Skills Boost: Useful communications strategies for LGBTI activists

Do you feel like your group/organisation needs a communications strategy, but you don’t know where to start, if you have the time, or if it will actually make a difference to your work? Join us on 3 and 17 April for a Skills Boost session designed for LGBTI activists who want your organisational communications to get a bit more strategic.

News, Strategic Communications

Register here to join us at **12:00 CEST (noon), Wednesday 3 April** for a Skills Boost session designed for LGBTI activists who want your organisational communications to get a bit more strategic. The session will last 90 minutes.

We will cover:

- What is a communications strategy? (and how is it different from ‘strategic communications’?) What is the point of it?
- What is the minimum that any communications strategy should cover, and what is the menu of options if we want to be a bit more ambitious?
- Hearing from two LGBTI organisations who have gone through a communications strategy process recently – and what they learned from their experience.
- A small assignment to help you get started – if you complete it then you will be invited to the follow-up session at **12:00 CEST (noon), Wednesday 17 April** where you can get individual feedback from our experts and each other and go deeper.

Register here to join the session on April 3rd.

Register here to join the session on April 17th.

Did you miss this session? Find the recording and some additional materials to look at below!

You might want to check other comms resources by ILGA Europe:

- Useful communications for LGBTI-activists: take it to a new level (Skills Boost recording): https://youtu.be/YX3U-4KG5xY
- Communications Strategies for Small Organisations (a Hub card): https://hub.ilga-europe.org/communications/communications-strategies-for-small-organisations/
- 9 Steps to a Good Communications Plan (Hub card): https://hub.ilga-europe.org/communications/9-steps-to-a-good-communications-plan/

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.