



Reimagining PRIDE in a virtual, global World

Tips for bringing employees together
to celebrate

With 60% of our workforce permanently remote and Covid-19 restrictions still in place in many cities, the days of celebrating Pride in person may well be behind us.

Applying a virtual lens to Pride 2021 has meant new opportunities and challenges. What's clear is that it takes a lot of planning and collaborating with stakeholders to create meaningful online events and content to replace regional Pride events.

Whether adapting Pride for a remote experience in one country—or several—the key is listening to your employees and remaining sensitive to the distinct cultures and identities you wish to support.

We're still on this journey, learning more every day. But when it comes to reimagining employee events, and Pride in particular, we've discovered a thing or two.

Broaden the content and the time period. Pride events happen at different times of year in countries all over the world. While companies headquartered in the U.S. may choose to kick off Pride season in June, you'll want to offer asynchronous experiences for employees who want to sync with their own country.

Promote events in advance and leverage tools like [Slido](#) to source employee questions and feedback so the proposed activities hit their intended mark.

Create asynchronous content for employees to engage with at their own pace, on their own time.

Make sure the content you create is either truly universal or reflects each of the specific countries and cultures within your organization. One way to do this is by creating a global working group, and asking employees to vote on Pride themes, programming, and global branding ideas via a survey tool like [Polly](#).

Collaborate with leaders from other companies or draw on events from companies like [Eventbrite](#) to create engaging online content, fireside chats, and employee experiences.

Offer a variety of programming that will engage your distinct audiences. Examples include a keynote by an LGBTQ activist, a trivia event, an asynchronous concert with a local gay men's chorus, or training workshops facilitated by organizations like [Break the Binary](#).