

Nov 2024

# Guide To Inclusive Events

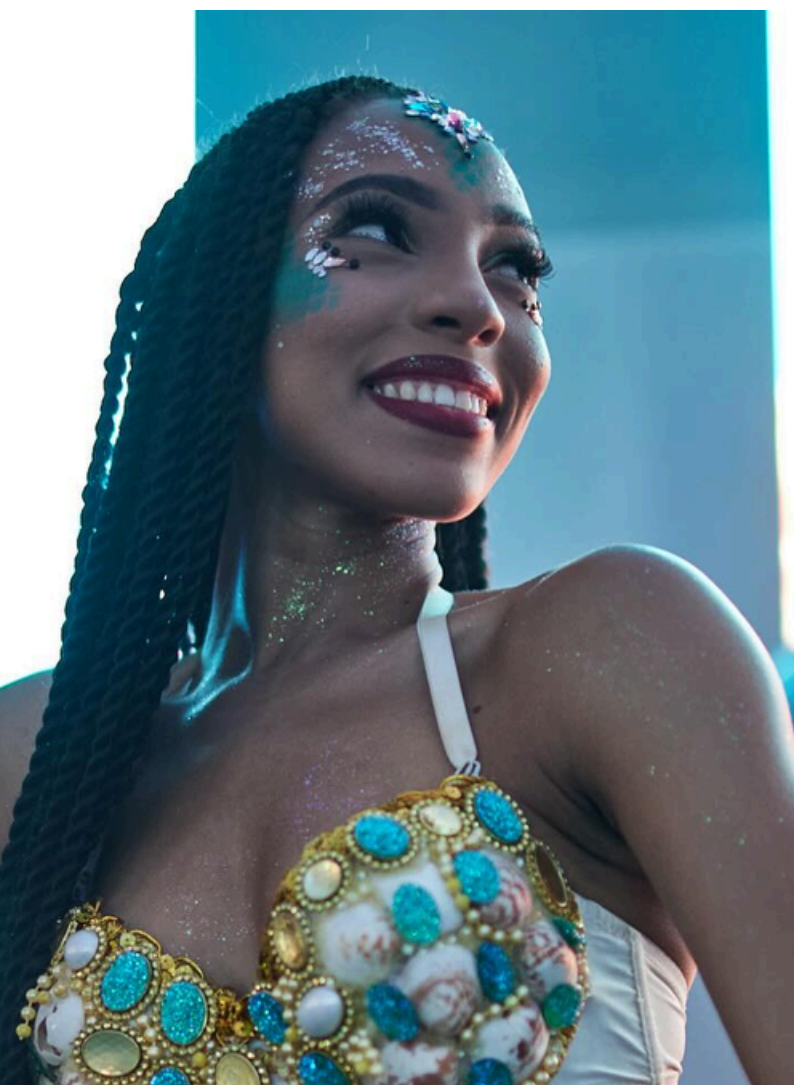
At RX





# Welcome to the Guide to Inclusive Events at RX!

This Guide has been developed to serve as inspiration for every event team to create even more amazing and magical experiences for our customers, visitors and fans! It is designed to help you approach your event with an inclusive mindset, adding value by making all our attendees and event participants feel welcome, seen, and safe at our events.



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You will frequently see the acronym "DEI" used throughout the Guide.

What does it mean?

**D = Diversity**

Who is in the room?

**E = Equity**

Who is trying to get into the room but can't - and what are the barriers?

**I = Inclusion**

Have everyone's ideas been heard, respected and understood?

**B = BELONGING**

Is everyone feeling valued through positive connections with others, and able to bring their authentic self to work?

These elements are critical in ensuring we are creating a culture of BELONGING – for our colleagues here at RX, and for our customers at our events!





MIP television content markets in Cannes celebrate series and talent watched by billions globally, attracting creatives and studio execs from 100+ countries. For years, our stages favored a principally archetypal male, Anglo-Saxon executive profile. We were missing voices from a huge swath of talent internationally. The catalyst for inclusion came when we adjusted our “filter” to present voices who were missing and bring parity and equality in our speaker lineup and schedule.

Our programme today reflects real diversity with headliners like Shonda Rhimes, Issa Rae, RuPaul and Mo Abudu. We don't exclude archetypes, rather we've broadened our vision of who influences TV production globally. Our Women in Global Entertainment Lunch with A+E Networks gathers 150 leading female media execs; our Diversity TV Awards celebrate excellence in inclusive programming across LGBTQ+, disability, race and ethnicity; and our médiaClub'Elles mentoring for women in film, TV and digital media is always to capacity. Each are now flagship industry events generating over €100K in sponsorships.

**Lucy Smith, Director –  
Entertainment Division**







I'm most proud of the way our team has embraced inclusivity from start to finish for NYCC. We have an expansive ADA program that provides accommodations for everything one could think of, but the real magic comes from the mindfulness of the staff supporting it. Through education of our ADA program and empowering our team to provide the best experience to our fans, we've been able to dramatically improve the experience.

From fan feedback, it's the smaller moments of mindfulness that truly bring inclusivity to them; having chairs available everywhere for folks with mobility needs that would otherwise be standing, widening our aisles, investing in our ASL (American Sign Language) program to provide non-stop service at our largest stages, and most importantly, the mindfulness to have conversations with fans in the moment in order to identify what would aid them most and making it happen. Inclusivity at its core is mindfulness.

**Kristina Rogers,**  
**Event Vice President**



# Mission

At RX, we set out on a journey in 2021 to build a more inclusive culture, rich in diversity, where all employees may thrive in a safe, positive, and supportive working environment. At that time, we implemented an inclusion strategy that included a phased approach to progressing our workplace culture over time.

Our focus from 2021 to 2023 was centered around building our foundation of inclusion and belonging. That included introducing Unconscious Bias Awareness training for all leaders; Inclusive Leadership training for senior and HR leaders; Psychological Safety assessments and workshops; launching Employee Resource Groups (ERGs) in local markets, and the creation of Global Inclusion Committees focused on supporting key dimensions of diversity. Each country where we operate is represented on the RX Global Inclusion Council by an I&D Champion, who provides local cultural context to all our inclusion programs.

We will continue to progress our internal work while turning our 2024-2025 I&D strategic focus to how inclusion and accessibility can impact and become integral to our events, participants and the industries we serve.

The Guide to Inclusive Events at RX has been developed to serve as inspiration for every event team to create even more amazing and magical experiences for our customers, visitors and fans! The content of the Guide is designed to help you approach your event with an inclusive mindset, with the intention of making all our attendees feel welcome, seen, and safe at our events.

The Guide is filled with many suggested actions, so please – don't be overwhelmed! Every event is at a different place in its journey, so each team is encouraged to set time aside to review the Guide together and select focus areas that you wish to incorporate into your event strategy and programming. You will find that many of the suggestions listed can be implemented at minimal or no additional cost, in turn creating tremendous, tangible value for our attendees.

The Guide is presented from a global perspective, with full understanding that local cultures and laws must be taken into consideration when deciding what and how to implement suggestions. The Guide is a living, breathing internal document, and will become more robust as we mature and progress this work over time.

And finally, incorporating inclusive and accessible content into your event programming is a top priority, but it is important that we implement properly. The Guide is designed to help you understand WHY each suggested action is important and provides safeguards you may put in place to ensure high-quality execution.

Thank you for taking the time to read the Guide. Please get in touch with [Ray Rhodes](#), Head of Inclusion & Diversity, if you have any feedback.





## Do it – Do it Right

### Who has a seat at the table?

Representation of people from different backgrounds is critical when you begin planning your event content. Having perspectives and input from people directly connected with different dimensions of diversity will create authentically meaningful experiences at our events for participants who identify with those dimensions of diversity.

Want to get it right? Be sure to seek diverse perspectives around the planning table from the beginning of the process.

**Afraid to make a mistake? Mistakes will happen, and we will learn from them together!**

To help you begin thinking with a more inclusive mindset, explore the following foundational elements of inclusion to provide ideas and focus areas for your event:

### **Website:**

- Ensure your event website contains a prominent Inclusion and Belonging Headline Statement on the home page (e.g., PGA event “Now, be YOU”)
- Ensure anti-harassment and code of conduct policies are easily accessible on the event website, and prominently displayed on-site
- Promote accessibility and inclusive content features on your event website (you put in the effort, now make sure our customers know what’s there for them!)

### **Registration & Onsite:**

- Where possible, offer event team members and customers the opportunity to add their pronouns to their event badges, and provide pronoun stickers for anyone wishing to add them to their badges at the event
- Where appropriate, invite a local cultural group to participate in opening ceremonies
- Ensure venue meets all local accessibility requirements for people with disabilities
- Add a “Lactation Room” for individuals who are required to use a breast pump at the event
- Add a quiet/reset room for anyone needing a space to reset from overstimulation (include sponsored “fidget” tools) – space should be away from the event floor, and as quiet as possible
- Add a designated interfaith prayer space for guests and colleagues who are required to pray or meditate through the course of the day (may need to be gender-specific for some faiths)
- Work with venue partner to designate gender-neutral restrooms and highlight them on event maps

### **Conference, Speakers & Education:**

- Ensure balanced representation in education and special keynote speaker faculty
- Ensure your education and keynote events are accessible to everyone (e.g., people with apparent and nonapparent disabilities)



## Communication:

- Ensure show photographers/videographers are prepped to capture images from inclusive events, and images of people from a variety of backgrounds; be sure to incorporate representation of people from different backgrounds from our events in marketing images and panel promotions

## Networking:

- Invite at least one industry diversity organization to host a networking event at the event

## Post-Event:

- Include “How can we make our event more inclusive in the future?” question in post-event survey



With a resolute focus on fostering belonging, WTM has developed ambitious initiatives to embrace individuals of all backgrounds. We have pledged to enlist 50% of our speakers from underrepresented groups to reflect the varied experiences of travel consumers worldwide. In 2023, we launched our inaugural 'Diversity, Equity & Inclusion Summit' to address pivotal issues and enlighten global travel stakeholders on the importance of inclusivity.

Collaborating closely with our venue, ExCeL London, we are also working to improve accessibility and create a safe space for all attendees. In 2023 we introduced a Reset Room, recognizing the need for tranquil spaces amidst bustling environments, as well as a Multi-Faith Room to accommodate the significance of prayer. Additionally, a range of services tailored to individuals with mobility and assistance requirements further underscore WTM's dedication to inclusivity.

**Juliette Losardo, Exhibition  
Director**





# Get to know the “whys” through this Guide....

Let's go a bit more in depth with some actions you may wish to consider at different stages of the event cycle and learn WHY they're important. It's never too early to start planning for the next event edition!

[Before The Event](#)

[Onsite](#)

[Special Events & Education](#)

[Networking Opportunities](#)

[Post-Event](#)

[Speaker/Panel Prep Checklist](#)



# BEFORE THE EVENT



# Event Website

## ACTION

Ensure your event website is WCAG (Web Content Accessibility Guidelines) compliant for people who are blind or have vision loss, deaf or hard of hearing, and for people who may be sensitive to sensory overstimulation

## ACTION

Ensure your event website contains a prominent Inclusion and Belonging Headline Statement on the home page (e.g., PGA event "Now, be YOU")

## ACTION

Incorporate diverse representation from our events in marketing images and panel promotions

## ACTION

Use gender-neutral language in website text and event documents (they/them/their vs she/he, her/him, hers/his)

## ACTION

Provide clear information about inclusive experiences, content, and accommodation options at the event and venue on your event website:

- Inclusion networking events and professional development content
- Facilities available for prayers and /or quiet meditation and reflection
- Quiet/reset rooms for anyone who needs to access
- Gender-neutral restrooms
- Venue and show accessibility maps, access to quiet/reset rooms, services available

## WHY?

Good contrast in text vs. background colors, less-busy/amounts of animation and strobing effects make for easier navigation for everyone, and assist people with some disabilities navigate more independently

## WHY?

Your Inclusion and Belonging statement will set the tone for our customers to know that they belong and that our events are a safe space for EVERYONE

## WHY?

To create a true sense of belonging, it is important for our customers to see themselves represented at our events

## WHY?

Gender-neutral language is respectful and inclusive of our gender-diverse guests

## WHY?

For some customers, these experiences and access/accommodations will influence their decision to attend the event and will allow them to prepare their schedule in advance. Promoting these experiences sets a tone for a climate of inclusivity at the event.

## Event Registration

### ACTION

Enable attendees to include their pronouns and preferred names on their event badges if they wish

### ACTION

Make pronoun “stickers”/adhesive labels available for attendees to add to their badges if they wish

### WHY?

For gender diverse guests, or for guests who have gender-neutral names, pronouns listed on their badges may prevent misgendering in interactions with other guests. For cis-gender guests, listing their pronouns on their badges can be a powerful demonstration of allyship for gender diverse guests.

### WHY?

Providing these adhesive labels will enable participants who were unable to add this information to their badges to share their pronouns

## Event Temps

### ACTION

Highlight for temporary staffing agencies that it is a priority to ensure that the temporary staff working the show is representative of the diversity of the region

### WHY?

We have exciting temp jobs at our events that provide employment opportunities for people from under-resourced and underrepresented communities.

## Stand Accessibility

### ACTION

Encourage Exhibitors to ensure their stand space is accessible for all attendees to optimize the attendee experience

### WHY?

Attendees with mobility challenges may not be able to successfully engage with exhibitors and may feel less inclined to do business with them if they are unable to navigate their stand space.





# Did You Know?

**An estimated 1.3 billion people in the world experience significant disability. This represents 16% of the world's population, or 1 in 6 of us.**

There are many types of disabilities, such as those that affect a person's:

- Vision
- Movement
- Thinking
- Remembering
- Learning
- Communicating
- Hearing
- Mental health
- Social relationships

People are becoming more values-driven with their shopping and resonate more strongly with brands that reflect social issues of importance to them. We make every effort at Life Instyle to platform these issues and brands through various acknowledgements, feature areas, and content, and by continually assessing the accessibility of our event.

Among recent initiatives, 'Acknowledgment of Country' has been integrated on our website, in event comms and PA announcements (opening of events and education programs), and in the use of traditional land names. We have also commissioned a First Nations Artist to provide artwork for our speaker gifts (re-usable water bottles) and always ensure we review the diversity of our speaker line-up panels to ensure we have broad representation. In addition, during our curation process, we decline any brand that is utilising First Nations or Indigenous art that has not sought appropriate approvals or has appropriate funding/agreement with the artist(s).

**Nina Vidale,**  
**Event Director**  
**Member, RX Global Inclusion**  
**Council, and APAC DiveRXsity**





# Marketing

## ACTION

Work with photographers and videographers to capture images from inclusive events, and images of people from a variety of backgrounds

## ACTION

Incorporate diverse representation from our events in marketing images and panel promotions

## WHY?

These images will be helpful in promoting inclusive experiences and diversity in representation of attendees at our events in our marketing promotions.

## WHY?

To create a true sense of belonging, it is important for our customers to see themselves represented at our events.

# Venue-Local Culture

## ACTION

Where appropriate, include local cultural experiences and customs in opening ceremonies:

- Performance by local cultural groups
- Honoring the First Nations

## WHY?

In some regions, connecting the event with local culture and customs creates awareness and an enriching experience for guests and is a highly respectful gesture for Indigenous People of the region.

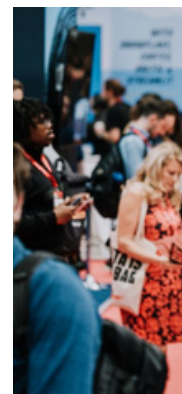
# Catering

## ACTION?

Consider special dietary needs of colleagues and customers who may be attending the event over important religious observances (e.g., Ramadan, Lent, Yom Kippur, etc.), or have other special dietary needs. Include Halal and Kosher catering offerings.

## WHY?

Some religious observances require fasting periods or other dietary restrictions. Acknowledging these requirements and providing schedule accommodations, flexible mealtimes, and catering offerings for colleagues and customers where necessary is an important action of allyship.



## Panelist & Speaker Prep

### ACTION

Communicate with all panel groups and speakers in advance of the event to be sure they are aware of the environment of the session (e.g., noise levels, lighting, audience attendance estimate, panel questions, etc.), and ask them if they require any accommodations – **DO NOT RELY ON THEM TO ASK YOU.**

### ACTION

Ask panelists, moderators, and speakers to be mindful of using proper pronouns and preferred names of other guests on the stage with them. Ask panelists if they are comfortable sharing their pronouns, and having them listed in marketing promotions and session slides as part of your pre-event prep

### WHY?

Panelists may need to prepare for the session environment in advance. For example, someone with autism may be sensitive to noise levels or intense lighting, or someone who is hard of hearing may need to sit close to the moderator onstage, or someone with vision loss may need an accessible teleprompter, a wheelchair user may need an accessible podium, etc.

### WHY?

Misgendering or not using the preferred name of a speaker or panelist onstage is considered disrespectful and creates an awkward, uncomfortable and unsafe environment for guests onstage and in the audience.

## AV Vendor Prep

### ACTION

It is important that we properly prep vendors in advance for accommodations that are requested (e.g., special lighting requirements onstage, volume on stage monitors, teleprompter settings, etc.)

### WHY?

Ask for what you need! Providing vendors with advanced notice for special requirements will make the day of the event much smoother than if you are making last-minute requests onsite and may save incurring additional costs to the event. Our request may result in the vendor making advances in their technology and service more broadly.





# Special Programs

## ACTION

For Exhibitors: Create a campaign to offer discounted or free stand space to a women-, LGBTQIA+-, minority-, disability-owned business that may not otherwise have the means to exhibit at the event. Invite them to create a business case, to be reviewed with a panel of industry leaders.

## ACTION

For Attendees: Create a campaign to offer discounted visitor passes for new business owners from underrepresented communities who may not otherwise have the means to attend the event. Invite them to create a business case, to be reviewed by a panel of industry leaders.

## WHY?

Offering these businesses the opportunity to exhibit at our event may be life-changing and afford them the opportunity to reach their full potential.

## WHY?

Offering these individuals the opportunity to attend our event may help them network, inspire them to exhibit in the future, and afford them the opportunity to reach their full potential.



# Did You Know?

**According to the World Health Organization, disability has three dimensions:**

- Impairment in a person's body structure or function, or mental functioning; examples of impairments include loss of a limb, loss of vision or memory loss.
- Activity limitation, such as difficulty seeing, hearing, walking, or problem solving.
- Participation restrictions in normal daily activities, such as working, engaging in social and recreational activities, and obtaining health care and preventative services.





I am most proud of our support of the African American Golf Expo & Forum (AAGEF). PGA Golf Exhibitions sponsors a “Share Your Story” video contest for AAGEF exhibiting companies with the winner receiving complimentary booth space at the PGA Show in Orlando. PGA Golf Exhibitions is strongly aligned with the goals of increasing inclusion and diversity in the sport and business of golf and have enjoyed working with Jim Beatty, the AAGEF founder, through the years to build important relationships and help grow involvement by underrepresented communities.

This involvement has resulted in a number of new African American companies participating in our industry's largest global business gathering. Their stories of perseverance and creativity have been truly inspiring to the entire team, and the feedback from PGA Show participants has been overwhelmingly positive.

**Marc Simon,**  
**Event Vice President**



JURASSIC PARK  
@ashleynicolelee  
@johnniemadera

# ONSITE



## Prayer/Meditation Space

### ACTION

Designate interfaith prayer and meditation space(s), ideally with easy access to restrooms, if there are no permanent prayer spaces and facilities. Prayer and meditation spaces may need to be gender-specific, as some faiths require.



### WHY?

Some faiths require prayers at designated times of the day. Lack of designated prayer spaces may lead to customers spending time finding makeshift prayer spaces. Having a dedicated space allows our customers to practice their faith in a respectful and private manner.

## Safe Spaces

### ACTION

Designate an LGBTQIA+ Safe Space



### WHY?

LGBTQIA+ Safe Spaces provide a safe environment for the most marginalized individuals of the community to find support and decompress should they be feeling anxious. Consider obtaining the [Stonewall Inn Gives Back Initiative \(SIGBI\)](#) Safe Spaces certification, to declare your event an LGBTQIA+ Safe Space.

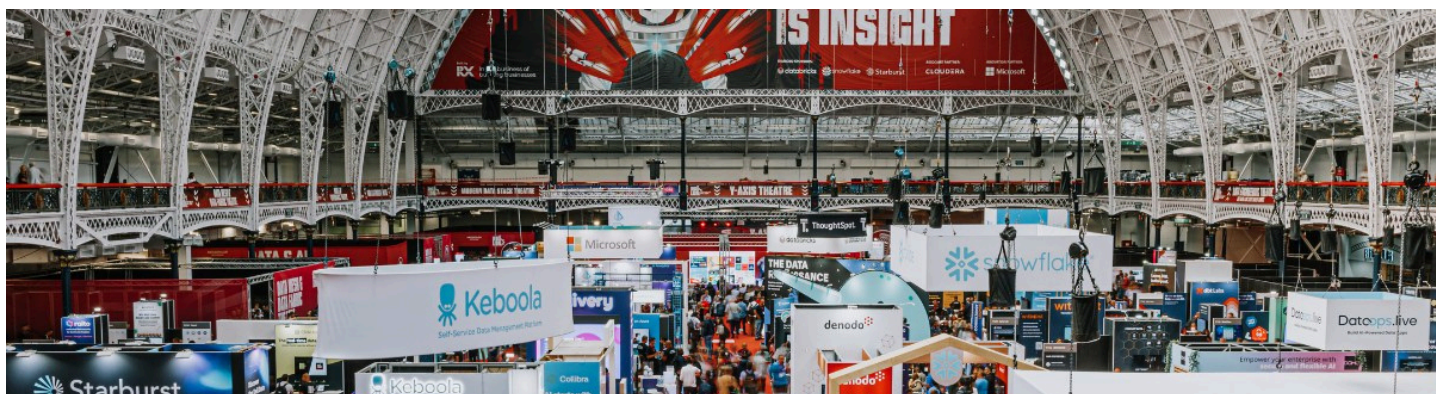
### ACTION

Designate gender-neutral restrooms



### WHY?

While not all venues have permanent gender-neutral restrooms, converting an existing restroom space to a gender-neutral space benefits all people and identities; it helps minimize potential mistreatment or feeling uncomfortable when accessing gender-specific restrooms. It also eliminates unnecessary wait times for a restroom when one is open, but you do not use it because it isn't associated with your gender.



# LGBTQ+ programming at our events.





# Wellness Space

## ACTION

Designate lactation/nursing facilities and process for storing and shipping breast milk



## WHY?

A safe and private space for nursing, with lockable door, comfortable seating, access to electric outlet and sink, and proper storage for breast milk will create a welcoming experience for people who are using a breast pump.

## ACTION

Designate a Quiet/Reset Room for anyone needing a space to reset from overstimulation. Consider organizing sponsorship of “fidget” tools. Space should be away from the event floor, and as quiet as possible. The room should be monitored to ensure guests aren’t using the space for conducting business.



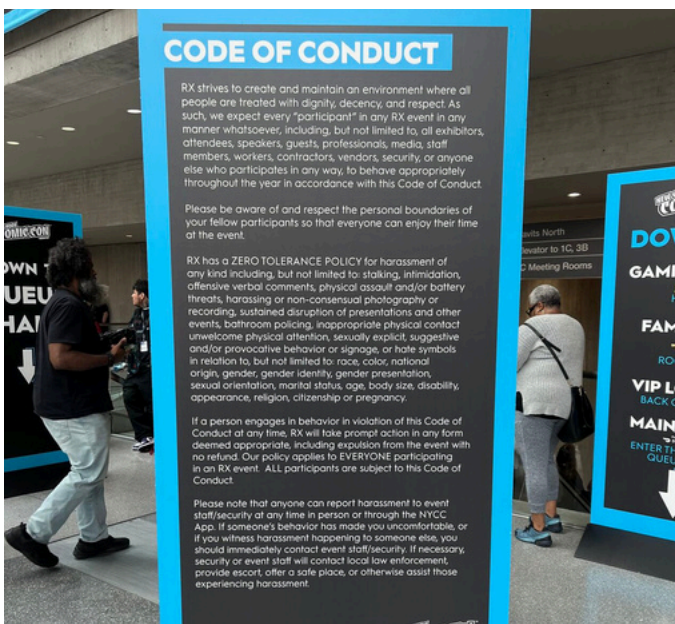
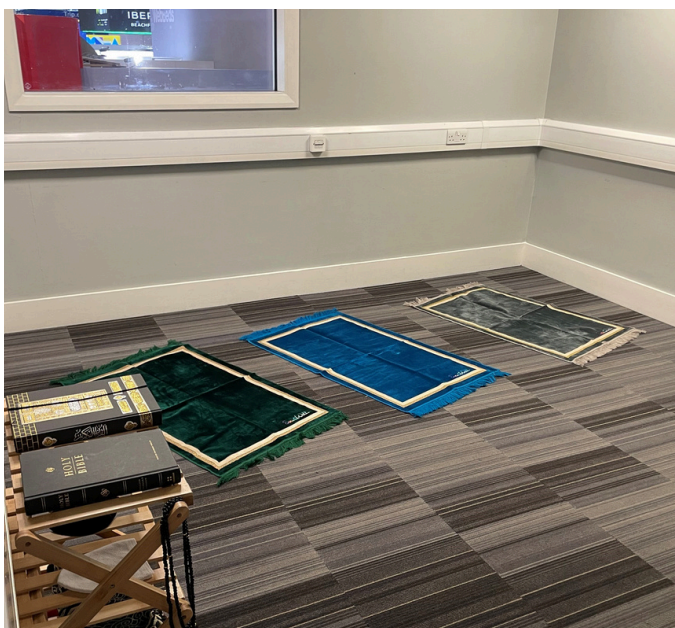
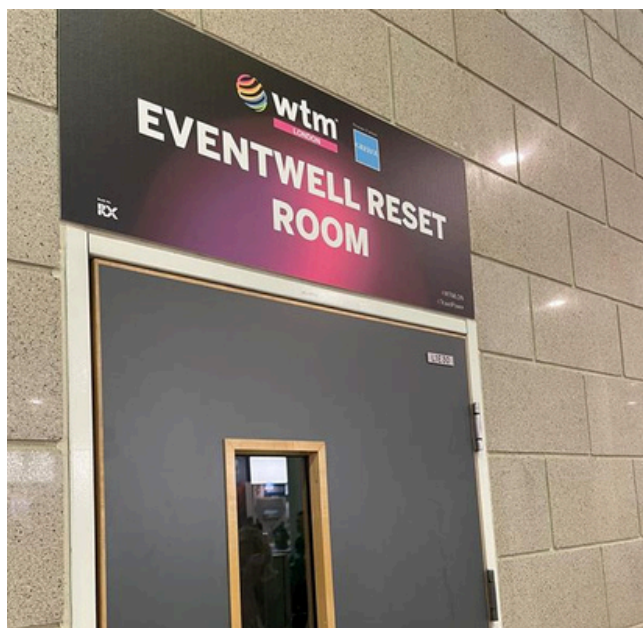
## WHY?

Quiet/reset rooms provide space where an attendee can retreat to safely whenever they feel overwhelmed or overload from the event environment. It gives them time and space to decompress and regulate their sensory system and balance their nervous system. Most guests will only need to use the room for 10-20 minutes at a time.

**NOTE:** In some regions, it may be appropriate to designate Quiet/Reset Rooms or safe spaces designed to offer a supportive and private haven for attendees facing a moment of vulnerability, with a focus on those who, due to personal or cultural reasons, may seek the comfort and solidarity found in female-centric spaces.

### Items to consider for Quiet/Reset Rooms:

- Soft lighting (fluorescent light emits an undesirable noise which can increase stress in individuals)
- Comfortable seating
- Sensory toys
- Soothing colors (blues, greens, and purples – may create with lighting in the room)
- Sounds (calming music or white noise to drown out outside noises)
- Soothing aromas (essential oils)
- Sound-absorbing materials, such as carpets, curtains, and acoustic panels (if near the show floor)





At Bar Convent Brooklyn 2023, we worked with our exhibitor, Jägermeister who partnered with The Stonewall Inn Gives Back Initiative (SIGBI) and The Lesbian Bar Project to support and to encourage nightlife establishments to become an accredited Safe Space \*for the LGBTQIA+ community.

Onsite they had an airstream which held education sessions, meet and greets, screenings and custom engravings – and venues could become SIGBI certified Safe Spaces (for free); 89 venues signed up during BCB Brooklyn. It was met with overwhelmingly positive feedback and appreciation from our customers. To keep the momentum and support going into 2024, we are in the process of having Bar Convent Brooklyn officially accredited as a Safe Space.

**Jackie Williams,  
Event Director**







Although PAX Australia has a strong ethos of providing inclusive and accessible environments throughout the event, one of the areas I'm most proud of at PAX is PAX Together. PAX Together celebrates diversity, underrepresented groups, and stigmatised topics both at PAX and in the gaming community at-large.

This area of the event includes an intersection of content across a Lounge, Theatre, LGBTQIA+ focused community booths, and consciously unbiased initiatives such as pronoun stickers, gender neutral bathrooms, and dedicated merchandise, all within a safe space for the community.

The feedback from our PAX community is overwhelmingly positive and highlights the importance of this space: "Spaces like PAX Together aren't just nice to have and they aren't just affirming for folks- for some they are absolutely lifesaving.

**Lauren Luciani,**  
**Exhibition Director**

# Accessibility

## ACTION

Event teams should work with venues partners to ensure all parties are complying with local regulations, including accessible toilets, accessible water fountains, proper circulation space around and through doors, accessible entrances to the building, and working lifts/elevators in sites with multiple floors.

## WHY?

Knowing the requirements and ensuring you have created an accessible event with proper accommodations in place improves our events and prioritizes inclusion while mitigating business risk

It is important to challenge our venue partners to make improvements when we are aware of accessibility challenges

## **Additionally, Event Teams and/or Venue Partners should consider:**

- Accessible registration windows
- Accessible queue system for People with Disabilities (“PwD”), including portable seating for long wait times
- Accessible customer service and info desks
- Dedicated support desk for PwD
- Large signage
- Event info in multiple accessible formats (e.g., apps, hard copies, large fonts, braille)
- Early access to venue/event floor (not specific exhibitors)
- Parks for mobility scooters
- Spaces for wheelchairs and chairs for companions in auditoriums
- Sign language interpreters on request (with notice) and designated seating available within clear sight of interpreter
- Live transcription on screen for keynote speakers
- Noise cancelling headphones
- Epilepsy awareness signage when flashing/strobe lights are being used
- Lifts and ramps to stages and platforms
- Guide/service animal relief areas
- Quiet/Reset Rooms for neurodivergent guests, with access to “fidget” tools
- Allowing guests with qualified dietary needs to bring their own food and drink into venue (may require pre-event application process)
- Accessibility at after-hours event venues





Inclusivity & Diversity” is one of the hottest topics in the beauty industry; anyone can be beautiful and successful. This idea is reflected in our show themes, such as “Beauty Beyond Boundaries” whose visuals featured people of various skin types and preferences. The show venue also provides accessibility, with dedicated parking spaces and wheelchair ramps for People with Disabilities as well as in-hall displays that are easily accessible.

**Sirirat Sungvichai,**  
**Exhibition Management Director**







# SPECIAL EVENTS & EDUCATION

## Special Events

### ACTION

Connect diversity observances to your special event content, including Black History Month, Women's History Month, Pride Month, LGBTQIA+ History Month, Autism Awareness Month, World Alzheimer's Month, Disability Awareness Month, and other regionally-relevant observances



### WHY?

These connections demonstrate social consciousness and may present opportunities to partner with a venue-local diversity nonprofit for fundraising or promotion at the event (e.g., 5k run, auction, cocktail reception)

## Education

### ACTION

#### Representation on Panels

When planning panel or education events, keep in mind that the audience wants to take information and insights away that they can put into practice. Be sure to include people with different racial, ethnicity, and cultural backgrounds, gender identities, sexual orientation, generations, and people with disabilities, to share their perspectives and provide the audience with different angles to consider.



### WHY?

#### Representation on Panels

Richer learning comes from hearing different perspectives, rather than hearing from four panelists with very similar profiles. While it may be tempting to invite the CEO of an organization to the stage, look further into an organization for the true subject matter expert with a unique perspective and an underrepresented voice in the industry.





We are immensely proud of our LGBTQ+ Representation Talks, a curated initiative that required extensive research and outreach to ensure authentic voices were spotlighted. This inclusive content has profoundly impacted our customer experience, creating an environment where diversity is not just present but actively celebrated.

**Martin Hiller,**  
**Portfolio Manager**



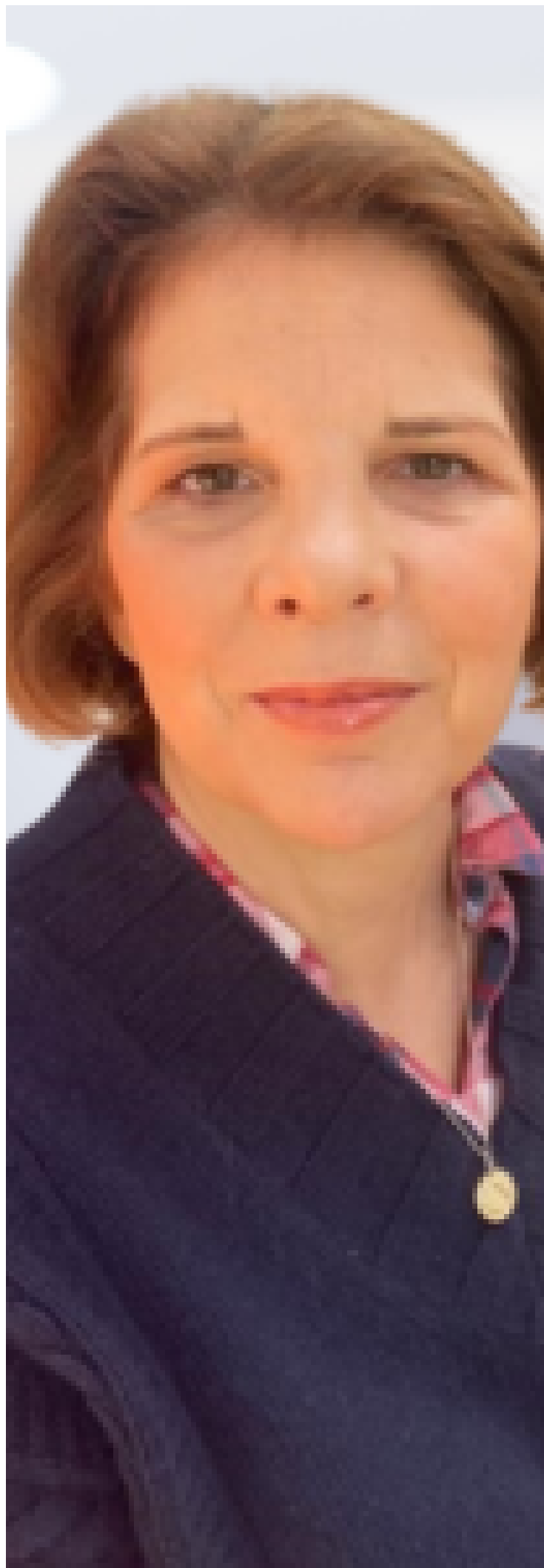
The fitness industry and FIBO have a role model function when it comes to uniting people's diverse needs for physical health. With the second edition of the RX Female Awards at FIBO 2024, we will be honouring women at FIBO who show exceptional engagement and inspire others. In a panel discussion, successful women will discuss their career paths and highlight opportunities to others, while the subsequent "Ladies Lunch" is designed to build networks and promote dialogue. We also have an extensive programme of onsite events - from women's health to special fitness topics such as postnatal gymnastics. I am convinced that FIBO will make a major impact on female empowerment.

**Silke Frank,**  
**Event Director**



In 2024, we are hosting the eighth Women in Cybersecurity event at Infosecurity Europe. From its conception it has grown each year and is now consistently 'standing room only'. This year the event will be taking place on our Keynote Stage reflecting the demand and passion of our audience. While cybersecurity is diversifying to some degree, it remains crucial to have safe spaces for everyone to network, share stories and learn from each other. This is especially important for those in their early careers as women under 30 make up just 26% of the workforce. The event is open to all, not just women, as we know that the success of one group cannot be achieved without allyship. The event is hosted by Beth Maundrill, Infosec's Editor, and she will be joined by Stephanie Hare, author of *Technology is Not Neutral*, as well as a panel covering the gender pay gap, imposter syndrome, mentorship, and negotiation skills.

**Nicole Mills,**  
**Exhibition Director**





# NETWORKING OPPORTUNITIES

## Bringing People Together

### ACTION

Become familiar with industry associations representing:

- People of different races, ethnicities, and cultures
  - Women
  - People who are LGBTQIA+
  - People with Disabilities
- and invite them to meet at your event.

Some groups may wish to sponsor networking events to make new connections and to make their event experience even more special!

Be mindful of appropriateness of serving alcohol at networking events, and always have non-alcohol options for anyone who doesn't wish to consume alcohol



### WHY?

Adding networking events for likeminded, historically underrepresented groups creates a sense of belonging, both within the industry and at the event, and creates an opportunity for people to connect on a deeper level than through a brief business meeting.

Serving alcohol may be inappropriate in some regional/business cultures, and individuals may not wish to consume alcohol for various reasons. Alcohol-free options and zones demonstrate support and allyship for those who do not consume alcohol.

## Accessible Networking

### ACTION

For pre-scheduled, appointment-based networking events, be flexible with time intervals between appointments for people with mobility disabilities who may require extra time to travel from place to place. Consider adding a statement in the networking event registration area of the show website encouraging anyone requiring timing accommodations to contact the event organizer



### WHY?

Navigating the venue may take extra time for some guests, and the added pressure of rapid time interval appointments may create undue stress. The focus then becomes navigating the venue versus having a good, quality business discussion







One of our proudest [inclusive initiatives at FAME Week Africa](#) is the Women in Entertainment Breakfast which aims to empower female talent and foster a supportive community for addressing gender disparities. The inaugural event featured Mo Abudu, a beacon of female empowerment in entertainment, whose insights inspired attendees towards greater equality. The feedback has been overwhelmingly positive, highlighting the event's role in sparking meaningful conversations and actionable change.

**Martin Hiller,**  
**Portfolio Manager**





G2E's partnership with the Indian Gaming Association (IGA) has been a long-standing and meaningful relationship focused on collaboration and shared goals. With minimal effort from the show team, the commitment to this partnership from both parties allows IGA to amplify its initiatives to a larger audience. IGA's conference chair curates a track within G2E's conference program. Additionally, G2E offers a Tribal Leaders lounge in the expo hall featuring networking events. Notably, Indigenous Peoples Day has fallen over G2E in past years, and we have worked closely with IGA to organize a keynote highlighting the positive impacts of gaming on tribal communities.

Tribal casinos account for nearly 50% of the gaming industry in the U.S. and has grown from nothing. At G2E, Tribal gaming operators make up 20% of our show attendance and the Indigenous Peoples Day Keynote session has traditionally attracted 300-450 people. G2E's platform to showcase the positive impact of Tribal gaming on communities underscores G2E's commitment to making a difference to a group where inclusivity matters.

**Korbi Carrison,  
Event Vice President**





In Brazil, we have implemented a series of actions aimed at creating more inclusive and accessible shows. Each event addresses inclusion within its respective sectors with high-quality content, such as: "Com Elas na Fenatran – With her at Fenatran", which is one of the most important transport trade shows in the world; and the "Women's Forum in Retail Construction" at Feicon, which is the most comprehensive fair in the construction and architecture sector in Latin America. Beyond that, we have horizontal actions, common to all shows, such as hiring receptionists in partnerships with NGOs that promote the autonomy and inclusion of people with Down Syndrome and other disabilities.

**Mayra Nardi, Portfolio  
Director Executive Sponsor,  
All-In Brazil ERG**



JCK is proud to focus on initiatives year-round promoting diversity and inclusivity. We are most proud of our continued partnership with the Black in Jewelry Coalition (BIJC) that has sparked more awareness of this group while uplifting and advancing opportunities for black professionals in the jewelry industry. The impact of these efforts led to JCK being awarded the first BIJC “Shining Together” award.

In the words of BIJC, “JCK’s advocacy for BIJC has been an important milestone in the history of the jewelry and gem industry.... By shining a spotlight on Black gem and jewelry professionals and their work, JCK has helped to create a more inclusive and diverse industry that celebrates the contributions of all gem and jewelry professionals, regardless of their background.”

It also shows the difference a tradeshow can make not only by helping to launch and grow businesses, but even more importantly by changing the narrative.

**Sarin Bachmann,**  
**Group Vice President**







# POST EVENT



## Participant Feedback

### ACTION

Ask participants for feedback about accessibility and inclusive experiences at the event, via the post-event survey, or during the event if conducting on-site research.

### WHY?

You will collect valuable feedback to help the team focus on your inclusive strategy and programming for the next event – and you will be able to measure your progress over time.

## Post-Event Team Meeting

### ACTION

Discuss what went well, and what could make the next event more inclusive and accessible.

### WHY?

Sharing timely feedback will ensure you have a fresh account of the event's successes and challenges, and what you can do to bring inclusivity and accessibility to the next level for the next edition of the event.

## Did Something Go Wrong?

### ACTION

Not everything will go as planned, and that is to be expected. But know that you have access to RXers who can help you navigate making improvements for the next time around! A good starting point is contacting [Ray Rhodes](#), Head of Inclusion and Diversity, for guidance.

### WHY?

It is important that our customers know that we care if things don't go as planned, and you should feel safe to bring up concerns that may be raised. We are in this together and will find solutions!





# SPEAKER & PANEL PREP





The 2024 World Future Energy Summit witnessed a historic milestone with the highest female participation in its 16-year legacy, demonstrating the pivotal role of women in shaping the future of the global energy sector. With women making up 24% of the speaker roster, the Summit showcased female-led innovations and businesses through the Climate Innovation Exchange (CLIX), underscoring the alignment with UNIDO's mission to empower women in sustainability and technology. A dedicated panel discussion on female entrepreneurs leading decarbonization efforts highlighted the transformative impact women are having on climate action. This year's event serves as a reminder that women are not just participants but leaders in driving the global transition toward a sustainable, low-carbon future. Our commitment to increasing female participation year-on-year remains strong as we continue to foster platforms for women innovators and visionaries in the energy landscape.

**Leen Alsebai,**  
**General Manager RX Middle East**  
**Head of the World Future Energy Summit**



# Speaker/Panel Prep Checklist

Who is represented onstage?

As you begin building your speaker faculty, consider representation of people from different backgrounds to ensure wide perspectives are presented.

Ask yourself – What important perspective is NOT present on the stage? Who do we really need to hear from for “fresh and new” perspectives – or “true and tried” perspectives?

For panel discussions, be sure that your moderator is well-prepared and is expert on the subject matter.

## Prior to the event

- Commit to representation of people from different backgrounds for your speaker/panel faculty
- Ensure panel moderators are subject-matter experts and are familiar with our Speaker Code of Conduct

## Communicate with speakers and panelists (“participants”) in advance:

- Physical environment (ask participants if they need accommodations in any of these areas – do not rely on them to ask you)
- Stage accessibility (e.g., ramp access, railing, podium dimensions, weight requirements for motorized scooters)
- Lighting intensity
- Volume levels of monitors onstage
- Physical environment (ask participants if they need accommodations in any of these areas – do not rely on them to ask you)
- Stage accessibility (e.g., ramp access, railing, podium dimensions, weight requirements for motorized scooters)
- Lighting intensity
- Volume levels of monitors onstage
- Preferred seating order (e.g.; seating close to moderator for lip-reading)
- Location of session (e.g., open area on show floor, ballroom, small conference space)
- Expected noise level in the session space



**Session content prep: Ask participants if they are comfortable sharing their preferred pronouns in:**

- Marketing promotions for the session (pre-show and onsite)
- Onscreen on session slides

**For panel discussions:**

- Ensure questions for participants are discussed and communicated to them in advance to give them an adequate amount of time to prepare
- Ensure moderator is aware of panelists' pronouns and preferred names (e.g., "Ted" vs "Theodore") – emphasize the importance around properly gendering panelists
- If possible, ensure panel groups meet in advance of the event to talk through their content, and session logistics (panelists should not be meeting for the first time onstage!)

**Vendor/venue prep**

- Communicate any special accessibility, monitor volume, teleprompter settings, and lighting requests as far in advance as possible

**Day of the session**

- Provide a space for speakers and panels to meet and prepare prior to the session
- Show participants the session venue prior to their session so they are familiar with their surroundings
- Provide plenty of water in the pre-stage area and onstage (preferably in reusable glassware – avoid plastic bottles)

**Post Event: Provide the audience with an opportunity to provide you with feedback regarding the session content:**

- What went well?
- What important perspectives were missing?
- What would you like to learn more about in future sessions?

## Many thanks to the Guide to Inclusive Events at RX Team!

Please contact any of the colleagues below if you have any questions about the Guide, or suggestions for content.



Ray Rhodes  
Head of Inclusion & Diversity



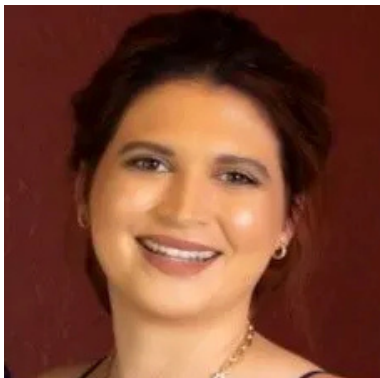
Allison Young  
General Counsel, Americas



Jen Phipps  
Operations Director



Emma Dengate  
Global Health & Safety  
Manager



Shelvie Yarbrough  
Event Operations Manager



Katie King  
Global Digital Marketing  
Manager





## INCLUSION COMMITTEE EXECUTIVE SPONSORS

Please feel free to contact Ray Rhodes if you would like to consult with him regarding your inclusive programming for your events. You may also contact any of our Global Inclusion Committee Executive Sponsors if you would like to consult with them about a specific dimension of diversity.

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