The Speaker Equity Assessor

The Speaker Equity Assessor™ drives inclusive speaker representation at events and conferences. We are creating a more equitable world, one event at a time.

WE NEED YOU

How do we close the gaps of representation in our speaker programs?

The Female Quotient is the leading voice on equality, creating moments of impact at the world's leading conferences. We have the largest global community of leaders, influencers, and women in business. We specialize in implementing solutions to close the gender gaps.

In June 2021, The Female Quotient launched the Speaker Equity Assessor™ in collaboration with Facebook. This tool allows companies and event organizers to input their speaker data and get an in-depth look into their event composition. In just a few steps, users can understand how diverse their events really are, how they measure up to race and gender benchmarks, and learn where they are lacking in diversity so that they can better plan and prepare for future events.

Here are a few highlights:
- Input your speaker data from upcoming or past speaking engagements and track progress over time.
- Get a holistic view of the diversity of your speaker line-up.
- Data is translated into visual insights, allowing you to make vital connections on your speaker composition across a variety of filters.

Organizations of all sizes can now join the movement towards representation in speaker programming. We are all early on in this work, but together, we *can* advance equality.

Ronda Carnegie
Chief Innovation Officer
The Female Quotient

WHY IT MATTERS

74% say inclusive content is a key factor in what they watch.

Source: National Research Group

Women earn **97c** for every dollar a man makes as a speaker.

Source: Zippia

71% of professional speakers are white. **65%** hold a bachelor's degree.

Source: Zippia

GETTING STARTED

Step 1.

Create your free account.

We ask for your company, title, industry, country, organization size, work email and a secure password.

Please enter your company's information

All your data is securely encrypted

Sign up

Organization*

Role/ Title*

Organization Industry*

Select option

Step 2.

Set up two-factor authentication.

We require you to use a secondary email or authenticator app on your smartphone or tablet to secure your account.

When prompted, enter the code sent to your email or shown on your authenticator app.

Download your backup codes and store them in a safe location. You can use them at any time to regain access to your account if you don't have access to your email or app.

To keep your account secure, you must enter in your secure code every time you login.

Two-Factor Login

The verification code has been sent to the second email address you provided when signing up. In order to keep your data secure, we require all users to enable two-factor authentication.

Code

Use Backup Code

SEND >

Step 3.

Verify your email address. You cannot begin using your account until you verify your email.

GETTING STARTED

Step 4.

Collect speaker data.

To get started with using the tool, you'll either need prior access to speaker data, or the ability to collect the data directly from each speaker. We provide three options for companies and event organizers to collect this data.

The first is our manual input process. This option is ideal if you have access to all your speaker data already. Start by adding a new event and filling out the initial information. Then download our sample template and use the dropdowns or copy and paste data to input speaker information.

Please note that if you are copying and pasting, the speaker responses must match the range of responses we have set. Any other response will be rejected by the tool.

You do not need to have access to all fields to use this tool. If you don't have speaker data for a certain field or column, you can leave it blank. The tool will work with the data you have.

Our other options allow for speakers to self-identify themselves. We provide both Google Form and Microsoft Form options. To get started, click "Need help collecting speaker information?"

Make a copy of the form of your choice by following the instructions on that page. You can edit the form title and description to your liking, but please do not change any of the question headings or responses. This will make the Speaker Assessor unable to read your data.

Once you've created a copy of your form, you can send the share link to all your speakers to fill out. If you are looking to obtain data from multiple events, create and send out a new form for each event.

GETTING STARTED

Step 5.

Upload speaker data.

If you input speaker information manually through our downloaded template, reupload that template to the assessor.

We encourage renaming the file first. Give all your speaker template files a name that you will remember easily, such as including the event name, date, location, and panel name. Include any other relevant information, and save the file in a secure and organized location that you will be able to find.
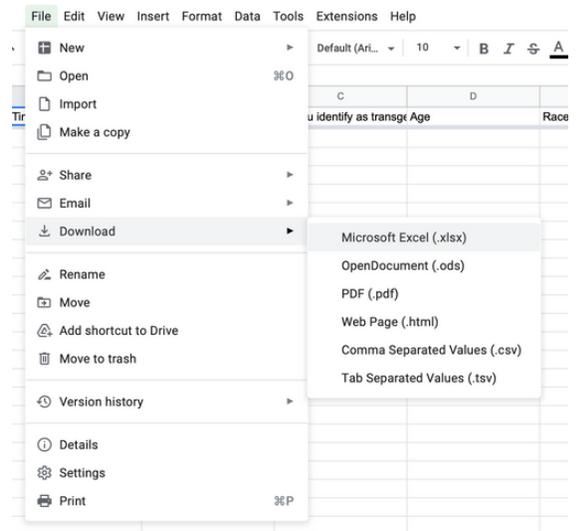
If you had your speakers fill out an online form, you will need to download their data first. Let's walk through how to download data for each form option.

If you used Google Forms to collect data, go to your form and click on the Responses tab. From there, click the green Sheets icon in the top right to view all your responses. Google Sheets will open automatically in a new browser window.

Go to the File menu and hover over Download. A new dropdown menu will appear. Select Microsoft Excel. Your file should now begin downloading as an Excel file.

If you used Microsoft Forms to collect speaker data, go to your form and click on the Responses tab. You can automatically view responses in Excel by clicking Open in Excel.

Go back to your browser window with the Speaker Assessor data upload page open. Now you can upload your data with the file you just downloaded.

GETTING STARTED

Step 6.

Review your results.

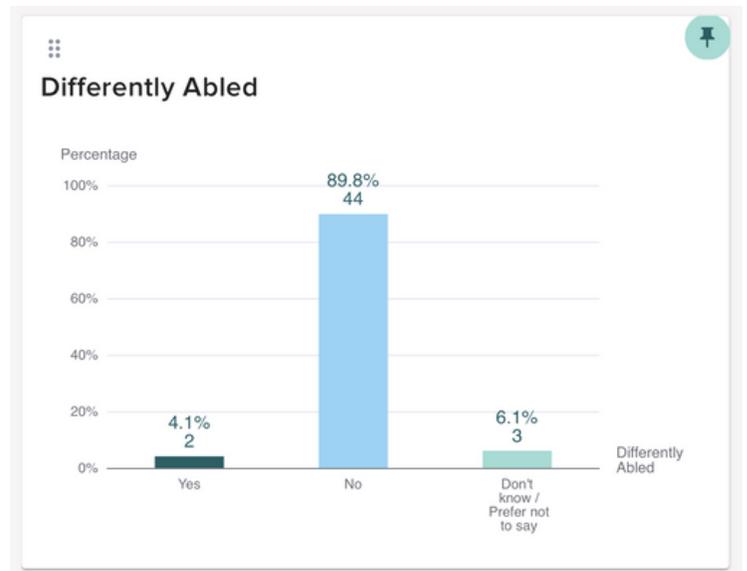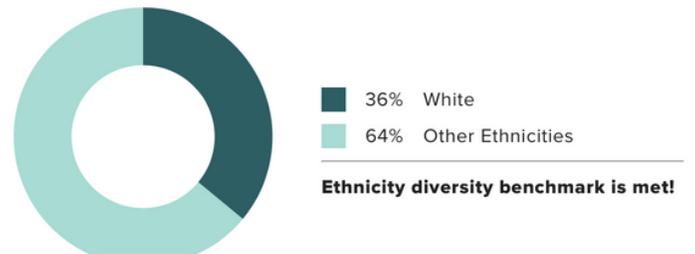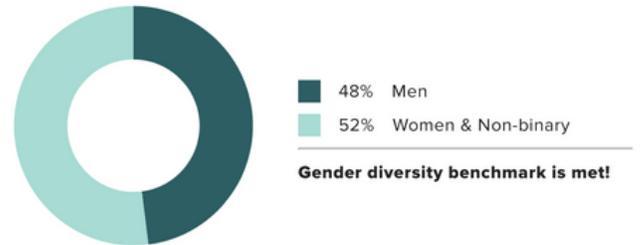The dashboard and analysis pages are where users get all their event insights.

At the top of the page is our benchmarking, which assesses how your event data on gender and race compares to industry standards. The tool will either tell you that the benchmark has been met, or it will alert you to the gap that you still need to fill.

Next we have Saved Insights. The Speaker Equity Assessor automatically provides you with the Gender & Race graph by default. These graphs are intended to give you a broad overview of your data before you dive into the details.

These graphs will tell you the diversity breakdown according to percentage and actual speaker numbers.

You can pin or unpin your saved graphs at any time.

Gender

48%	Men
52%	Women & Non-binary

Gender diversity benchmark is met!

36%	White
64%	Other Ethnicities

Ethnicity diversity benchmark is met!

Differently Abled

Percentage

- Yes: 4.1% / 2
- No: 89.8% / 44
- Don't know / Prefer not to say: 6.1% / 3

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Step 7.

Create your own insights.

You can create your own custom-made graph using your event data in the Analysis tab.

The Speaker Equity Assessor allows users to drill down by three variables to get deeper insights into their speaker profiles. First select your primary variable. This is the data type you will be looking at first. Let's say we want to understand the women in our data set. We would select Gender and then check "Female" for the primary variable.
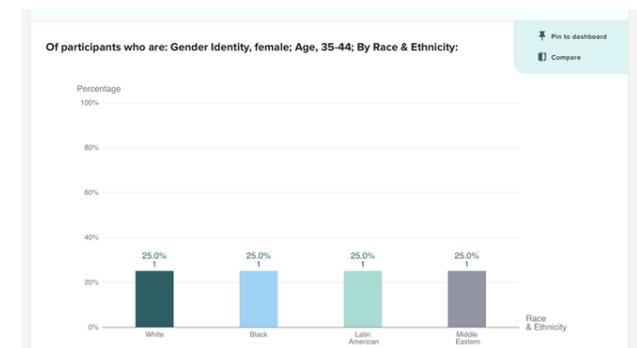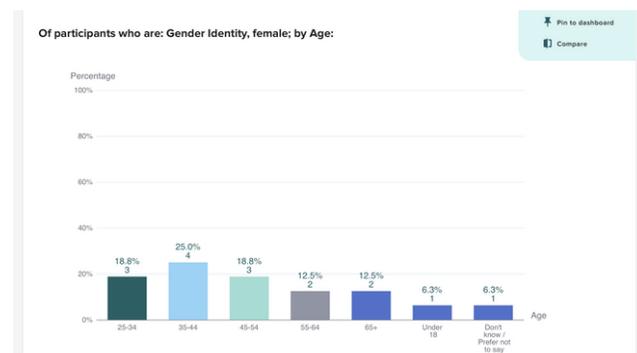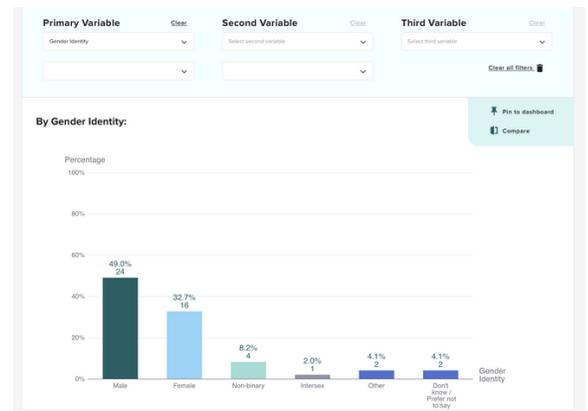
Next we have the secondary variable. Let's look at age. We'll select age as our secondary variable. If you're following along in the feed, you'll notice that the graph changes so that we're looking at women broken up by age.

We can stop here if this is the data we're most interested in. Or, if we want to drill down even further, we can. Let's say we want to understand the women in the 35-to-44 age group more. We'll select that age group in the dropdown.

Now we come to our third variable. We decide we want to look at race and ethnicity. After selecting this final variable, our graph changes once again. The graph now tells us the breakdown of women in the 35-to-44 age group according to their race and ethnicity. Specifically, we can see from our event data, 70% of women ages 35 to 44 are white, 20% are middle eastern, and 10% are black.

We encourage you to spend some time working with your graph and adjusting the different filters according to the data and the gaps you are trying to solve for. If at any time you need to start anew, choose the Clear All Filters button.

Pin your custom graphs to the main dashboard at any time by clicking the pin icon.

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GETTING STARTED

Step 8.

Expore or share your data.

Save your results for later or share them with others by clicking the "Save Results" button to convert your data into a PDF report.
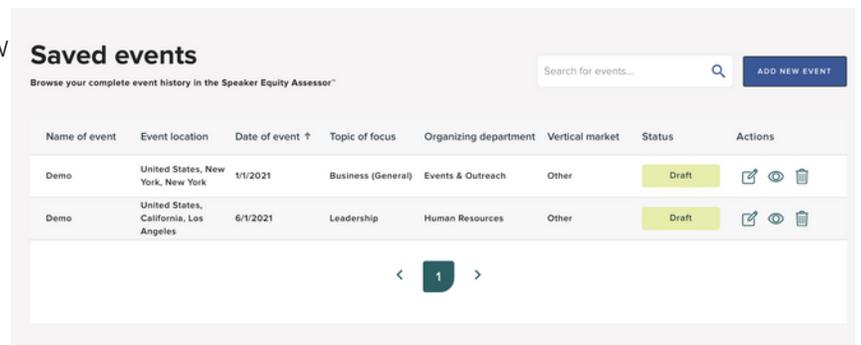

Step 9.

Revisit progress over time.

Return to the assessor regularly to recalculate your data when you have new event information. The Saved Events dashboard contains all your events.

Alternatively, go back and input past event data. Or use the tool to plan speakers while your'e still programming.

Name and date your events appropriately so that you can easily spot and track trends over time.

Step 10.

Hold conversations around speaker programming.

This is only the beginning of your organization's journey to greater diversity, equity and inclusion. We built this tool to start a narrative around speaker diversity within conferences, industries and organizations. Now we ask you: Will you continue this important work with us?

FAQS

Q: Why does speaker equity matter?

A: Julie Hogan, Global Marketing Director at Facebook, says it best: "When audiences see themselves reflected in panels, they are more dialed into what the speakers have to say, the content resonates and has meaning, and they feel inspired to take a speaker's words beyond the stage and implement them into their own lives and businesses."

McKinsey & Company's recent study also shows that diversity is directly correlated to increased financial performance in organizations. By showcasing inclusivity at events, you are not only increasing your companies financial performance, you're also attracting the brightest talent to your organization.

Q: *Who is the Speaker Equity Assessor (SEA) for?*

A: Any organization can use the Speaker Equity Assessor. The tool has a variety of use cases. Events, panels, meetings, podcast conversations, the Grammy's, your pilates class (maybe not that last one, but you get the point).

Q: *What variables does the SEA let me look at? Anything other than gender and race?*

A: Yes! The Speaker Equity Assessor measures for a variety of different diversity variables, including military status, education level, religion, expertise, and more!

FAQS

Q: How is my data (and the speaker's data) protected?

A: Your data is stored on a secure server and **is not** publicly accessible. Additionally, all data transmitted to and from the Speaker Equity Assessor™, when and where applicable, is encrypted using industry standard security measures. Access to the Speaker Equity Assessor™ is secured over a HTTPS protocol with a strong SSL Certificate. All connections and transferred data is encrypted. We have a strong password policy for accessing a Speaker Equity Assessor™ account, and users' passwords are stored in a hashed format using algorithms and iterations to ensure maximum security. We also have Two Step Authentication to maximize security.

Q: Do I have to pay to use the SEA?

A: The Speaker Equity Assessor is completely, totally, 100% free to use. The Female Quotient is dedicated to creating more diverse stages, and the SEA is our way of helping you through that first step of diagnosing your event.

Q: I'm having technical difficulties, where do I go to get some help?

A: You can email us at **sea@thefq.com** or fill out the contact form on The FQ's or the SEA's website and one of our team members will respond as soon as possible.

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