Diverse Corporate Event Planning

This playbook describes strategies for planning corporate events that respect and celebrate diversity. The goal is to ensure inclusivity among attendees and within the organization.

Step 1: **Assessment**

Evaluate the current state of diversity within the organization. Understand the demographic makeup of your team and potential attendees to better tailor the event.

Step 2: **Policy Review**

Review company policies on diversity and inclusion. Ensure that the event planning process aligns with these policies and promotes a culture of respect.

Step 3: **Diverse Team**

Assemble a diverse planning team. Ensuring that the team represents different backgrounds will foster different perspectives in the planning process.

Step 4: **Cultural Considerations**

Research cultural dates, holidays, and dietary restrictions. Avoid scheduling conflicts and ensure food and activities are inclusive of all attendees' cultural backgrounds.

Step 5: **Accessible Venues**

Select a venue that is accessible to everyone, including people with disabilities. Consider physical layouts, proximity to public transport, and other accessibility features.

Step 6: **Inclusive Content**

Plan for diverse speakers and content. Ensure that topics, speakers, and panelists represent a breadth of perspectives and backgrounds.

Step 7: **Engagement**

Create opportunities for engagement. Provide forums for discussion and interaction that allow all voices to be heard and valued.

Step 8: **Feedback**

Collect and implement feedback. After the event, seek out viewpoints on the inclusivity of the event and make improvements for the future.

General Notes

Continuous Improvement

The process of creating inclusive events should be ongoing, and continuous improvement should be sought after each event.

Avoid Tokenism

Be cautious of tokenism. Diversity and inclusion should be woven into the event naturally, not treated as a check-box or afterthought.

Communication

Communicate clearly and inclusively, both during the planning stages and when promoting the event. Use language that is welcoming to all.