changecatalyst

Empowering inclusive innovation

Inclusive Event Toolkit
SAMPLE

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CREATING INCLUSIVE PROGRAMS & EVENTS

External programs are a key driver in developing a more inclusive tech ecosystem in your city, town or region. These programs might include events, evening classes, trainings and workshops, lunch and learns, as well as startup office hours.

Broadening Your Networks

- Events can expand your reach and exposure to underrepresented communities. Opening your doors to diverse programming can broaden your networks for internal hiring, memberships, mentors, instructors, etc.
- Diverse people are out there, you just might not know them. It takes time to broaden your network, but through research and asking questions, you'll reach them. Sometimes it's as easy as asking friends on social media for diversity and inclusion experts or diverse speakers.
- Check out some of the resources we've listed below.

Developing Partnerships

Invite Diverse Organizations

Ask them to host their events in your facility, or in partnership with your organization. Then give them the space, support them as much as you can, and spread the word about their event to your networks. And remember: it's not enough to simply host diverse people – you need to show up, meet them, and let them know you care.

Establish Partnerships

They will be able to help spread the word of your programs to more diverse groups. You can exchange exposure on your website as an incentive for the group, pay to put an ad in their newsletter, or find another creative way to work together. If it's an event you're sharing, offer a promo code for their community and a free ticket to join you.

Creating Inclusive Events & Programming

- **Topics for Diverse Audiences**
  - ☐ Make sure your event topics appeal to diverse audiences
- **Diverse Speakers**
  - ☐ Speakers should fully represent the audience you're trying to reach - make sure they are diverse in terms of gender, race, ability, age, and other characteristics.
- **Outreach**
  - ☐ While promoting your events, always look for different networking channels that include underrepresented individuals.

SAMPLE: Download the full Inclusive Event Toolkit at: https://changecatalyst.co/inclusive-event-toolkit/

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