

Press Pack

 Launch event Wednesday October 12, 2022

 Location: IMEX America, Las Vegas Nevada



Press Contacts (For questions, enquiries and schedule interviews)

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Overview

The Event Leaders Exchange (ELX) community of practice announced immediate, practical initiatives designed to help event professionals, suppliers and the industry as a whole deliver event environments that allow all people to thrive and engage our industry in embracing DEIB. This pack contains background information about the two initiatives and the organizations behind them.

Neu Project, originating at Google, encourages new practical tactics of inclusion for neurodivergent communities, starting with event spaces and programming, workplaces and beyond.

The event also marks the announcement of a new supplier framework developed by ELX participants to bring transparency and urgency around DEIB throughout the supply chain, launching for consultation at IMEX.

Developed by event leaders in conjunction with the supplier community, the framework aims to bring parity of measurement for DEIB with existing sustainability measures. It will be made freely available to the wider events community to help accelerate the pace of change.

About The Neu Project »

The Neu Project is a diverse global community working to inspire safe, reflective events and environments that allow all people to thrive.

We are Event Professionals, Divergent Thinkers, Strategists, Designers, Creators, Writers, Parents, Advocates, Influencers and Activists.

The Neu Project amplifies existing methods developed by neurodivergent communities, and encourages new practical tactics of inclusion, starting with event spaces and programming, while partnering on workplaces and beyond.

It's designed with 3 missions in mind: 1. Demystify and normalize neurodiversity in the events and hospitality industry. 2. Inspire event professionals to embrace new methods of inclusion and 3. Empower event professionals to design events that are more considerate and inclusive of all brains and neuro types.

We hope to use events as a tool to help overcome neuroinclusive challenges, empower diverse voices, and create a sense of belonging for everyone.

Company stats and facts »

The Neu Project started with a small group of event leaders and neurodivergent voices at Google in early 2022. By the launch in October of the same year, it had grown into a community of more than 80 direct contributors and hundreds of friends around the globe.

The Neu Project is exploring the topic of neurodiversity and helping create events that embrace all neurotypes. We believe that when an experience is improved for one group or individual, everyone's experience improves.

This is a brave space. This is a safe space.

Neurodiversity is vital to our research and continues to be the foundation of developing The Neu Project guidelines. While neurodivergent voices take center stage in everything we do, The Neu project is also a safe space for neurotypical people to learn, ask questions, and try without fear.

We are all learning together, and from one another – in that lies beauty and power. Our project, message, and resources will evolve as our community of contributors and understanding of various needs grows.



Products and services »

Phase one of The Neu Project provides foundational education and enablement resources for event professionals to speak the language of neurodiversity and empowers them to promote acceptance and advocacy within their teams and organizations.

An Event Professional's Guide to Neuroinclusion explores the topic of neurodiversity, its benefits, and the significance of creating events that consider neuro differences. The format works to deepen understanding regarding neurodivergent needs and provide practical how-tos on hosting neuroinclusive experiences.

The Neuroinclusive Event Checklist is a framework to help event professionals make inclusive choices at every phase of an event lifecycle. The checklist is weighted to assist in measuring success and to aid in prioritization.

Phase two will look to create multimodal educational and storytelling mechanisms to continue and advance the neuroinclusion conversation in the event industry, and to take it into various other hospitality disciplines.

To find out more www.theneuproject.com

About Event Leaders Exchange »

Launched in September 2021, Event Leaders Exchange, or ELX, is a private professional community that brings together senior event leaders to share ideas and industry insights, brainstorm issues and engage in powerful, actionable conversations that lead to progress.

The initiative was launched in September 2021 as a collaboration between events industry veterans Kimberly Meyer, David Kliman, Chloe Richardson and Mark Brewster, initially as a series of invitation-only think tanks and has since been expanded to include in-person roundtable sessions, research, whitepapers, and cross-industry virtual meetings.

It is based on eligible criteria, community-driven and promotes open conversations that are strictly under the Chatham House Rule.

The ELX offering has been shaped by its impressive steering committee which features global event heads from the likes of McDonald's, Microsoft, Siemens, Cisco Systems and Wolters Kluwer. The role of the steering committee is to ensure the network remains true to its goal in creating a safe space for heads of events to share the unique challenges they face running global events teams delivering large portfolios of events and experiences.

The ELX Think Tank sessions centre around the biggest challenges facing the sector such as people, culture, D&I, sustainability, and benchmarking success. All conversations take place under the Chatham House Rule to promote open and honest discussions which members maintain is the key value derived from their participation.

To do this effectively, ELX will remain invitation-only to senior professional operating within the events industry.

To find out more visit <https://www.eventleaders.com/>

Key Spokespeople

Megan Henshall

Global Events Strategic Solutions Lead, Google



Megan (she/her/hers) joined Google in April 2019, and serves as the Global Events Strategic Solutions Lead. She partners within and throughout Google's product areas to understand how events drive business, build communities and promote cultural continuity, informing strategy for a global team of amazing event professionals. She leads an internal/external innovation effort called Experience Institute, focused on exploring and reimagining human-centered multi-modal experience design. Superpowers: sensitivity, bridge-building, advocacy.

2022 Mottos: Find and give joy. Consider everyone.

Kimberly Meyer

Co-Founder, ELX and The Data Angel



Kimberly (she/her) is an entrepreneur with a focus on corporate meetings programs and the hospitality & travel industries. She is the co-founder of the Executive Meetings Forum at IMEX, has been part of the "Top 25 Women in Meetings Industry" and recognized by Business Travel News (BTN) as an SMM expert. She has also co-founded Meetings Strategy & The Data Angel, providing software automation and program services to enterprise meeting programs in some of the world's largest corporations.

Work aside, Kimberly is a closet fiction writer, who loves skiing, biking, running and hanging out in great bars. Closet fiction writer.

Kate Scully

Global Business Travel Manager, Howden Group Holdings



Kate (she/her) entered the world of travel & event management in 2010, building up a comprehensive travel programme for the various business units of the Petrofac Group. Moving then on to managing the vast multimillion-dollar programme with a true global footprint, for G4S Plc, the Global Secure Solutions provider. In November 2021 Kate joined the growing global insurance firm, Howden Group Holdings. Kate is skilled in delivering smart solutions for the business and driving key stakeholder engagement within a large company to achieve savings and control over Travel & Meetings related spending and reporting.