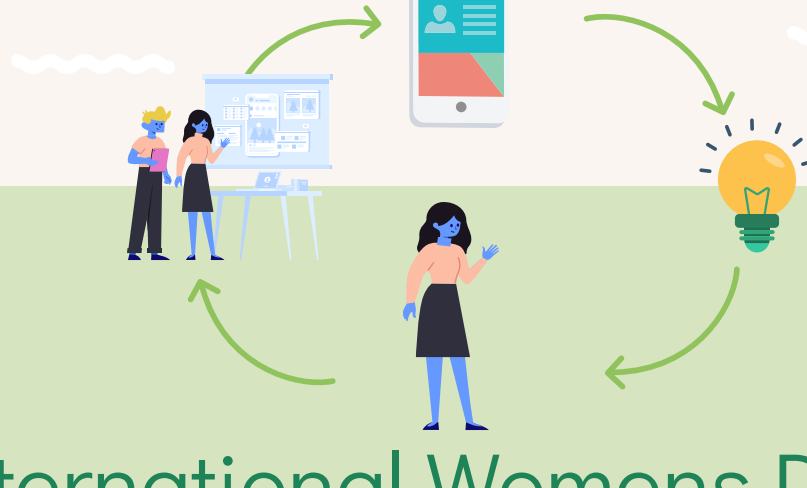


POSITIVE IMPACT

# #BREAKTHEBIAS



## International Womens Day 2022

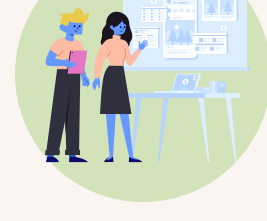
### #sharepositiveimpact

## WHAT IS #BREAKTHEBIAS?

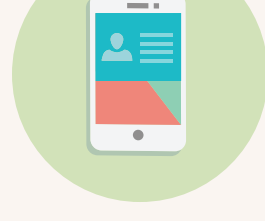
This toolkit has been created to empower Event Professionals to #BreaktheBias of gender. We are aware there are more biases in the world than just gender - however this toolkit has been inspired by the 2022 International Women's Day Theme and only focuses on gender bias. This toolkit has been created to act as inspiration - if you have an idea you are passionate about we encourage you to act on that- if you don't know where to start we hope this toolkit will help you!



Speak up if you notice gender biased content



Take action to avoid delivering gender biased content



Make a public commitment and collaborate with stakeholders

## SPEAK UP IF YOU NOTICE GENDER BIASED CONTENT

Here are some examples of action you can take if you are at an event and you notice gender biased content:



Ask a question eg 'How will gender bias be avoided?' Questions give you the opportunity to get curious about why and how gender biased content has been created and encourages a dialogue which is an opportunity to see others viewpoints.

It can be daunting to be the one to speak up when you notice gender biased content so remind yourself why you are doing it. What would the next generation think? What actions have been taken throughout history to address gender bias? Find a reason that inspires you and gives you an excuse to be uncomfortable

It is possible to speak up if you notice gender biased content in a discrete way. Instead of posting on social media you could have a private conversation.

## TAKE ACTION TO AVOID DELIVERING GENDER BIASED CONTENT

Here are some examples of action you can take if you want to avoid delivering gender biased content:

Consider female speakers may have different needs to male speakers. There is an imbalance in rates of pay between genders and women disproportionately will handle family care responsibilities, this may mean that female speakers need to be paid more than their male counterparts for it to be feasible for them to be involved.

If you are experiencing one gender saying no to speaking at your event ask why.

Be curious and open to hearing suggestions about what you could change

Try the viewpoint that you have no idea what the viewpoint of another gender is like and get curious about that so you understand the value of different viewpoints and why breaking the bias makes business sense.

## MAKE PUBLIC COMMITMENTS AND COLLABORATE WITH STAKEHOLDERS

It is a fair assumption to make that, in 2022, if you asked any company if they wanted to #breakthebias they would say yes. Imagine if the event sector was recognised as part of the solution to the challenge.

Imagine what a strong business case there would be for more events to take place if events provided companies with ways to #breakthebias

Make a commitment to #breakthebias as part of the campaign for 2022 International Women's Day <https://www.internationalwomensday.com/theme>

Ask your stakeholders what they think about your event experience. Be open to hearing new ideas to #breakthebias

Communicate if you think your content might be gender biased and ask for help.

## WILL YOU #BREAKTHEBIAS?

To mark International Womens Day 2022 will you make a public commitment to #breakthebias? For example could you make a commitment that your event will never include a 'manal'\* ?

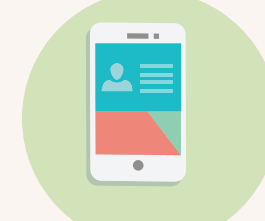
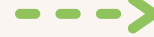
\*A manal is an all male panel



Speak up if you notice gender biased content



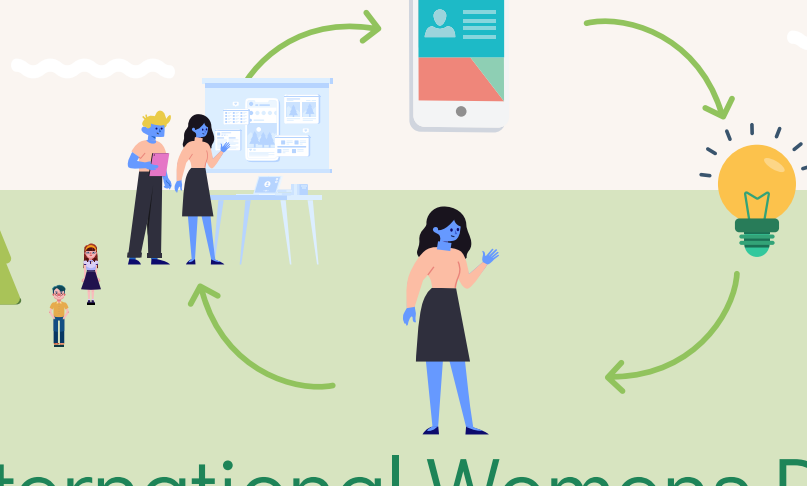
Take action to avoid delivering gender biased content



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POSITIVE IMPACT

# #BREAKTHEBIAS



## International Womens Day 2022

### #sharepositiveimpact

THANK YOU FOR USING YOUR VOICE TO CHAMPION A SUSTAINABLE EVENT INDUSTRY!