

► **5 to 1 of ILC 111 comms**

5 main ways we'll communicate #ILC2023

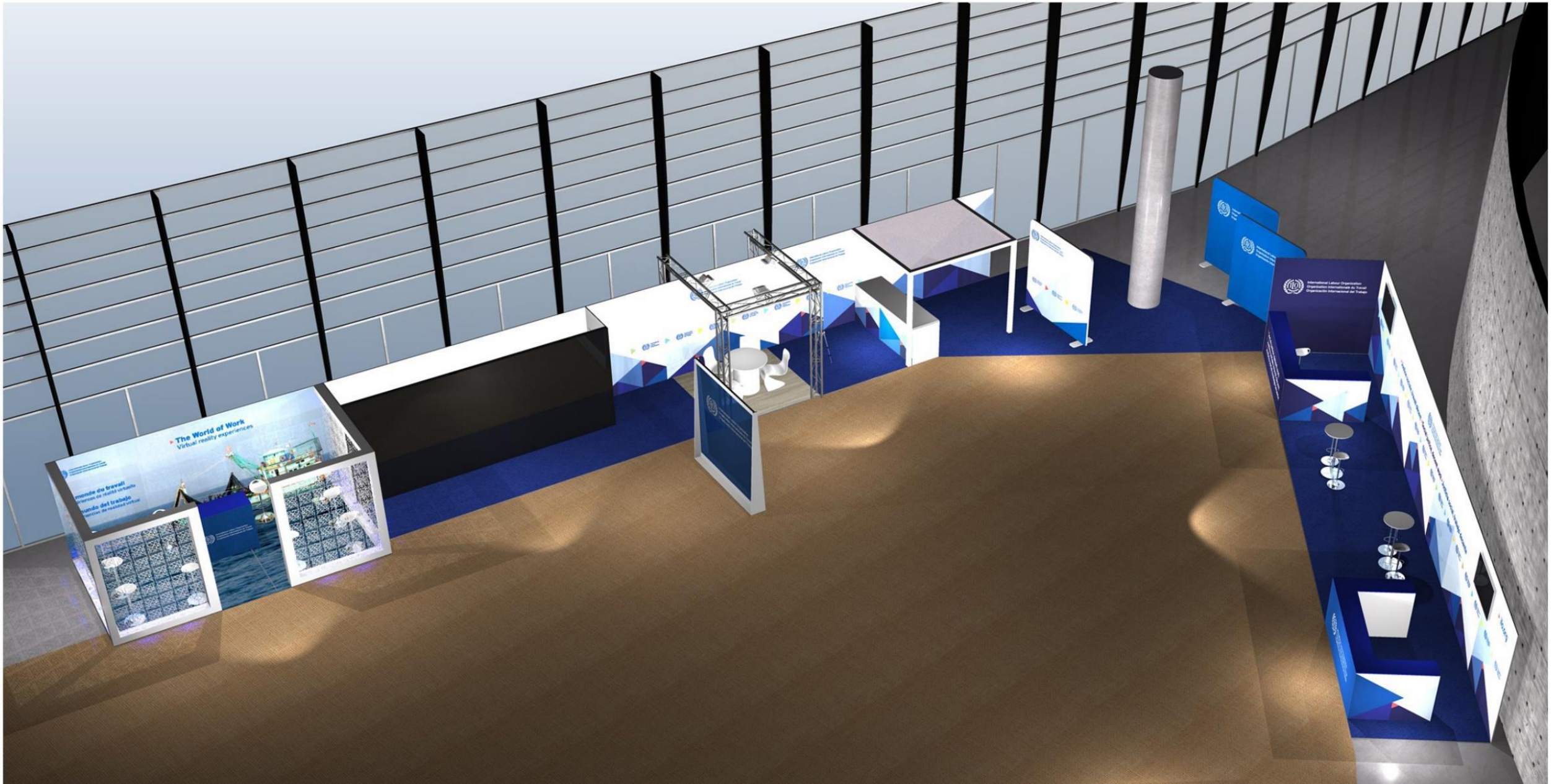
Live – [ILO Live](#) will broadcast all the public sessions of the ILC – Plenary, World of Work Summit and six World of Work Shows on the main themes. Photos throughout available on [Flickr](#)

News – The website [front page](#), [news room](#) and [ILC page](#) will host the latest news and information from the ILC. The intranet will carry news and exclusive content for staff, alongside the ILC app.

Stories – [Voices](#) multimedia stories and podcasts on the key issues.

Social media – Channel optimized content to explain the ILC, the main issues and to bring the Conference closer to all audiences as it happens.

In person – A branded communication space at the UN Palais will include a delegate engagement zone, info and publication stands, VR experience zone and TV studio.



4 major themes

Social justice – The theme that runs through the Conference. DG report on Advancing Social Justice and two day World of Work Summit on 14-15 June on #SocialJusticeforAll

Apprenticeships – Second discussion and proposed international labour standard on apprenticeships

Labour protection – Recurrent discussion on building inclusive labour protection in an evolving world of work

Just transition – General discussion on achieving a just transition to environmentally sustainable societies

3 international days

World Environment Day (5 June) – Link to just transition discussion. Pre-prepared social media materials. World of Work Show. UN theme – “Solutions to Plastic Pollution”.

World Day Against Child Labour (12 June) – “Social Justice for All - End Child Labour”. Event on 12 June at 13:30 CEST. DG statement. Voices story. Pre-prepared social media materials. World of Work Show.

Domestic Workers Day (16 June) – “Domestic work is care work: Recognize its value and rights”. Voices podcast and story. Updated topic portal. World of Work Show. Pre-prepared social media materials. TBC DG statement.

2 day World of Work Summit (14-15 June)

Live on ILO Live – Dedicated branding for the Summit, branded social templates and #SocialJusticeForAll

17+ Heads of State and Govt – Statements in person. Soundbites on social justice as they arrive. Quotes on social media. Media opportunity.

4 high-level panels – Ministers of labour, employers, workers and heads of intl. organizations.

Curtain raiser and “interlude” videos – Series of videos featuring vox pops from around the world – thanks for your help!

Additional messages from Ministers of Labour and social partners

1 Global communication team

All colleagues have a comms role – there's plenty of ways to get involved with raising visibility for the ILC

Guides and assets to help – One stop shop on the [DCOMM knowledge centre](#)

Ready made content – A wealth of videos, carousels, cards, GIFs and messages ready to translate adapt and use on your channels – ILC Trello

Brand consistent – Series of branded social media templates and web banners to unify our comms



Blast off for #ILC2023