# Boost your communications and campaigning skills with our free, easy-access sessions for LGBTI activists

Blog, Inclusion and Equality, Communications, Strategic Communications

> In the ever-evolving landscape of LGBTI activism, staying ahead with the right tools and strategies is essential. At ILGA-Europe we offer free training from experts in the field of strategic communications and it's easily accessible from wherever you are. Find out more in today's blog.

Are you taking advantage of the opportunity to access free, practical resources to enhance your communications and campaigning skills as an LGBTI activist or organisation? Our Skills Boost sessions bridge the gap between broad online resources and in-depth, hands-on coaching, offering activists practical training on topics that matter most. These sessions are designed to be engaging, relevant, and most importantly, actionable.

Whether you're just starting or looking to upgrade your approach, our Skills Boost sessions offer expert guidance and personalised feedback, making it easier for you to implement what you learn. On top of that, there is space for peer learning, because you can give and receive feedback from other activists who are doing the same or similar work in their contexts.

Check out a few past Skills Boost sessions below, and take the opportunity to sharpen your skills and join a growing community of activists committed to making a real impact!

**Skills Boost on Data Visualisation for LGBTI Communication**

Communicating with visuals is more important than ever. This session focused on how LGBTI activists can transform complex data into compelling visual stories. Using data from our Rainbow Map, participants were guided through the process of creating powerful visualisations—no design experience required.

**Skills Boost on Effective Fundraising Campaigns for LGBTI Activists**

This session focused on creating successful fundraising campaigns targeting individual donors. The workshop provided insights into best practices and real-world examples to inspire effective fundraising efforts.

**Skills Boost for LGBTI Activists: Media Interview Practice**

Getting your message across in TV interviews can be daunting. This session offered practical guidance on how to prepare for media appearances, particularly in TV interviews. Participants learned about crafting messaging, handling technical aspects of interviews, and navigating difficult questions—all with a focus on personal wellbeing.

**Skills Boost on Digital Ads for LGBTI Groups**

Led by digital consultant Jean O'Brien, this session explored how to maximise the impact of digital ads with little or

no budget. From choosing the right platform to getting the most out of Meta ads (Facebook and Instagram), the workshop provided practical strategies for effective digital campaigns, even when resources are limited.

**Skills Boost: Useful Communications Strategies for LGBTI Activists**

This session demystified communications strategies for LGBTI organisations. Participants explored what makes a strong communications strategy and heard from organisations that have successfully implemented their own strategies.

Are you interested in joining our next Skills Boost?

**Upcoming: Skills Boost on Useful Communications Strategies for LGBTI Groups – Take It to the Next Level**

Join us on Wednesday, 25 September at 12:00 CEST for a 60-minute session where Ljubljana Pride will share how they developed multiple communications strategies for different areas of their work. Learn how to update your own strategy and decide if you need more than one. Register now to take your comms skills to the next level!