



Further details about the programme

Migrant Voice's Ambassadors programme aims to empower migrants to take control of their own narratives and become confident spokespeople in mainstream and social media. It provides training and mentoring to help participants develop skills in getting their perspectives on migration covered, and engaging with journalists, while ensuring that they feel safe and supported throughout the process.

Rather than speaking on behalf of migrants, the programme focuses on enabling migrants to speak for themselves, sharing their lived experiences, insights, and expertise in their own voices. Through workshops, peer learning, and hands-on media opportunities, participants learn how to craft impactful messages, challenge negative stereotypes, and influence public conversations about migration.

Central to the programme is the belief that migrants have agency and that migrants sharing their perspectives can drive meaningful change in how migration is understood and discussed in the UK.

Practical information:

- The programme is free
- There will be a small amount of preparation ahead of some of the sessions
- Lunch and light refreshments will be provided
- local travel costs within London can be reimbursed
- The venue is wheelchair accessible

The Ambassadors Programme sessions will include:

Overview of the Ambassadors programme

The power of speaking out and sharing of learning from earlier programmes. We will look at the media landscape/ecosystem in 2026 and why both social and mainstream media matter. The session will introduce an overview of challenges, including staying alert to misinformation and fake news and staying safe online while learning how to make the most of the opportunities to speak out.

Understanding new media platforms

How new media platforms function and how they can be used effectively and responsibly. Participants will learn how digital spaces influence narratives, how information spreads online, and how communities can use these tools to advocate for themselves and support one another.

Pitching to mainstream media:

Participants will learn how to turn a story idea into a strong media pitch. We will look at how stories are selected and how individuals and community organisers can approach journalists, editors, and media outlets.

Mock interviews.

Through practice interviews, participants will learn how to present themselves clearly, know their rights, confidently answer common and challenging questions. You will learn how to prepare beforehand, negotiate what you are happy to talk about, structure your answers, and avoid common mistakes.

Letters to the editor and posting on social media:

How to write letters to the editor and how best to use social media platforms to share your opinions thoughtfully and strategically. We will explore how short pieces of writing can influence public debate, reach wider audiences, and bring attention to issues affecting migrant communities.

Public speaking

The fundamentals of effective public speaking and practical techniques for communicating ideas in a clear, engaging, and confident way. How personal stories and lived experiences can be powerful tools for connecting with audiences and raising awareness about important issues.

Community organising

The foundations of community organising and how ordinary people can build power together. Participants will learn practical tools for identifying issues, building relationships, developing leadership, and mobilising their communities.

Content creating session

Creating simple but powerful videos, blog posts, and photographs, to help amplify your voice and strengthen your communities.

We will learn the basics of content creation across different formats, including turning ideas into meaningful stories communicated clearly through digital platforms.