

## Conscious Inclusion Considerations for Association Meetings and Events

The following document is designed to provide key considerations for associations seeking to be more consciously inclusive in their meetings and events. By addressing these questions, tracking these measures of success, and implementing the recommended action plan association leaders can make significant strides in implementing conscious inclusion at their association.

The emphasis should be on *inclusion* and engagement with stakeholders who bring a broad range of experiences, backgrounds, and perspectives, and no stakeholders should be excluded from participation, opportunities, or benefits based on demographic characteristics.

### Meetings and Events

Associations should have a core focus to ensure that all association events, both in-person and virtual, are accessible, inclusive, and provide equal opportunities for participation and engagement.

### Key Questions for Leaders

- How do we ensure diverse of perspectives, experiences, backgrounds, and membership groups representation in both in-person and virtual events?

### Key Considerations for 2025

- How have recent changes impacted the association's meetings and events? If so, in what ways?
- Consider surveying members to ask them about the impact(s) to their association and how it may affect their ability to participate in future meetings and/or events. Disseminate the findings across the organization to allow departments to address the potential changes that may happen as a result (i.e., the impact of registration for in-person events, sponsorship, etc.).
- Review and consider the speakers and sessions. Ensure that the information is relevant to the current needs of the audience. Adjust speakers and sessions where needed to support the current needs of your members.
- Consider pricing structure and discounts to encourage registrations.





# Discussion Guide

- How can we balance the benefits of in-person events with the accessibility of virtual formats?
- Are our events marketed and priced fairly for organizations of different sizes and attendees with different financial constraints?
- How are we inquiring as to attendees' needs during registration to ensure a consciously inclusive event experience?
- Have we considered all aspects of accessibility, including physical, auditory, neurodivergent, and dietary needs?
- How can we create opportunities for meaningful interaction among attendees with different perspectives and backgrounds?
- How can we ensure our speaker selection, engagement, and advancement processes are transparent, fair, consciously inclusive, and nondiscriminatory?
- What kind of information do we collect about our stakeholder groups that might help us to understand their differences in backgrounds, experiences, perspectives, and priorities?

## Measures of Success

- Increased diversity in experiences and perspectives in event attendance and speaker representation.
- Higher satisfaction rates among attendees regarding inclusivity and accessibility.
- Improved engagement metrics for virtual and hybrid events.
- Increased number of accommodations successfully provided.

## Action Plan

- Talk to your legal team when determining your association's strategy.
- Develop feedback mechanisms to listen and learn potential impacts to your association as it relates to meeting registrations, method of learning and/or sponsorship.
- Review your meeting content to ensure that relevant issues are included. Find various subject matter experts to facilitate the growth of your attendees.
- Develop strategies to support any potential impacts recent changes/trends may have on your meetings or events.