

# Online learning session for LGBTI activists: Effective messaging in times of crisis

How prepared is your organisation to communicate effectively when a crisis hits? Join our interactive session on December 4, where together we will explore strategic and cohesive ways of responding.

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

When a small LGBTI organisation faces sudden public scrutiny, knowing how to craft messages that unite rather than divide is crucial.

In this vital online session for LGBTI activists in Europe and Central Asia, we'll explore how to frame messages that build a connection using real examples of organisations that have responded thoughtfully and strategically to crises.

From the first response to post-crisis engagement, we'll discuss how to adapt your communications to meet the evolving needs of your communities while staying aligned with your long-term vision.

- Don't wait for a crisis to hit!
- Join us to learn and exchange ideas on turning communication challenges into opportunities for resilience and connection.
- Walk away with ready-to-use tools, adaptable messaging frameworks, and the know-how to handle anything from backlash to unexpected media attention.

This 90-minute session will take place on Wednesday, December 4, 2024 (12.00-13.30 CET). Register for this session here: <https://ilga-europe-org.zoom.us/meeting/register/tZllcumppjgoGdEPX7qzE14J97hqVnQpC8vP>

## Trainers

### **AJ Venturini (they/them)**

AJ is an expert LGBTIQ+ campaigner, facilitator, and life coach with over a decade of experience delivering high-impact, creative projects on social change issues ranging from LGBTIQ+ to refugee rights. In their roles for ILGA-Europe, Amnesty International, Act Build Change and Gendered Intelligence, amongst others, they have been supporting change-makers, activists, and grassroots groups to deepen their collective care and wellbeing practices, knowledge, skills, and confidence to campaign for their rights and achieve their goals.

### **Evá Papadakis (he/they)**

Evá is a multilingual strategic and digital communication expert, with over a decade of experience leading diverse teams and creating impactful global strategies to elevate the work of mission-driven international organisations focusing on the intersection of climate, refugees, and LGBTIQ+ rights. They have authored articles, toolkits and

reports. Evá has field experience with UNHCR and contributed on Diversity, Equality & Inclusion initiatives at UN Globe & Global Advisory Group Member on Inclusion and Diversity for the High Commissioner for Refugees.