

COMMUNICATION FOR DEVELOPMENT (C4D)

Agenda 2 - 5 July 2019 Oceania 17

	Tuesday	Wednesday	Thursday	Friday
09:00 - 10:30	<p>Opening remarks by Andreas Klemmer, Director of Training, ITCILO</p> <p>Interactive introductions</p> <p>C4D experiences</p>	<p>Impact through storytelling: the #BeatPollution global campaign</p> <p>Talk by Roxanna Samii, Chief, Digital Strategy, UN Environment</p>	<p>Keeping the human in humanitarian stories</p> <p>Talk by Jennifer Hauseman, Director of Communication and Technology, International Committee of the Red Cross</p>	<p>United against stereotypes</p> <p>Talk by Massimiliano Leone, Head of Digital Media and Design, ITCILO</p>
10:30 - 11:10	Coffee break			
11:10 - 12:30	<p>C4D and sustainable development: Approaches, methodologies and case studies</p> <p>Roundtable sessions: Human-centered design in practice</p>	<p>Getting started with empathy</p> <p>Empathy mapping and user persona</p>	<p>Design Concept</p> <p>What will we achieve? How does it work? Why will it work?</p>	<p>Wireframing and Prototyping</p> <p>Testing, testing, creating solutions</p>
12:30 - 14:00	Lunch break			
14:00 - 15:15	<p>Low tech hacks in West Africa</p> <p>Talk by Luca Putteman, Regional Awareness Raising Officer, IOM</p> <p>Framing the design challenges</p>	<p>Communication and advocacy: five ideas that work</p> <p>Talk by Afsar Syed, Senior Technical Specialist/head Communications, Training and Partnership, GED/ILOAIDS, ILO</p> <p>User experience journey</p>	<p>The people's seat and other UN campaigns</p> <p>Plenary talk by Alessandra Vellucci, Director at United Nations Information Service, Geneva</p>	<p>Preparing Presentations</p> <p>What is an elevator pitch? Why? How?</p>
15:15 - 15:45	Coffee break			
15:45 - 17:00	<p>Human-centred design and communication</p> <p>Audience profiling Network mapping</p>	<p>From ideation to outreach</p> <p>Identifying innovative solutions through key outputs</p>	<p>Let's go outside!</p> <p>Time to experiment solutions: the ideation tour</p> <p>Group Dinner at Ortialti, Casa Ozanam</p>	<p>Pitches and conclusion</p> <p>Presentations of campaigns, evaluation, certificates</p> <p>Celebrating</p>