

ANNUAL UPDATE 2021

DIVERSITY **TALKS**
REAL ESTATE

WOMEN TALK
REAL ESTATE

January 2022





OUR MISSION
IS TO FURTHER
DIVERSITY
AND
INCLUSION

Our mission

We increase the visibility of under-represented groups in the European built environment industry, with a particular focus on women and ethnic minority professionals. Our database connects these professionals with speaking opportunities. We also provide female-only training for successful stage presence.

Visibility brings opportunities, challenges stereotypes and provides role models. It also helps us to work towards a more diverse and inclusive industry that would best serve the cities and communities in which we work.

#VisibilityMatters

DIRECTORS' STATEMENT

Welcome

As the industry has adapted to the ongoing impact of the pandemic in 2021, we have seen many aspects of our working lives change. One positive outcome has been the renewed focus by companies on the importance of diversity, equity and inclusion.

In 2021, we were pleased to reinforce the importance of this shift with a transformation of our own from Women Talk Real Estate to Diversity Talks Real Estate. After four successful years of improving the visibility of female professionals through our speakers' database and training initiatives, we expanded our platform to ethnic minority professionals of all genders and other under-represented groups.

We launched Diversity Talks Real Estate in the second half of 2021 and are pleased to have already attracted speakers from a number of under-represented groups. The feedback from the industry has been extremely positive, and we have been very grateful for the support we have received from sponsors and other industry partners.

Event organisers continued to make use of the database as we experienced another year of mainly online events. Overall, we saw 192 invitations extended to our experts. This brings our total since inception to 858 invitations to 332 different speakers.

As part of our rebrand, we have continued with Women Talk Real Estate as it serves an important community for our training and other female-led initiatives. In 2021, we continued to be an important resource for women looking for training and provided ten courses, training over 281 women across the year. We also re-launched the *Speakers Café* programme in an online format to provide an opportunity for women to practice public speaking.

For the coming year, we plan to focus on increasing the number of speakers from ethnic minority backgrounds and other under-represented groups. We also hope to be back in the room for training in 2022, including revisiting plans for a course on supporting women to become non-executive directors and developing a new course on leadership skills.

We would like to thank all those companies and individuals that continue to support us. In particular, we are grateful to our sponsors, who enable us to offer our speaker platform as a free resource to the industry.

Andrea Carpenter & Viktorija Grubescic
Co-Founders, Women Talk Real Estate



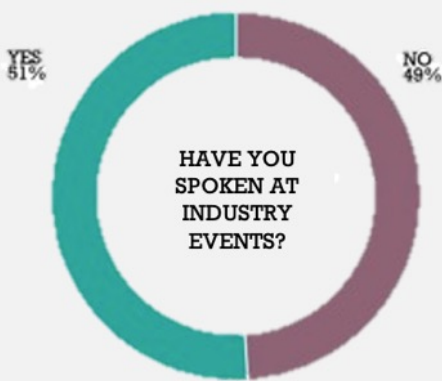
OUR BIG CHANGE IN 2021

Diversity Talks Real Estate

IN 2021, WE EXPANDED OUR MISSION TO WELCOME OTHER UNDER-REPRESENTED GROUPS TO OUR SPEAKER PLATFORM AND APPROACH DIVERSITY AND INCLUSION MORE HOLISTICALLY.

DIVERSITY TALKS REAL ESTATE

We expanded our speaker database to welcome other under-represented groups from the built environment industry with a special focus on female and ethnic minority professionals of all genders.



WOMEN TALK REAL ESTATE

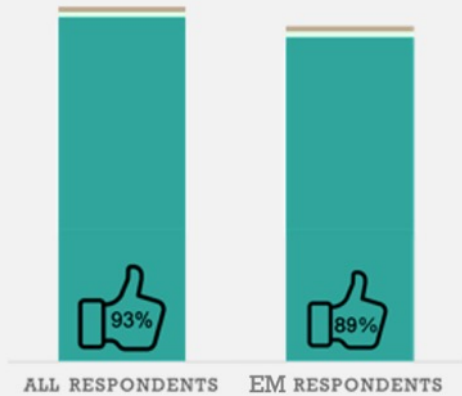
We continue to offer public speaking training and professional development initiatives tailored to female professionals.



Respondents: ethnic minority (EM) professionals

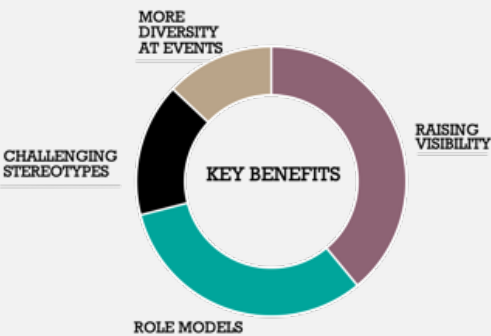
Our mission

Visibility brings opportunities, challenges stereotypes and provides role models. It helps us further diversity and inclusion.



Support to extend our speaker DB to ethnic minority professionals

Community partners



WE CONTINUE TO MAKE AN IMPACT

Our fourth year at a glance

Our speaker platform continues to attract new speakers with over 100 joining year-on-year meaning we can provide a wide range of experts to event organisers.

Our platform is a trusted resource for the events industry with just under 200 speaking invitations issued in 2021 to 332 different individuals in total. We are proud to enable the industry to create diverse programmes with a wide range of voices.

Our unique training courses provide female professionals with an opportunity to learn the art of public speaking and strategic communication. We are delighted there is a strong demand and, in addition to our regular courses, we strive to create new, fresh courses to aid the professional development of female experts in our industry.

111

speakers joined giving a total of over 900.

192

invites sent through the database, giving a total of 858.

281

women attended training courses bringing the total to 906.

332

different women received an invitation.

Welcoming a wider range of speakers



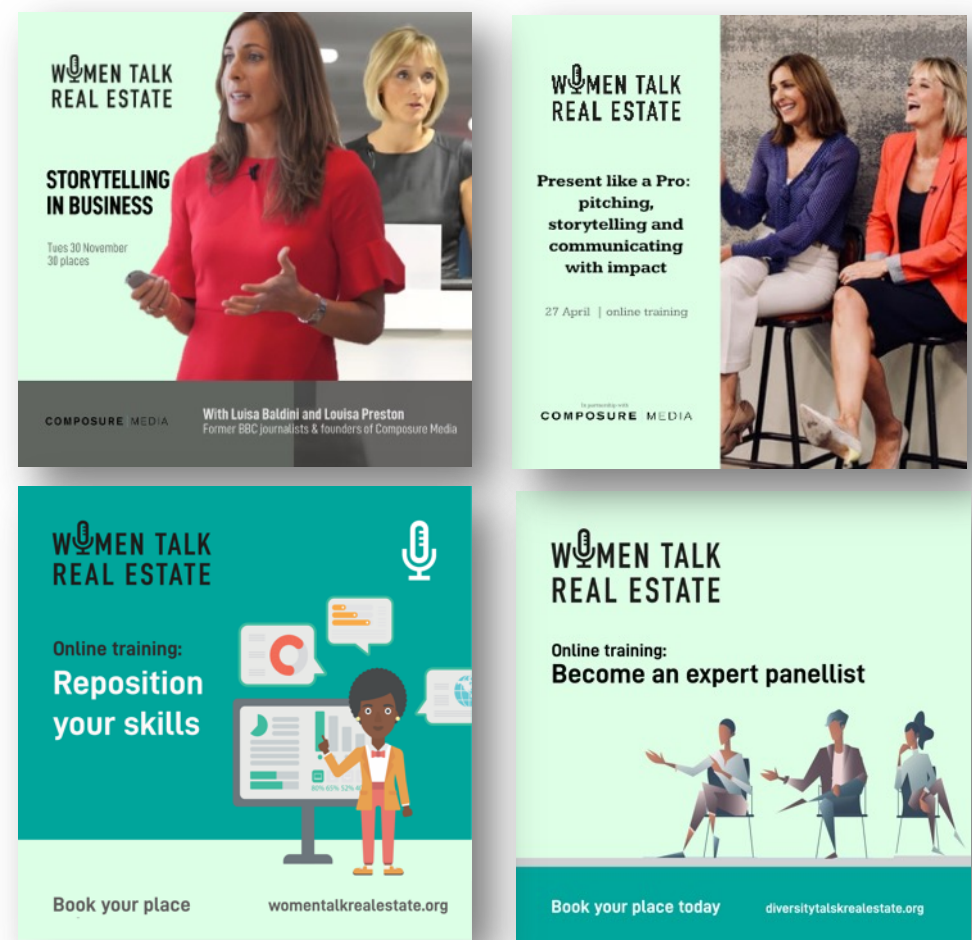
WOMEN TALK REAL ESTATE

Initiatives for female professionals

Women Talk Real Estate (WTRE) is where female professionals can connect with a community of female peers through training and other initiatives aimed at helping them raise their visibility effectively. Our programmes provide a place to learn, build confidence and practice speaking skills in a supportive environment.

Training courses held in 2021

We held ten public training courses as well as several in-house ones for corporates including BNP Paribas, Crestbridge, Cain International and Public Practice.



Thought leaders

Delivered in partnership with Real Asset Media, our thought leaders programme aims to showcase female industry experts through a series of short filmed interviews as well as a mini-training session.

In 2021, we helped organise twelve such interviews.



WOMEN TALK REAL ESTATE

Initiatives for female professionals

Speakers Café is back

We held our first virtual Speakers Café in January 2022.

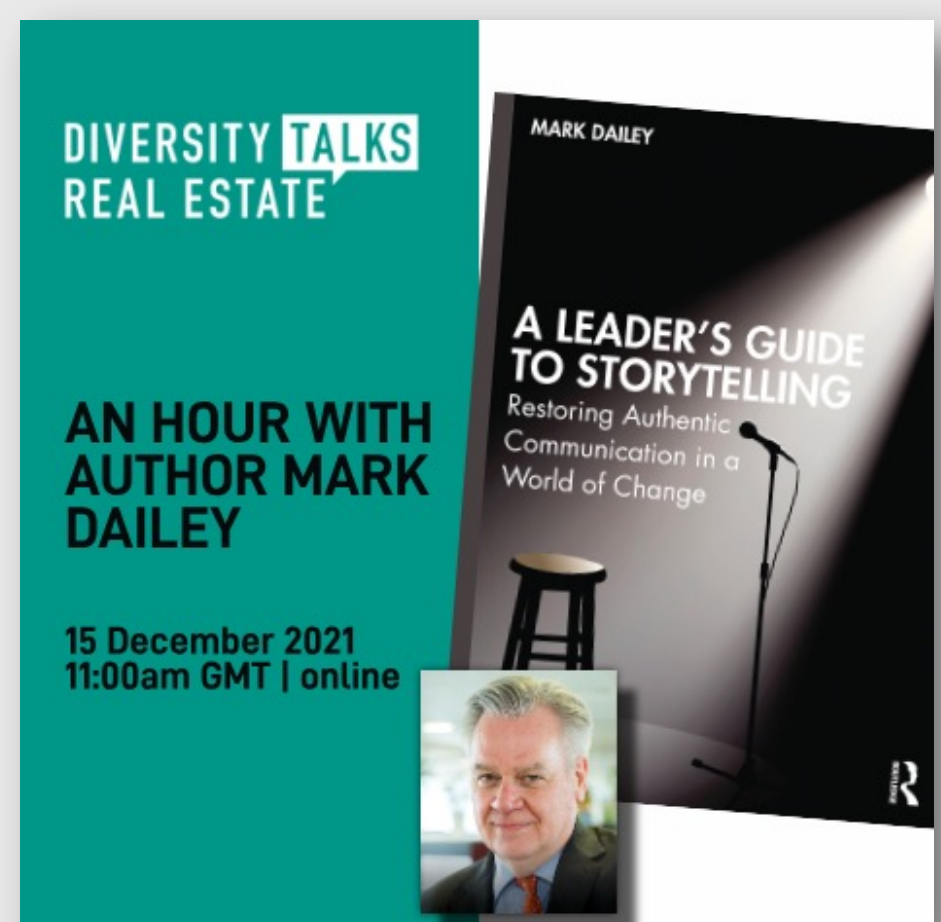
Speakers Café gives female professionals an opportunity to practice public speaking, hear the latest market information and meet peers.

These regular events allow women to sign up to be on panels or present a short keynote in front of a supportive audience. We also provide tips and techniques as well as feedback for the speakers.



An hour with author Mark Dailey

We were delighted to offer our community a book launch event in December 2021 with our regular and trusted partner, communications specialist Mark Dailey. Mark shared the key takeaways from his recently published book *A Leaders Guide to Storytelling*.



TRAINING COURSES

We continue to offer training courses designed to ensure that female professionals have access to the right resources to help them improve their public presence and increase their visibility.

Most of our training courses can be delivered in-house. We can also tailor our courses to suit company's needs.

Past clients who have benefited from an in-house training course include British Land, Nuveen, ING Media, AEW Real Estate, BNP Paribas RE and Public Practice.

906 women have attended our courses since our launch in the summer of 2017.

"I hope you could feel the outpouring of positivity and gratitude from our women. I could feel a collective sigh of relief that we all recognised a lot of what we needed to change and that it's given us the confidence to go out and portray ourselves differently."

Becky Gardiner, British Land on in-house delivery of *Reposition your skills*

"The course provides excellent insights into workings of panel discussions as well as effective ways to put your messages across, how to engage an audience and ways to deal with difficult questions." **Madeleine McDougall, Head of CRM, Lloyds Banking Group on *Become an expert panellist***

"This is practical, realistic and supportive learning. It really is the best way to have someone else with experience and skill listening to you and guiding you towards being able to improve your public speaking." **Post-event survey response on *Present yourself with confidence***



REGULAR PROGRAMME OF TRAINING COURSES

Become an expert panellist

Panel discussions are an integral part of industry events. This short online course examines techniques and gives practical advice for getting the best out of panel discussion opportunities. Attendees learn about various panel formats and how to prepare for them, key communication principles and message delivery as well as the psychology of panel discussions.

Led by: Andrea Carpenter, DTRE & Mark Daily, Madano

Reposition your skills

This training course looks at how women can reposition how they communicate their skills and accomplishments that both presents them in their best light but also that is comfortable and authentic. The course features a practical workshop to showcase how to effectively communicate key skills.

Led by: Andrea Carpenter, DTRE & Mark Daily, Madano

Moderate with confidence

This course is designed to equip female professionals with the right skills to keep events on time and on topic as well as moderating panel discussions. It includes script preparation for opening remarks and links, as well as techniques to keep events and panels lively and informative. The course can be tailored to include panellist training.

Led by: Andrea Carpenter, DTRE.

Courses with Composure Media

As presenters, who spent their lives in front of the camera needing to land stories with millions of viewers, Louisa Preston and Luisa Baldini deliver a programme of courses on how to engage your target audience with focus on confidence, pitching and storytelling. We are delighted to partner with them to deliver two such courses annually.

WOMEN TALK REAL ESTATE

WOMEN TALK REAL ESTATE

Online training: Become an expert panellist

Learn what to expect from panel discussions, key principles of effective communication and the psychology of on-stage dynamics.



www.womentalkrealestate.org

Available as an in-house course

WOMEN TALK REAL ESTATE

Reposition your skills

Learn how to reposition yourself as a leader, a strategic thinker, and improve your career progression.



womentalkrealestate.org

Available as an in-house course

WOMEN TALK REAL ESTATE

Moderate with confidence
Part of Get stage-ready training series



Limited to 12 participants - book your place today

Only available as an in-house course

WOMEN TALK REAL ESTATE

A NEW COURSE SOON TO BE ANNOUNCED

A brand new course with Louisa Preston and Luisa Baldini coming soon.

In partnership with
COMPOSURE MEDIA



Not available as in-house courses



LOOKING FORWARD: Our priorities for 2022

Bring back Speakers Café for regular public speaking practice

New training course on communication for leaders

Growing the number of ethnic minority speakers

Develop and offer *Path to the boardroom* workshop

Develop and offer a D&I course

Our vision for 2022 is to raise awareness of the importance of visibility for ethnic minority professionals and those from other under-represented groups and attract more experts from those backgrounds to our speaker platform.

We plan to develop a new course, as a continuation of our successful *Reposition your skills* training, focusing on leadership skills and communication techniques for female industry professionals. Additionally, we are looking to provide a D&I public course for our industry where important issues around language, inclusivity, stereotypes and unconscious bias are addressed.

In addition to this, we would like to help prepare more under-represented professionals for boardroom positions and will develop a workshop on the subject.



SUPPORTING PARTNERS

Thanks to our sponsors

DIVERSITY TALKS REAL ESTATE AND WOMEN TALK REAL ESTATE



WOMEN TALK REAL ESTATE



It is thanks to our sponsors that we can provide our speaker platform for free to both the event organisers and industry professionals, removing barriers for the initiative to succeed and fulfilling our mission of raising visibility of under-represented professionals in the built environment industry across Europe.

INDUSTRY PARTNERS

Growing engagement



Our industry partners pledge to support our mission by committing to create more diverse events and collaborate with Diversity Talks Real Estate to achieve its goal.

WHO WE ARE



Andrea Carpenter

Andrea Carpenter is a Director of Diversity Talks Real Estate, and a writer and communications consultant in the property industry.

As a Director of DTRE, Andrea helps raise the visibility of under-represented professionals in the industry through the stage and media. On the writing side, her book about the history of the modern European property industry, *High Rise and Fall*, was published by Routledge in September 2018.

Andrea began her career as a journalist at Property Week before moving on to be editor of EuroProperty for seven years. Following this she worked for various industry bodies including the Urban Land Institute, INREV in Amsterdam, and its sister organisation ANREV in Hong Kong. She also worked as Head of Marketing and Communications EMEA at CBRE Global Investors (now CBRE Investment Management).

andrea@diversitytalks-re.org



Viktorija Grubescic

Viktorija is a Co-Founder and Director of Diversity Talks Real Estate. Prior to this, Viktorija consulted for Urban Innovation Network – a start up aiming to bring together CRE, universities and local business to drive innovation. Prior to this Viktorija was at ULI Europe as a Director of Events Marketing and Special Programmes mostly focusing on the programming, marketing and delivery of pan-European events in cities across the region.

Viktorija started in real estate by working in the executive search business in London before moving onto event management at the Urban Land Institute. She holds a BA Degree in Business and Finance from Westminster University.

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Liz Waller

Liz is Head of Business Development for Diversity Talks Real Estate. She has over 20 years' experience in European real estate working for non-profit and private sector organisations. Most recently, she was Executive Director for the Urban Land Institute UK where she provided strategic direction to the organisation and managed the day-to-day operations, including overseeing membership growth, events programming, research and business development.

Prior to this, Liz was Senior Director of Events at ULI Europe and Communications Executive at Hampton Trust PLC, a real estate development and management company. She holds a degree in Geography and Planning from Birmingham University.

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