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21 May 2026

Webinar2: **Communication Campaigns**

Strategic Communication for Inclusive Campaigns and Stronger Democratic Participation

The webinar will train participants in how to design and implement different kinds of communication campaigns that contribute to the democratic process, including the relevance of different media for reaching specific target groups and the importance of tailoring language to the audience.

By the end of this webinar, you will be able to:

- turn disability rights into powerful campaign messages;
- reach the right audience through the right media;
- recognise and create authentic and inclusive representation;
- balance awareness, advocacy and fundraising goals;
- design campaigns that strengthen democratic participation.

Partners



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Time	Activity
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11h00	Welcome & Framing
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CP-ECA and FightTheStroke Foundation (Context-setting on participation in democratic processes)

- Welcome, accessibility check and [GAAD celebrations](#)
- Purpose of the webinar: FFedeli
- Framing communication as democratic participation: JCoughlan
- Principle: Nothing About Us Without Us

Interaction

- Zoom poll: “What is the hardest thing when communicating disability?”
- Chat introduction (Name – country – your role - one campaign you admire)

11h15	Session 1 — Keynote by Katy Talikowska CEO of The Valuable 500
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- Expert input (30 min): How storytelling can empower leaders of tomorrow
- Interactive exercise (15 min): Using legal frameworks to drive change: turn one article of the CRPD into a campaign message
- Plenary reflection (15 min)

12h15	Session 2 — Talk by Henry Smith, Founder of Inclusively Made
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- Expert input (45 min): Advertisement for a more equitable representation of people with disabilities: going through

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best and worst practices of communication around the world.

- Group argument-building (campaign deconstructing) and questions (15 min)

13h15 Lunch

14h15 Session 3 — Recorded Talk by Andy Stevenson, Sports Presenter, Reporter, Commentator

- Expert input (30 min) From visibility to voice: can media representation of persons with disabilities in sport be a driver of democratic participation?
- Hands-on drafting exercise (15 min): Reframing representation in sport: from visibility to voice. In small groups, participants work on a typical piece of sports communication (e.g. a campaign, social media post, video, or headline) featuring persons with disabilities.
- Plenary share-back (15 min)

15h15 Session 4 — The eternal dilemma: awareness vs. fundraising

Mini-panel/debate (30 min): chaired by Prof. Filippo Trevisan, Associate Professor, IUL University, Florence with

- Martina Fuga, President of Cooldown
- Livio Basoli, CCO Dude
- Valerio Melandri, Founder of Fundraising Festival
 - Can fundraising exist without awareness?
 - When does storytelling become exploitation?
 - Metrics that matter: donations or policy change?

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15h45 **Wrap-Up & Evaluation: FFedeli and John Coughlan**

- Key skills recap
- Zoom poll evaluation: After this webinar, how confident do you feel in designing an effective and inclusive campaign?
- Share follow-up resources and networks

16h00 **End**

Last update 15th of April 2026

[Register Here](#)

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