

# Skills Boost: Useful communications strategies for LGBTI groups: Take it to the next level

On September 25, 2024, we hosted a Skills Boost session for those who are interested in learning more about communications strategies.

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

At this session, Simona Mursec from [Ljubljana Pride](#) (Slovenia) shared the experience of developing several separate communications strategies for different areas of work and updating them.

We covered:

- Does an organisation need more than one comms strategy, and what to do if the answer is yes?
- How did Ljubljana Pride approach this challenge, and what did they learn?
- Why update a comms strategy and how to do it in a smart way?

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

- Useful communications for LGBTI activists: (Skills Boost recording): <https://www.youtube.com/watch?v=HDomQzkr3mQ&t=2566s>
- 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](mailto:svetlana@ilga-europe.org)