



Press Kit

www.theneuproject.com

**website will not be live until the launch event at IMEX on October 11th*

Overview:

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.

For questions, inquiries, or to schedule interviews, please reach out to xi@google.com.

* The Neu Project *

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.

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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.

Logos and assets

Please reach out to xi@google.com for logos and digital assets.

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