

COMMUNICATION FOR DEVELOPMENT

Timetable

	Tuesday 15 October Strategic Communication and Planning	Wednesday 16 October Storytelling and Content Creation	Thursday 17 October Channels and Promotion
9:00 – 10:30	<p>Welcome and Introduction <i>Tom Wambeke</i></p> <p>Course Essentials, Icebreaker Activity and Presentation of Groups <i>Massimiliano Leone</i></p>	<p>Recap and Q&A <i>Alexa Wybraniec and Melisa Zelaya</i></p> <p>Keynote The Power of Storytelling in C4D</p>	<p>Recap and Q&A <i>Massimiliano Leone</i></p> <p>Keynote Building Engagement on Social Media</p>
10:30 – 11:00			
11:00 – 12:30	<p>Keynote Session Strategic Communication Planning</p>	<p>Group Work Stakeholder Mapping</p>	<p>Interactive Session Online vs. Offline Communication and Engagement <i>Alexa Wybraniec and Melisa Zelaya</i></p> <p>Group Work Treasure Hunt</p>
12:30 – 14:00			
14:00 – 15:15	<p>Interactive Session Identifying Communication Challenges and Potential Solutions</p> <p>Fish Bowl <i>Massimiliano Leone, and Alexa Wybraniec</i> <i>Moderator: Melisa Zelaya</i></p>	<p>Group Work User Personas</p>	<p>Crash Course Social Media Basics OR Crash Course Podcasting Basics</p>
15:30 – 15:45			
15:45 – 17:00	<p>Interactive Session Measuring Impact with the PDCA Cycle <i>Alexa Wybraniec and Eiman Elmasry</i></p>	<p>Interactive Session Using Storytelling Arcs <i>Alexa Wybraniec</i></p>	<p>Crash Course Designing for Social Media in Canva OR Crash Course Video Storytelling</p> <p>Takeaways and Conclusions</p>