



BLACK IN THE BOARDROOM

RACIAL DISPARITY WITHIN UK EVENT TRADE BODIES & ASSOCIATIONS



THE ZOO XYZ | REPORT 13 JULY 2021

2021



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THE ZOO XYZ

ABOUT US

The Zoo XYZ is a Black-owned, female-led, experiential event agency that is driven by a team of international industry experts. We are dedicated to elevating our clients' brand and work closely with them to create bespoke experiences that tell a story and engage audiences.

The Zoo XYZ understands the importance of thinking locally and acting globally. We help brands grow organically with a team that will support and interact with purpose. We plug into our local industry experts who have specific regional knowledge and support our standards of production.

Education and training are at the heart of everything that we do. We have created an ecosystem where we share our knowledge and expertise with the people and communities we work with. We are an AQA accredited training centre that creates tailored programmes that cover event management and event production. Many who trained with us have gone on to do paid work on our events, joined our team or worked for other companies within the industry.

For more information, please visit our website, www.thezoo.xyz



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BLACK IN THE BOARD ROOM

FOREWORD

“With over 14 years of experience within the event industry, what has remained painfully consistent is the racial disparities within the industry. As a mixed-Black woman in a white-dominated industry, I have made it my mission to actively champion and encourage Black people, namely Black women to enter the event world. My team, partners and I have created custom tools through a selection of courses and practical training and career opportunities to help diversify the event industry.

Black in the Boardroom is an extension of what I have created with **The Zoo XYZ**. As a **Black-owned and female-led event agency**, my team of international industry experts and I deliver bespoke and experiential events around the world with the basis of always passing on our knowledge and expertise.

The goal of Black in the Boardroom is to change the landscape of the UK event industry and for it to **reflect the consumers and population it serves**. This report opens the channels of conversation and communication around diversity, equality and inclusion within the UK event Industry and steers the narrative while **providing tangible solutions**.

To develop a community, in addition to collaboration is key to my career-long endeavour to **improve diversity, equality and inclusion** within the UK event industry.

If Black Lives Matter to you, this report should be of interest!”

Nadu Placca

Founder: The Zoo XYZ



INTRODUCTION

Following the death of George Floyd, Brianna Taylor and Ahmaud Arbery, 'The Show Must be Paused' was a music industry initiative created by two Black women music executives, [Jamila Thomas](#) and [Brianna Agyemang](#). This initiative was about "holding accountable major corporations and their partners who benefit from the efforts, struggles and successes of Black people."⁽¹⁾

The world listened, and on 2nd June 2020, Blackout Tuesday was born - a culturally defining moment and arguably the peak of social media activism. In unison, individuals and major corporations around the world took a stand against police brutality and institutional racism by posting a black square. In solidarity, organisations made public commitments to diversify their workforce, especially in the boardroom and senior/leadership positions.

YOU POSTED A BLACK SQUARE, NOW WHAT?

A year after discussions, social media activism and promises, what has changed? Have there been proactive steps made towards diversity, equality and inclusion (DEI) within different industries and organisations worldwide?

Black in the Boardroom (BITB) explores the racial disparities within the UK event industry with a focus on Black professionals within trade bodies and associations. The report and its findings will highlight a DEI issue within the UK event industry. BITB not only provides conclusive data and insights that identify exactly where the issues lie, but also educates and provides tangible solutions.

The UK event industry is a multi-billion (2) pound industry that underpins and impacts various other industries, the economy and employment. Significant cultural and social moments from music, sport and entertainment industries, within the UK and across the world, are made possible because of the event industry. This raises awareness about DEI, and holds the event industry accountable, with the creation of tangible solutions this is paramount to the future integrity and longevity of the industry.



INTRODUCTION

METHODOLOGY

All data has been taken from websites and verified, where available on Companies House for the purpose of this report.

Additionally, “Black” is classified as those of Black African and Caribbean ancestry living and working in the UK.

While there is no definitive classification of UK event trade bodies and associations, those analysed in this report are the main ones listed in reports and publications found as a result of our research. The report has used Business Visits and Events Partnerships (BVEP) as the main point for orientation, as it unites the main corpus of industry trade bodies and associations under one big reputable and influential umbrella organisation. We have cross-checked all members, plus additional ones and verified whether those trade bodies and associations are a reputable presentation of the UK Events Industry.

To establish the value and reputation of the subjects in our selected corpus, we have compared and looked at the following criteria (3):

1 - Is the subject a member of BVEP or another umbrella body?

2 - How well connected and established is the subject?

Are they linked with well-known and relevant industry partners?

3 - What are the subjects' contributions to the industry?

Do they have their own awards and recognise excellency? Do they provide training and therefore growth to their members? What are other ways the subject supports the industry? Do they create white papers? Do they share industry reports? How often do they check and conduct quality surveys? Do they offer networking opportunities or annual conferences to their members?



INTRODUCTION

METHODOLOGY

4 - Are the subjects led by Industry professionals (senior board members) with relevant experience and do their members reflect their niche?

What quality criteria does the subject have to guarantee relevancy and select its members?

5 - Does the subject operate independently and has a clear bribery policy to ensure interests and industry demands brought forward to the government are objective and can guarantee a fair operation?

6 - How long has the subject been operating?

A well-established and long operating subject stands for regular achievements and displays long-term interest to accelerate change.

The more criteria that are fulfilled for each subject the higher its value and therefore, more reputable.

The report focuses specifically on Black professionals in the UK events industry but is aware that DEI is an intersectional issue that affects many other communities. We are happy to extend this study to other communities; this may include those from other minority ethnic backgrounds, non-binary individuals, the LGBTQIA+ community, and disabled individuals if we are able to access this data.

Should there be more data that needs to be added we are more than happy to review this data if made available to us.

Black in the Boardroom will hold the UK event industry accountable regarding DEI. Our mission is not only to educate but to also monitor progress and to support the industry. Therefore, in June 2022, we will follow up and review all 156 of the trade bodies and associations analysed within this report and subsequently the status of DEI within the industry.

For any methodological or editorial corrections please contact, hello@thezoo.xyz



INTRODUCTION

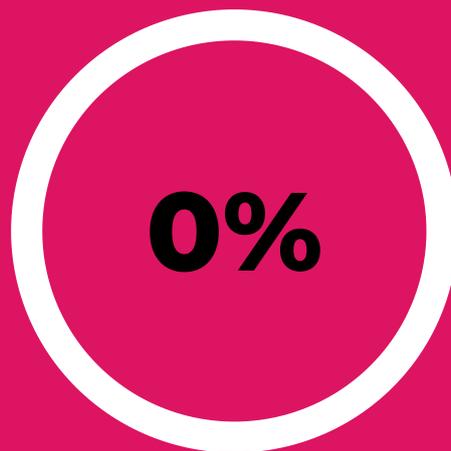
KEY FINDINGS

BITB analysed 15 UK event trade associations and bodies to examine diversity within these organisations, especially regarding Black professionals.

DEI is about fair treatment and equality for all. This has been an ongoing topic of discussion in the workplace and gained public interest in the summer of 2020. Since Blackout Tuesday 2020, many organisations pledged to diversify their workforce across all levels of structure and the role of the DEI Manager became prevalent. It has been proven, the more diverse a company is, the higher their performance and revenue (4). The drive for a positive change will ultimately celebrate professionals and their contributions. Diverse ideas and perspectives will enrich our workplaces, cultural knowledge and understanding will ensure targeted audiences and experiences can be developed to the highest level.

Our research into the UK event industry with regards to racial disparity poses the ultimate question, is DEI a concern for the industry?

The data is conclusive, within the 15 UK Event trade associations and bodies analysed:



**0% OF BOARD MEMBERS
THAT SIT ON UK EVENT TRADE BODIES &
ASSOCIATIONS ARE BLACK**



BLACK IN THE BOARDROOM

UK EVENT TRADE BODIES & ASSOCIATIONS

This report looks at 16 UK Event Trade Bodies & Associations.



THE PROBLEM



BLACK BOARD MEMBERS

TIME FOR A CHANGE

In 2020, nine out of the 15 (60%) organisations analysed acknowledged **Black Lives Matter** and published official statements about this issue. Out of the 15 UK event focused trade bodies and associations, only two have made clear statements on how to implement and support DEI with practical steps on how this reflects their organisational structure and how to progress towards DEI?

As of today, there are no **Black professionals in senior, board or leadership positions in any reputable trade bodies and associations** within the UK event industry. Furthermore, there is no apparent strategy of implementation provided by any of the organisations in place for change.

Industries are dynamic and constantly evolving, DEI opens up to all people in society and makes them feel welcomed. Diversity always adds value, reflects the societies we live in and enables new perspectives. This brings new opportunities and healthy growth for a strong industry that has economic growth and celebrates cultures to enhance life quality. **The time is NOW**, there is a huge potential and interest for positive change within the UK event industry.

Trade bodies and associations are voluntary industry watchdogs, set up to regulate and monitor industry standards. They create industry opportunities, unite for causes and lobby the government (5). The importance of trade bodies and associations can be seen across various industries and they are an integral part of business. It is essential that **trade bodies and associations are inclusive** as they are influential and ensure the longevity of the industries they serve.

The 2015 Business and Events Strategy and the formation of the Government Event Industry Board (6) illustrate that the UK event industry is on the government's agenda. Similar to other industries, the event industry is regulated and supported by several trade bodies and associations. As research has shown, DEI seems to be a minor talking point for these organisations, which are tasked to represent an inclusive and diverse industry.



BLACK IN THE BOARDROOM

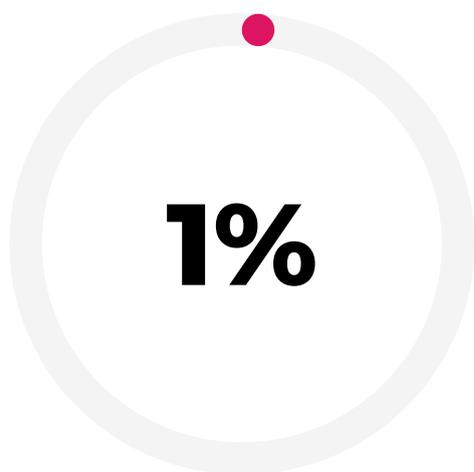
ETHNICITY

“Black” is classified as those of Black African and Caribbean ancestry living and working in the UK.



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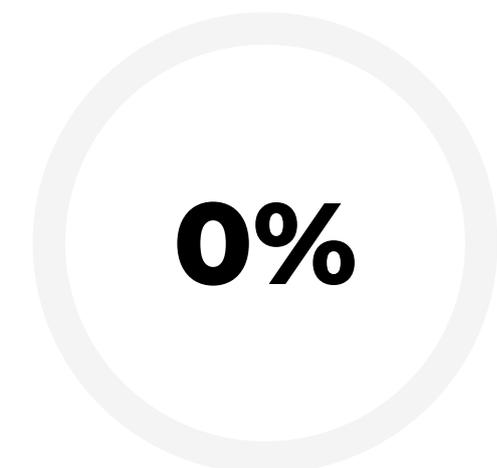
202/204



OTHER

2/204

OTHER INCLUDES ALL ETHNIC BACKGROUNDS OTHER THAN BLACK



BLACK

0/204



BLACK IN THE BOARDROOM

BOARD SUMMARY - ETHNICITY

		WHITE	OTHER	BLACK
	BVEP	100%	0%	0%
	EMA*	91%	9%	0%
	EVCOM*	94%	6%	0%
	MIA	100%	0%	0%
	HBAA	100%	0%	0%
	ABPCO	100%	0%	0%
	AEO	100%	0%	0%
	AEV	100%	0%	0%
	AEME	100%	0%	0%
	ESSA	100%	0%	0%
	AFO	100%	0%	0%
	PSA	100%	0%	0%
	AIF	100%	0%	0%
	AIP	100%	0%	0%
	CPA	100%	0%	0%

• THIS PERCENTAGE REPRESENTS 1 PERSON OF "OTHER" ETHNICITY ON THE BOARD

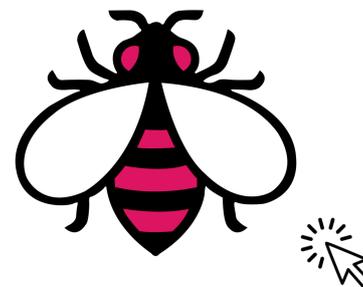


THE SOLUTION



BLACK IN THE BOARDROOM

BEEHIVE



BLACK EVENT EXPERIENCE

The Zoo XYZ is driven to enhance opportunity and diversity across the event industry. The BEEHive is our initiative that supports diversity across the event industry. We expand the experience of our community through every stage of their event experience.

Whether this is a young person wanting to gain experience to enter the industry, someone wanting a change of career or those with decades of experience, the BEEHive will support Black event professionals at all levels.

Our BEEHive programme is a unique mentorship and educational programme designed around enabling Black Event Experience. No two BEE individual's needs are the same. Therefore, each BEE individual's experience is tailored to their specialisation.

The six-month programme is divided into two stages. The first half of the programme is a three-month duration **Level 3 AQA accreditation** in Event Management, where the BEE student will receive practical and theoretical experience within the Event Industry. Additionally, they will receive practical work skills such as Employability and CV workshops.

The second half of the programme focuses on **real-life experiences**; each BEE is carefully placed in a live working environment with one of our partnered organisations. They will work as paid employees and gain relevant skills to develop their craft and build experience in the event industry.

Many of our BEEs will go on to stay in these paid placements with our partners or progress to full or part-time roles with other companies within the Event Industry. We have successfully been delivering our accredited courses and every current member of The Zoo XYZ is a graduate of one of our courses.

Our BEE participants also have the opportunity to travel with us around the world as part of our **XChange programme** to widen their event experience and gain international experience.

Sign our BEEHive Pledge here...



BEEHIVE PARTNERS



ACTION & COMMITMENT

If Black lives matter, it is time to do something about it! We have joined forces with some amazing partners that are taking positive action and supporting our BEEHive movement.



1 — BELOVD

ED&I TRAINING & VENUE EVENT AUDITING

Work with us & our partner **BELOVD** to educate your teams and start the process of providing a diverse & inclusive work place.

2 — INCLUSIVE BOARDS

NON EXEC RECRUITMENT

Work with us and our partner **Inclusive Boards** to support Black Non-executives in the Event Industry. They also have a leadership programme to help others prepare for Non-Executive roles.

3



BLACK SUPPLIER LIST

Work with us & our partner **Elite Vendors Network**, in order to ensure more Black suppliers are present and available within venues as preferred and recommended suppliers.

4



RECRUITMENT

Support Black Event Experiences with our recruitment partners, **Kuteyi Consulting**, to provide more opportunities for Black people within the Event Industry.



BLACK IN THE BOARDROOM

THE FUTURE

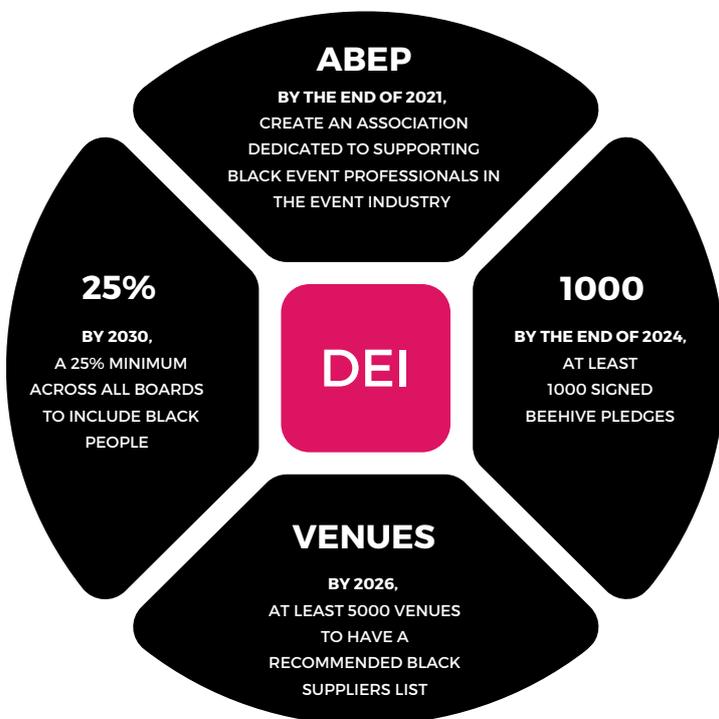


The Zoo XYZ will finalise the establishment of The Association of Black Event Professionals (ABEP), by the end of 2021. The association will help the UK Event Industry support the careers of Black event professionals within the industry.

ABEP will empower the UK event industry's bid towards DEI by providing a collective of Black Professionals with a range of industry experience.

We currently have 250 interested parties for this membership initiative. If you would like to join us on this mission we are looking for the following levels of support:

- Black Event Professionals - from all levels of experience, across all event industries and services
- Partner organisations - allies to the community
- Support from other Event trade bodies and associations - help us help you
- Funding - help us raise funds to support this niche community



The future of DEI in the UK Event Industry is about taking practical steps towards diversifying the industry. The Zoo XYZ's internal and external plan on how to engage and support Black professionals will apply a multifaceted approach that will assist the industry's long-term bid towards DEI.

To get involved and support the ABEP contact info@theabep.org.



BLACK IN THE BOARDROOM

TAKE ACTION!

GET INVOLVED NOW

Click on the logo's below to get involved. Contact us directly and see how you can help us and we can help you...



THE ZOO XYZ

ABEP
Association of Black Event Professionals



DONATE



OUR PARTNERS

Talk to our partners and see how we can help you with a direct cause...



BELOVD

INCLUSIVE BOARDS



BK
CONSULTING



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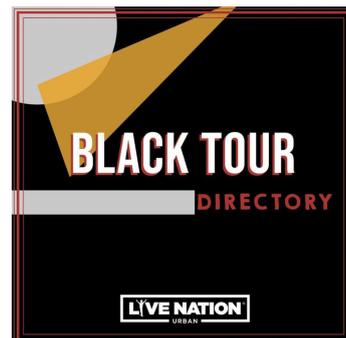
TAKE ACTION!

OTHER PEOPLE TO SUPPORT...

Get behind some other great movements about real change...



**BLACK
LIVES IN
MUSIC**



INDIVIDUAL BOARD ANALYSIS

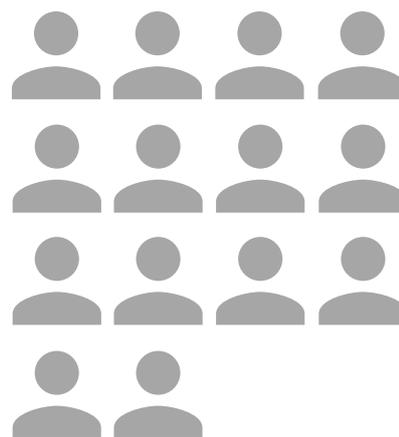
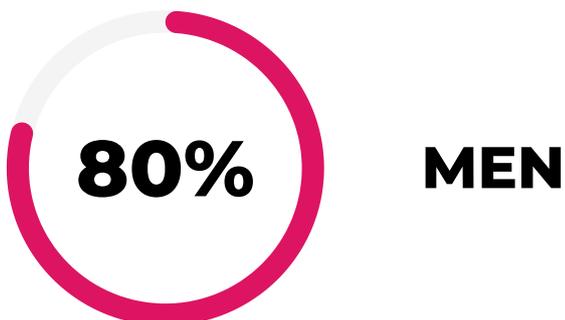


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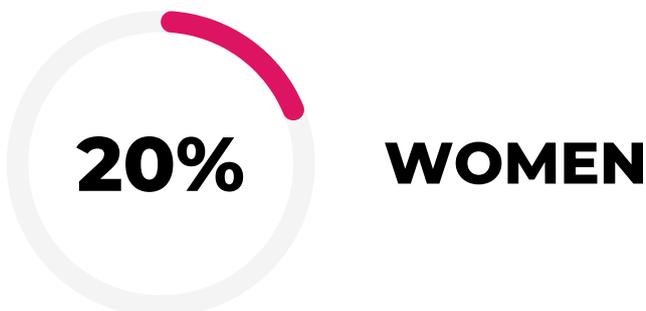
BVEP INDIVIDUAL BOARD ANALYSIS

GENDER & ETHNICITY

BVEP is an umbrella organisation representing leading trade and professional organisations, government agencies and other significant influencers in the business visits and events sector.



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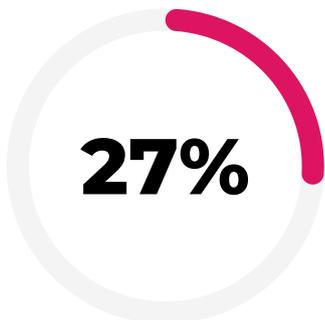
EMA INDIVIDUAL BOARD ANALYSIS

GENDER & ETHNICITY

EMA is an online community of over 800 members. The platform is content-focused and offers relevant news, insights, industry commentary and jobs.



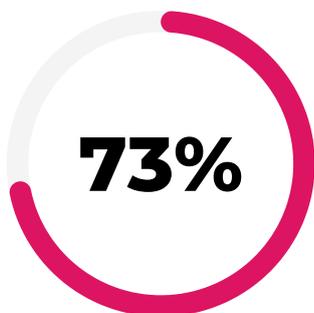
**WHITE
OR OTHER***



MEN



3 / 11



WOMEN



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*OTHER INCLUDES ALL ETHNIC BACKGROUNDS OTHER THAN BLACK



BLACK IN THE BOARDROOM

EVCOM INDIVIDUAL BOARD ANALYSIS

GENDER & ETHNICITY

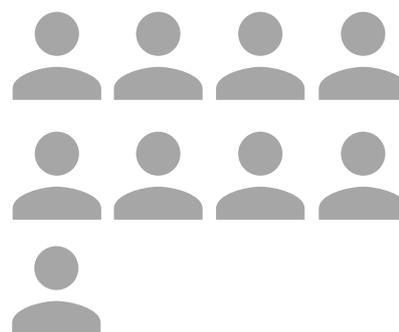
EVCOM is the only membership association that represents the corporate events and corporate film industries. We support agencies and production companies that produce events and screen content for businesses, the public sector and organisations.



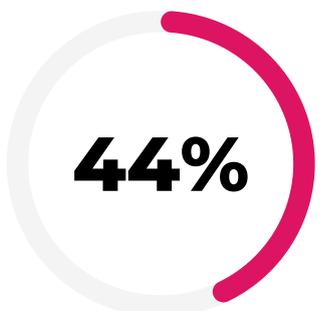
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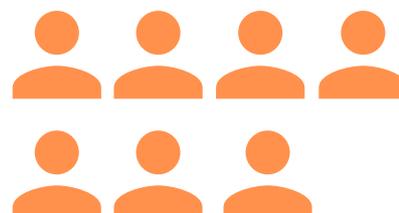
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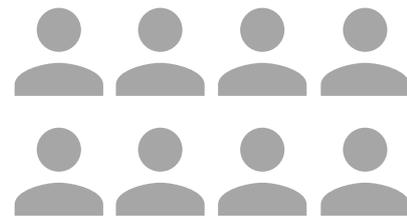
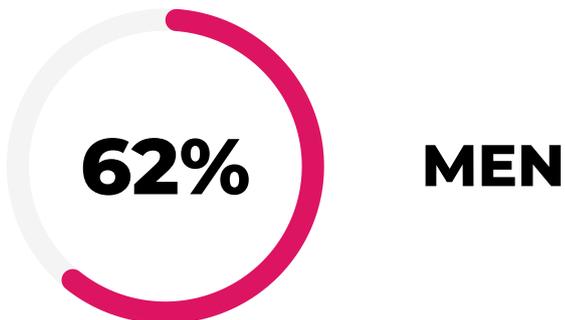


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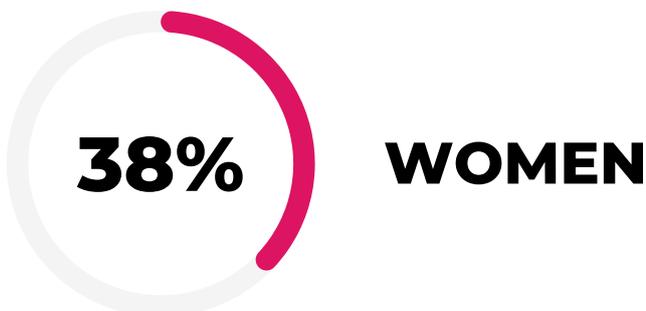
MIA INDIVIDUAL BOARD ANALYSIS

GENDER & ETHNICITY

The Meetings Industry Association (mia) is the principal association supporting and growing the business meetings and events industry and the keeper of AIM Secure – the UK's only recognised quality standard for the sector.



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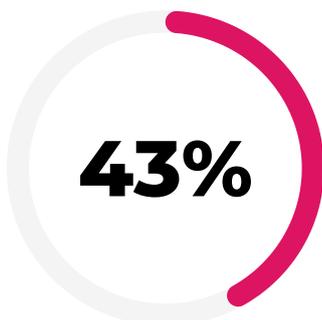
HBAA INDIVIDUAL BOARD ANALYSIS

GENDER & ETHNICITY

HBAA is the events and hospitality association that drives, promotes and models good business between its members. It champions best practice, ethical working and sound commercial judgement, making HBAA membership the mark of quality assurance for the sector



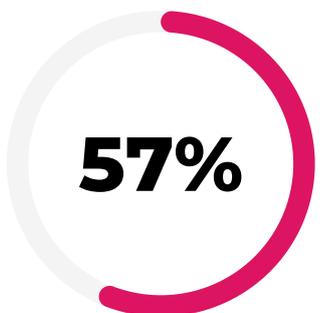
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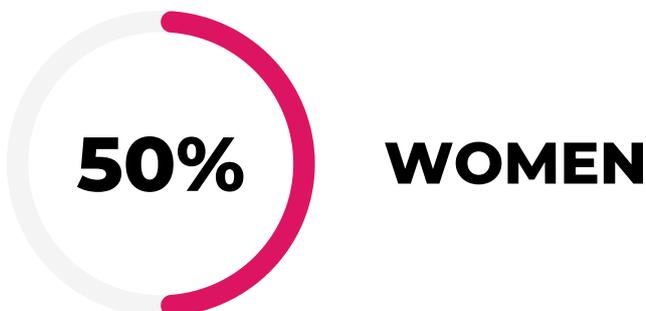
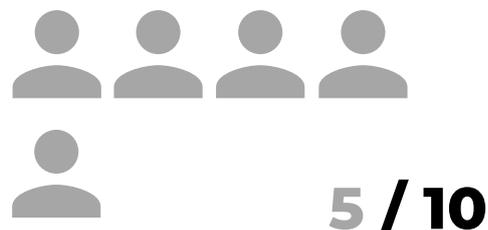
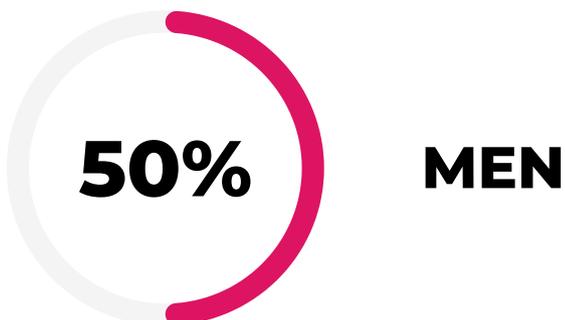


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ABPCO INDIVIDUAL BOARD ANALYSIS

GENDER & ETHNICITY

The Association of British Professional Conference Organisers, (ABPCO) is the UK's leading Professional body for Association Conference & Not-for-profit Event Organisation.

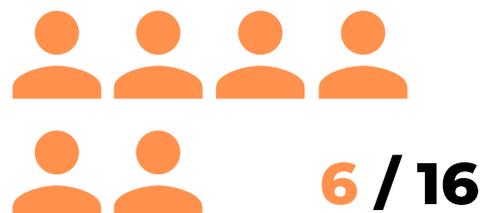
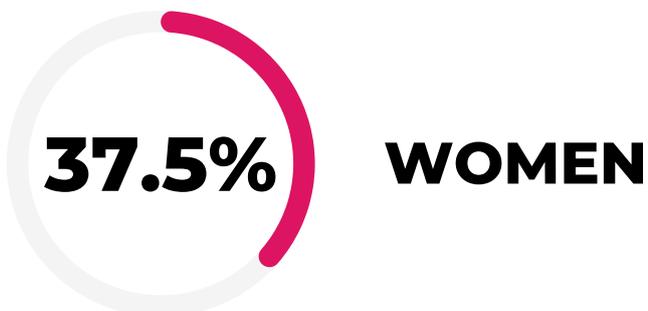
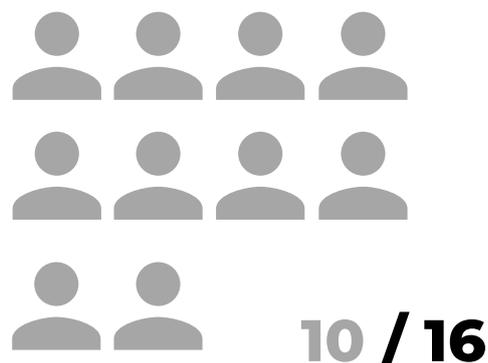
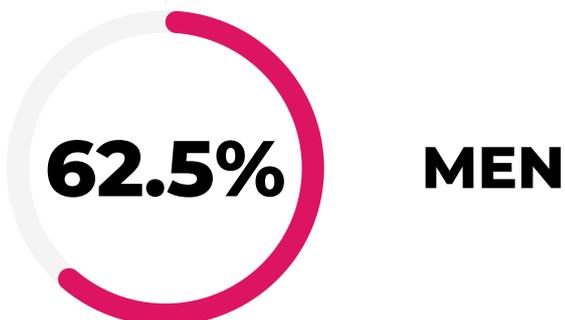


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AEV INDIVIDUAL BOARD ANALYSIS

GENDER & ETHNICITY

AEV are a committed trade body representing venues of all size and type across the UK and internationally. We are run by our members for the benefit of our members and the wider events industry.



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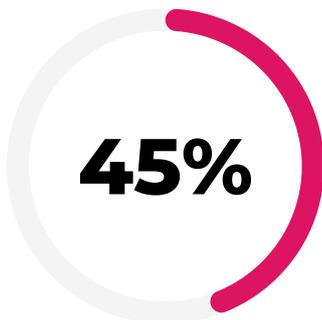
AEME INDIVIDUAL BOARD ANALYSIS

GENDER & ETHNICITY

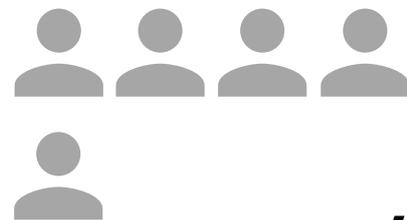
The Association for Events Management Education (AEME) was established on April 21st 2004 with the aim to advance events education within the UK and overseas.



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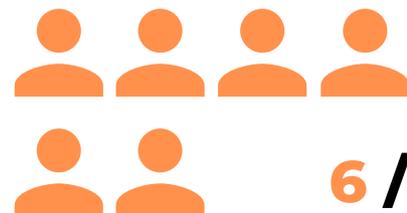
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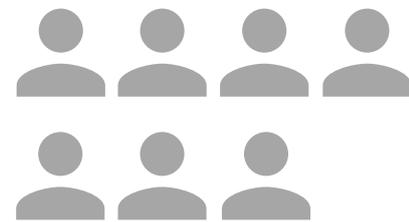
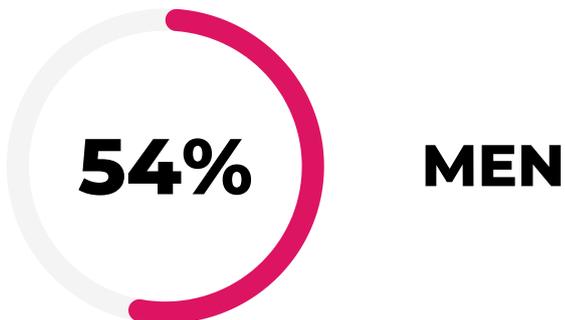
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ESSA INDIVIDUAL BOARD ANALYSIS

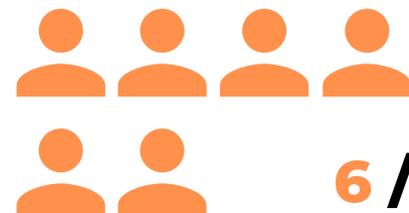
GENDER & ETHNICITY

ESSA is a trade body representing the very best suppliers of goods and services to the events industry. With a focus on Health & Safety, education, business development and driving excellence and shared best practice, ESSA and our members sit at the centre of the events community both in the UK and overseas.

ESSA | Event Supplier and Services Association



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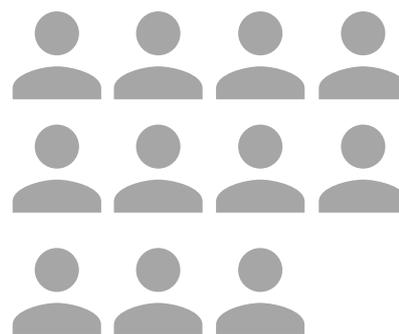
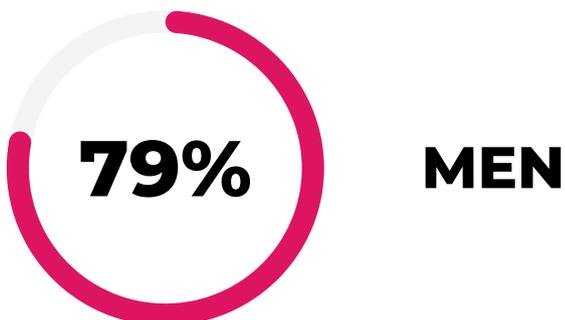


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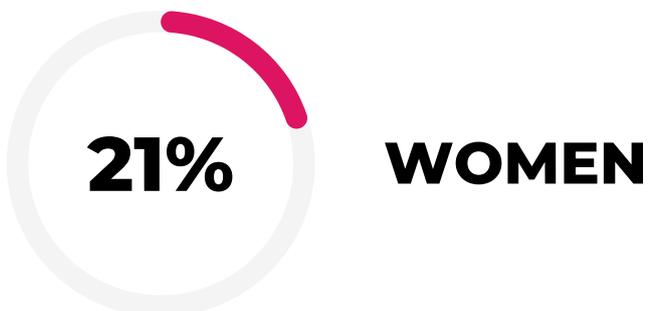
AFO INDIVIDUAL BOARD ANALYSIS

GENDER & ETHNICITY

AFO is an independent organisation with an office in the East Midlands and a nationwide brief. We continue to develop and grow, providing support for our members and a voice for the festival and events industry to HM government, local authorities, UK live music industry, the industry press, radio and tv and much more.



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BLACK IN THE BOARDROOM

PSA INDIVIDUAL BOARD ANALYSIS

GENDER & ETHNICITY

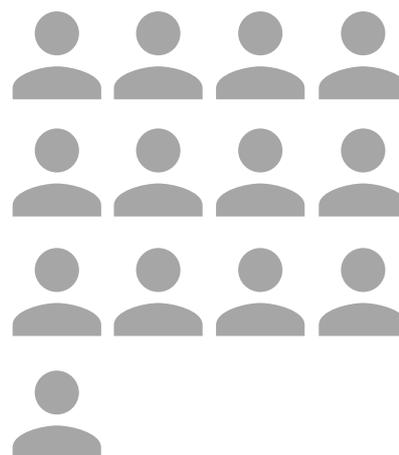
The PSA is the trade association for companies and individuals involved in the live event production industry. Our aim is to represent, improve, educate and develop the business of technical production for live events.



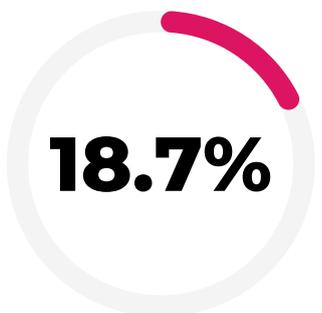
WHITE



MEN



13 / 16



WOMEN



3 / 16



AIF INDIVIDUAL BOARD ANALYSIS

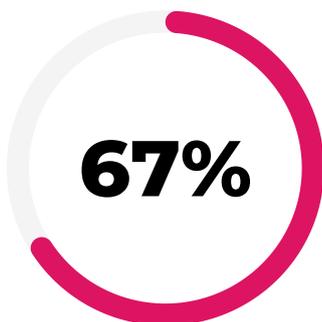
GENDER & ETHNICITY

The Association of Independent Festivals (AIF) is the UK's leading non-profit festival trade association. Created to represent and empower independent festivals, there are various strands to our work.



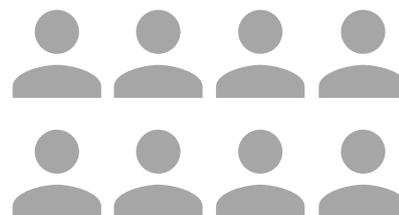
100%

WHITE

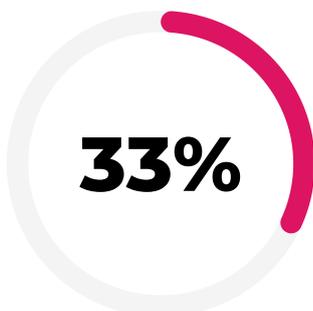


67%

MEN



8 / 12



33%

WOMEN



4 / 12



AIP INDIVIDUAL BOARD ANALYSIS

GENDER & ETHNICITY

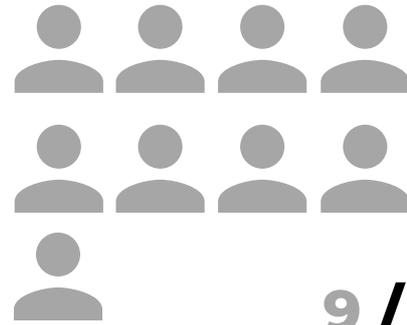
The Association of Independent Promoters (AIP) is a new not for profit trade association bringing together independent promoters from across the UK. Our aim is to represent, empower and provide a vital support network to promoters.



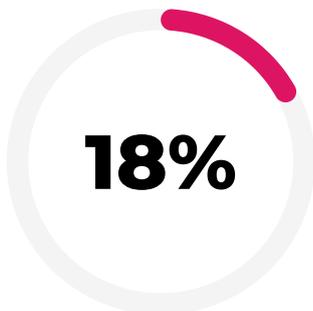
WHITE



MEN



9 / 11



WOMEN



2 / 11



BLACK IN THE BOARDROOM

CPA INDIVIDUAL BOARD ANALYSIS

GENDER & ETHNICITY

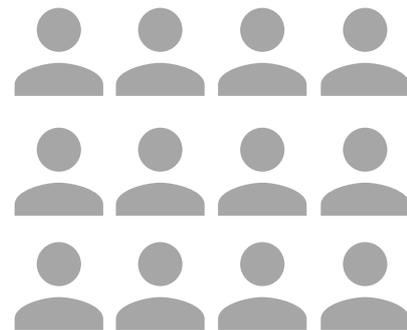
The CPA works to represent and promote the interests of its members and to provide a forum to campaign on issues of concern and support the growth of the industry. Information sharing and lobbying are our primary functions.



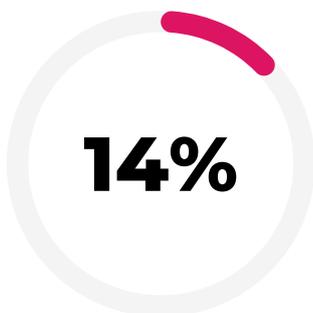
WHITE



MEN



12 / 14



WOMEN



2 / 14



OUR SUPPORTERS



BLACK IN THE BOARDROOM

QUOTES



NADIA KHAN

WOMEN IN CTRL



This report makes for a depressing read, but I'm sadly not surprised to see lack of diversity in the boardroom of these organisations. The shameful stat that there is zero Black representation in the boardroom is simply unacceptable in 2021.

Following the events of the last year and with the heightened awareness, knowledge and dialogue on diversity, all organisations have had ample opportunity to address their own diversity issues. To see that this is still the consensus is extremely disappointing to say the least.

The live events industry has also been mired by sexism and misogyny. Whether it's lack of women in production and technical roles, to female artists being continually excluded off line ups, all while being paid less. This report shows the uncomfortable truth of systemic underrepresentation from the top-down, where women and minorities continue to be excluded from a seat at the table.

The 'Seat at the Table' report I released in 2020 for Women in CTRL told a similar story with 2.7% of board seats held by Black women, the equivalent of 5 seats out of a possible 185.

Diversity needs to be a continued priority for all organisations across the industry. It shouldn't have to take reports like this to push for change, but it seems the only way possible. Women in CTRL will be publishing a follow up report in July 2021 to track change amongst the UK music trade bodies, and those organisations that have failed to take action will be very clear. There's no more time for excuses

**OUR
INSPIRATION**

**Women
In
CTRL**



QUOTES



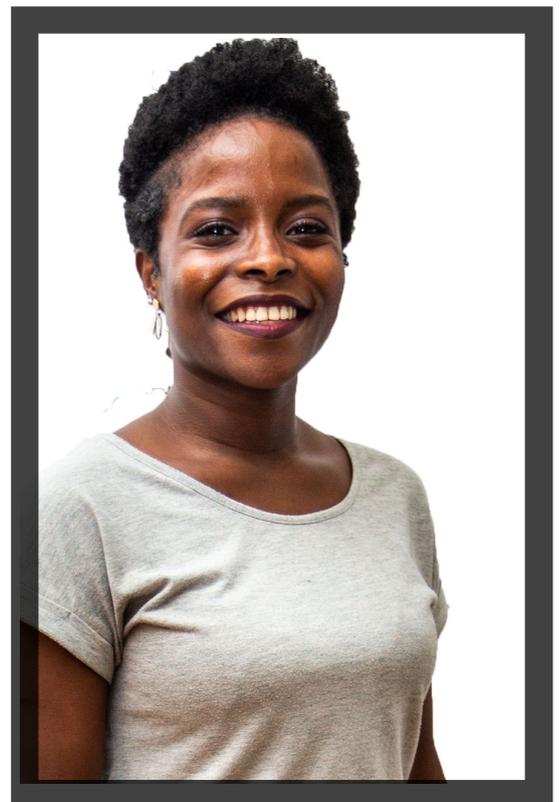
ELIZABETH ONI-IYIOLA

INCLUSIVE BOARDS

The findings from this report are shocking but not surprising, we know that boards have for a long time not reflected the true diversity of the communities they are in.

The moral case is clear, and we have been told the business case over and over again. Having an all-white board should not be the norm in 2021.

Every single organisation highlighted in this report should seek to take action to address the lack of Black representation on their board, not because they are afraid of being 'called out', but because they know it is the right thing to do.



**OUR
PARTNER**

INCLUSIVE **BO**ARDS



BLACK IN THE BOARDROOM

QUOTES



The work that The Zoo XYZ has done here is phenomenal and very much necessary to address as our industry reopens slowly but surely after the year of restrictions and closures that we have had.

It feels as if it could be a new beginning and this is the kind of work that is important to bring about a new day of change in the UK events industry. I have been in the events industry for over 15 years and although I was aware of the lack of diversity in some areas of the industry I wasn't aware of it to this extent. What Nadu and her team have highlighted here is that there really does need to be a review of the top-level UK events so that it can be readjusted to reflect a modern Britain.

It is about time that Black people and women stop getting the crumbs and bare bones of the events industry and we see more diversity in decision making and top-level supplier positions.

DEAN CARBY

ELITE VENDORS NETWORK



**OUR
PARTNER**



BLACK IN THE BOARDROOM

QUOTES



MARVYN HARRISON

BELOVD

It is very important that we look into this area deeper as it has a big implication on the discovery, experience and revenue generated in Black communities.

We have seen how oppressive and unfair tactics have been used in the event industry and as a former event professional I have seen first hand the impact of having ideas for innovative events taken and turned into arena shows years later because there aren't people in place in and around the industry to understand the producers and promoters.

I hope this report from The Zoo XYZ drives industry wide education and training around the findings so we can make lasting change.



**OUR
PARTNER**



BLACK IN THE BOARDROOM

QUOTES



ALICIA RICHARDSON

KUTEYI CONSULTING LTD

Bami and I excited to start working with the The Zoo XYZ, honestly, it's one thing to be able to potentially have a game-changing impact on the events industry but it's another thing to have this impact on our Black community with Black empowering women.

This time next year looking back, I know we're going to be overwhelmed with how far we've come, and whom we've managed to connect to new opportunities. It's disappointing to see the lack of black representation within the event trade bodies & association, especially because it isn't reflective of the events industry. It the responsibility of each organisation in this association to tackle this proactively by working within organisations like The Zoo XYZ, so Black non-execs, Black businesses, and the Black youth are supported in this Industry



**OUR
PARTNER**



BLACK IN THE BOARDROOM

QUOTES



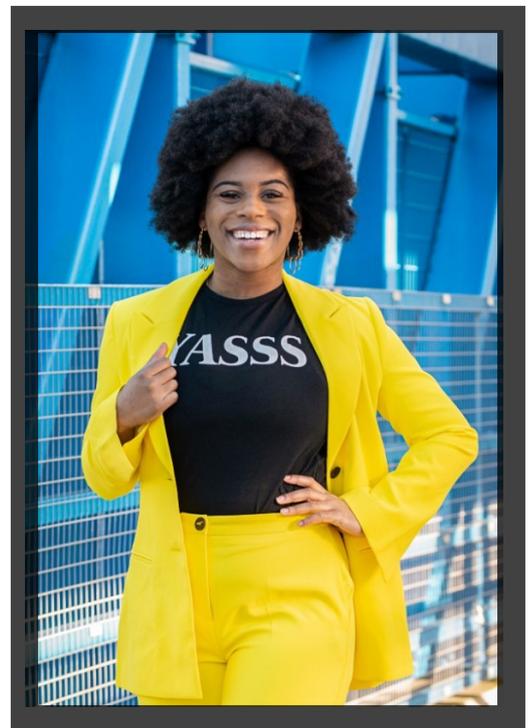
Black in the Boardroom Starts with awareness, now we have brought this to your attention it's time to make the progressive long-term change.

This is exactly why we have partnered up with The Zoo XYZ on their BEEHive programme to bring effective, high-quality, and efficient diverse recruitment strategies to the forefront of the events industry.

We are truly committed to do whatever it takes to drive results forward so that we no longer have to see 0% Blacks in the Boardroom. We want the industry to reflect the diverse beautiful world that we live. So let's get buzzing...

BAMI KUTEYI

KUTEYI CONSULTING LTD



**OUR
PARTNER**



BLACK IN THE BOARDROOM

QUOTES



AARON RAYBE

MOMENTUM WORLDWIDE

This report is a demarcation point in time when we can really look at the industry as a whole and say 'This is when REAL change began'. Whilst the stats in the report may seem alarming to some, the lack of representation means we are currently invisible. By invisible I mean we have no real share of the £84b industry voice, despite our DISPROPORTIONATE contribution to music, arts, fashion and entertainment, all key pillars in the live event industry.

This moment, however creates a fantastic opportunity for US to organise ourselves and prepare to transform OUR industry for the benefit of ALL.

We know as a people we can excel with the right conditions, so the framework set out in the The Association of Black Event Professionals (ABEP) strategy will galvanise our collective voices to create ONE single voice. This I believe will truly set us up for success.

Personally I'm excited at where we are heading as Black Professionals and you have my FULL SUPPORT.



**OUR
CHAMPION**



BLACK IN THE BOARDROOM

QUOTES



CLAIRE FENNELOW

EVCOM ASSOCIATION

The statistics in this vital report are unfortunately just as unacceptable as they are unsurprising. This report is an invaluable wakeup call to the industry, to us and to all the bodies who represent this sector.

We need to do better, to ensure that people in positions of power and seniority reflect the diverse sector that we are part of.

Last year, we put together our own diversity and inclusion commitment, which included promises to offer Black individuals and Black owned/led agencies free membership until the end of 2021, to set up awards recognising young BIPOC filmmakers and event organisers, to run workshops in schools and to set up a shadow board of 18-25 year olds from diverse backgrounds. We held our first meeting of the shadow board this June, and see this a first step towards creating a more representative senior board by the end of 2022. This report is a reminder for us to keep working, and not to stop until we are truly diverse and inclusive organisation, and sector. You can read our full D&I commitment [here](#).



QUOTES



SUZANNE BULL MBE

ATTITUDE IS EVERYTHING

'Black in the Boardroom' shines a light on the current racial disparity within the event sector. Attitude is Everything will be an ally to changing the landscape of the event industry; getting more Black senior representation and supporting the establishment of the Association of Black Event Professionals.

All representation must include Black disabled people. We will offer support in collaboration with The Zoo XYZ and other organisations



BLACK IN THE BOARDROOM

QUOTES



MICHAEL ADENIYA

AEO DIVERSITY & INCLUSION WORKING GROUP

We're proud that through the D&I Working Group, racial inequality is being challenged by our members. The exhibition industry has a great opportunity to inspire change in the sectors we serve. However, you can't argue with the facts of the report; our sector lacks representation. Many boards are elected by the members, so the broader challenge is how do those with influence do more to improve diversity among member organisations?

The AEO is working in cooperation with AEV and ESSA (Events Industry Alliance - EIA) as a cross association collective to drive education and frameworks for our members to drive actions in improving equality. It's important for us to be an example for our members where possible, as well as giving them tools to embrace change themselves.

To make a seismic shift, we must also address the appeal of the industry, so more leaders and business owners pursue opportunities within the events sector.

The work that Zoo XYZ has done in compiling the Black in the Boardroom report is a vital contribution to driving change. Thank you!



AEO | ASSOCIATION
OF EVENT
ORGANISERS

AEV | ASSOCIATION
OF EVENT
VENUES

ESSA | Event Supplier and
Services Association



BLACK IN THE BOARDROOM

ACKNOWLEDGEMENTS

Black in the Boardroom would like to acknowledge and thank the community of people that came together to raise awareness about racial disparity within the UK Event Industry. Your work, time and effort will continue to nourish The Zoo XYZ's endeavour towards tangible solutions that encourage Black professionals into more senior positions within the industry.

[Nadia Khan](#), Women in CTRL - Our inspiration

[Aaron Raybe](#), Momentum Worldwide - Champion

[Eunice Obianagha](#), Enspire Management - Champion

[Paul Bonham](#), Music Managers Forum - Champion

[Adam Webb](#), AL1 Communications - Champion

[Anabella Coldrick](#), Music Managers Forum - Champion

[Leanne Levers](#), Dope Black - Researcher

[Carolin Schroeter](#) - Brand Strategist

[Jane Placca](#) - Wordsmith

[The Zoo XYZ](#) team - Researchers, brand strategists, writers and designers & all round amazing women, I appreciate you!

"If you want to go fast, go alone. If you want to go far, go together" - African Proverb



BLACK IN THE BOARDROOM

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For enquiries about our event training and educational courses, please contact:

education@thezoo.xyz

For enquiries about the Association of Black Event Professionals please contact:

info@theabep.org

For enquiries about donations please contact:

finance@thezoo.xyz & nadu@thezoo.xyz



We thank you for your continued support in our efforts to diversify the industry from the top-down and grassroots-up.



BLACK IN THE BOARDROOM

APPENDIX

1. The Show must be Paused: <https://www.theshowmustbepaused.com/>
2. The UK Events Report: "As of 2020 (pre-COVID data), the Event Industry is estimated to worth £70 bn" ExCel London, UK Events Report 2020
<https://www.excel.london/uploads/uk-events-report-2020---the-full-report.pdf>
3. The criteria have been selected by comparing definitions of trade bodies and associations that have included markers for reputation and credibility.
4. Passionate about diversity: Statistics show that the more diverse a company is, the higher the performance and revenue. More diverse management teams have 19% higher revenues due to innovation, and companies with strong gender and ethnic diversity are 15% and 35% respectively more likely to outperform their competitors.
- <https://www.essa.uk.com/about-essa/blog/1449-passionate-about-diversity>
5. Trade bodies and associations - <https://www.britannica.com/topic/trade-association>
6. Event Industry Board, an industry-led board composed of individuals and representative organisations from the Event Industry -
<https://www.gov.uk/government/groups/events-industry-board>

Further Recourses

- Fast Forward 15, Research Paper diversity & Inclusion:
<https://www.yumpu.com/en/document/read/64348690/ff15-2020-research-paper-diversity-and-inclusion>
- Conducted by EventFirstSteps (EFS) <https://www.cit-world.com/reports/achieving-racial-diversity-in-the-events-industry-2020>
- EVCOM, Event First Steps Launch Research on Racial Diversity in Events Industry:
<https://www.evcom.org.uk/blog/event-first-steps-launch-research-on-racial-diversity-in-events-industry>
- Gilion, Why are Events so Important to the Event Industry:
<https://www.gilion.edu/magazine/events-important-hospitality-industry/>
- Eventbrite, An Insight to the UK Event Industry in Numbers:
<https://www.eventbrite.co.uk/blog/academy/uk-event-industry-in-numbers-ds00/>

