

Zoe Moore, MS, CDP

ADVOCACY | PROMOTION | SUPPORT



DIVERSITY IS A RESULT OF INCLUSIVE BEHAVIOR

Chiriga “Zoe” Moore is passionate about Toughening Urban Sustainability, One Event at a Time! Using conversational style, Zoe references relevant articles, quotes and the universal language of music to make the challenge of navigating tough topics effective. She advocates, promotes and supports supplier diversity, representation in leadership and eliminating barriers to entry for underrepresented professionals in the meetings, events and tourism industry.

As an African-American Woman she’s journeyed to her understanding of systemic and institutionalized racism through stages of denial, cognitive dissonance, learning, lived experiences and now confidently articulating how diversity, equity and inclusion belongs at the core of all business strategies. She is the co-author of *The Critical Importance, of Diversity, Equity and Inclusion in the Meetings and Hospitality Industries published in Meetings Today*, *How the Meetings Industry Can Be More Accessible and Inclusive for People of Color published in Smart Meetings* and *The Culture of Belonging: 8 Tactical Areas with Tips published in Meetings Professional International Northern California Chapter - Perspective Magazine*.

With experience as an Equal Opportunity Representative in the U.S. Army, Certified Diversity Practitioner with the National Diversity Council and Co-Chair of the Meetings Professional International Global Diversity & Inclusion Advisory Committee, Zoe has established herself as an “ADVOCTIST”, a blend of advocate + activist facilitating dialogue and campaigning for the collection of data to aid in developing socio-economic growth in marginalized communities locally and abroad.

Zoe Moore has a Masters of Science in Hospitality, Recreation and Tourism from California State University East Bay in Hayward, CA. For the last 4 years she has worked with small business owners in Oakland, CA as the founder of LB Alliance, an event resource group seeking to develop supplier diversity across the ecosystem. A self-proclaimed Doerpreneur, she has experience in civil affairs, photography, cybersecurity, marketing and event strategy.

Zoe’s expertise on diversity and inclusion has been sought by associations including: International Live Events Association (ILEA-NCC) and Professional Convention & Meetings Association (PCMA-NCC). Her client portfolio ranges from planning networking events for Bay Area Organization of Black Owned Businesses to multiple day experiences in Ghana, Africa and El San Juan, Puerto Rico for clients Toasted Life and Gloria Atanmo.

Available for:

Keynotes, Lectures, Panel Discussions, Workshops, Seminars & Consultations., Project Management, Event Strategy.

Featured Topics*

The ROI of Diversity, Equity & Inclusion

The Value of Curating a Culture of Belonging

When Unconscious Biases become the crutch for willful ignorance

None but ourselves can free our mind and Curiosity may be the key

Toughening Urban Sustainability, One Event At a Time

Show Me Your Receipts: Actionable Steps that prove commitment

***Customized For Your Needs**



INCLUSIVE EVENT STRATEGIST/CONSULTANT

Chiriga “Zoe” Moore, MS, CDP | <https://www.linkedin.com/in/zomo/> | info@lotusbaseline.com | [Schedule Consultation](#)

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"I've seen Zoe grow and become a strong visionary and become very involved in the Bay Area Meetings/Events Community as well as being a strong voice for under-represented members within our community in the Bay Area."

Rob Leyva, Cappa & Graham Terramar

"What an incredible resource and organizer! I have loved working with Zoe and look forward to more collaboration doing diversity, equity, and inclusion work both within and externally to the meetings industry"

Jessica Pettitt, Good Enough Now

"As the founder of the Inclusion and Diversity Committee she has not only modeled for me qualities of a truly great leader, she continues to inspire and educate myself and other members in what it means to be a conscious, kind collaborator. "

Heather Rogers, Curated Entertainment

PUBLISHED IN



Her collaborative partners include:

Anna Marie Events

Paula Handra Events

Bay Area Owned

Black Owned Businesses

Toasted Life

Blavity

Bunker Labs

Entire Productions

Wiggins Events

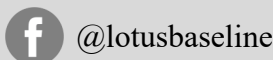


Quotes

"Cognitively in the effort to process information quickly, we rely on our existing understanding based on knowledge that confirms our current comprehension instead of new information that challenges it." (Reactionary Responses)

"Analogies help people have those conversations. If you talk to those lacking understanding and/or empathy, it could be that they've disconnected themselves from the level of resilience it takes to endure centuries of being oppressed, disregarded and having to work harder to prove your value." (Empathy)

Our biases cause us to normalize and justify the outcome based on how we think we would have responded, what we believe should have happened and what we think we know (Unconscious Bias)



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