COMMUNICATION FOR DEVELOPMENT

Timetable

ITC ILO International Training Centre

	Tuesday 15 October **Strategic Communication and Planning**	Wednesday 16 October **Storytelling and Content Creation**	Thursday 17 October **Channels and Promotion**
9:00 – 10:30	**Welcome and Introduction** *Tom Wambeke* **Course Essentials, Icebreaker Activity and Presentation of Groups** *Massimiliano Leone*	**Recap and Q&A** *Massimiliano Leone* **Group Work: Treasure Hunt** **Interactive Session: Online vs. Offline Communication and Engagement** *Alexa Wybraniec and Melisa Zelaya*	**Recap and Q&A** *Massimiliano Leone* **Keynote: Building Engagement on Social Media** *Diya Banerjee, Team Lead, Social Media and Media Monitoring, WHO Geneva*
10:30 – 11:00	Coffee break		
11:00 – 12:30	**Keynote: Communication for Development** *Paolo Mefalopulos, Senior Communication Advisor and former UNICEF Representative*	**Group Work: Stakeholder Mapping Key Messages and Call to Action** **Group Work: Channels**	**Group Work: Presentations**
12:30 – 14:00	Lunch		
14:00 – 14:30	**Interactive Session: Communication Strategy** *Massimiliano Leone*	**Keynote: The Power of Storytelling in C4D** *Paige McClanahan, Journalist and Author*	**Crash Course: Social Media Basics** *Melisa Zelaya* OR **Podcasting Basics** *Paolo Spadavecchia*
14:30 – 15:30	**Group Work: Purpose and Objectives** *Alexa Wybraniec*		
15:30 – 15:45	Break		
15:45 – 17:00	**Group Work: Stakeholder Mapping** *Melisa Zelaya*	**Interactive Session: Using Storytelling Arcs** *Alexa Wybraniec* **Group Work: Storytelling**	**Crash Course: Designing in Canva** *Amira Ben Mannai* OR **Video Storytelling** *Paolo Spadavecchia* **Takeaways and Conclusions**
19:00 – 21:30		**Group Dinner and Activity**	