



new
intent



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**.

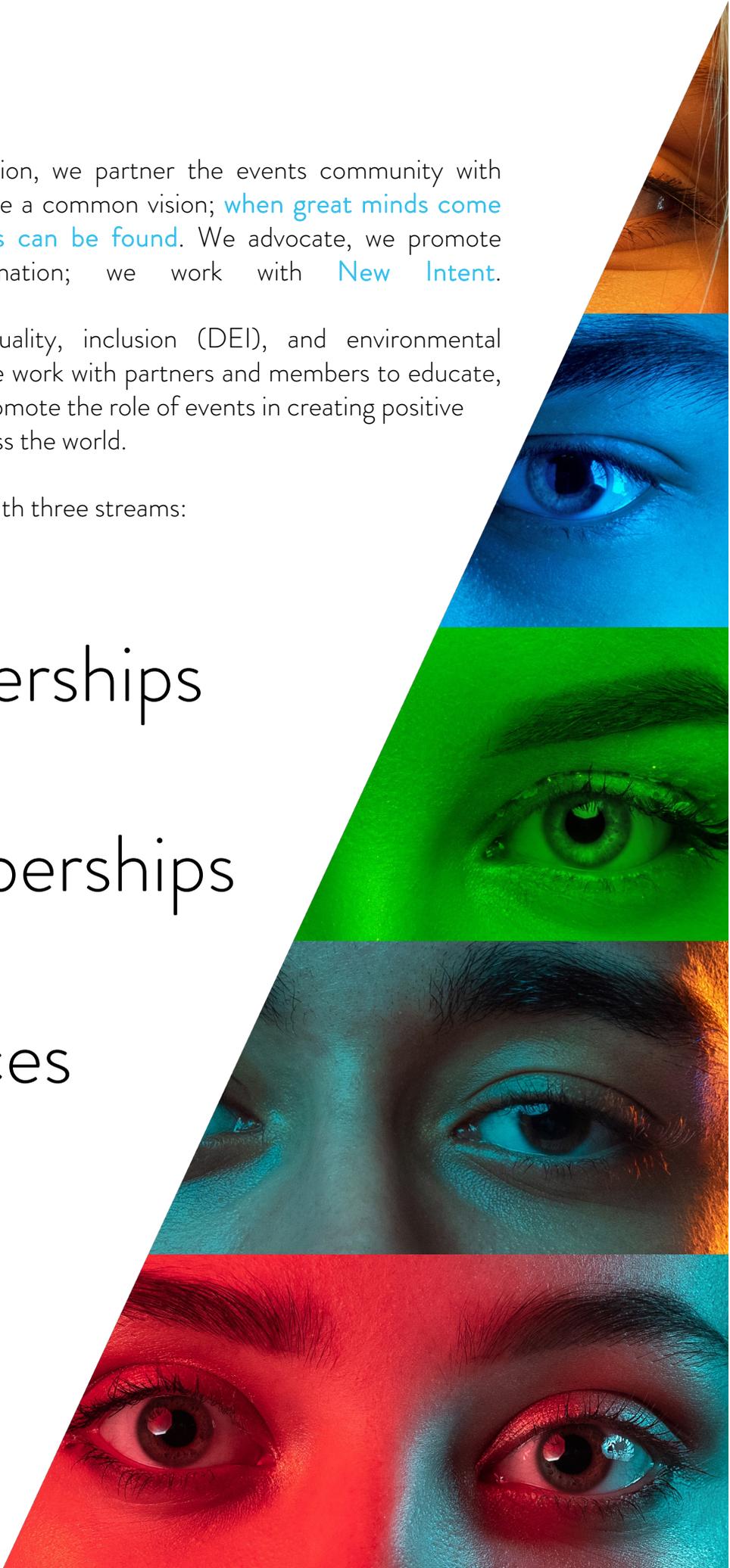
We are a diversity, equality, inclusion (DEI), and environmental advocacy organisation. We work with partners and members to educate, advocate, research and promote the role of events in creating positive social transformation across the world.

New Intent will operate with three streams:

1 Partnerships

2 Memberships

3 Services



Partnerships

Partnership opportunities with events, destinations, venues & suppliers come with 4 signature components:

- **Advocacy:** Partnership offers the opportunity to join a community advocating for diversity, equality, inclusion (DEI), and environmental action across the events industry.
- **Events:** Join panel sessions in partnership with major trade shows and industry conferences: have your best practices featured in New Intent speaking engagements and join events specifically curated by New Intent.
- **Communications:** Be featured in online editorial distributed to an international audience.
- **Research:** Be featured in and contribute to research to advance DEI & Environmental Action in the business events industry, commissioned by New Intent.
- **Lead Generation:** Network and make new connections at partnership events as well as strengthen your global profile in DEI and environmental action with strategic communications

Memberships

Memberships are for individual event strategists who want to see positive change and come with 4 signature components:

- **Advocacy:** Memberships offer the opportunity to join a community advocating for diversity, equality, inclusion, and environmental action across the events industry.
- **Education:** Attend panel sessions in partnership with major trade shows and industry conferences, as well as online.
- **Communications:** Receive informative international communications that strive to advance the power of events from experts across the world.
- **Research:** Be part of and benefit from research commissioned by new intent that will shape the future of the events industry.



Curated Services

Additional curated services will be offered that will be available to both the supplier and buyer markets:

Transformation Strategies

Transformation (known as 'legacy' in other parts of the industry) is a well-known, but untapped, element of events. New Intent offer consultancy services to create tailored transformation strategies for destinations, venues, suppliers and event strategists that support their DEI and environmental action objectives. New Intent will also offer the optional service of implementing these strategies dependent on the needs of the client.



United Nations SDGs

We take the teachings of the UN SDGs and apply them to your organisation's objectives.

Wellbeing Economy

We apply the policies of the Wellbeing Economy to all our strategies to ensure they put people and planet first.



Your Community

We look at the unique needs of your community and tailor our approach so your organization can help meet them.

Political Advocacy

The world's political landscape is changing the lives of millions. Human rights abuses and the eradication of equality is rife. We look at where your organisation can advocate and create positive change for millions



Curated Services

Speakers

The team at New Intent are passionate about creating change in our world. Our expertise has seen us take stage in Dubai, Lausanne, Cardiff, London, Barcelona Edinburgh, Glasgow, Rotterdam and Frankfurt. We specialise in taking topics that are combating the world's challenges head on and translating them for your audience, giving key take-aways and calls to action. Browse our key topics below:



United Nations Sustainable Development Goals

The UN SDGs were created in 2015 as a roadmap to climate action. These 17 goals play into all of our lives, and we have a duty to enact them. How do we follow each goal in our events? And why should we?

Diversity, Equality and Inclusion

Ensuring our events are welcoming to all regardless of race, gender, sexual orientation, mobility, income status and religion is the responsibility of every organisation. What do we do well? What do we need to still work at? What are the consequences of not embracing DEI?



Climate Change & Environmental Action

Without immediate action, we are threatening the existence of our industry and humanity. Our talks on climate change and environmental action share success stories, ask tough questions, tackle uncomfortable conversations and motivate you to make positive change now.



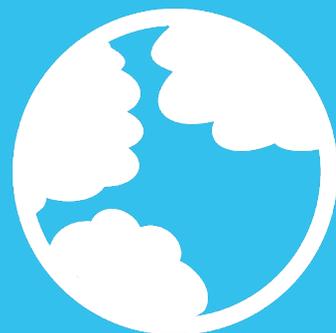
The Politics of Meeting

Our world grows more unsteady each and every day. Human rights are being stripped from all parts of society and the rich/poor divide increases at a terrifying rate. How can business events play its role in fighting injustice, advocating for equality and securing a fair future for the next generation.





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