



AllInforma – Attracting Talent

## WHAT IS ALLINFORMA?

AllInforma is Informa's approach to attracting talent and supporting all colleagues at work, no matter who they are, where they are located and in what team they are based. We currently have 5 groups in place which all fall under the 'AllInforma' banner.

They are as follows:



**AllInforma Rainbow** - aims to connect, educate and support members of the LGBTQIA+ Community, as well as allies and those that want to learn more about the community.



**AllInforma Illuminate** - created to shine a light on what it's like to work and live with visible & invisible disabilities and conditions.



**AllInforma Nations** - focused on ethnic minorities and multiculturalism helping to create a lasting change to make Informa a more inclusive workplace and celebrates different cultures across the business.



**AllInforma Balance** - focused on supporting gender balance in the workplace and open to all genders, men, women and non-binary.



**AllInforma iCan** - Informa's Career Ambitions Network - is a network dedicated to supporting colleagues who want to grow and develop their careers in the business, particularly those in their early years.



## WHY DID YOU DECIDE ON THESE GROUPS?

Informa is a people business and we aim to attract and retain a diverse range of talent, both because it is an essential business need and because we believe it is the right way to operate. We feel that it is the right statement to make to our colleagues, our customers and the communities we serve, and we commit to be accountable for this with our actions.

These five groups capture and represent the majority, if not all colleagues in our business.



## WHAT HAVE THE MOST INTERESTING OUTCOMES BEEN?

The most interesting outcomes have been how much these groups were needed within the business.

The groups have created a significant amount of engagement across Informa and have created safe spaces for our colleagues to express themselves and be who they truly are, enabling them to bring this to work.



## HAVE THERE BEEN ANY SURPRISES OR NEGATIVES TO THE INITIATIVE?

The biggest surprise has been the engagement and commitment from our most senior leaders.

The biggest negatives have been the lack of commitment from the majority of middle managers, needed to recognise the importance of diversity and inclusion as significant to business outcomes and growth.

This is the group who is really focused on their own business goals and typically have little time to engage with activities outside of their business objectives.

There is a long way to go and we know that education and awareness needs to continue to ensure that diversity and inclusion is embedded in the fabric of the company's DNA. We are under no illusion that this will take time.

## HOW WILL THIS SHAPE YOUR ACTIVITY AS AN EMPLOYER?

As an employer, this will shape how we act and perform as a company, from how we recruit and retain talent to how we design our products and services to meet the needs of our diverse customers and partners.

## WHAT DO YOU WANT TO FOCUS ON NEXT?

We have a strong focus on significantly increasing diversity within our audiences. We need to identify how to connect with those who are typically at a disadvantage, unable to engage with our events and products through any number of barriers including:

- physical
- mental
- cultural
- economic etc.

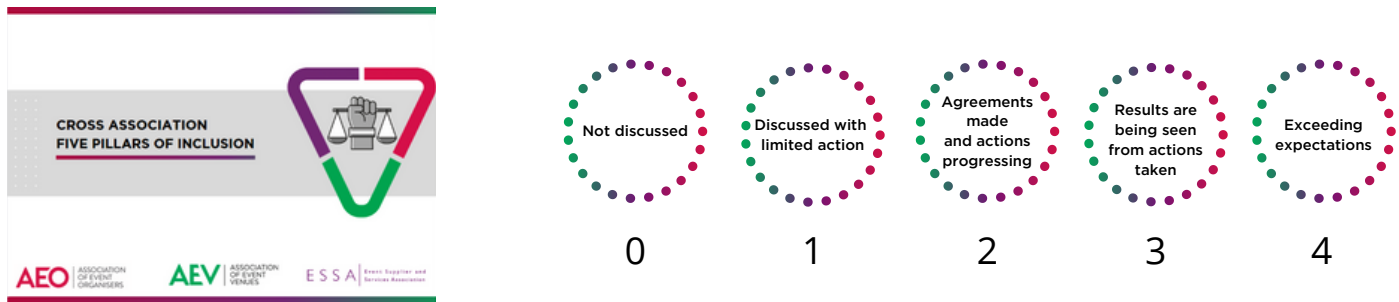
Barriers are often unintentional, but it takes conscious effort to overcome them.



## HOW DO YOU PLAN TO IMPLEMENT THE FIVE PILLARS OF INCLUSION?

A lot of work is already in play which is addressing the Five Pillars of Inclusion, but the overall key is to ensure that we get all colleagues engaged in DEI.

As a result we are working on ensuring that every colleague has at least one objective each year that is tied to a diversity and inclusion commitment. This could be anything from attending a development training course or webinar, to participating in a volunteering activity in the community.



## AS CHAIR OF THE X ASSOC. D&I GROUP, WHAT DO YOU WANT TO CHANNEL THROUGH TO MEMBERS?

I would like the members to become a diversity and inclusion passionate representative and mouthpiece for their respective organisations. Collaborate, learn and grow together to help influence and change the industry to become recognised as an inclusive and exciting place to be

- Mike Sealy, Chair of Cross Association D&I Group



## WHAT ARE YOUR TOP TIPS FOR ORGANISERS TO GET STARTED WITH DEI?

- Take small steps
- Understand the landscape challenges and issues that exist within their own organisations
- Prioritise and start with one or two specific areas only
- Seek the feedback, engagement and support of employees, maybe through the creation of colleague run networks
- Show real commitment to diversity and inclusion and seek help and support through experts and other organisers who can advise and guide as appropriate.