

How to arrange a #globalguytalk

A #globalguytalk can be arranged in many ways. We have developed several components that you can use as a starting point in your planning and implementation: an exhibition, materials for dissemination, guides for conversation leaders, introductory videos, and so on.

All material for participants and conversation leaders is available at globalguytalk.com and is designed for you to easily make local adaptations when needed. For example, you can select and deselect certain themes to best fit your local context and avoid themes that might be too sensitive.

Most materials, such as PowerPoint presentations, are unlocked, allowing you to make edits and adaptations to local conditions.

The most important part of #globalguytalk is of course the conversations that take place. As an embassy, you can initiate your own conversations. But above all, your job is to encourage others to arrange their own conversations.

Collaborating with a local gender equality organisation can be a good starting point. They often have networks and communication channels that are relevant to reach out with the concept to a broad audience. You can also contact SI for ideas about Swedish participation, e.g. for Make Equal or other gender equality organisations to participate in panel debates, arrange lectures, et cetera.

We already know that the concept itself has great potential to generate attention – both in social channels and in traditional media. Sending out a press release and invitation, as well as consistently using the hashtag #globalguytalk is a good starting point for raising interest and spreading the word.

The exhibition, which can be shown at the embassy or another location, offers a natural starting point for the project. The exhibition inauguration is a great opportunity to invite the press, arrange a panel discussion, and so on. If the current pandemic makes an open exhibition inappropriate or impossible, a press screening can still be held, and the concept itself introduced. The conversations can be conducted as digital video conferencing instead of physical meetings.