



W E L C O M E T O T H E



No Manel Zone

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Entering the “No Manel Zone”

What is a Manel?

Why is Public Speaking Important?

Join Us

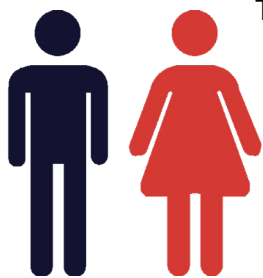
ENTERING THE "NO MANEL ZONE"

Commit Your Conference, Event and/or Venue to Diversity and Inclusion On-Stage

What is a Manel?

A manel is industry jargon for a panel of featured speakers at a conference or event consisting entirely of men.

Diverse Panels



The No Manel Zone campaign urges conferences, event planners and venues, organizations, and cities/regions to create policies, procedures, guidelines and/or recommendations to support inclusion, diversity and gender-balance with regard to speakers and presenters.

The No Manel Zone campaign also asks other speakers, panelists and presenters to speak up when diversity and gender-balance is lacking. By working with other speakers, event organizers can usually fix a manel to present a more diverse perspective or by changing the parameters of the panel.

Creating a No Manel Zone at your organization, event, conference or venue means you commit to one of the following levels of a manel:

- A. My events will never have an all-male panel. Our events will remain balanced in gender and diversity, and will absolutely not contain manels.
- B. My events strive toward overall gender balance. We discourage manels and push for diversity in all events.
- C. My events discourage manels, but has no further policy.
- D. My events have an overall diversity and inclusion policy.

Why This Matters

- Thought leadership, expert status, credibility
- Career growth, better pay, new jobs and even board seats
- Business success, funding, connections to potential customers and partners
- Participation on panels is an important part of building a foundation of experience for tomorrow's keynoters as well.

Event organizers also need to consider:

- The diversity among their keynotes, featured speakers and MCs
- How they promote their speakers
- The diversity of participation during round tables, pitches, hack-a-thons and other event segments.

Aside from the overall fairness, speaking confers credibility and the ability to be a thought leader. Speakers connect with potential customers, partners, and the media, as well as new jobs, board seats and other opportunities driven by visibility. Pay equity, funding for startups and lack of women on boards can all be addressed from the stage. We need to get more diversity on stage for these reasons and because it's the right thing to do.





Guidelines & Resources

**No Manel Policy
Facts about Manels
Levels of No Manels
Gender Equity & Diversity**

GUIDELINES & RESOURCES

No Manel Policy

Innovation Women defines a “manel” as three or more speakers, with or without a moderator, that are all male.

Facts about Manels

- According to data from Bizzabo, 70 percent of all speakers at conferences and events are men. That’s a lot of potential manels!
- Non-diverse events run the risk of receiving negative social media attention (see Gender Avenger, Congrats you have an all-male panel, and watch the hashtags #AllMalePanel.)



No Manel Levels:

- A. My event will never have an all-male panel. Our events will remain balanced in gender and diversity, and will absolutely not contain manels.
- B. My event strives toward overall gender balance. We discourage manels and push for diversity in all events.
- C. My event discourages manels, but has no further policy.
- D. My event has an overall diversity and inclusion policy.

Gender-Equity Guidelines and/or Policies

Gender equity is the fair of treatment for men and women according to their respective needs. This may include equal treatment or treatment that is different but which is considered equivalent in terms of rights, benefits, obligations, and opportunities; as defined by the United Nations Educational, Scientific and Cultural Organization.

Every event should have guidelines in place for diversity and inclusion, designed to promote a good experience for all participants. The following examples provide insight for writing your own diversity and inclusion policies.

Examples of Gender Equity Guidelines and/or Policies

[ALA Annual Conference and Exhibition](#), [American Association of University Professors](#)

Examples of Diversity and Inclusion Guidelines and/or Policies

[Sound Girls](#), [Buffer](#), [Women in Research](#), [Greater Boston Convention & Visitors Bureau](#)

Male Ally Pledge Examples

[Owen.com Pledge](#)

[Gender Avenger Pledge](#)

[The Atlantic’s Pledge](#)



GUIDELINES & RESOURCES *cont.*

Examples of Diversity Marketing and Promotions

[Diversity at Work, Revolve Conference](#)

Partnerships with Diversity Organizations

Organizations such as Innovation Women, GenderAvenger, and others are dedicated to keeping conferences and events diverse. Partnering with a diversity organization for your conference provides the opportunity to gain perspective from an organization who focuses on inclusion and balanced events for a living.

Comprehensive Diversity and Inclusion Event Checklist Examples

[Conference Planning Checklist, The United State of Women](#)

[Download the No Manel Zone Logo](#)



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Social Media

Instagram
Facebook
Twitter
LinkedIn

SAMPLE SOCIAL MEDIA CONTENT

Part of the power of the No Manel Zone campaign is letting people know you've joined the movement. Share these on social media to spread the word!



[@WomenInno](#)

Look at this equal panel! Men and women alike sharing powerful opinions and sparking great conversation about (topic). #NoManelZone means no all-male panels!



[Innovation Women](#)

A woman's opinion is so important. And we are here to listen to it! This panel includes men and women, and what a rock-star panel it was. #NoManelZone means no all-male panels!



[@WomenInno](#)

No Manels here! Equal representation at this panel is such a beautiful thing. #NoManelZone means no all-male panels!



[Innovation Women](#)

I attended (title) and was so proud to see equal representation on stage. The diversity on stage kept the conversations fresh and engaging. #NoManelZone means no all-male panels!





FAQ



FAQ

F A Q

- **My industry is heavily male, especially at the top. Will my events still need to be gender-balanced? Yes!** Diversity on panels, and at conferences in general, provide a variety of perspectives and opinions unattainable in an “all male, all pale, and all stale” panel. There are female experts in every industry who are able to provide a different outlook and bring variety to your event, you may have to work a little harder to find them.
- **We added a woman moderator to our all-male panel. Is it still a “manel”?** Yes, many believe that it is still considered a manel. Consider featuring the moderator as another panelist, rather than relegating them to just facilitating the conversation. If the moderator is able to add in her perspective and insight to the conversation, it is a step in the right direction.
- **We created a panel of CEOs from Fortune 500 companies and all the speakers we could get were white men. What do we do?** Redefine your panel. There is a known lack of diversity in the CEO position of Fortune 500 companies, but by redefining the panel as “C-level” or “executives of Fortune 500 companies” you get a broader pool of diverse applicants to choose from, including women.
- **We’re trying to avoid manels but the responses to our calls for speakers are still heavily male. What do we do?** Not every seat has to be filled by your applicant pool. Consider setting aside a specific number of panel slots for diverse speakers. These reserved spaces can be filled in numerous ways; by other groups and partners of the event, by invitation to specific speakers, or through suggestions from other speakers.
- **We invited several women speakers but none of them were able to attend our event. How do you suggest getting more women to say “yes”?** Ask earlier! Many women are asked last minute for speaking opportunities, leaving them with no time to plan and forcing them to say no. Another way is reviewing your payment policy for speakers. Is there an opportunity to pay speakers for their time out of the office? Women are more likely to work in smaller businesses in comparison to men; taking a day off to speak may not be feasible if the gig is unpaid.
- **We had a diverse panel all set and then our two female speakers canceled. Suggestions?** Cancellations happen. Do not throw in the towel! Actively manage the replacements. Sometimes women will seek to replace themselves with a (male) speaker from their company. Be clear that diversity matters to you ahead of time so this doesn’t happen. Ask for suggestions from other speakers on the panel or conference. Innovation Women is a great place to find an assortment of female speakers to speak on a wide range of topics from cybersecurity to life coaching.



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Partners & Sponsors

**Dear Event/Conference Partners and Sponsors
Innovation Women**

PARTNERS & SPONSORS

While many conference managers are well aware of the issues with #allmalepanels, there is still one type of speaking engagement that remains stubbornly immune to diversity: the sponsored event. Many conferences and events are funded by selling speaking slots and the speakers tend to cluster around the male and pale category. And event managers tend to feel like they cannot ask a sponsor to consider sending a different speaker.

With this in mind, we've assembled a helpful little note that you can share with your sponsors.

Dear Event/Conference Partners and Sponsors,

Can we talk?

You might have noticed that we have a problem with our events. It dates back years. The speakers and presenters at our events represent a less-than-diverse segment of the population. We need to be more inclusive. We need to gender-balance our on-stage presence.

We've been making a concerted effort over the last several years. We've carefully selected speakers to represent a wide range of backgrounds in order to provide an interesting and informative event.

But there's a major roadblock. You.

Every year you pay a handsome fee to be able to represent your company on our stage and present your story to our audience. Your sponsorship helps us to put on our events and for this we are eternally grateful. But, we need to get some fresh new voices on that stage. Let's talk about some options:

- How about taking a break from speaking this year? Work the crowd from the audience. Maybe we can discuss another way to present your story and get you connected to our audience.
- Have you considered sharing the stage with another member of your team? People love to listen in on a conversation and it breaks up the monotony. Perhaps your female co-founder or another member of your senior management team? Someone who doesn't look like a clone of you.
- Have you considered sponsoring a startup or a nonprofit to speak during your time? It's a great way to support the community and you'll get credit for being an AWESOME person. Great positive branding for your company.
- Why do we need diversity at our events? For one, diverse events are better events. No one is interested in hearing the same story over and over again. People come to events to network and learn new things.
- In today's social media driven world, hashtags like #allmalepanel and #changetheratio draw unwanted negative attention to those who continue to promote panels and events without diversity. Some all-male panels are cancelled after negative public outcry.
- What does diversity do for you? (I can hear you saying, "What's in it for me?")



PARTNERS & SPONSORS cont.

Every time you put a woman onstage you tell other women that your company is female-friendly and it's a great place for them to advance their careers. Great recruiting!

Speaking of careers, public speaking is one of the best things you can do for a career, and giving someone else a chance to speak at a conference is great for their career. Grow your team!

Everyone wins. The more diversity we have on stage, the more attendees we have, the broader our audience and the greater your company's reach.

Thank you,
Your Event Management Team

As an event manager, sponsor, or partner, Innovation Women asks you to be held accountable for the people you put on stage. If you've completed reading this kit, you have all the information you need to make an educated decision about equality and diversity at YOUR events and conferences. It starts and stops with you, tell the world where you stand.

About Innovation Women

Innovation Women is an online speaker's bureau designed to connect entrepreneurial, technical and professional women with speaking engagements at conferences and events. Speaking provides important professional visibility and an opportunity to demonstrate thought leadership. Innovation Women helps event managers find great female presenters and subject matter experts, creating more gender-balanced, inclusive and diverse speaking slates and panels. Follow Innovation Women on Twitter at @WomenInno or visit innovationwomen.com.

