

Have You Had Your DEI Check-up?
Measuring DEI Stats in Meetings and Events
Wednesday, April 19, 2023

Key Take-Aways

After this informative session, we can all agree it is essential that events be inclusive on every level, by design. Here are the notes and key take-aways from our program:

Anyelis Cordero, Propel on Purpose: (from her slides)

Level set our DEI consciousness:

- Diversity - (representation) – the what & who
- Equity - (accessibility) – the systems & processes
- Inclusion - (belonging) – the how

Multicultural Markets are no longer a niche; US poised to be a minority-majority.

Globally, 1 in 6 people (15%) have some form of disability; 9.2% with some form of visual or hearing impairment.

Gender fluidity doubled with each generation; 4% of Gen Z identify as non-binary, 2% of Millennials, 1 % of Gen X

20% of Global Population has some form of neurodivergence*.

- Diversity - (representation) – hiring diverse speakers, partners & vendors.
- Equity - (accessibility) – incorporating more accessibility tools & language.
- Inclusion - (belonging) – inclusive content, activities & materials

35-40% of Events didn't have any black speakers in a survey by EventsMB across finance, medical, marketing & tech industries.

90% of websites aren't accessible; **86% of companies** don't use free captioning services.

Inclusion Categories to Consider: Cultural, Demographic, Racial, Religious, Age, Gender Identity and Sexual Orientation, Ability, Personal & Professional Diversities.

"DEI is not a nice to have, rather a strategic business imperative to be competitive contributing to a business success." -Greg DeShields, *Tourism Diversity Matters*, Executive Director

(**Neurodivergent** is a nonmedical term that describes people whose brains develop or work differently for some reason. This means the person has different strengths and struggles from people whose brains develop or work more typically.)

“Worthwhile changes do not happen overnight so meeting planners are encouraged to build on DEI efforts year over year. Of course, we know that inclusive and diverse meetings improve the experience for everyone, but expanding inclusivity happens in steps.”-Associations Now

Fundamental Areas of Focus

- Ask questions to understand attendee need.
- Use person first, empowering instead of deficit language.
- Build accessible event website with inclusive images/graphics.
- Influence use of diverse speakers/vendors/partners.
- Question if content/activities create sense of belonging for attendees.
- Research accessibility features of current tech tools.
- Let attendees set name pronunciation and/or pronouns.
- Use MPI’s DEI Checklist 😊 .

From our panelists, Ruth Katz, Josh Novick, & Jeff Orlowsky:

- “Don’t let the perfect be the enemy of the good.”
- As planners we want everything to be “perfect”, but in this case we are really just striving for better.
- Educate yourselves, and your hosts, about different ways you can make the event more inclusive, and hopefully instill a sense of belonging.
- “If you try to change everything at once, you change nothing”.
- Start with one small change which can have a huge impact.
- Continue to educate and don’t be afraid to try something new.
- It’s better to ask for forgiveness rather than permission.
- Empower yourself to innovate and invest for a better future.

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