

# Zoe Moore, MS, CDP

SPEAKER | WRITER | INNOVATOR



## INCLUSION & DIVERSITY PLEDGE

### Colleague,

I hope this note finds you well. Last year, following a speaking engagement for a trade association, I had an Aha moment like Oprah! After speaking on the importance of inclusivity, diversity and equity, members of the association began asking me what they could do immediately. They were willing to mentor, hire, support and financially invest into the freelancers, entrepreneurs and small business owners in my network. So, I created the Inclusion & Diversity pledge.

However, I got busy and was unable to focus on this initiative. Business was great in 2019, I did a project in Accra, Ghana, a convention in San Juan, Puerto Rico and a site tour in Istanbul, Turkey. Upon slowing down, I realized the impact of the pandemic and decided to dissolve my company, LB Alliance. Then the death of Ahmaud Arberry, Breona Taylor and George Floyd erupted into global protests demanding an end to racial injustice and systemic oppression. Overnight, my inbox was flooded with requests.

The questions I was receiving early 2019 have returned with an urgency that I haven't experienced in four years. Leaders are in need of guidance, education and consulting. They want actionable steps, support and methods to measure their success.

As someone who offers these services and support, I've decided it's time to fully step into my purpose. I want to help companies, associations and professionals implement an Inclusion & Diversity plan into their core business strategy. Beginning with the **Inclusion & Diversity Pledge** - I hope to build community with those seeking to level the playing field specifically for professionals that are Black, Indigenous and People of Color. In addition, I want my efforts to impact change across the entire hospitality industry for all dimensions of diversity/ The goal is to eliminate socio-economic barriers, develop supplier diversity and increase diverse representation in senior leadership positions. Are you ready?

Connect with me today and PLEDGE to learn, challenge your biases, be resourceful and commit to an inclusive event strategy! We'll do the work together in live Q&A's, small group workshops and one on one calls. We'll figure out a barter, collaboration or payment plan. The intention is to train more professionals to be Inclusive Event Strategists!

#letsblossomtogether



INCLUSIVE EVENT STRATEGIST/CONSULTANT

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The Pledge for Inclusion & Diversity is the change we wish to see in the hospitality industry specifically meetings, events and tourism. The goal is to intentionally identify organizations and businesses who are committed to increasing the engagement of under represented professionals throughout our industry. While we value the necessity of recognizing biases, engaging in difficult conversations and learning through new experiences, this pledge is more of a actionable challenge.

I want organizations and businesses to assess their current practices and commit to making measurable changes in the areas of representation in leadership, supplier diversity and professional development resources. Commitment is more than being a passive ally, I am seeking accomplices in the effort to toughen urban sustainability, one event at a time!

Sign the Pledge **Today** and vow to:

- Acknowledge the work that needs to be done and commit to the process
- Take Accountability and Be Transparent about your goals
- Assess demographic and climate of culture within your company/organization
- Act through investment of funds, time and/or resources

I firmly believe that in order to level the socio-economic playing field in the hospitality industry we must intentionally engage and form alliances between those traditionally left out of the selection process and resources that will help them strengthen their services, scale their businesses and blossom!

Once you pledge, you'll receive information on next steps which include booking an initial consultation, registration link for Live Q&A sessions, webinars and/or podcasts. During the complimentary 30 minute consultation we'll discuss what services best assist you with your selected pledge.

Thank you in advance for your commitment to inclusion & diversity in our industry!

[SIGN THE PLEDGE NOW](#)

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### **Acknowledgement**

Publicly acknowledge the work that you must do and state your commitment to representation in leadership, supplier diversity and eliminating barriers to entry for under represented professionals.

### **Accountability**

Set a strategic goal by which you can measure your efforts and be held accountable for inclusive practices, procedures and operations.

**Assessment** Find an assessment tool to share with members and/or employees or hire a firm that can properly capture data that will provide demographic information, climate assessment and benchmarks.

### **Scholarships**

Provide financial support through scholarships and/or opportunities for individuals to have access to professional development, association membership and industry events.

### **Engagement program**

Design programs/events that intentionally engage under-represented professionals (i.e. mini trade shows, hiring events, pitch competitions, etc.)

### **Exposure**

Invite under represented professionals to your place of business to have a tour, learn about your services and break bread (share a meal, cook virtually, etc.)

### **Mentor**

Schedule one-on-one or group mentor sessions with talented professionals seeking industry advice, support and/or sponsorship

### **Sponsorship**

Intentionally vouch, refer and/or recommend under represented professionals, minority owned businesses and freelancers for gigs, contracts, leadership roles, etc. Connect them to your contacts via a “warm hand shake” (i.e. direct intro by email, phone, text, LinkedIn)



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