

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

How prepared is your organisation to communicate effectively when a crisis hits? To answer this question, we hosted a 90-minute learning session on effective messaging in times of crises.

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

During the session, we explored how to frame messages that build a connection using real examples of organisations that have responded thoughtfully and strategically to crises.

We also discussed how to adapt communications to meet the evolving needs of communities, while at the same time staying aligned with a long-term vision.

Check this session out and walk away with ready-to-use tools, adaptable messaging frameworks, and the know-how to handle anything from backlash to unexpected media attention.

The session was prepared by ILGA-Europe communications consultants [AJ Venturini](#) (they/them) and [Evá Papadakis](#) (he/they).

You might like to check other communications resources from ILGA-Europe:

- Checklist for Your Crisis Communication: <https://hub.ilga-europe.org/communications/checklist-for-your-crisis-communication/>
- Skills Boost for LGBTI Activists: Media Interview Practice: https://www.youtube.com/watch?v=QvS47iop59c&list=PLGkBSwlwd0qigza5kbrFmS0_80zGgAkbR&index=3
- Skills Boost: Useful communications strategies for LGBTI activists: https://www.youtube.com/watch?v=HDomQzkr3mQ&list=PLGkBSwlwd0qigza5kbrFmS0_80zGgAkbR&index=6

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.