CROSS ASSOCIATION
FIVE PILLARS OF INCLUSION

AEO ASSOCIATION OF EVENT ORGANISERS

AEV ASSOCIATION OF EVENT VENUES

ESSA Event Supplier and Services Association

Promoting and supporting diversity in the workplace is an important aspect of good people management - it's about valuing everyone in the organisation as an individual.

To reap the benefits of a diverse workforce it's vital to have an inclusive environment where everyone feels able to participate and achieve their potential.

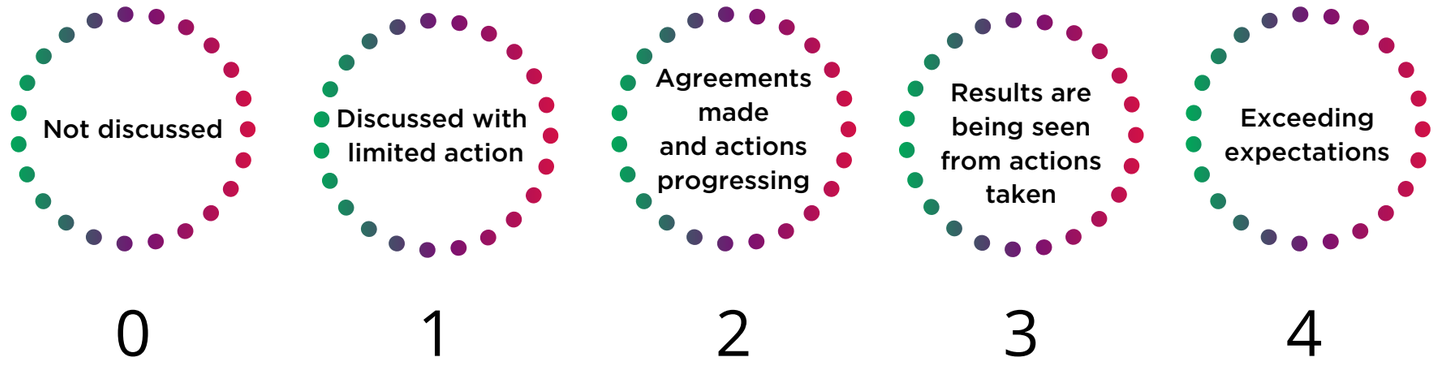
While UK legislation – covering age, disability, race, religion, sex and sexual orientation among others – sets minimum standards, an effective diversity and inclusion strategy goes beyond legal compliance and seeks to add value to an organisation, contributing to employee wellbeing and engagement.

Key

Recruitment & Hiring	Identify ways that you and your company can bring diverse talent into the industry, and work hard to achieve it.
Developing Talent	Identify what you want your workforce to look like at all levels and work hard to achieve it.
Company Culture	Describe the culture you aspire to have, then work hard to attain it.
Partners & Suppliers	Identify what a diverse supplier base and partner group looks like for your company and/or events and work hard to achieve it.
Leadership & Employees	Identify what positive change looks like for your company, then work hard to attain it.

How will the pillar commitments support you?

- They are designed to provide a framework for all to ensure that you are implementing a good level of D&I in your business
- They are intended to help you measure and identify if there are any areas needing particular focus
- Representatives who sit on the Cross-Association D&I Working Group will be asked to report back progress by their organisation
- The score against the pillars will be made up of:



Pillar commitments

Diversity and Inclusion (D&I) forms a part of all areas of the business; it is integral to the organisation's strategy, culture and outputs, is included in all processes and procedures and is understood and implemented by all staff.

This is underpinned by a clear D&I policy and goals.

Focus Area	Principle	How to / who can meet the principle	Deeper example of how the organisation is meeting the principle	Score
Recruitment & Hiring	Identify ways that you and your company can bring diverse talent into the industry and work hard to achieve it		Understand your company's and/or team's D&I levels, and take accountability to increase the level of diversity.	
			Set a benchmark on the number of applications and/or interviews to be held with those from diverse backgrounds (e.g. 50% female, 35% black & ethnic groups).	
			Review job description to appeal to more people, such as removing gendered terms and educational requirements.	
			Include salary/salary bands in the job advert.	
			Take a personalised approach to recruiting, such as researching and reaching out to people directly.	
			Have a set process for interviewing so that each interviewee is asked the same questions, and their answers are benchmarked against other candidate's answers, rather than going with a 'gut feel', 'likeability' factor, or 'team fit'.	
			Ask attitude and behaviour-based questions, rather than experience based questions in interviews.	
			Have a clear onboarding process and take responsibility to ensure they are able to successfully perform the role.	
			Review flexible working policies to attract more talent.	
			Partner with universities, apprenticeship programmes and community groups to identify those from under privileged backgrounds to give them a career path into the industry.	

Focus Area	Principle	How to / who can meet the principle	Deeper example of how the organisation is meeting the principle	Score
Developing Talent	Identify what you want your workforce to look like at all levels and work hard to achieve it		Identify diverse talent in your own team/company and commit to the levels of diversity you want to achieve at each level (e.g. the percentage black employees, female employees, older employees, etc.)	
			Look at retention rates specifically amongst diverse employees, and aim to improve/bring it to the same level as others.	
			Mentor and/or coach employees with diverse backgrounds, at all levels of the business, to support development and/or progression.	
			Champion and develop people outside of your immediate network/comfort zone.	
			Proactively find people with the right attitudes and behaviours for roles and coach them into it, rather than looking for people with an existing level of experience	
			Train all people managers on D&I.	
			Train all staff on D&I and incorporate into induction programmes.	

Focus Area	Principle	How to / who can meet the principle	Deeper example of how the organisation is meeting the principle	Score
Company Culture	Describe the culture you aspire to have, then work hard to attain it.		Review company values with staff and customers to include Diversity, Equity and Inclusion (DEI), and set performance objectives to ensure they are being realised.	
			Create a D&I policy/statement with staff and customers. Openly communicate it such as publishing on the front end of your company website, on each event/service webpage, in exhibitor manuals, etc.	
			It is encouraged that open communication and transparency at work allows staff to feel comfortable in reaching their full potential to work to the best of their ability.	
			Identify the acceptable behaviours for your staff/employees to convey, to help those with a diverse background feel comfortable in the workplace.	
			Remove biased wording from communications and marketing campaigns, such as gendered terms.	
			Celebrate key DEI dates such as Black History Month, Chinese New Year, and Pride week.	
			Explore, partner and support charities that align with your D&I policy.	
			Make yourself/your company publicly accountable for realising the D&I policy/statement.	
			Publish an annual progress report, measuring improvements made in D&I.	
			Have initiatives in place where employees can give back to the local community.	

Focus Area	Principle	How to / who can meet the principle	Deeper example of how the organisation is meeting the principle	Score
Partners & Suppliers	Identify what a diverse supplier base and partner group looks like for your company and/or events and work hard to achieve it		Review existing frameworks/models/policies to support more diverse partners/suppliers/agencies to participate.	
			Research organisations for speakers and suppliers with a focus on equity and anti-bias.	
			Set benchmarks on the levels of adversity represented amongst partners, suppliers, speakers etc	
			Champion suppliers, venues and exhibitors who have put in processes/ align with your company's policy and values.	
			Run a regular audit of your suppliers, and vary the companies you tender to include those with diverse ownership or D&I values that align with yours.	

Focus Area	Principle	How to / who can meet the principle	Deeper example of how the organisation is meeting the principle	Score
Leadership & Employees	Identify what positive change looks like for your company, then work hard to attain it.		Take the time to become self-aware of your own personal biases.	
			Remove the fear from having conversations by using/ requesting trained facilitators	
			Support dignified and effective conversations.	
			Engage with your staff to identify where your team/department/company can improve, without relying solely on surveys.	
			Invest in people managers so they know how to have a dignified conversation on D&I.	
			Invest in your own personal growth.	
			Recognise and value positive work by those living by the company's D&I values.	
			DEI is represented in external communications/event registrations/imagery/speaker panels/outreach programmes.	
			Identify ways to measure D&I training delivered being positively put into practice, such as putting objectives into Personal Development Plans, Business Objectives, and 365 feedback..	