



An Experience Agency

TALK DIVERSITY TO ME

6 KEY TAKEAWAYS

Diverse Speaker & Spokesperson Selection:

- It is important that the stories and information your audience will hear reflects those from different backgrounds and communities.
- Work this aspect into your company/event KPI. For example, out of 15 potential speakers, 8 will reflect diverse backgrounds (women, minority, LGBTQ+, veteran, etc)

Diversify Event Themes & Target Audience:

- If you host a women empowerment event, for your next event perhaps focus on cultural diversity.
- This will also ensure that you broaden your target audiences.
- Work into your company's KPI

Messaging & Communication:

- Event promotion language and visuals are inclusive.
- For speakers, make sure to have their Pronoun, phonetic spelling, or identification-related information ready and available.
- Include the option for attendees to provide their dietary restrictions and preferred gender pronouns.
- Have a communication plan ready to go.

Be Mindful of Your Suppliers:

- Research the companies you partner with.
- Whether it be an AV company, catering, or rentals, as an events agency, you can help the growth of companies owned by underrepresented groups.

Date & Venue Selection:

- Avoid religious or cultural holidays when selecting the day of your event.
- Include a variety of main courses and food choices to fit a variety of dietary needs.
- Look for venues that are fully accessible in regards to elevators, accessible entrances, ramps, all-gender restrooms, etc.

Pre-Event Considerations:

- Include closed captioning.
- Provide guests with a map of the venue highlighting all accessible entrances, elevators, etc.
- Make sure signage & collateral are easily accessible and readable.
- After your event provides a survey where they can reflect on the inclusion efforts of the event.