

# CROSS ASSOCIATION DIVERSITY & INCLUSION GROUP

## WHY IS D&I IMPORTANT?

Consumers are evolving, choosing brands and employers that are reflective of the society that surrounds them. Many are becoming less tolerant to exclusion, more accepting of diversity and have higher expectations on their employers to pro-actively demonstrate the same values. The event industry recognises it is behind and needs to evolve at a greater rate to replicate the societies we live in.

Diversity and inclusion are vital to society's progression, and also have a direct impact on a business' performance and profitability. Events and exhibitions are uniquely placed to facilitate D&I in the daily work of bringing communities together.

There are moral and regulatory considerations for conscious inclusion - businesses may need to report on ethnicity, under-represented groups and pay gaps / non-white board members in future. This group will help members to deliver against these requirements.

## PURPOSE

To recognise, value and promote diversity and inclusion in events and exhibitions, tackling inequality as we evolve to a consciously inclusive, welcoming and progressive industry.

To educate and encourage members, helping them invite greater diversity at events and recruit from a more diverse talent pool, via; working groups, expert panels, allyship and networking.

To highlight D&I as a currently under used resource and support members in adopting new behaviours and processes to create a more inclusive workplace that welcomes and retains underrepresented groups.

To promote conscious inclusion, showing members how to create content, marketing products and events that are inclusive and recognise diverse audiences.

## AUDIENCE

This is open to all members across all departments and demographics. We will actively encourage engagement with all persons, as we believe this will ultimately progress the group's objectives.

## FREQUENCY & LOCATION

Group to meet no less than four times per year, and deliver live and virtual educational content, panels, debates and conference sessions to AEO, AEV and ESSA members..



**Group Chair**  
**Michael Adeniya - Clarion Events**



**Vice Chair**  
**Catherine Beck - Quartz Events**



**Vice Chair**  
**Hannah Jardine - Ignition DG**