

# Effective campaigns in support of LGBTI rights: How to avoid instrumentalisation and communicate without playing into polarisation?

Join us on 13 December for an online event to hear from activists from Hungary and Spain about how to proactively and effectively communicate while not playing into populist narratives that feed polarisation.

[News](#), [Anti-LGBTI](#), [Strategic Communications](#)

All over Europe and Central Asia, LGBTI people are used by different political payers to gain the power. Our opponents create and feed harmful and dangerous narratives about us and our struggles. Is it possible to communicate with our target audiences without playing their rules and not feeding into their narratives?

Join this online session to learn how to proactively and effectively communicate while not playing into populist narratives that feed polarisation. You will get the first-hand insights about the strategies used in Hungary, where [Háttér Society](#) used the so-called “anti-LGBT Referendum” to talk to their allies and in Spain, where [La Intersección](#) successfully campaigned for the rights of trans people and even prepared a guide: [How we can change trans narratives collectively](#).

Speakers:

- Alberto Abellán, La intersección, Spain
- Javier Vaquero, La intersección, Spain
- Luca Dudits, Háttér Society, Hungary

The session will take place online on 13 December at 13:00 CET. You can register to join the event [here](#).

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