Diversity & Inclusion in Tourism:
How to overcome unconscious bias through connection and culture.

Diversity and Inclusion are blurry topics. What is cultural and demographic diversity, why is it important and how do I create inclusive organizations and communities?

In this interactive webinar, we will answer these questions and explain the potential of diversity and inclusion to create a fairer society, high performing organizations, and more well-being. Women, ethnic minorities, and other social groups are under-represented in economic, social, and political institutions all around the world. This lack of participation leads to economic losses, diminished civic engagement and trust in public institutions, and increased suffering for many people.

So how do we ensure better opportunity and participation? The answer lies in better data. The true extent of the opportunity and participation gap are not properly understood, because consistent, reliable, data on the subject is not readily available.

The seminar will include two activities about interculturalism and diversity that we will do in breakout groups, a small presentation about some key concepts, the presentation of the results of the diversity mapping of the workshop participants, and the opportunity to participate in a follow-up initiative.
**Agenda**

19:00  Introduction
19:10  Breakout groups. “What’s in a name” activity with 3 other students.
19.20  Sharing from the breakout groups in the big group.
19.25  Presentation of some concepts about diversity, inclusion and representation.
19:45  Presentation of the Diversity Bingo activity.
19.50  Breakout groups. “Diversity Bingo” conversation with 3 other students
20:00  Sharing from the Breakout groups
20:05  Presentation of Diversity Atlas and participant’s survey results
20.20  Q&A and Conclusion.
20:30  Webinar ends.

**Who will be leading the webinar?**

Máximo Plo Seco will lead the seminar. He is the Director of Operations for Europe of Cultural Infusion. He focuses on building intercultural harmony with the Diversity Atlas, a tool that organizations use to discover their cultural and demographic diversity.

Máximo studied an M.Ed of Human Development and Psychology at Harvard University with a Fulbright Scholarship. During that time, he consulted for the Harvard Ministerial Leadership Program, designing a teacher evaluation tool for the Ministry of Education of Côte d’Ivoire and writing a case study that was read by 20 ministers about Criança Feliz, the largest home-visiting program in the world. Máximo has two bachelors in Law and Economics from UC3M and a MA in Economics from the College of Europe. Formerly, he was a risk advisory consultant for Deloitte.
Máximo has had leadership roles in a number of social and economic justice initiatives, from peace education with CISV, grassroots organizing with Attac and the World Social Forum, educational entrepreneurship with the Learners’ Voice program of WISE, youth leadership with the Atlantic Dialogues, and writing dissertations about basic income and the future of work. He speaks fluent English, French, Italian, Spanish, Portuguese and Galician, and has an intermediate level of German.

**What to expect?**

- Connect with other students in a deeper way through conversations in small groups.
- Learn two activities that you can do yourself to engage with culture and diversity
- Learn what it is important to know about diversity, representation, participation, inclusion, and more!
- Discover a world-class tool to assess the state of diversity in an organization —> We will use it to map the diversity of the workshop participants, and present the results.

**When is it?**
Join us on Wednesday the 7th of October at 7pm.

¿Quieres unirte?
Solicita el enlace en mdpt@posta.unizar.es