

Pronoun Badge Guide for Event Organizers

Developed by the LGBTQ+ Pilot UIG

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LOCALIZATION

"More than anything else, language shows we belong, providing the most natural badge or symbol of public and private identity."

— David Crystal, linguist



About this document

This guide was developed by the LGBTQ+ Pilot UIG, the first group within Women in Localization's UIGs (Underrepresented Interest Groups) program.

UIGs are identity-based peer communities where members with shared lived experience connect, support one another, and produce recommendations for the industry.

It is intended for anyone organizing an in-person event in the localization space who wants to create a more inclusive experience for attendees of all gender identities.



Why pronoun badges matter

The short answer: Using someone's correct pronouns is an act of respect.

When events normalize pronoun sharing for all attendees, trans and nonbinary participants feel seen and included without being singled out, and the whole community benefits from clearer, more respectful interaction.

Pronoun badge practices also reflect something the localization industry already understands well: language shapes experience. That awareness should extend to how we address one another.

A note on context

These recommendations assume an event context where pronoun visibility is safe and welcome.

Local laws, customs, and attitudes toward gender and sexuality vary significantly, and in some places public disclosure could expose attendees to harm. In those contexts, organizers should consult with local LGBTQ+ community members before applying these practices and adapt them to protect participant safety.

Partial adoption, such as offering write-in options without active prompting, or modeling pronouns only among willing speakers, may still create meaningful inclusion.

Recommendations

Five practices for inclusive pronoun badges



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Let attendees choose when and how

If your event uses online pre-registration, include an optional pronoun field so attendees can have their pronouns printed directly on their badge. This is often the simplest and most visible option, and it allows people to make their choice privately, in advance.

For those who prefer to decide on the day, or whose pronouns, name, or comfort level may have changed since registration, have pronoun stickers or pins available at the registration desk that people can apply themselves.

Never make pronoun disclosure mandatory.

Offer a write-in option, always

Preset badge options (she/her, he/him, they/them) reflect English-language pronoun conventions and don't cover everyone.

Attendees at localization events navigate multiple languages daily, and pronoun systems vary significantly: some languages are grammatically gendered in ways that offer limited or no options for nonbinary people; others are largely gender-neutral.

Always include a blank write-in option alongside preset choices, and avoid assuming that English pronoun labels translate across languages.

Mention it; don't just leave a pile

A stack of pronoun stickers that no one mentions goes largely unused.

Train registration staff to offer pronoun materials to every attendee as part of the check-in process, with a simple, low-pressure prompt (e.g. "We have pronoun pins here, please feel free to take whatever feels right to you.").

Events that actively invite participation see far higher adoption than those that leave materials out passively.

Staff the registration table thoughtfully

Don't assign trans or nonbinary staff to explain the pronoun system to other attendees. This labor shouldn't fall on the people the practice is meant to support.

Designate an informed, willing ally to handle questions. If a trans or nonbinary person wants to take that role, of course, that's their choice to make.



Model it from the stage

Ask your MC, keynote, speakers, panelists and session moderators to introduce themselves with their pronouns.

This signals that pronoun sharing is a practice for everyone, not a marker of difference, and sets the tone for the entire event.



References

1. Why We Ask Each Other Our Pronouns, the HRC (Human Rights Campaign) guide to pronouns for allies.
2. Can You Choose Your Own Pronouns?, an MTV video with Franchesca Ramsey and Patti Harrison.
3. Why Gender Pronouns Matter, a video with trans students explaining why pronouns are important.
4. An Organizer's Guide to Pronoun Buttons, a guide by Fen Slattery.
5. Getting pronoun badges right, five recommendations for event organizers by Lal Zimman.



Thank you

Event organizers shape the spaces where the industry meets. The choices in this guide are small, but they determine who feels welcome in the room. Thank you for taking that seriously.

This is a living document. We update it as we learn from the events that use it. Feel free to share this guide with event organizers, sponsors, and colleagues.

Learn more about Women in Localization and our Underrepresented Interest Groups at womeninlocalization.com.

If you have questions, want to talk through how to apply this at your event, or would like to share what worked, reach out at uigs@womeninlocalization.com.

