

# INCREASING INCLUSIVITY IN EVENTS: GUIDELINES TO GET STARTED

This set of suggestions is designed to help event organisers get started in adapting their event so it feels more welcoming and inclusive. They are not all-encompassing and should not be used as a tick box exercise.

You will find ideas that are more specific to your event by asking for feedback and suggestions, especially those from minority backgrounds whose preferences may not always be considered or represented.

Suggestion	What?	Why?
<p><b>Code of conduct</b></p> <p><a href="#">Code Of Conduct Template</a></p>	<p>A statement of clear boundaries for attendees and organisers on what is and isn't acceptable behaviour, what to do if the boundaries are crossed and how to get support.</p> <p>Ensure that it is clearly communicated to all:</p> <ul style="list-style-type: none"> <li>• When they book to attend, or via a follow-up email.</li> <li>• On your website.</li> <li>• Referenced in event welcome talk or posted around the event</li> </ul>	<p>Provides attendees with a greater sense of safety, and shows that the organisers care about their experience by providing clear boundaries for attendees and organisers.</p>
<p><b>Get diverse input to your event organisation</b></p>	<p>Encourage others to join you to help organise the event (e.g. via a committee or as "ambassadors" providing support), and ensure they represent diverse backgrounds to help you understand how to adapt the event to make it more inclusive.</p> <p>Listen to suggestions and provide a mechanism for their trial and adoption.</p>	<p>Not everyone will experience the event the way that you do. The more diverse the organising team, and the more open you are to listen, the more likely you will learn practical ways to adapt the event to be more inclusive.</p>
<p><b>Make it easy to identify event organisers at the event</b></p>	<p>Make it easy for anyone who attends the event to know who is in charge via:</p> <ul style="list-style-type: none"> <li>• T-shirts with the name of the event.</li> <li>• Coloured lanyards.</li> <li>• Include a picture or video from the organisers in promotional material.</li> <li>• Introduce yourself to attendees, prioritising those who are new to the event.</li> </ul> <p>If you are organising the event alone you could ask regular attendees to become ambassadors and help you provide this support.</p>	<p>This provides a way for new attendees to know they are in the right place and know who is in charge. It makes it clear who to speak to if there are any questions or issues. It also gives the organisers authority at the event should they need to request action from attendees.</p>

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<p><b>Tailor your promotion to reach diverse groups</b></p> <p><a href="#">Marketing Prompts</a></p>	<p>Tailor your website, social media and other promotions to the audience you want to reach and consider what they might know to feel comfortable coming along.</p> <p>Use photos to communicate the look and feel of the event.</p>	<p>Help new people overcome first time nerves by letting them know what to expect and that they are welcome.</p>
<p><b>Communicate venue restrictions in advance</b></p>	<p>Consider whether there are restrictions at the venue which may result in discomfort for certain groups such as:</p> <ul style="list-style-type: none"> <li>• Accessibility of the venue (e.g. make it clear if there are stairs/ a lift).</li> <li>• Does the venue have a hearing induction loop installed?</li> <li>• Will there be a quiet space available?</li> <li>• Availability (or not) of gender neutral toilets.</li> </ul> <p>Make this information available as part of the in the pre-event information and provide a way to contact you to ask further questions.</p>	<p>Demonstrate that you recognise the potential challenges faced by your attendees and be honest with what is available, so that they can choose whether to attend.</p> <p>This makes it easier for them to approach you with specific questions relevant to their needs, as it shows you appreciate the barriers they may face by attending.</p>
<p><b>Signpost how to find the event room/ group</b></p> <p><a href="#">Table flag</a></p>	<p>Help people to easily find you when they arrive:</p> <ul style="list-style-type: none"> <li>• provide directions on how to find or recognise the meet-up place.</li> <li>• create visible signs for the door of the venue to your meeting place</li> <li>• if meeting in a public space, create something visual so people know they have found the right group.</li> </ul>	<p>When people show up at an event they may be nervous and anxious, especially when it is their first time. The right signage helps them confirm they are in the right place and makes it as easy as possible for them to find you.</p>
<p><b>Provide name badges for attendees</b></p> <p><a href="#">Example stickers</a> (tested - they stick!)</p>	<p>Provide a way for all attendees to clearly show their name (and organisation/role as optional). Blank sticky labels and a pen are an easy and cheap way to do this.</p> <p>Organisers can help encourage others to adopt this by wearing name badges and encouraging the first attendees to add theirs.</p>	<p>It can be stressful to try to remember everyone's name and there is a strong link between face-blindness and neurodiversity. Name tags help reduce anxiety and allow people to focus on their conversations.</p>

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<p><b>Encourage pronouns stickers</b></p> <p><a href="#">Pronouns Sticker Templates</a></p>	<p>A set of stickers which allow attendees to easily communicate their gender identity. These sit alongside name badges (and could be written on them). You may choose for these to be optional, and use them to raise awareness.</p>	<p>Demonstrates that all genders are welcome and challenges the assumption that everyone's gender identity is obvious - <a href="http://pronouns.org/what-and-why">pronouns.org/what-and-why</a></p>
<p><b>Use stickers or lanyards to indicate preferences and help people get talking</b></p> <p><a href="#">Star stickers</a> Lanyards</p>	<p>Visual identifiers to help people start conversations or indicate preferences. Examples include:</p> <ul style="list-style-type: none"> <li>• First timer for new attendees at regular events (stars).</li> <li>• Different colours for different job roles.</li> <li>• Level of comfort with physical contact (traffic lights).</li> <li>• Seeking a new role/ hiring.</li> </ul>	<p>These can help you as an event organiser to provide the support that people need. It can also help people to start conversations more easily and find common ground.</p>
<p><b>Provide a quiet space</b></p>	<p>Allocate a room or area where people can go if they feel overwhelmed by the noise or experience sensory overload.</p> <p>Make sure this is well-signposted and easy to find, and let people know in pre-event info that this is available.</p>	<p>Events can be overwhelming for some, particularly those who are neurodiverse.</p> <p>This allows them to take time out when they need (and potentially meet others with similar needs).</p>
<p><b>Post-event Feedback form</b></p> <p><a href="#">Feedback Form Template</a></p>	<p>A short, easy to fill out form allowing attendees to provide feedback and suggestions to improve the event, circulated in:</p> <ul style="list-style-type: none"> <li>• A post-event follow-up email.</li> <li>• Link from your website.</li> <li>• QR code at the event.</li> </ul> <p>Ensure that if you are collecting personal information this data is managed according to GDPR guidelines.</p>	<p>Provides a mechanism for attendees to make suggestions and for you to understand whether there are any issues that need addressing.</p>