

Curated Conversations

Session Applicant and Organizer Guide

Part of the WTO Public Forum 2026

Welcome

Dear colleagues and partners,

On behalf of the Geneva Trade Platform, I would like to warmly thank the World Trade Organization Secretariat for the trust it has placed in us to help make the WTO Public Forum 2026 even more valuable to the global trade community through these Curated Conversations sessions.

Curated Conversations builds on many years of work by the Geneva Trade Platform and our trusted partners to create the right spaces, bring together the brightest minds, and pose the right questions to facilitate impactful conversations on international trade and trade policy.

We hope these conversations will create opportunities for frank exchange, practical thinking, and new connections across governments, international organizations, business, academia and civil society.

This guide is intended to provide those of you with ideas for sessions with the key operational information required to pitch, plan, and deliver them.

We look forward to working with you and do not hesitate to reach out if you have any questions, concerns or ideas for how we can make this an even more valuable part of the WTO Public Forum.

Dmitry Grozoubinski
Executive Director
Geneva Trade Platform

Contents

Welcome.....	1
Curated Conversations Concept	3
Rooms Available.....	4
Application and Selection Procedure	5
Organizer Responsibilities.....	6
Communications and Publicity	7
Monitoring, Evaluation and Learning (MEL)	8
GDPR and Data Protection	8
Enquiries	8

Curated Conversations Concept

The Curated Conversations series is a partnership between the Geneva Trade Platform and the World Trade Organization Secretariat, delivered as part of the WTO Public Forum 2026.

The series will take place on 16/09/2026 and 17/09/2026 within the Salon des Pas Perdus at the WTO's Centre William Rappard in Geneva. Up to 48 private, invitation-only sessions of one hour each will be hosted across the two days.

Curated Conversations are designed to complement and strengthen the Public Forum programme by providing a dedicated space for smaller, focused and interactive discussions during Public Forum week. The series is intended to facilitate candid, policy-oriented exchanges among selected participants on issues related to international trade and trade policy.

The format is intended to encourage:

- substantive policy dialogue;
- exchange across stakeholder groups;
- practical and forward-looking discussion; and
- engagement in a more private and conversational setting.

Sessions may bring together representatives from governments, international organizations, academia, business, civil society and other trade stakeholders.

Curated Conversations are not official WTO meetings and do not constitute negotiations or formal decision-making processes. Organizers will be fully responsible for the content, structure and participant composition of their sessions, within the guidelines outlined in this document.

Participation in the series will be subject to room availability, alignment with the objectives of the initiative, and approval through the selection process outlined below.

Rooms Available

The following rooms within the Salon des Pas Perdus at the WTO's Centre William Rappard will be available for Curated Conversations sessions:

Room	Indicative Capacity
Large – Room B	Up to 45 participants
Medium – Room A	Up to 24 participants
Medium – Room C	Up to 18 participants
Small – Room Y	Up to 15 participants

When submitting an application, organizers will be asked to indicate the room size they believe is most appropriate for their proposed session. Final room allocations will be determined by the organizers of the Curated Conversations series, taking into account demand, scheduling and operational considerations.

All Curated Conversations sessions will be conducted in person only. Hybrid participation and remote dial-in functionality will not be available.

Rooms will include standard presentation capability, including PowerPoint functionality. However, organizers are strongly encouraged to prioritize discussion and interaction over formal presentations, and to use slides or other visual materials only where they support or facilitate conversation.

In line with WTO venue policies, food and catering will not be permitted within the meeting rooms. Water will be available.

Sessions will not be recorded, livestreamed or otherwise broadcast.

Interpretation services will not be provided by default. Organizers wishing to arrange interpretation for their session should indicate this during the application process and coordinate arrangements well in advance with the Curated Conversations organizers.

Application and Selection Procedure

Applications for Curated Conversations sessions will open on 10/06/2026 and close on 30/06/2026 at 23:59 Geneva time. Applicants can expect to be notified of the outcome of their application by mid-July 2026.

Proposal Submission Form

Applications should be submitted using the accompanying application form. Applicants will be asked to provide, among other information:

- the proposed title of the session;
- a short description of the session concept; and
- the type of discussion or outcome the organizers hope to facilitate.

Curated Conversations welcomes proposals on any topic related to international trade and trade policy. Applicants need not limit themselves to the official themes of the broader WTO Public Forum 2026 programme.

Final selection of sessions will be made by the Geneva Trade Platform, taking into account factors such as relevance, diversity of topics and perspectives, balance across the programme, operational considerations and room availability.

Organizations may submit multiple applications. Joint applications involving multiple organizations are also welcome. In such cases, applicants will be asked to nominate a lead organizer who will serve as the primary point of contact with the Geneva Trade Platform for organizational and logistical purposes.

There is no fee associated with organizing a Curated Conversations session. As a small independent think tank supported through donor contributions and partnerships, the Geneva Trade Platform would nevertheless welcome discussions with organizations interested in supporting or collaborating on this and other initiatives.

The Geneva Trade Platform will seek, where possible, to schedule sessions in a manner that minimizes thematic overlap with concurrent Public Forum programming. However, this may not always be feasible, and organizers are kindly asked for flexibility regarding session scheduling and potential programme adjustments.

Successful applicants that later determine they are unable to proceed with their session are requested to notify the Geneva Trade Platform as early as possible, and ideally no later than one month prior to the commencement of the Public Forum.

Organizer Responsibilities

Organizers will be fully responsible for the content, structure and facilitation of their sessions, as well as for issuing and managing invitations to participants.

To support access management and room coordination, the Geneva Trade Platform will provide each organizing team with an individual online participant registration spreadsheet for their session. Organizers will be asked to ensure that participant information is entered accurately and in a timely manner.

Geneva Trade Platform student staff will be stationed at the entrances to meeting rooms to assist with participant access. Organizers are requested to be present at the start of their sessions in order to assist in resolving any uncertainties relating to invitations or guest lists.

All organizers, speakers and participants attending Curated Conversations sessions must also be registered participants of the WTO Public Forum 2026 within the official WTO registration window. Neither the Geneva Trade Platform nor the WTO Secretariat will be able to facilitate late registrations or exceptions to WTO registration requirements.

Sessions will be scheduled with thirty-minute intervals between meetings. Organizers are responsible for ensuring that their sessions conclude on time in order to allow for participant transitions and room preparation prior to the following session.

By default, Curated Conversations sessions will be conducted off the record. Organizers wishing to adopt an alternative discussion format — including, for example, the Chatham House Rule — will be responsible for clearly communicating the applicable discussion parameters to all participants in advance of and during the session.

Organizers may take photographs within meeting rooms provided they have secured the necessary permissions and consent from participants, including through appropriate visual or media release language in their registration processes where applicable.

The Geneva Trade Platform will publish on its website the titles of accepted sessions, the names of convening organizations, and a contact email address provided by organizers for inquiries. Organizers should therefore be prepared to receive and respond to attendance requests and related correspondence from interested stakeholders.

Communications and Publicity

The Geneva Trade Platform will produce general communications materials relating to the Curated Conversations series as a whole. However, the Geneva Trade Platform will not actively promote or publicize individual sessions beyond the measures outlined below.

Successful organizers are kindly requested to acknowledge their participation in the Curated Conversations series in any visual or promotional materials relating to their session. Organizers will be provided with the Geneva Trade Platform logo and suggested acknowledgement language for this purpose.

Organizers are also encouraged to include a brief acknowledgement during the opening or closing of their session noting that it forms part of the Curated Conversations series delivered by the Geneva Trade Platform in partnership with the World Trade Organization Secretariat.

Use of the WTO logo or other WTO visual assets will not be permitted without prior consultation and approval from the WTO Communications team, but organizers are welcome to use the WTO Public Forum logo on their materials.

The Geneva Trade Platform website, as well as informational screens located throughout the WTO during the Public Forum, will display the titles of Curated Conversations sessions together with the names of convening organizations. No additional session details will be displayed through these channels and participant lists will not be publicly shared.

The Geneva Trade Platform website will also include the contact email address nominated by organizers for attendance inquiries and related correspondence. We would ask session organizers to make a special effort to respond (whether positively or negatively) to all inquiries in a timely manner.

Organizers are welcome to discuss and publicize their sessions through their own communication channels as they see fit, provided that sessions remain strictly invitation-only and are not promoted through open public calls for participation.

Monitoring, Evaluation and Learning (MEL)

In the interests of assessing and improving the Curated Conversations series, the Geneva Trade Platform will conduct short post-session surveys with both organizers and participants.

Shortly following each session:

- organizers will receive a brief questionnaire on how the session proceeded and how we can improve the organizational experience; and
- participants will receive a short questionnaire on the session and the Curated Conversations format more broadly.

Survey forms will be distributed electronically via email. Respondents will have the option to submit feedback anonymously.

GDPR and Data Protection

Organizers will be responsible for ensuring that any participant information they collect and share with the Geneva Trade Platform for the purposes of Curated Conversations participation has been obtained and processed in accordance with applicable data protection and privacy requirements.

Participant information shared with the Geneva Trade Platform will be used solely for purposes connected to the organization and administration of Curated Conversations sessions, including participant access management, communications relating to the sessions, and post-session feedback surveys.

By participating in Curated Conversations activities, organizers and participants acknowledge that limited contact information may be shared between the Geneva Trade Platform, relevant organizers, and the World Trade Organization Secretariat where necessary for operational and security purposes connected to the WTO Public Forum 2026.

Participants and organizers may request correction or deletion of their personal information held by the Geneva Trade Platform by contacting the organizers through the enquiry address listed below.

Enquiries

Questions relating to the Curated Conversations series, application process or organizational arrangements may be directed to the Geneva Trade Platform at:

info@genevatradeplatform.org