Intentional Attraction

Sponsored by







Yurii Land
Senior Strategic Account Director
Maritz



Al Hutchinson President & CEO Visit Baltimore



Glenn StressVice President
Marriott International



National Association of Independent Schools

- Examples of how NAIS embraces inclusion for their events
 - People of Color Conference
 - Student Diversity Leadership Conference
 - 365 initiatives Supporting Year-Round Engagement









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WELCOME

Which states have introduced anti-DEI bills? More than 30 states have introduced bills banning or limiting DEI initiatives during their current legislative session. Introduced Passed at least one chamber Enacted Notes: Data as of March 20. Source: NBC News analysis of Plural Policy data Graphic: Nigel Chiwaya and Catherine Allen / NBC News



A PROGRAM WITH PURPOSE

- An active commitment to fostering a welcoming destination for ALL travelers
- A source of training & resources to help our industry get better every day
- An opportunity to position
 Baltimore as a pioneer in DEI,
 offering positive travel
 experiences for everyone







SIT SITE

FOR GIVING
THE KEY TO
THE CITY ...
TO EVERYON

WARM RECEPTION FOR WARM WELCOME

- 100+ pledge participants!
- Hotels, restaurants, small businesses, museums and attractions, local organizations, universities and many more!
- Other DMOs want to model WW in their destinations!



HOW IT WORKS

- Participants take an online pledge, vetted by the Diversity subcommittee of our board
- Pledge signers receive training resources for their teams, featuring experts in each field
- They receive materials to display their Warm Welcome support



SHAPING FUTURE HOSPITALITY LEADERS

In early 2021, Visit Baltimore selected Tymarra Sherrill and Anthony Richmond as our latest apprentices. Sherrill, a graduate of the University of Baltimore with a degree in digital communication, worked alongside the Marketing & Communications team, while Richmond, who holds a degree in applied engineering and technology from North Carolina A&T State University, worked within Operations.



ANTHONY RICHMOND



TYMARRA SHERRILL

Get to Know Tymarra and Anthony

Tell us about your role with VB?

Tymarra: I put a lot of focus on creating content, including for social media, the Visitor Guide and for the website. I had a great peek at what's going on behind-the-scenes here when it comes to marketing the city and driving visitors to experience Baltimore. I was introduced to the analytics and reporting required to track marketing success. I was able to get a full picture of all that Visit Baltimore does to support the city.

Anthony: I worked mostly on the operational side handling day-to-day technology needs and making sure everyone was running smoothly. I've done everything from setting up conference rooms for meetings to keeping our CRM platform Simpleview up and running correctly. I also had



MATIMORE

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Visit Baltimore and Tourism Economics Announce Data Analytics Fellowship

Fellowship follows recent hire of two Diversity Apprentices.

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Media I Press Refease

Wednesday, July 7, 2021

(Baltimore, MM – huly 7, 2021). Visit Stalmore, the official destination sales and marketing organization for Baltimore is pleased to announce ones Das Analytics Fellowship to offer emerging leaders from underrepresented communities and diverse ethnic backgrounds the opportunity to gain first-hand experience working in the destination marketing and travel economics industries. This program is personally underwisen by global rate off data company Fourism Recommissand will listunch this fall.

"There are very few Black, Indigenous and People of Color (RIPOC) individuals working in the travel and sourten leadenthy space, too more specifically in the data, sechnology and business instifferone sector with the destination marketing community," and Al Hachinano, President S. Colo ar Visit Baltimore, "Write homored to partner with Tourism Economics no introduce this program and make real

"This is the ultimate win-win opportunity. We see this as an investment into our community by fostering talent that will benefit our broader industry, stated Adam Sacks, President of Tourism Economics. "We

The 600 hour paid timerenthy will troobe working with the operations departments at Visit Baltimore and Tourism Economics. The program will provide a raining and professional development opportunities through academic seminars, in-depth research and analysis and a broad range of skill development. Applicatus must be 18 or older and a resident of Baltimore City or the Baltimore— Washington memorphism area. The colling application per rail will open later this number.





WHY EMBRACE DIVERSITY, EQUITY AND INCLUSION?

- Welcoming & Belonging are Key pillars of the hospitality industry
- Inequity harms all of us
- Kindness, acceptance and care are ingrained in our DNA
- Promotes unconditional love





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What is Neurodivergence?

Mental or neurological function different from what is considered typical or normal

Neurodivergent people make up approximately 20 percent of the global population; some put the number closer to 30 to 40 percent due to challenges with receiving clinical diagnosis.

Neurodivergent Conditions

Developmental

ADHD (Attention Deficit Hyperactivity Disorder)

Dyslexia

Dyscalculia

Tourette Syndrome

Autism Spectrum Conditions

DCD/Dyspraxia

Acquired

Epilepsy

Dementia

Parkinsons

Mental Health

OCD

Bipolar



Why is it important to meeting & event professionals?



Of attendees with a mental health condition or neurodivergent have not attended an event due to fear of becoming overwhelmed, triggered or unwell



15%

Of attendees with a mental health condition or neurodivergent would feel confident asking the organizer for support at an event



Sensory overload triggers at events:

Crowds
Noise
Navigation
Breaks
Lighting





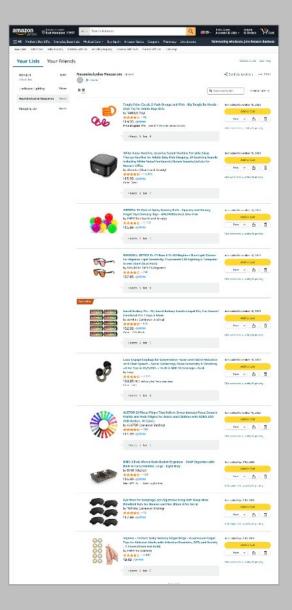
Four Things You Can Do Right Now to Make Your Meetings & Events Neuroinclusive



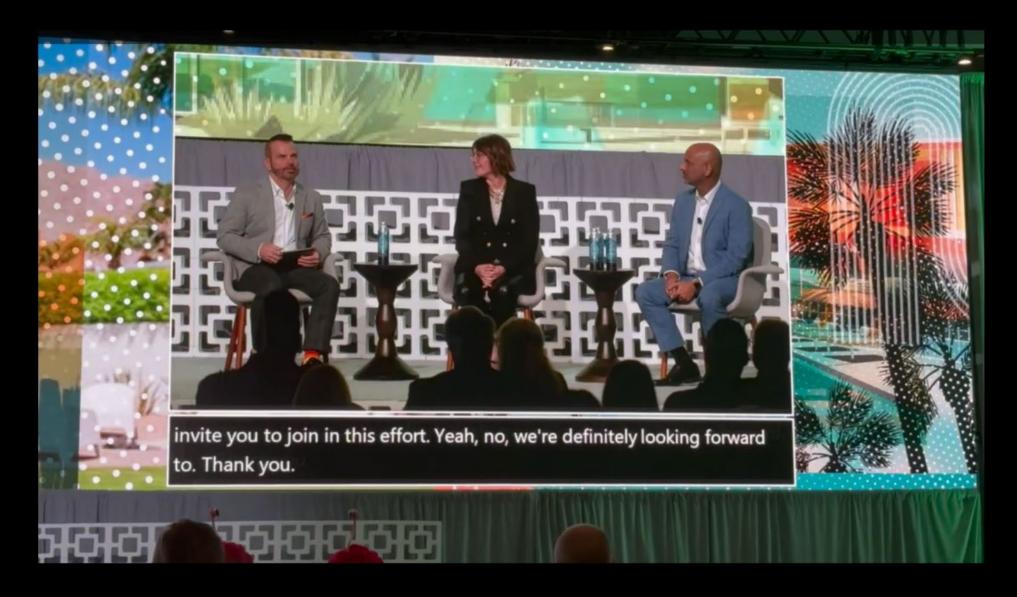


2) Neuroinclusive Resources at Registration

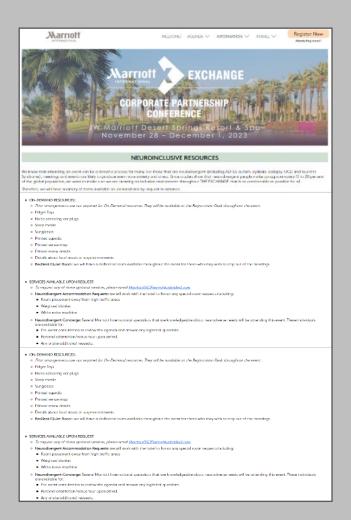




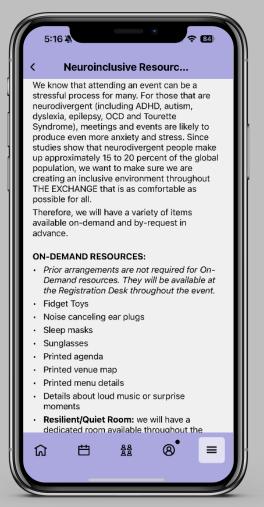
3) Auto Captioning for Main Stage



4) Communications Plan







Registration Website

Know Before You Go
Communication

Mobile App



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