

Communications support group: messaging Session

Join our next Communications Support Group session on 28 May at 12:00 CEST to discover practical, accessible strategies for framing and messaging, and learn how the words we choose can transform our communications across languages and contexts.

[News](#), [Strategic Communications](#)

At our next exciting Communications Support Group session, we'll be exploring what we say, how we say it and why this matters hugely in our work as communicators. We'll be looking at the influence of framing, messaging, and the language we choose on our communications. And we'll discuss simple, accessible ways to approach these concepts, even though they might initially seem complex or daunting. We will also explore how effective messaging can work across different contexts and even different languages.

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More about our Communications Support Group Sessions

Since February 2025, ILGA-Europe has been hosting a regular Communications Support Group for LGBTI activists. These lunchtime sessions are designed to inspire and empower you by spotlighting innovative communications experiences from your peers while offering a safe space to share your own challenges, insights, and successes.

The group is a **semi-facilitated space**, not a lecture or formal training. (If you're looking for structured learning, check out our [Skills Boost sessions](#).) You will be encouraged to ask questions, share your opinions and experiences, experiment with ideas, and most importantly, enjoy the process! Of course, you're welcome to simply listen in, but we hope you'll dive in and make the most of this collaborative space.

Join us on May 28 at noon (CEST), and every three months for a 60-minute online session where we'll:

- Learn from each other: Hear from LGBTI activists across Europe and Central Asia, sharing their unique communication journeys.
- Explore our questions and dilemmas: Get fresh perspectives and support from the group.
- Foster meaningful connections: Network with like-minded professionals tackling the same work as you.

Together, we'll explore comms challenges, celebrate wins, and even vent (because we know a good vent can lead to valuable learning!)

Register for the session on May 28 [here](#).

Explore more on the topic, and deepen your learning journey

Start here:

Our Hub Card on [DIY Framing for LGBTI Activists](#)

Frames are mental structures through which we view the world and communication tools we use to engage with other people. By understanding framing, campaigners and activists can craft their communications to create sustainable social change.

Dig deeper:

Our [Framing Equality Toolkit](#)

Co-created with PIRC, this toolkit provides a deep dive into framing theory, values-based messaging, and how to develop messages that persuade.

Do you struggle with some specific communications challenge and do not know where to start? Reach out to us, we might be able to help! Contact svetlana@ilga-europe.org