



# INVESTING ETHNICITY

**Membership  
2020-2021**

**#ETHNICITYAWARDS  
@ETHNICITYINVEST**

[WWW.INVESTINGINETHNICITY.COM](http://WWW.INVESTINGINETHNICITY.COM)

### TRACKS: EVERYONE ON BOARD

There are four tracks available, making it easier for you to access content tailored specifically to your inclusion needs.



#### - DIVERSITY & INCLUSION TRACK (A)

- You are part of Talent, D&I or the wider HR team
- You want to better implement the ethnicity agenda



#### - FUTURE LEADERS TRACK (B)

- You are looking for professional development
- You are looking at how to help ethnic inclusion



#### - ERG TRACK (C)

- You are a chair, member or executive sponsor
- You want to better understand how to leverage your network



#### - LEADERS & ALLIES TRACK (D)

- You are a senior leader
- You want to know how you can help ethnic inclusion
- You want to better understand the ethnicity agenda



### TOOL KITS & DIGITAL SESSIONS

During this period of remote working, we have converted our sessions into an engaging digital format.

For the time being, we will deliver action groups, APPG Business committee meetings and tool kit launches virtually. Specific sessions covering wellness, mental health and career development during Covid-19.

We are also listening to the needs of our members and creating sessions in response.

### ETHNICITY AWARDS 2020

The third awards will focus on storytelling and showcasing role models. The awards recognise and celebrate business, politicians, celebrities and communities.

To find out more, please request the awards pack or visit [ethnicityawards.com](http://ethnicityawards.com)

#### RESEARCH & LEARN

- We have engaged over 200 employers in relation to best practice.
- Our Action Groups offer small group structured sessions to share how to implement the ethnicity agenda.

#### CEO PLEDGE REACH

- SOCIAL MEDIA: We reached 500K people through the week's launch.
- ONLINE: Over 57k impressions [15k unique visitors].
- PRESS: Over 50k reach, including The Times, Guardian, City AM, The Voice, Independent and Huffington Post.

#### EDUCATE & START CONVERSATIONS

- 184 organisations attended the inaugural conference.
- BAME Leadership & inclusive training, best practice and 'Let's Talk' sessions.
- Next date: 28th March 2019.

#### ALL-PARTY PARLIAMENTARY GROUP

- Launched the Maturity Matrix to help businesses.
- 52 organisations completed and submitted, a further 30 using the tool.
- Next submission: 30th June 2019.

#### RECOGNISE & CELEBRATE

- Awarding organisations, public figures, MPs and communities.
- Winners were announced in an 8-page Guardian Supplement among other mainstream press.

### March 2016

Top 100 Leaders in Business

### June 2016 - Present

Research: Round Tables & Employer Action Groups

### July 2017

CEOs and boards pledge their support

### October 2017

Workplace Conference

### January 2018

The Matrix launches

### November 2018

The Awards launches



Our Maturity Matrix has been backed by the All-Party Parliamentary Group for Governance and Inclusive Leadership

### The initiative helping inclusive businesses to drive change within the workplace.

We have the input of over 200 organisations behind us. Our expertise in this space can help you deliver better results or mobilise your inclusion agenda. Membership spans a 12-month period from purchase.

### KEY POINTS

- The initiative helps organisations in a structured way by engaging key employees: Executives, future leaders and inclusion specialists.
- Get access to latest thinking and innovation within the ethnicity and wider inclusion industry through research, sharing best practice and peer networking.
- The flat-fee membership offers support in utilising the Matrix with a comprehensive report and consultation session to help drive change.
- The year-long membership is a time and cost-efficient way to gain momentum on this important agenda.

#### NETWORK WORKSHOPS

An opportunity to ensure you are maximising the effectiveness of your Employee networks, with the opportunity to network with peers.



#### SHARE YOUR EVENTS

Get up-to-date information on partner events and share your online events to our members

Company membership:  
£2,900

#### FUTURE LEADERS WORKSHOPS

The opportunity to network with peers, accelerate talent and strengthen pipeline through half day sessions, including workshops and lunch & learn sessions. Workshops run from November.



### EVENTS THROUGHOUT THE YEAR

#### EXECUTIVE SESSIONS

##### Senior leaders, sponsors & allies

These structured sessions run throughout the year. Each provides a topic area to discuss and develop with expert guidance from a trained facilitator. In line with the Ally toolkit launch, we will be running workshops throughout the following year. Topics include: 'What's expected of an executive sponsor', 'How To Create Impact In Your Organisation' and 'Being A Powerful Spokesperson'.



#### ACTION GROUPS

Our roundtable-style sessions for inclusion specialists have been highly successful, giving organisations access to idea-sharing, best practice successes and networking. We will be carrying out further sessions throughout the coming year. These small-group sessions are a good opportunity for those focussing on specific needs and outcomes for their organisation.



#### COFFEE BREAK SESSIONS

An opportunity to meet experts and inspirational speakers for a virtual 30-minute coffee break

##### • Feedback consultation

As part of your membership fee, you are entitled to a full consultation meeting if you complete the Maturity Matrix. The consultation will provide support and guidance on next steps, based on your completed Matrix entry.

##### • Additional support

If you are having difficulties completing a particular part of the Maturity Matrix, our team of experienced experts offer full support and guidance through our telephone service.

##### • Use of Investing in Ethnicity badge

Showcase that your organisation is investing in this agenda by using our badge on your promotions, websites, communications and recruitment campaigns.

##### • Quarterly e-bulletins

This will include information on relevant events, latest information and best practice guides.



## The Maturity Matrix

The Matrix is a in-depth check list for organisations. **Completed submissions receive feedback through a consultation and report. The deadline for submitting the Maturity Matrix is 31 July 2020.**



## JULY ETHNICITY AWARDS NOMINATIONS ARE OPEN

The deadline for submissions to the business categories is now **6 July**. The new Frontline Hero category has been extended until **20 July**. The Maturity Matrix (Outstanding Employer) deadline is now **31 July**.



**Virtual action group sessions**

### JULY \*APPG business committee What organisations need to do during adversity

Chaired by Dawn Butler MP

- Discussion on what will help drive ethnicity for organisations
- Follow up on Ethnicity Pay Reporting
- Discuss some of the key issues businesses and BAME employees are facing and how organisations and government can help.




**Virtual action group sessions**

### 22 JULY Wellness, mental health & ethnicity

- What are the biggest hurdles?
- What help can we offer?
- How can organisations ensure the wellbeing of their BAME employees?
- How to maximise engagement




**Coffee break sessions**

### 5 AUGUST Wellness, mental health & ethnicity

Talking to experts and feeding back from the previous session




**AUGUST  
Ally Launch toolkit event**



**Virtual workshop sessions**

### 19 AUGUST Why we all should be an ally

- Why we need allies more so than for other diversity strands
- A checklist for being an ally
- How to be an advocate or champion
- What are micro aggressions and how to be mindful




**Coffee break sessions**

### 9 SEPT Future Leaders

Meet our Top 10 Future Leaders: Storytelling and navigating your career




**Coffee break sessions**

### 23 SEPT Network Groups

Advice from top network groups creating results and driving the agenda within your organisation




**Coffee break sessions**

### 30 SEPT Inspirational Leaders

Meet the Ethnicity Awards Top 10 Inspirational Leaders, sharing their stories and giving their tips on how to best navigate your career.




**Coffee break sessions**

### 16 SEPT Diversity Heroes

What are individuals doing to drive this agenda within their organisation




**Coffee break sessions**

### 7 OCT Champions & Allies

Tips on how to be an ally from our Champion - Ally Top 10s




**ETHNICITY AWARDS**

### 31 OCT Ethnicity Awards winners

Celebrating the individuals and employers at the forefront of equality. Exclusive access to the live event, interviews with the winners and hosts. (TBC)






**Additional events TBC \* Selected members only, please enquire. \*\* Membership discounts apply.**

Ongoing support: CEO & Boards initiative | Telephone/email support | Online resources & e-bulletin | Discounts on programmes (please enquire) | Logo on website  
Please get in touch if you would like to find out about the various partner packages available

### BASIC MEMBERSHIP

£2,900

#### CEO & Board

- Put an executive member or ally forward to be involved in our campaign ([info](#))
- Access to two executive breakfasts for a suitable senior executive, advocate or senior sponsor

#### Sessions

- Invitation to the Parliamentary launch of the Maturity Matrix 2021
- Access to Action Groups and workshops for up to two members of your organisation per event
- Unlimited invites to coffee break sessions

#### Maturity Matrix

- Audit of your organisation's progress and next steps
- 1-2-1 consultation meeting and full audit of your Maturity Matrix
- Email or telephone support

#### Branding

- Profile of your organisation's work online with logo and link
- Use of the IIE member badge

#### Members' Discounts

- Investing in Ethnicity Awards tables or sponsorship (£500 off tables)
- All ethnicity and leadership programmes, listening sessions and reports.
- Further consultation on strategy
- Investing in Ethnicity conference places or sponsorship (15% off places)

### SUPPORTING PARTNER

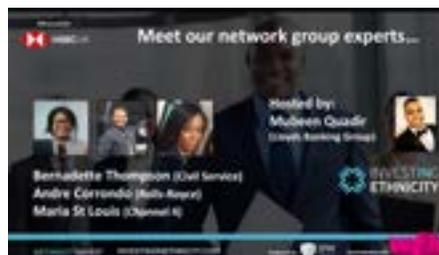
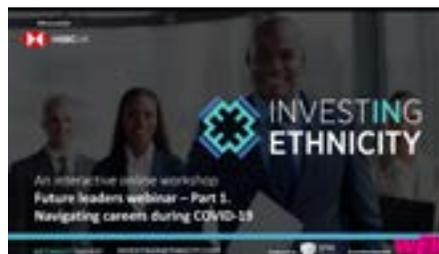
£5,000

• All previous basic member benefits included (worth £2,900) + initiative 'Supporting Partner'

- Priority access to Action Groups, speaking opportunities and access for more of your employees to workshops (where applicable)

#### Branding under 'Supporting Partner'

- Logo on all e-bulletins, front page of website and all promotional material
- Case studies of best practice included on investinginethnicity.com website
- Logo included throughout initiative communications, under 'Supporting Partner'
- Logo on all digital videos and sessions
- Logo on all reports or toolkits



Digital sessions in 2020



ICON 2019 - Emeli Sande

### TOP TIER PARTNER

£8,000

• All previous member benefits and Supporting Partner benefits included (worth £5,000) + 'Top tier Partner'

#### Branding under 'Top Tier Partner'

- Logo on all e-bulletins, front page of website and all promotional material
- Case studies of best practice included on investinginethnicity.com website
- Logo included throughout initiative communications, under 'Top Tier Partner'
- Logo on all digital videos and sessions
- Logo on all reports or toolkits
- Invitation to sit on the APPG GAIL committee advising Government

#### Awards

- Editorial or a page advertising in Ethnicity Awards Souvenir Programme, which will be sent to over 500 organisations and available at the celebratory event.

Please contact us for further Award Sponsorship Opportunities



Guardian Supplement 2019

### ETHNICITY AWARDS

Recognising individuals, organisations through adversity.  
For further information, please contact us: [sarahg@spmgroup.co.uk](mailto:sarahg@spmgroup.co.uk)