR YOUR OWN CONTEXT**

- Reflect on your e-engagement throughout the course
- Summarize lessons learnt
- Revise knowledge of communication for development
- Deliver your final products: your communication plan, your presentation, your video pitch

**WORKLOAD: MINIMUM 4h, SUGGESTED 6h**

Activity	Workload
<b>Listen:</b> A behind the scenes look from teammates	15 min
<b>Quiz:</b> Knowledge of communication for development	90 min
<b>Wednesday Webinar Conversation:</b> (17 October 2021, 14:00 – 15:15 CET)	75 min
Submit your complete communication project idea	60 min