



# Sponsoring the St. Galler Diversity & Inclusion Week

# Building Bridges: Advance your DE&I Journey at the St. Gallen D&I Week



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# St. Galler Diversity and Inclusion Week

Hosted by the University of St. Gallen since 2017, the St. Gallen Diversity & Inclusion Week is the premier event focusing on advancing diversity, equity, and inclusion (DE&I) in the business world. This annual conference combines the latest research with practical business applications.

The conference is aimed at HR and DE&I professionals, leaders, and researchers committed to advancing DE&I in business. It provides a dynamic platform for those who want to integrate DE&I into their corporate culture, apply the latest scientific findings in their daily work and exchange best practices with like-minded people. Three fundamental aspects can characterise the D&I Week:

## **Linking Research & Practice**

Recognised for its practical approach, the event facilitates learning through, among other things, year-on-year research comparisons and their real-world applications. Participants gain valuable insights from industry leaders and peers and share best practices in implementing DE&I in different organisational contexts.

## **Networking & Knowledge-Exchange**

The St. Gallen Diversity & Inclusion Week serves as a dynamic platform for professional networking and knowledge exchange. It provides opportunities for participants to engage in meaningful discussions, share DE&I best practices, and establish valuable connections in the industry.

## **Hybrid & Bilingual Format**

The conference offers a unique experience by combining face-to-face and online sessions. It appeals to a wide audience with bilingual presentations in English and German, supported by real-time translation. The online sessions are free of charge, ensuring an inclusive and accessible experience.





Keynotes  
Workshops  
Networking



"I found the conference very inspiring - very interesting people, both speakers and participants."

# Impressions & Feedback 2023







"[I liked] the mix of theoretical elements and practical workshops. The fact that you facilitated and encouraged active networking. The competent and charismatic keynote speakers and the positive atmosphere you spread."

Gender Intelligence Report 2023



"Organisation, quality, it was great, constructive, interesting, useful."



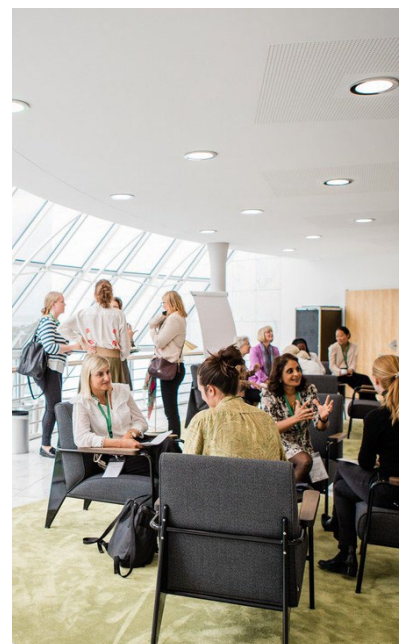
# Facts and Figures 2023

## Participation

1637  
Registrations

Online, on-site & hybrid

34  
Speakers



## The Conference

4 days online

1 day on-site

in St. Gallen

1 hybrid session

GIR-Launch in Zurich / online

11 online sessions

4 Workshops

2 Keynotes

Simultaneous  
translation

German-English for the  
online sessions



## Community & Outreach

1540  
Subscribers\*

Newsletter

3387   
Followers\*

LinkedIn D&I Week

5623   
Followers\*

LinkedIn CCDI

6114  
Visitors

on the event's website.

6.50%  
Engagement rate (average)

This indicates robust audience interaction within the  
favourable 2-6% LinkedIn standard.

\*The data for newsletter subscribers and followers on LinkedIn is as of January 2024.





## 8. St. Galler Diversity and Inclusion Week

The 8th St. Gallen Diversity & Inclusion Week will take place from 16-20 September 2024. This year's focus topic is:

### MOVING FORWARD: OVERCOMING DE&I FATIGUE AND RESISTANCE

This theme aims to address the challenge of diversity, equity and inclusion fatigue faced by many organisations and individuals. The conference is dedicated to unveiling innovative strategies and measures designed to invigorate and empower your DE&I initiatives.

Transform Insights into Action - dive into these key conversations and leave with the knowledge, tools and inspiration you need to reignite the motivation to move DE&I forward.

For all the details, please go to [inclusion-tagung.ch](https://inclusion-tagung.ch) (programme to be published mid-May 2024).

# Visibility and Engagement: Sponsorship Advantages

Discover the unique opportunities awaiting your company as a sponsor of the St. Gallen Diversity & Inclusion Week. You will gain visibility, engagement and the opportunity to align your company with forward-thinking DE&I initiatives. Explore the wide range of benefits designed to elevate your brand and underscore your commitment to fostering a more inclusive and equitable business world.

## YOUR BENEFITS



### Promote

Increase your company's visibility among industry leaders and DE&I advocates. Sponsoring the week positions your company at the forefront of progressive conversations and demonstrates your commitment to advancing diversity and inclusion in business.



### Network

Gain unparalleled access to a community of DE&I, HR professionals and decision makers. This is an opportunity not just to network but to forge substantial partnerships, exchange innovative ideas, and collaborate with peers dedicated to making a significant impact in the field of DE&I.



### Innovate

You will gain exclusive insights from leading DE&I researchers and practitioners. This access positions your company at the cutting edge of future trends and developments in DE&I. It is an invaluable opportunity to stay ahead in the field, align your strategies with emerging trends, and demonstrate thought leadership in DE&I practices.



# Sponsorship Package I

Costs: CHF 2'500.- excl. VAT

Exclusive visibility on social media for your company's DE&I commitment

Gain exposure to a network of over 8,000 professionals through featured posts on our conference and CCDI LinkedIn pages. Share engaging content such as a video, statement or initiative your company is involved in.

Company logo in presentations, workshops, and keynotes (Online & On-site)

Your company logo will be displayed in all presentations, ensuring visibility throughout the event.

CCDI newsletter

Your logo will reach approximately 2,000 subscribers, enhancing your company's recognition.

Gender Intelligence Report launch

Secure your seat to the Gender Intelligence Report launch, accompanied by a social gathering.

Visibility on inclusion-tagung.ch

Feature your company logo on the event's bilingual website, visited by a diverse professional audience.

Complimentary tickets

Get two tickets to the on-site event in St. Gallen (incl. lunch and apéro).

Online sessions recordings

Achieve lasting visibility with sponsor highlights in the introductions of all session recordings available online on our website.

# Sponsorship Package 2

Costs: CHF 6'500.- excl. VAT

On top of the benefits of package one, you will also benefit from:

## Access to the online sessions

Direct access to all the online sessions for all your employees (without prior registration). Recordings and their URLs are available for promotion on your intranet.

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## Complimentary tickets

Receive two additional tickets for the on-site day (in total, four tickets). This is an ideal opportunity to bring your DE&I Advocates or some of your leaders.

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## Kick Off expert input/podium (online or on-site)

On the first day of the D&I Week

One of our experts is available to participate in a panel discussion or give a short presentation (30 minutes) on the importance of DE&I in the workplace.

or

## Q&A for Leaders (online)

One of our DE&I experts will be available to answer the questions of your company's top management, line managers, DE&I experts or human resources managers. (45 min)

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## Video

Production of a promo video with a statement about your company. Like for example this [video](#).

or

## Written interview

Highlight your company's commitment to DE&I in this interview. Your answers will be prominently featured on LinkedIn and inclusion-tagung.ch, providing significant exposure and showcasing your DE&I efforts. Like for example this [Interview](#).

## Key Dates

30 May	Last date for sponsoring confirmation.
15 June	Deadline to send your company logo.
15 August	Deadline for submission of social media content (statements, videos, interviews, etc.).



# Team & Contact

We look forward to answering your questions.



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The St. Galler Diversity and Inclusion Week is a collaborative project between various institutes and the Diversity & Inclusion Department of the University of St. Gallen under the direction of the [Research Institute for International Management](#), [Competence Centre for Diversity & Inclusion](#) (CCDI) of the University of St. Gallen.

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