

Guide to establish DEI Council

DE&I Agency Council Structure

Council Members

- Led by CMO and additional brand marketing leaders
- CEO/CCOs from core agencies

Methodology

- Identify gaps and successes
- Measure, track, and share results
- Train, coach, and upskill employees

Purpose

Founded on principles of Diversity, Equity, and Inclusion

- Diverse people, backgrounds, and perspectives
- Equal access to opportunities
- Inclusive workplace

Partners

As needed, engage trusted industry organizations including:

- ANA
- #SeeHer
- the 4A's
- Free the Work

DE&I Agency Council Process



Quarterly Agency Council

Quarterly Agency Council review and discuss the most pressing issues of the quarter:

- talent
- investment
- training

Monthly Recruitment Council

Monthly Recruitment Council includes:

- Agency Recruitment and Talent leads
- Agency account lead
- Senior brand leadership

Agencies share and discuss best practices for retaining top diverse talent

DE&I Agency Council Reporting

Quarterly Reports

- Agencies voluntarily report gender and ethnicity data on account staff including breakouts of leadership, and new hires
- Consider relevant U.S. Census data for benchmarking
- Identify trends and areas where progress is being made, and where more work needs to be done

Marketplace Research & Testing

- Using appropriate measurement tools (i.e. GEM), ensure creative work is consistently relevant, accurately representative