

Intentional Attraction

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Glenn Stress
Vice President
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National Association of Independent Schools



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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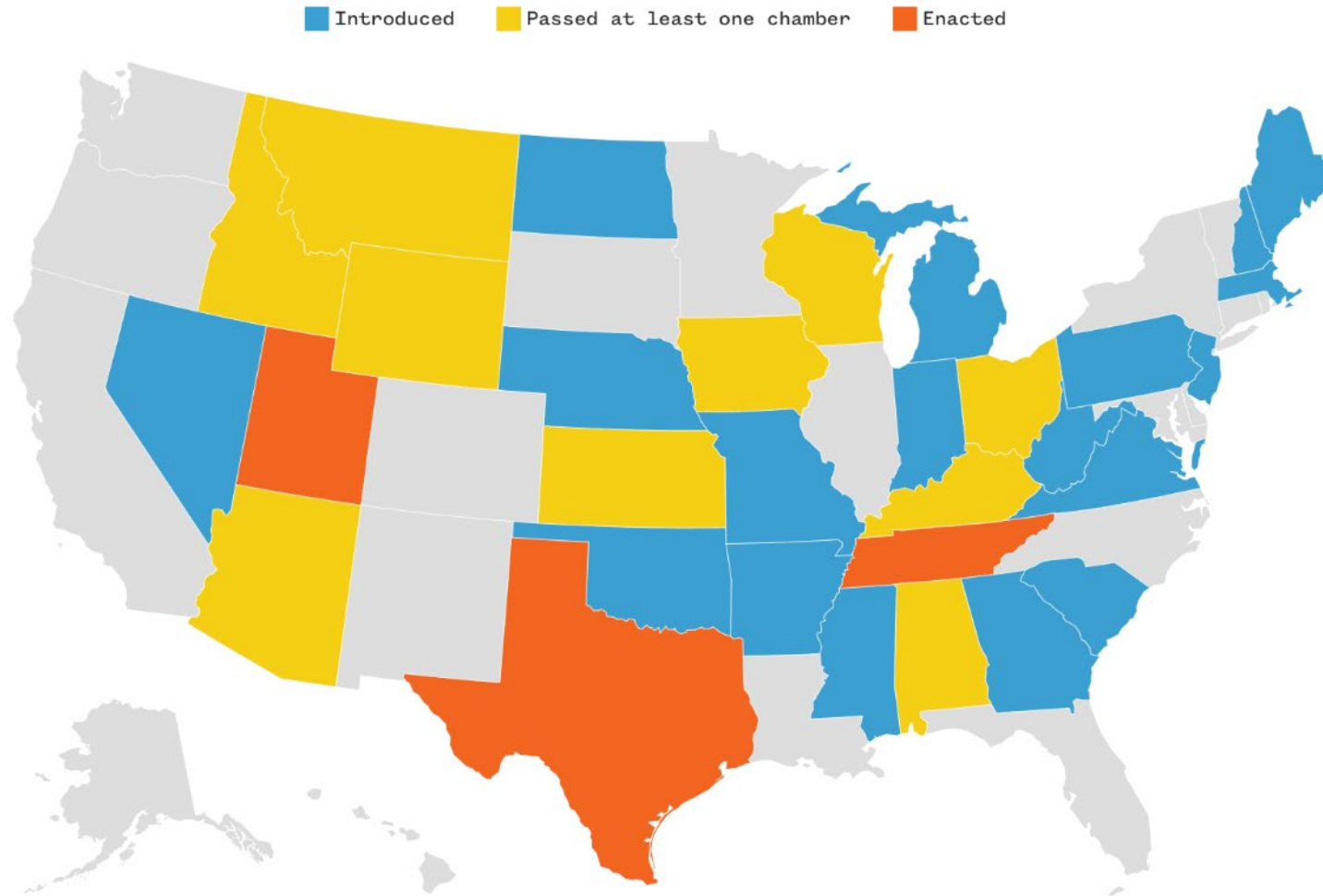
**VISIT
BALTIMORE**

WELCOME

August 2024

Which states have introduced anti-DEI bills?

More than 30 states have introduced bills banning or limiting DEI initiatives during their current legislative session.



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





**VISIT
BALTIMORE**

FOR GIVING
THE KEY TO
THE CITY . . .
TO EVERYONE

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!

**VISIT
BALTIMORE**

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





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

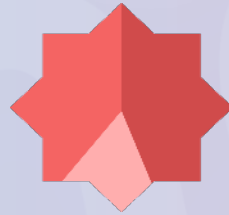
Bipolar

Why is it important to meeting & event professionals?



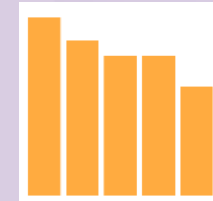
85%

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



Top 5

Sensory overload triggers at events:

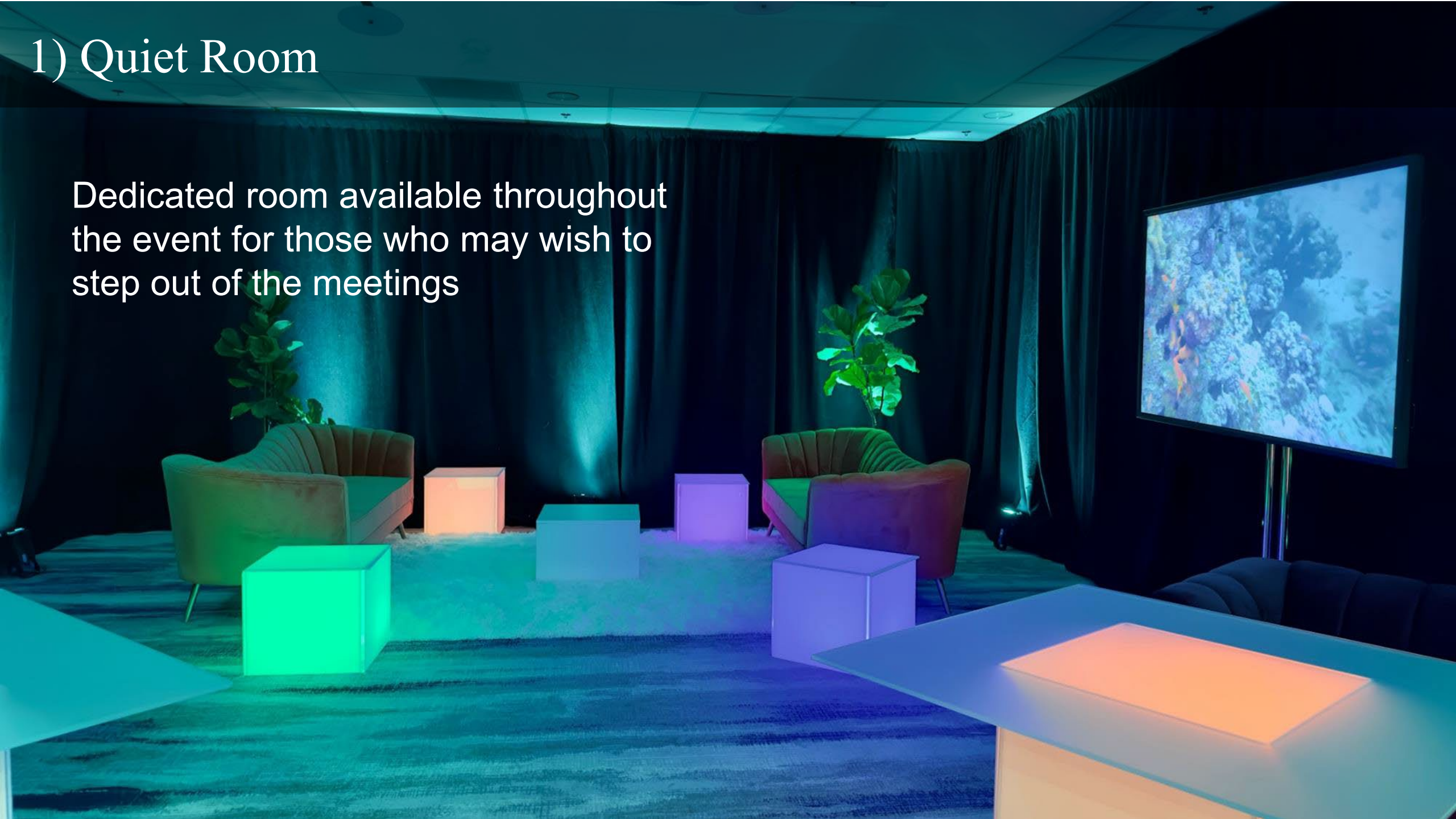
- Crowds
- Noise
- Navigation
- Breaks
- Lighting

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

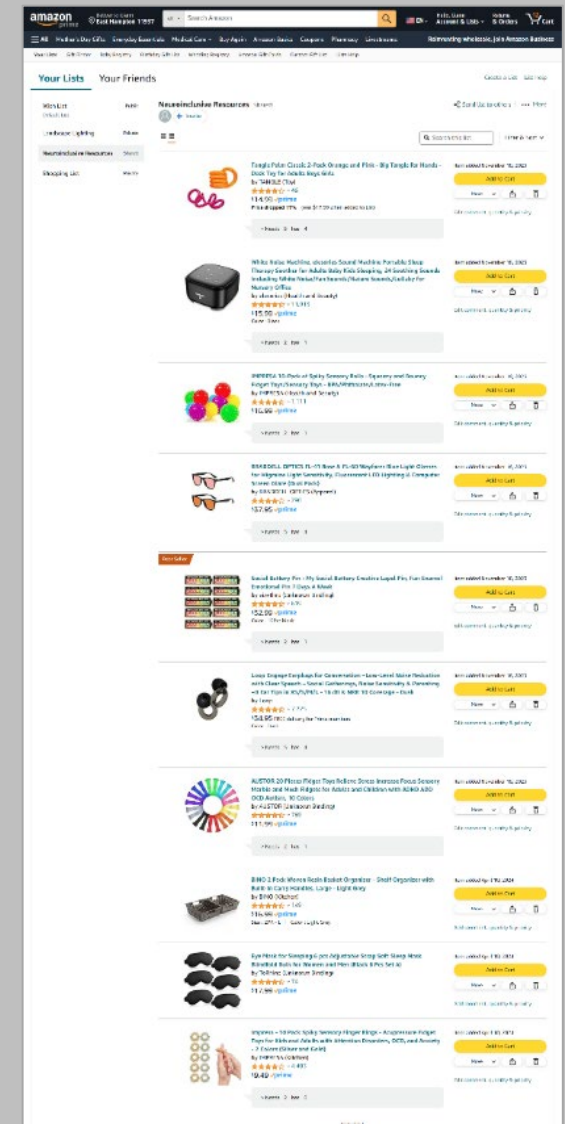


1) Quiet Room

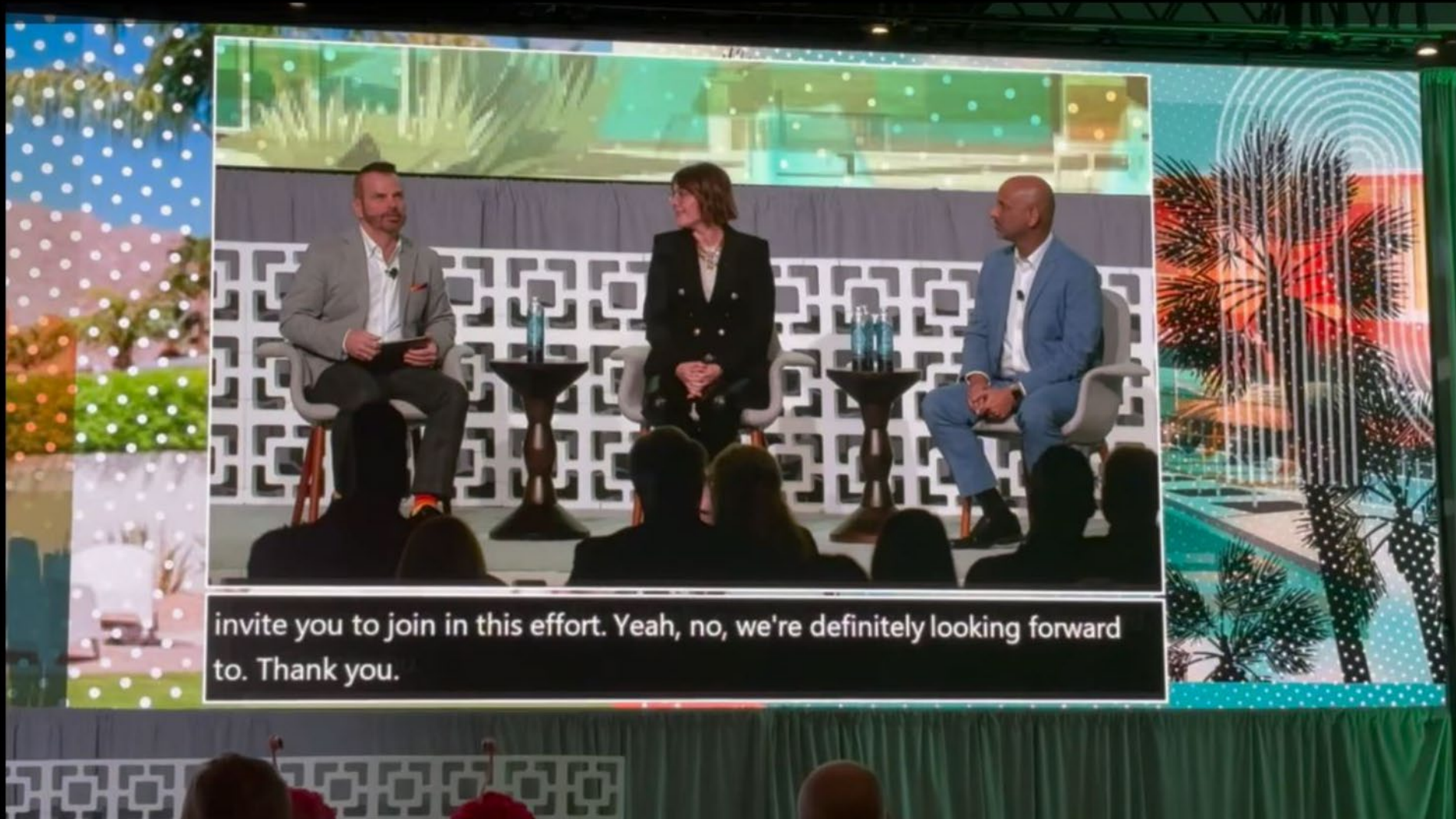
Dedicated room available throughout the event for those who may wish to step out of the meetings



2) Neuroinclusive Resources at Registration

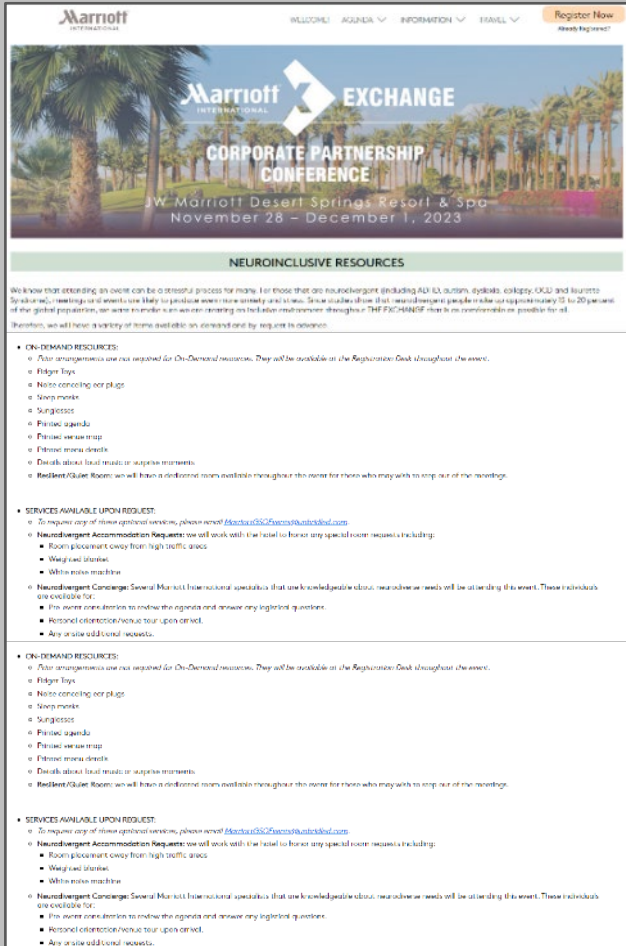


3) Auto Captioning for Main Stage



invite you to join in this effort. Yeah, no, we're definitely looking forward to. Thank you.

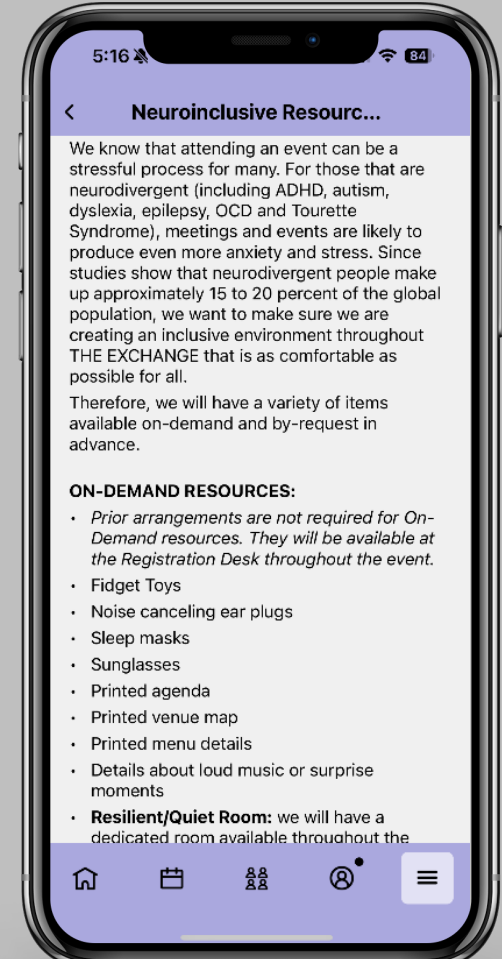
4) Communications Plan



Registration Website



Know Before You Go Communication



Mobile App



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