Strategic offline communications & community-building for LGBTI groups

Do you want to know how offline communications and community-building work can support the goals of your group? Join our interactive session on April 10, 2025, to explore how LGBTI organisations from Georgia and Slovenia have strategically used offline methods to strengthen their communities and achieve their objectives.

News, Strategic Communications

In today's world, so many things happen online: support-groups, meetings, conferences, even community festivals. But does that mean offline engagement is obsolete and no longer helpful? At this session, we will learn why Ljubljana Pride Association (Slovenia) and Women's Initiatives Supporting Group (Georgia) decided to focus on offline communications and community building, and what they gained from it.

At the session, we will cover:

- Offline communications and community building: does it make any sense?
- What is the right balance between offline and online?
- Intersectionality beyond our screens
- Offline movement engagement tactics
- The opportunities and challenges of offline engagement

You will hear from:

- **Simona Muršec (*she/her)*** is the President of Ljubljana Pride Association since 2015 and a devoted Human Rights Education trainer and facilitator of youth policy processes for over 20 years. She gained extensive experience working intercontinentally, with the focus on Africa-Europe and Euro-Arab Youth Cooperation and spaces of Global Education. She is a certified LEGO® SERIOUS PLAY® facilitator and supports organisations and teams with inclusive organisational strategic development. Simona is a member of the ILGA-Europe board.
- **Nino Kharchilava *(she/her)*** is a queer activist and women's rights defender. Nino has a Master's degree in gender studies. Her research interest is feminist practices of creating and transforming spaces. Since 2008, Nino has been involved in creation and development of safe spaces for queer and feminist women, and has actively participated in forming and conceptualising intercultural links in queer community and among women rights defenders, both at regional and international levels. Nino is a trainer of integrated security. She is also a co-author of a concept of healers. Currently she works as a Research and Education Coordinator at WISG.
- **Eka Tsereteli *(she/her)*** is an activist and women rights defender, co-founder of queer feminist organisation Women's Initiatives Supporting Group (WISG). Eka's feministic work is centered around transformative practices of organisational management, arts and creative initiatives, integration of multimedia and

innovative technologies in activism. Since 2000, she has authored and implemented different initiatives directed towards ensuring gender equality, strengthening women and queer community and advocating their rights. She has organised multiple exhibitions and multimedia projects directed at changing public attitudes towards issues of queer community and women. Her work and experience in activism includes cooperation with different local and international organisations, both at executive positions and at the positions that bear responsibility for strategy development. Currently she is director of WISG.

This 90-minute session will take place on Thursday, April 10, 2025 (12.00-13.30 CEST). Register to join us here.

Check out our resources on strategic communications.

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.