

CASE STUDY

Diversity Talks Real Estate

Our **10 CEO Commitments on Diversity** have been a flagship Real Estate Balance policy for more than five years.

Setting out 10 inclusive actions that each member CEO agrees to take on diversity, the Commitments are designed to be interpreted and implemented by our member organisations in ways that are most appropriate for them.

We know our members are all at different stages in their journey with the Commitments, so we wanted to showcase some of the fantastic work already taking place and inspire and encourage others to find new and creative ways of engaging with them.

Here, we look at Commitment number six. **Diversity Talks Real Estate**, a non-profit organisation that connects female, ethnic minority and other under-represented professionals with speaking opportunities across Europe and provides media and stage training for female professionals, share how they are taking steps to implement change.

DIVERSITY TALKS
REAL ESTATE

REAL
ESTATE
BALANCE

Commitment 6

Speak on panels
only where organisers
commit to have a
panel **diversified by
gender and ethnicity**

10 CEO
Commitments
on Diversity

Diversity Talks Real Estate

How did you implement this commitment?

At the heart of our work is a database of built environment professionals from under-represented groups who are keen to speak at industry events. Through this, we are able to support event organisers and other companies to identify and invite a diverse range of speakers for their programmes. At the same time, we are using the stage to increase the visibility of women, professionals of all genders from ethnic minority backgrounds and people from other under-represented groups that wish to harness the power of our platform. We also offer training to female professionals under our Women Talk Real Estate brand, which supports more women to take up speaking opportunities. Our courses provide a place to learn, build confidence and practice speaking skills in a supportive environment.

We are proud to have the support of the industry to effect real and practical change. As a non-profit, we are funded through industry sponsorship, which enables us to offer our online platform as a free service to our speakers, as well as to event organisers and the media.

What were the outcomes?

Using our practical approach, we believe we have raised visibility for those from under-represented groups. In addition to bringing about better business opportunities for the individuals, it challenges stereotypes about what women and people from other under-represented groups do in our industry. It also provides more visible role models for those working in the industry and the younger generations. We believe our work has also kept the diversity issue in the public eye of the industry and, in particular among our female experts, created a supportive and inclusive network.

How did you measure this?

Since we launched in 2017, we have seen just over 1000 invitations sent to 388 different experts, which demonstrates we are increasing the number of people from under-represented groups on stage as well as the range of experts. We have become a trusted resource for the events industry and have worked with 100+ event organisers including industry leaders such as Property Week, PERE, the Urban Land Institute and EG. We have also seen 946 women attend our training courses and Speaker's Café events.