

# Diversity Equity Inclusion 2022 Survey

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The Diversity Equity and Inclusion 2022 Survey is the inaugural DEI survey by New Intent in partnership with the ICCA UK & Ireland Chapter, ABPCO, and MIA. This survey sets out individuals' perceived understanding of DEI, their sense of belonging in the business events industry, where destination and event organisers are on their DEI journey, and what actions to take to prioritise DEI.





# Executive Summary

The responses within the survey have followed some expectations, such as a perceived understanding of DEI within the business events community while highlighting critical concerns on where DEI is in the priorities of suppliers, destinations, and event strategists.

The survey indicates that DEI needs to be a core element of events and that the industry needs education, toolkits, case studies, and best practice examples to progress DEI action.

Leadership in taking action towards DEI and better DEI representation and strategies are required from leading global industry associations from the board level down.

Collaboration and partnership need to be better defined and exercised within the industry with efforts to **take action** matching, if not exceeding, efforts currently undertaken to *talk* about DEI.

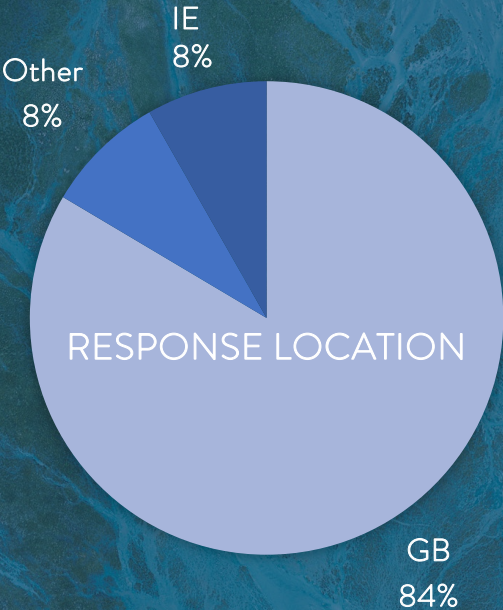
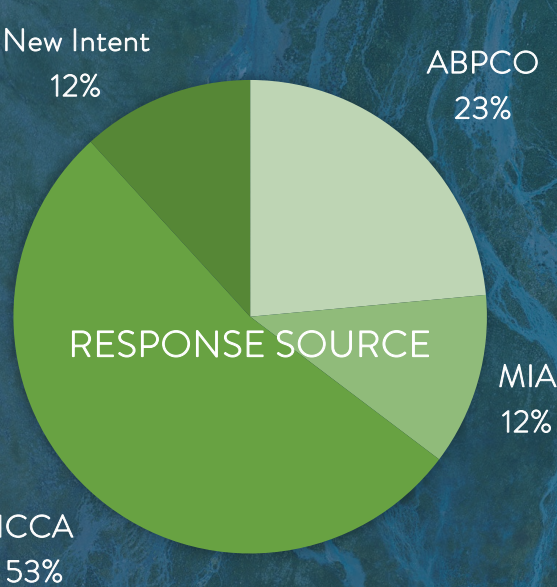
The dangers of inaction need to be plainly explained as inaction will affect our future workforce, industry reputation, and levels of event attendance.





# Sample

The Diversity, Equity and Inclusion 2022 Survey was conducted in partnership with the ICCA UK & Ireland Chapter, ABPCO and MIA. The survey was issued to UK and Ireland based suppliers, destinations and event strategists. 85 responses were received by the survey.

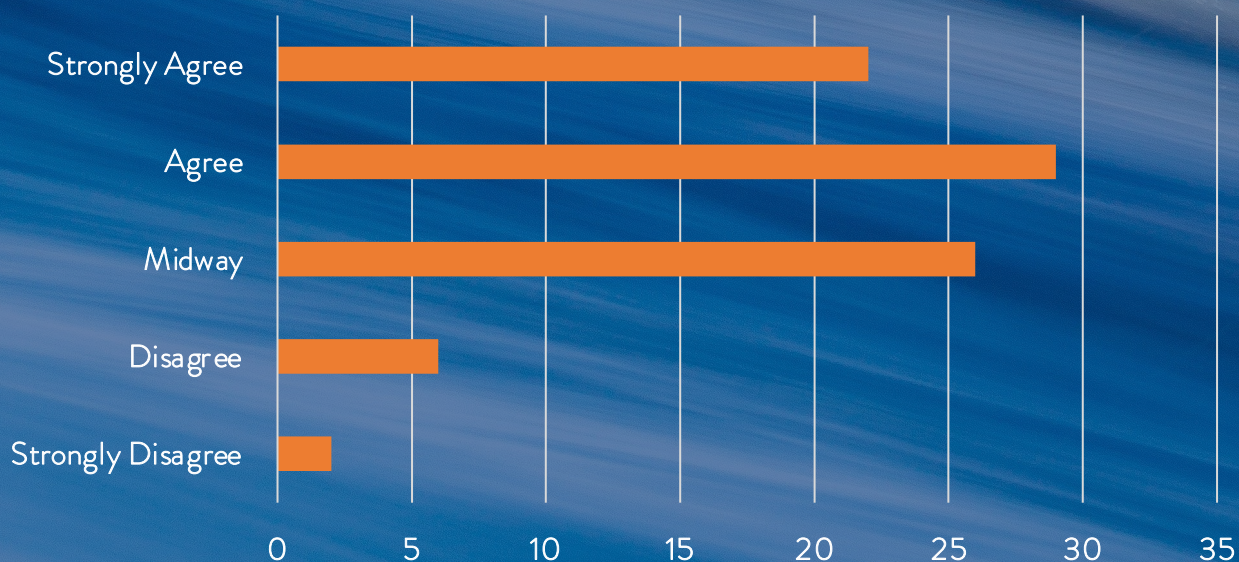




# Understanding

Respondents were asked to rank their agreement on the statement *'I understand DEI and how it can be incorporated in my work'* from 'strongly agree' to 'strongly disagree.' The responses showed positive views towards either 'strongly agreeing' or 'agreeing.' However, a considerable percentage, 31%, neither agreed nor disagreed with a further 9% stating they 'disagreed' or 'strongly disagreed.'

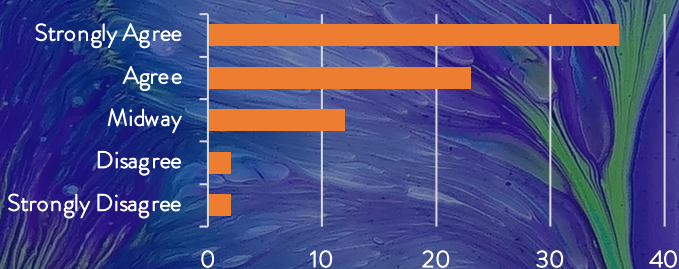
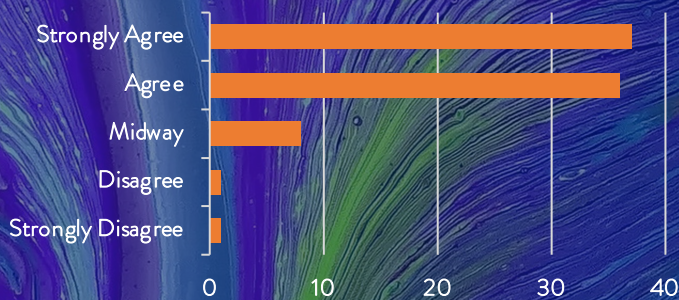
Although a positive response with 60% of responses either 'agreeing' or 'strongly agreeing' with the statement, this leaves 40% requiring more understanding of DEI and how this can be incorporated into their work.





# Culture of Belonging

Respondents were asked to rank their agreement on the statement *'I feel included and represented in the business events industry'* from strongly agree to strongly disagree. An exceptionally positive response was received with 88% of respondents stating they either 'agree' or 'strongly agree' with this statement.



Respondents were asked to rank their agreement on the statement *'my organisation values diversity'* from strongly agree to strongly disagree.

Another positive response with 79% of respondents stating they either 'agree' or 'strongly agree' with this statement.



## Learnings

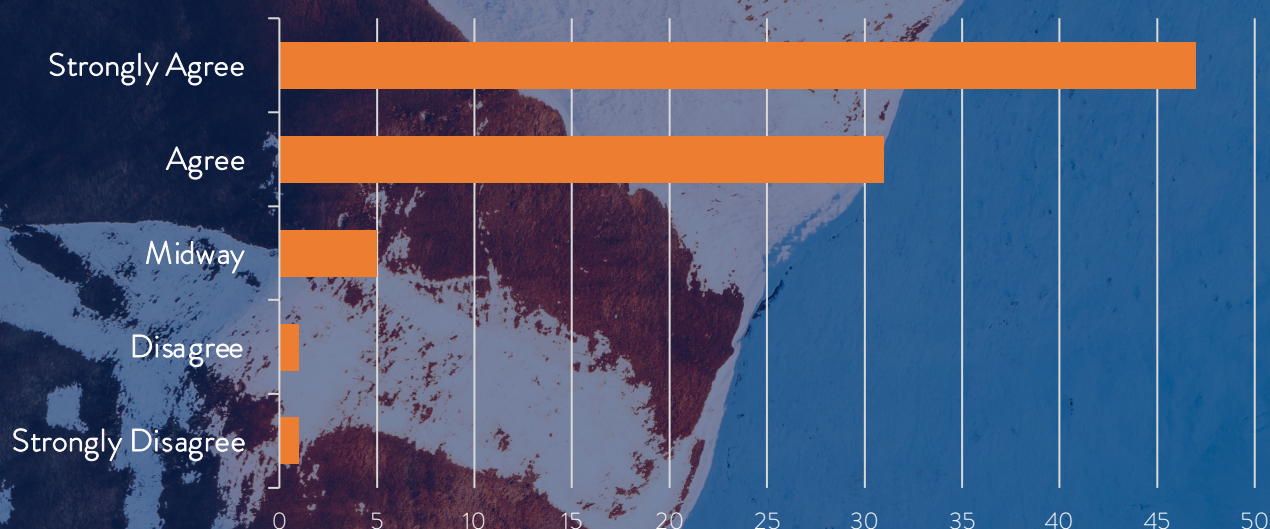
Although the above responses give a positive view of the industry, the 2023 survey will ask respondents for more details on their background to further understand responses. For example, if our respondents are from one part of society, this culture of belonging may not be the same for all demographics.





# Priorities

Respondents were asked to rank their agreement on the statement *'DEI should be a key priority when planning events'* from strongly agree to strongly disagree.



92% of respondents either 'agree' or 'strongly agree' with this statement, which demonstrates a positive feeling on the role of DEI in the business events industry. Given that this survey includes suppliers, destinations and event strategists, this also shows that DEI is not the responsibility of one part of the industry, but the responsibility of all, with each area playing its equal part.

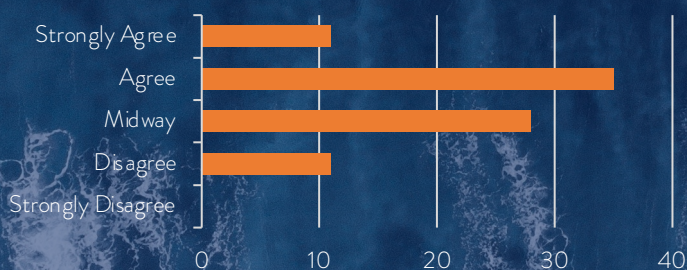
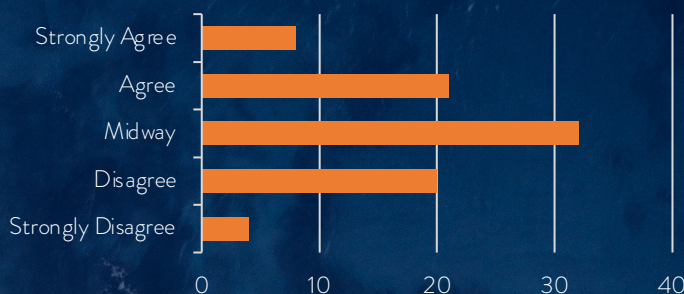




# Priorities

Respondents were asked to rank their agreement on the statement *'my clients/our events prioritise DEI'* from strongly agree to strongly disagree. A mixed response

was received with 38% of respondents neither agreeing or disagreeing and a significant 23% disagreeing. Compared with previous responses in this survey, only 34% of respondents either 'agree' or 'strongly agree' with this statement.



Respondents were asked to rank their agreement on the statement *'my clients/our events prioritise environmental action'* from strongly agree to

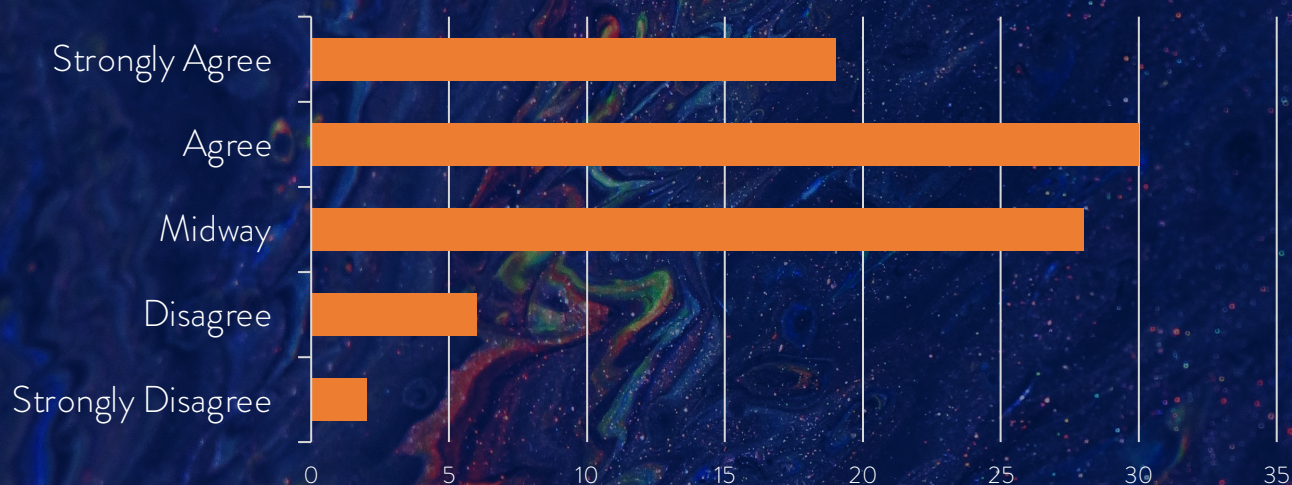
strongly disagree. 54% of respondents either 'agree' or 'strongly agree' while 33% neither agree nor disagree and 13% disagree. With the 'agree' and neither agree nor disagree categories being the strongest, we can see that more work is required to make environmental action a priority within the business events industry.





# Receptiveness

Respondents were asked to rank their agreement on the statement *'my clients/our events are receptive to incorporating DEI and environmental action in event planning'* from strongly agree to strongly disagree.



57% of respondents either 'agree' or 'strongly agree' with this statement which demonstrates a positivity with event strategists on incorporating DEI in their events. However, with 33% neither agreeing or disagreeing and 10% disagreeing or strongly disagreeing, there is still significant work within the industry to make DEI a core part of every event and ensure a 'culture of belonging' is created for everyone.





# Open Responses

Respondents were given the opportunity to free type their opinions on what the industry needs to do for DEI and what support is required. As expected, there were many strong views on where the industry is on DEI and what needs to be done. New Intent has analysed these statements and summarised the main views.

## Education, Training, Case Studies & Toolkits

The most prominent comments were the urgent need for education, training, case studies and toolkits to drive DEI progress within the supplier, destination and event strategist areas of business events

### Leadership

We need to see, not just DEI strategies and advocacy coming from our industry boards, but DEI being practiced in the appointment of these boards.

### Collaboration & Open Discussion

Industry associations in the UK and globally must collaborate to position DEI as a priority within the industry and encourage open discussion/debate on the topic to ensure all voices and viewpoints are heard.

### Awareness

More is required to raise awareness of DEI

### Impact of Inaction

A fuller understanding on what the negative affects of inaction on DEI are. From reputation, workforce recruitment, participation rates etc.

### Action vs Talk

The industry needs to take as much action on DEI as it does talk about it at industry events.





# Your Power to Change the World

As a pro-social organisation, we partner the events community with global challenges, to realise a common vision; **when great minds come together, great solutions can be found**. We advocate, we promote environmental transformation; we work with **New Intent**.

We are a diversity, equality/equity, inclusion (DEI), and environmental advocacy organisation. We work with partners and members to educate, advocate, research and promote the role of events in creating positive social transformation across the world.

No matter where we start, suppliers, destinations and event strategists have a responsibility to learn, improve our knowledge, and increase our skills. We do this to better support our communities, promote diversity, advocate for equity, make our industry inclusive for all, and one which puts people and planet first.

As a global industry, we talk about making DEI and Environmental Action a priority. We must now move these topics from breakout sessions to the main stage and turn talk into action. Now is the time to be brave; now is the time to meet with **New Intent**.

Business events can use their influence and the power of bringing people face to face to tackle global challenges, challenge norms and behaviours; root out issues that perpetuate exclusionary dynamics, and give an amplified voice to those less heard.

**New Intent** provides specialised services for the events industry to realise its full potential in creating positive change in society.





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