

DEI AMBASSADORS

Company name : The Network - INTERNATIONAL BUSINESS AND PROFESSIONAL NETWORK asbl

Activity sector : Autres

Company category : Fondation, Association, ONG

Description of the action

We decided to designate DEI ambassadors during our events to welcome people with neurodiversity issues, hearing impairment, shy or introvert people.

Context

We were inspired by a member affected by neurodiversity and dedicating her time helping people on the spectrum. We realized that she might not be the only one attending or potentially attending our events, and that we were not doing our best in terms of networking and interacting with people with different needs.

The NETWORK organizes monthly events, and we wanted to encourage people with disabilities and neurodiversity to attend and enjoy the full potential of our events.

Objectives

- Enhance and support networking for all the people attending our events, making it possible and enjoyable, helping them to create connections and benefit from our events;
- Ensure people with disabilities feel welcomed, finding a friendly and supportive environment.

Approach

We nominated DEI Ambassadors and we introduce them at our events, as an important contact resource for people with specific needs/impaired.

Impact

Increase the awareness of all our members that people around us might need their support. Ensure everybody feeling welcome at our events.

Embrace diversity, understand it and work together to ensure nobody feels excluded.

« To do »

- Inform the teams about it

- Inform the guests at each event
- Promote it on social media, engaging as many people as possible
- Be mindful on the specific need of each person

« Not to do »

Make people with diversity/ impaired feel “under the spotlight” and treat them as they are less able than us. They might have a disability but also have hidden resources and abilities which just need to be discovered and appreciated.