

# CROSS ASSOCIATION DIVERSITY, EQUITY AND INCLUSION GROUP

## WHY IS DEI 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.

## OBJECTIVES FOR 2024

In 2024, we will build on the work and achievements of 2023 and focus on driving actions to influence and impact change on the issues and challenges that are currently affecting the industry.

Our core areas of focus are...

- Talent Acquisition through fair hiring and recruitment practices
- Drive greater accessibility at events
- Education, Awareness and Support of gender health challenges
  - e.g., menopause, returning mothers,
- Education, awareness to support neurodivergence
  - e.g. ADHD, dyslexia etc.
- Education, Awareness, and support on any other identified initiatives that focus on the protected characteristics

## 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..



### Chair

Catherine Beck  
Head of Operations  
dmg events



### Vice Chair

Laura Beattie  
Senior Operations Executive  
IMEX