

DATE & TIME 10 Dec, 14:00-15:30 UTC
TYPE Live event

This focused 90-minute training offers a condensed yet impactful experience, designed to fit into your busy schedule. You'll engage with concise, practical content that you can immediately apply to your personal and professional life. In just an hour and a half, you'll explore how diversity, identity, and bias shape our interactions and team dynamics, gaining insights into building stronger, more inclusive relationships. You'll also have access to downloadable resources and the trainer's contact information for follow-up questions. Upon completion, you'll receive a certificate recognizing your participation.

Overview

Unlike other online diversity trainings bogged down with history and theory (and often times the educator's personal agenda), this course introduces concepts that participants can apply to their own lives immediately. Regardless of participants' identities and lived experiences, an understanding of how we coexist, interact, and impact one another is imperative to build better teams, better connections, and deeper relationships. Spend an hour reflecting on how you fit into the conversation of diversity. The foundation of social justice work is understanding the intersection of our own unique biases, perceptions, and expectations of entitlement. Our experiences, choices, and impact—both intentional and unintentional—matter. This is the starting place.

Programme Overview

Participants will gather (and fetch a pen and paper) as we start with introductory concepts of responsibility and agency. We move from our own denominational understanding through basic terminology through a personal inventory of our own life. Then, we collectively pool our perspectives for an engaging Q&A session that can continue forever through WhatsApp!

What will you learn?

In this course, we are covering:

- Recognize difference and engagement habits
- Grow from personal reflection and embrace new experiences
- Feel safe and prepared
- Identify Conscious and Unconscious Bias, both positive and negative
- Learn the basics of Recruitment, Retention, and Fit
- Understand the importance of Curiosity, Generosity, Authenticity, and Vulnerability

Who should attend?

Anyone in a company involved in visual communication and research & insights in the broad sense of the word: branding, packaging, retail experience, online and offline communication.

Level of learning?

Perhaps you have been told that reviewing the basics should be easier, but here we will take ourselves seriously as the best tool we have to work with. Jess will use herself as an example to get participants to reflect on who and how their own lives have shaped who and how they show up in this world. Intense and funny!

What is the Virtual Academy?

A dynamic 90-minute virtual training with an interactive format to encourage engagement. You'll have access to helpful resources and the trainer's contact details for further support. Plus, the training will be available on-demand for up to 12 months, allowing you to revisit the content whenever you need a refresher.

TRAINER Jess Pettitt
 Author, Speaker, Consultant at Good Enough Now

<https://event.on24.com/wcc/r/4755444/2DA5BE31136E6D02E4377D1E361993CE>





DATE & TIME 11 Dec, 14:00 UTC -15:00 UTC
TYPE Live event

This focused 60-minute training offers a condensed yet impactful experience, designed to fit into your busy schedule.

You'll engage with concise, practical content that you can immediately apply to your personal and professional life.

Overview

Being creative is awesome, being creative is fun, but is being creative viable?

We get told "think outside the box" but how can we

use that practically?

What will you learn?

You will learn some brainstorming exercises to get the creative juices flowing and how to frame your mind to be open to new ideas.

Who should attend?

Anybody! Everyone can be creative, and everything can be improved with a little creative thinking

Programme Overview

In this course, we explore how to be creative in a way that works in a "non-creative" world. This is the programme:

- Introduction
- Understanding creativity: Dispelling Myths
- Definitions
- Design thinking
- Critique mode: Analyze current solutions
- Thinking outside the box: Understanding the box
- Defining the box
- Forget the box
- Brainstorm together

TRAINER: Brandon Heim
ESOMAR Staff, Creative Brand Designer at ESOMAR

<https://event.on24.com/wcc/r/4773335/44D55B85157AD307723D7F138189932D>



TIME 17 Dec, 14:00 UTC - 15:00 UTC

TYPE Live event

This focused 60-minute training offers a condensed yet impactful experience, designed to fit into your busy schedule.

You'll engage with concise, practical content that you can immediately apply to your personal and professional life.

Overview

Even as societies and businesses embrace diversity, equity and inclusion, ad campaigns miss the mark sometimes when attempting to reach marginalized audiences, and even end up doing more harm than

good. We all have the right to belong, which means as a research industry we need to “write to include”. Join me for this interactive workshop series and find out more on how to choose your words more wisely at the research stage, in order to inform much more inclusive marketing and advertising.

What will you learn?

Learn how to use more specific and intentional language in research in order to:

- collect more accurate data;
- better inform clients / advertising teams;
- improve (brand) reach and target response to ad campaigns;
- improve ROI;
- become leaders in connecting and shaping with socio-cultural movements of campaign target audiences.

Who should attend?

This workshop series is primarily for market researchers, so that they can consider how to incorporate more inclusive language in their written work. The series would also be of interest to clients and/or advertising teams, who also rely on MR reports for their campaigns. The topics and themes covered in this series may appeal more to researchers and practitioners focusing on DEI projects, however, the advice offered around language can be universally applied.

Programme Overview

In this course, we use theory, industry examples and interactivity exercises while covering the following topics:

- Avoiding ableist language—even when your project is not focused on (dis)ability;
- Re-wording geography: a world (and vocabulary) without Europe at the centre;
- Cis-normative discourses: demographics and when gender and sex don't align;
- Race, ethnicity and colour: the subtle differences that tell a very different story.

TRAINER: BEL KERKHOFF-PARNELL, PH.D.
RESEARCHER, EDITOR & COMMUNITY BUILDER

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