

SEPTEMBER 2020

TRANSFORMING SILENCE INTO ACTION

AN ANTI-RACISM LEARNING
SERIES FOR COMMUNICATION
& MARKETING PROFESSIONALS

Designed by Jodi-Ann Burey
Sponsored by UW CommLead
and Simplicity Consulting

Building an Anti-Racism Toolkit for Marketing and Communications

Tuesday, September 22
11:30 AM PST | 2:30 PM EST



A panel discussion
moderated by
Jodi-Ann Burey



Aubrey Blanche
Director of Equitable
Design & Impact at
Culture Amp



Tina-Marie Gulley
VP of Business Marketing
at Edelman



Folayo Lasaki
Principal at Striped
Elephant

discussion questions

BUILDING AN ANTI-RACISM TOOLKIT FOR MARKETING AND COMMUNICATIONS

1. What were your main takeaways from this session?
2. What resonated with our team or work?
3. What are 3 approaches, concepts or tactics that we can use to impact our work?
4. What missteps might we have made in the past?
5. What have we done before that we now know needs to change? Why?
6. What are our main challenges in integrating anti-racism practices in our work?
7. What's the vision for racial equity in our work?
8. What will it take for us to get there? Short-term? Medium-term? Long-term?
9. How can we hold ourselves accountable? What needs to change?
10. What's our first step?