

# ***Inclusive Event Planning 2.0: From Practical to Transformational***

Minnesota Festival and Events Association  
2022 Conference  
Thursday, March 24, 2022



# About Claim Our Space

Community  
-Centered  
Event  
Planning

Social and  
Racial  
Justice Work

Opportunity  
to Think  
Differently  
about  
Convenings

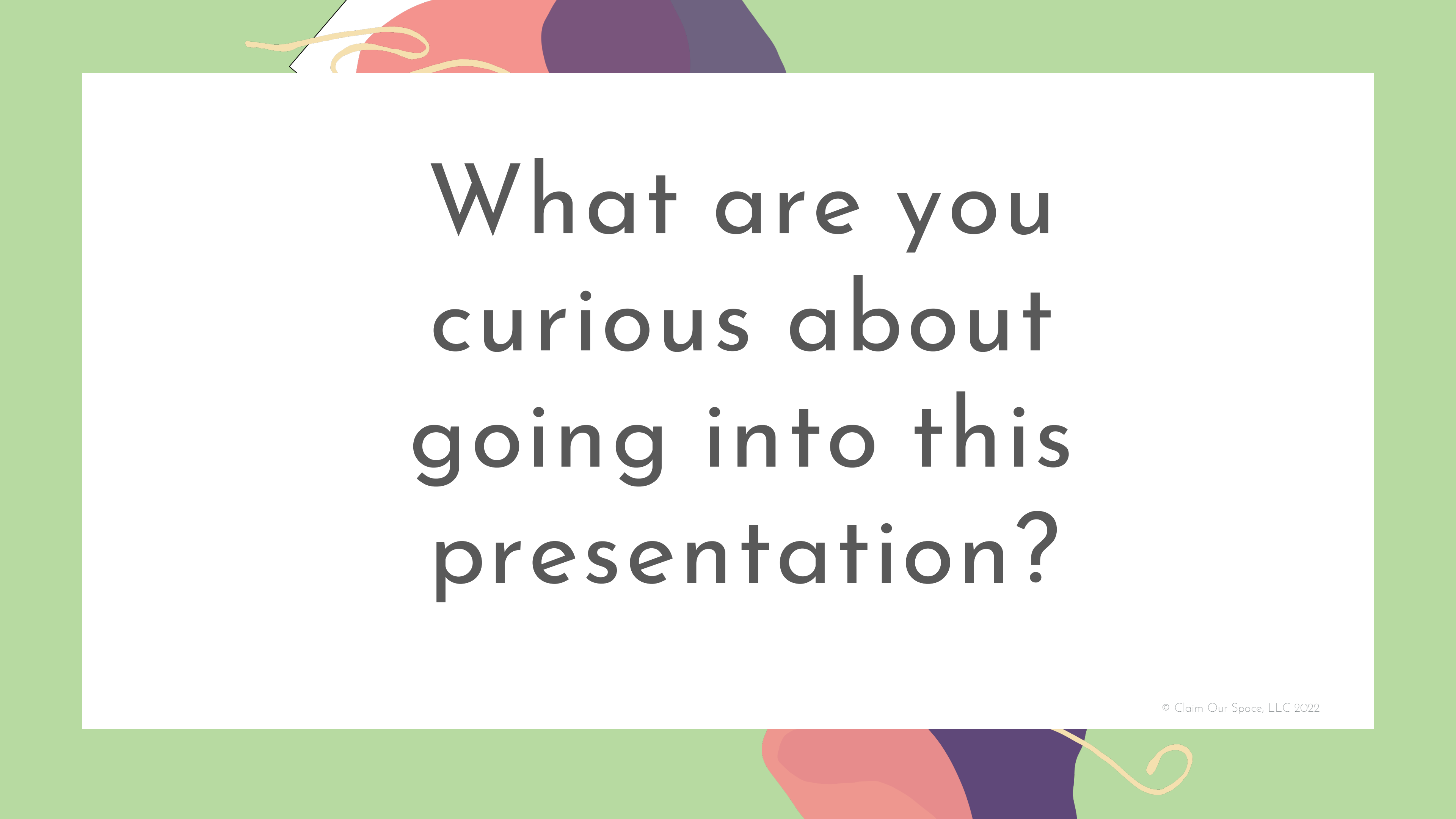


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Event Code:

**#MNFEA22**




What are you  
curious about  
going into this  
presentation?





# Recap from Applying Your Equity Lens



“I've learned that people will  
forget what you said, people will  
forget what you did, but **people**  
**will never forget how you made**  
**them feel.”**

-Maya Angelou



Will this make  
**EVERYONE**  
Feel welcomed?

# Your Equity Lens: *Feeling Hosted*

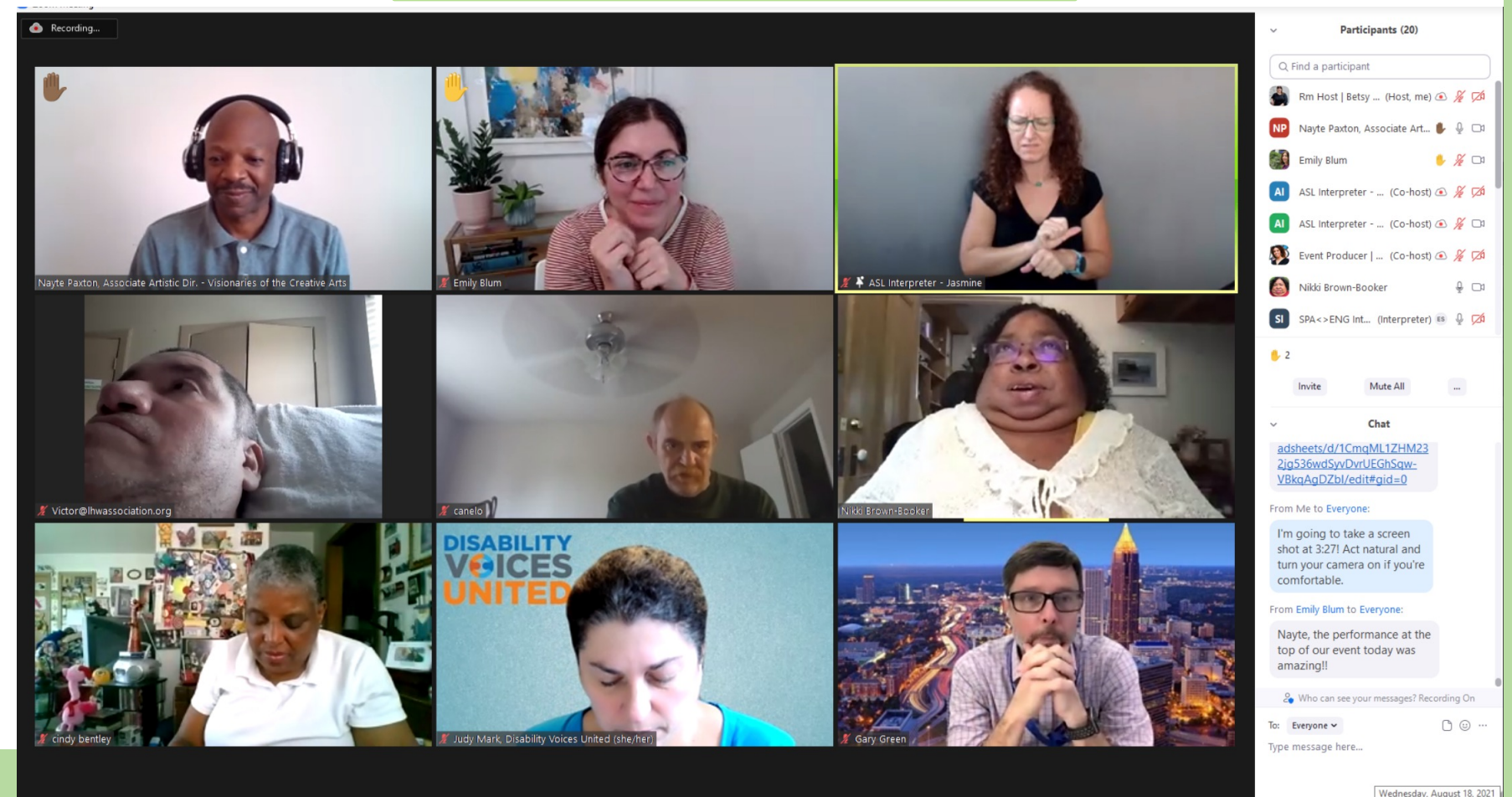
- Will this make **EVERYONE** feel welcomed?
- Staff and volunteer trainings
- Identifying hospitality-focused roles
- Are the guests seeing themselves in the people who are hosting them?





# Your Equity Lens: *Physical Space*

- Will this make **EVERYONE** feel welcomed?
- Curb Cuts
- We all benefit from these adjustments!





# Your Equity Lens: *Learning Styles*

- Will this make EVERYONE feel welcomed?
- 7 Learning Styles:

Visual

Auditory

Verbal

Physical

Logical

Social

Solitary





# Your Equity Lens: *Identity*

- Lead from a place of **curiosity**
- Will this make **EVERYONE** feel welcomed?
- What are experiences that I should be considering?
- How can these experiences be taken into consideration as I am designing?





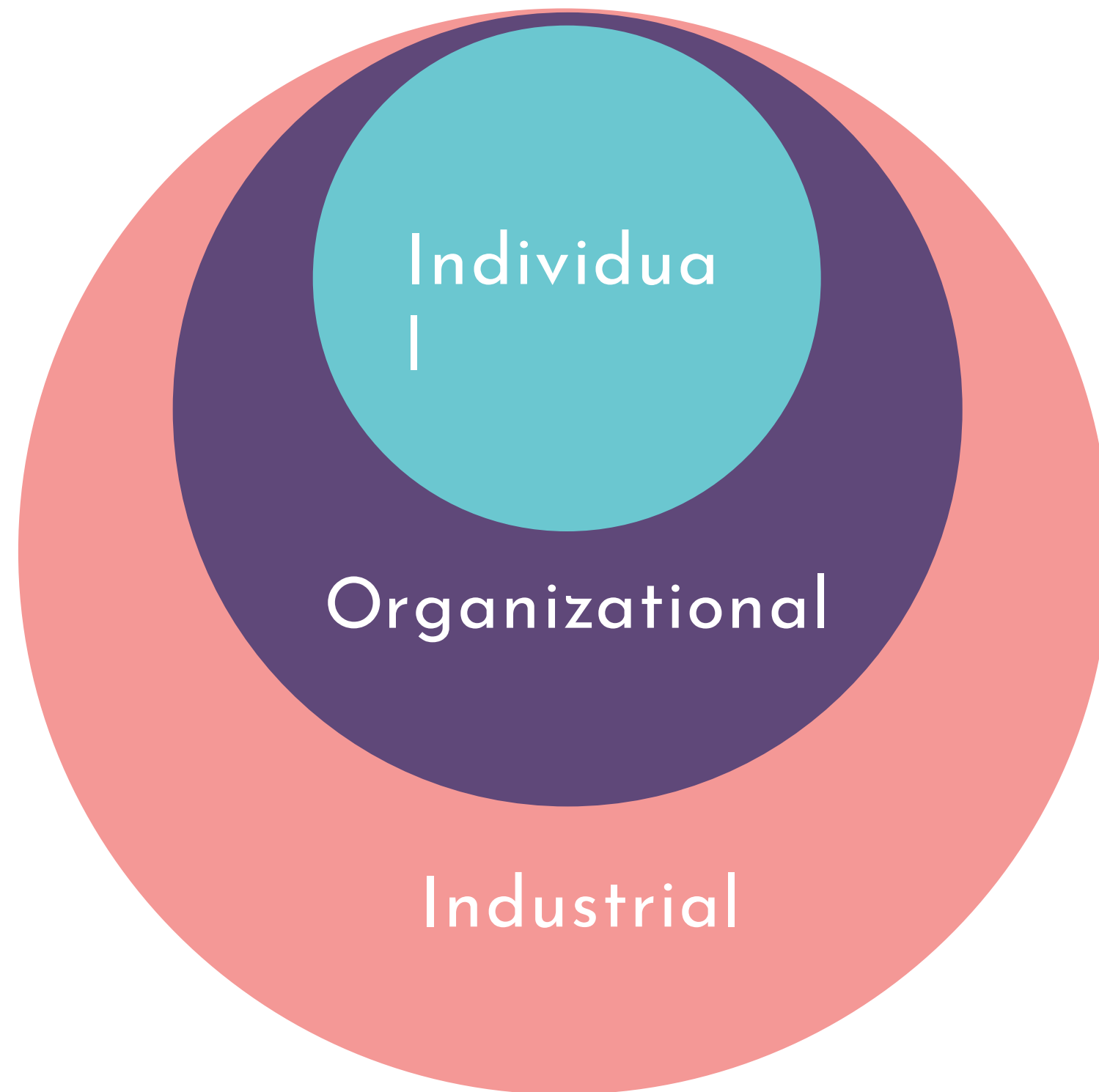
# Your Equity Lens: *Identity*

- Promotional Partners
- Vendors
- Speakers/Artists/Performers
- Physical Space
- Norms of Inclusion
- Current affairs- and trauma-informed
- *Use local colleges and universities as connectors*





# Moving from Practical to Transformational:



Your Event  
Planning  
Circle Of  
Impact

# Moving from Practical to Transformational:

Your Event Planning Circle Of Impact:



- Being open to not having all of the answers **EVER!**
- Building trust to create feedback loops
- Define your why to being committed to this work.
- My Why



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# Moving from Practical to Transformational:

Your Event Planning Circle Of Impact:



- **Finding an easy organizational entry point:**
  - What do we already do well that we can incorporate inclusive practices moving forward?
  - What processes and services do we need to improve before adding in this work?



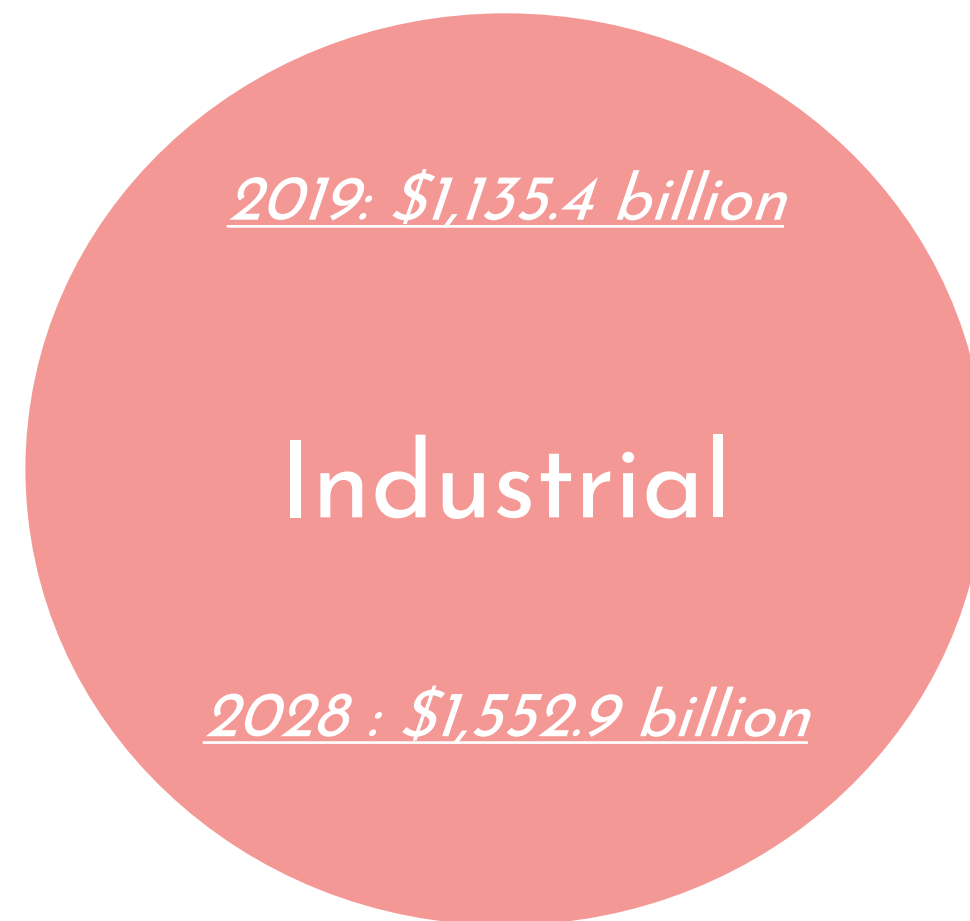
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# Moving from Practical to Transformational:

## Your Event Planning Circle Of Impact:




- 1 in 5 will be 65 years or older by 2030\*
- As of 2020, 51.2% of children are Black, Indigenous, Latin/Hispanic, or Asian, or multiple races/ethnicities
- 18% of Events Professionals are Black, Indigenous, Latin/Hispanic, or Asian
- Hispanic/Latin and Black women are the fastest growing group of small business owners.



Questions?  
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What is one thing you will commit to doing to help transform yourself as an equitable event planner after today?

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# Thank you!

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[www.claimourspace.com](http://www.claimourspace.com)

*Follow Claim Our Space on Social  
Media for more Inclusive Event*

*Planning insights:*



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# Citations

- “Demographic Turning Points for the United States: Population Projections for 2020 to 2060” By Jonathan Vespa, Lauren Medina, and David M. Armstrong, P25-1144, Issued March 2018 Revised February 2020
- “Fast Forward 15 Report on Diversity” by Fay Sharpe and Dr. Kate Dashper, September 23, 2020
- “Secular Trends in Minority-Owned Businesses and Small Business Finance” by Maude Toussaint-Comeau and Victoria Williams, ProfitWise, November 2, 2020