



## A Diversity, Equity & Inclusion Perspective on the IPREX State of Communications & Marketing Report 2023



Diversity, Equity & Inclusion  
Committee, IPREX

**IPREX** THE GLOBAL  
COMMUNICATION  
NETWORK

### AT IPREX, OUR DIVERSITY IS OUR STRENGTH

Diversity, equity, inclusion and belonging are key drivers for creative and high-functioning agencies. Every corner of the agency world is impacted and improved by these principles, and PR practitioners should intentionally make room for people with different, even counter-intuitive, perspectives on their teams.

### GLOBAL ORGANIZATIONS ARE MAKING POSITIVE STRIDES IN THEIR DEIB EFFORTS

Data from IPREX's 2023 State of Global Communications and Marketing Report shows that 90% of global organizations are undertaking diversity training. IPREX's APAC region leads the way in running global DEI programs with over two-thirds of APAC organizations (64%) having a global DEI program that is consistent across the company. Nearly half of American organizations (48%) and around a third of European, Middle Eastern and Asian (EMEA) organizations (35%) have developed such programs.

### OUR DEI COMMITTEE

IPREX's DEI committee, comprised of diverse leaders from across our network, works to help member agencies advance their commitment to DEI and establish diverse and inclusive workplaces. The committee seeks to improve member agencies' capacity to work with diverse vendors and help them be more effective champions of DEI with their clients and beyond.

As part of these efforts, IPREX's DEI committee has provided guidance and resources for advancing these principles among member agencies. In June 2023, the committee shared the IPREX DEI Toolkit (Recruitment Section), focusing on strategies for attracting a wider, more diverse and representative pool of applicants. It features ways to write and promote more inclusive job postings, how to hire a recruiter, and establishing internship, fellowship and mentorship programs.

### About

David Rudd is the Chair of IPREX's Diversity, Equity & Inclusion Committee. He is also Executive Vice President & Senior Counselor at Rudd Resources in Chicago.

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