

Webinar: How to test your communications

[News](#), [Event](#)

Register to attend the interactive webinar on “How to test your communications: tools and experiences from the LGBTI movement”. The webinar will take place on 29 June 2018 from 11 to 12.30 CEST.

LGA-Europe will host an **interactive webinar on message testing for LGBTI activists and allies**.

Register now to attend the webinar *“How to test your communications: tools and experiences from the LGBTI movement”*. The webinar will take place on 29 June 2018 from 11 to 12.30 CEST (Central European Summer Time).

Registration closed

We will look into how to choose your methodology, find the right sample and do testing with small budget. But first and foremost we will discuss how testing can make our messages successful and can help us determine the direction of our campaigns. **Best practices of testing** will also be presented together with very practical recommendations on how to – and not to – test your messages LGBTI equality.

You will hear from **Bec Sanderson**, researcher at the Public Interest Research Centre (PIRC, UK), which has partnered with ILGA-Europe in developing the [Framing Equality Toolkit](#) and the [Testing Guide](#) recently published. **Simon Maljevac**, LGBT activist and politician (Slovenia), **Raffaele Boiano** and **Daniela Ferrazza**, respectively co-founder and researcher at the user experience design agency Fifth Beat (Italy).