

ODA LEARNING SERIES 2020

Webinar #5: Communication for Development



Thursday, 24 September 2020, 11.00 - 12.00 Istanbul time

Register here for the webinar



“ SPEAKERS:

**Karen Cirillo**

Karen Cirillo is a Digital Communications specialist at UNDP's Istanbul Regional Hub, since 2016. Prior to that, she served as editor of UNDP's global website. Karen has been working in communications in the UN world for almost 20 years. She previously worked for UNICEF's global communications team as the multi-media production manager, an editorial assignment manager and Programme Director of UNICEF's international children's broadcasting initiative and the global OneMinutesJr. project. She is a multi-media creator and documentary programmer and producer, specializing in short non-fiction.

Mehmet Erdoğan

Mehmet Erdoğan works as the Communications Analyst at UNDP's Istanbul Regional Hub. He manages UNDP's online presence, including all social media channels, with a focus on human interest stories. He has taken the lead on producing a number of regional multimedia campaigns to showcase UNDP's work. In addition to his expertise in social media and digital communications, he brings peacebuilding and innovation experience from his previous work with UNDP in Cyprus. Mehmet is also an avid photographer with a passion for the visual arts.



“ ABOUT THE EVENT:

COVID-19 has clearly illustrated the interconnectedness of the world we live in; making a strong case for why international development cooperation is so important. This is especially critical while communicating to the taxpayers, when all countries face their domestic challenges further aggravated with the COVID-19 crisis. Three webinars of the ODA Learning Series 2020 are dedicated to exploring this topic; from perceptions of the domestic audience, to branding and messaging sustainable development communications to strategies and tools for effective communication.

Agenda:

- Effective use of communication tools, Karen Cirillo and Mehmet Erdogan
- Q&A and discussions

The weekly webinars of the ODA Learning Series 2020 are complemented by a virtual community of practice for development practitioners in Europe and Central Asia. Join the [Community on SparkBlue](#), submit your questions, contribute to the discussions and get updates on future events.

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