

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>Massimiliano Leone</i></p> <p>Group Work: Treasure Hunt</p> <p>Interactive Session: Online vs. Offline Communication and Engagement <i>Alexa Wybraniec and Melisa Zelaya</i></p>	<p>Recap and Q&A <i>Massimiliano Leone</i></p> <p>Keynote: Building Engagement on Social Media <i>Diya Banerjee, Team Lead, Social Media and Media Monitoring, WHO Geneva</i></p>
10:30 – 11:00	Coffee break		
11:00 – 12:30	<p>Keynote: Communication for Development <i>Paolo Mefalopulos, Senior Communication Advisor and former UNICEF Representative</i></p>	<p>Group Work: Stakeholder Mapping Key Messages and Call to Action</p> <p>Group Work: Channels</p>	<p>Group Work: Presentations</p>
12:30 – 14:00	Lunch		
14:00 – 14:30	<p>Interactive Session: Communication Strategy <i>Massimiliano Leone</i></p>	<p>Keynote: The Power of Storytelling in C4D <i>Paige McClanahan, Journalist and Author</i></p>	<p>Crash Course: Social Media Basics <i>Melisa Zelaya</i></p> <p>OR</p> <p>Podcasting Basics <i>Paolo Spadavecchia</i></p>
14:00 – 15:30	<p>Group Work: Purpose and Objectives <i>Alexa Wybraniec</i></p>		
15:30 – 15:45	Break		
15:45 – 17:00	<p>Group Work: Stakeholder Mapping <i>Melisa Zelaya</i></p>	<p>Interactive Session: Using Storytelling Arcs <i>Alexa Wybraniec</i></p> <p>Group Work: Storytelling</p>	<p>Crash Course: Designing in Canva <i>Amira Ben Mannai</i></p> <p>OR</p> <p>Video Storytelling <i>Paolo Spadavecchia</i></p> <p>Takeaways and Conclusions</p>
19:00 – 21:30	Group Dinner and Activity		