

22 Feb, 2025 – 23 Feb, 2025

Asia DEI Summit 2025

Shaping Inclusion growth

FEBRUARY 2025

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Presented by

Jasmin Khatun

What is the Event?

Asia DEI Summit 2025

- Type: 2-Day Hybrid Conference & Exhibition (Hong Kong + Virtual).
- Focus: Actionable ED&I strategies for the hospitality and corporate sectors in Asia.

Structure

Keynotes: Global ED&I leaders sharing frameworks.

Workshops: Hands-on sessions tackling regional challenges.

Networking: Matchmaking between corporations, NGOs, and policymakers.

Exhibition: Inclusive tech, training tools, and case studies.





Why This Event?

72% of Asia-Pacific firms lack DEI frameworks
(Asian Development Bank, 2023)



Unique Features:

- ✓ **Asia-Focused Solutions**
- ✓ **Hybrid Accessibility**
- ✓ **Strategic Partnerships**

FOCUSE AREA

Culturally-Tailored DEI Strategies

- Gender Equity
- Caste/Ethnicity Dynamics

Actionable Frameworks

- Inclusive Education
- Climate resilience

Corporate Accountability

- Metrics & Reporting

Market Analysis

Is There Demand?

- Companies will spend \$3.8B on DEI in Asia by 2025.
- Big Problems to Solve (60% of marginalized employees face bias in India)

Who's the Target Market?

- ✓ 500+ Asia-Pacific firms (e.g. Alibaba, Tata)
- ✓ UN Women APAC, ASEAN Human Rights Commission

Marketing Strategy

- Partnerships: Collaborate with EDI NGOs.
- Early-Bird Discounts: 20% off for registrations before Feb 2025.

Competition?

- AVPN Global Conference 2025 (Hong Kong, September 2025): Attracting 1,500+ attendees across 44 markets

Operational Factors

01

- ✓ Capacity
 - Main ballroom: 600 attendees
 - 4 breakout rooms (1,750–3,400 sq.ft.)
- ✓ Accessibility
 - Real-time translation

02

Core Team

- A/V Technicians: 10 experts for livestream, LED, IT support.
- Accessibility Staff: 5 interpreters + guides

03

🌱 Green Practices:
Cordis Hotel's "Green Meetings" program.

🤝 Venue Support:
Catering (halal/vegan options), security, pre-configured rooms.

We are here!

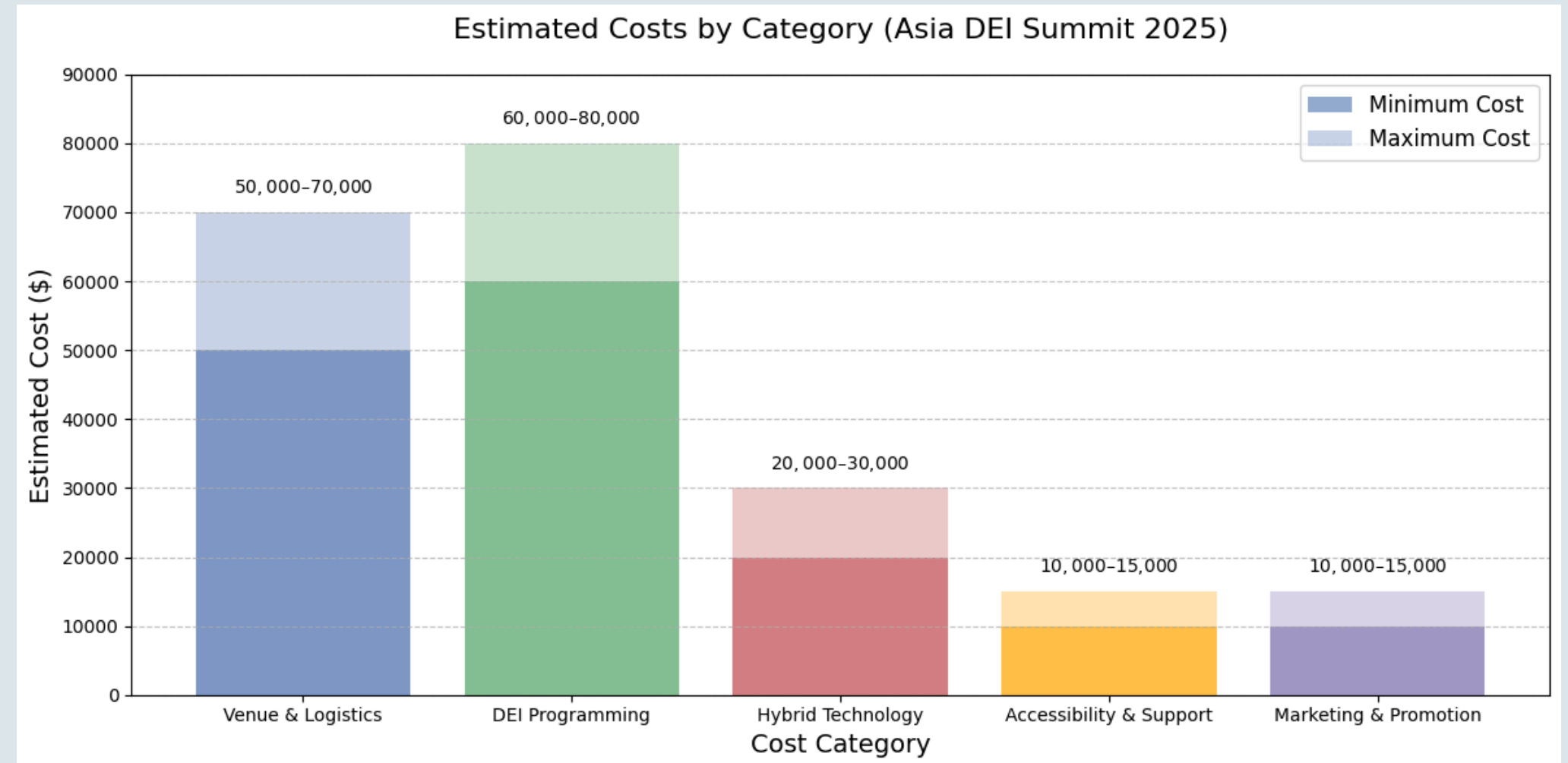
📍 Venue: Cordis Hotel, Hong Kong (Mong Kok)
📅 Date: 22-23 February 2025 | 🕒 9:30 AM – 5:30 PM HKT



Financial Factors (Breakdown of cost)

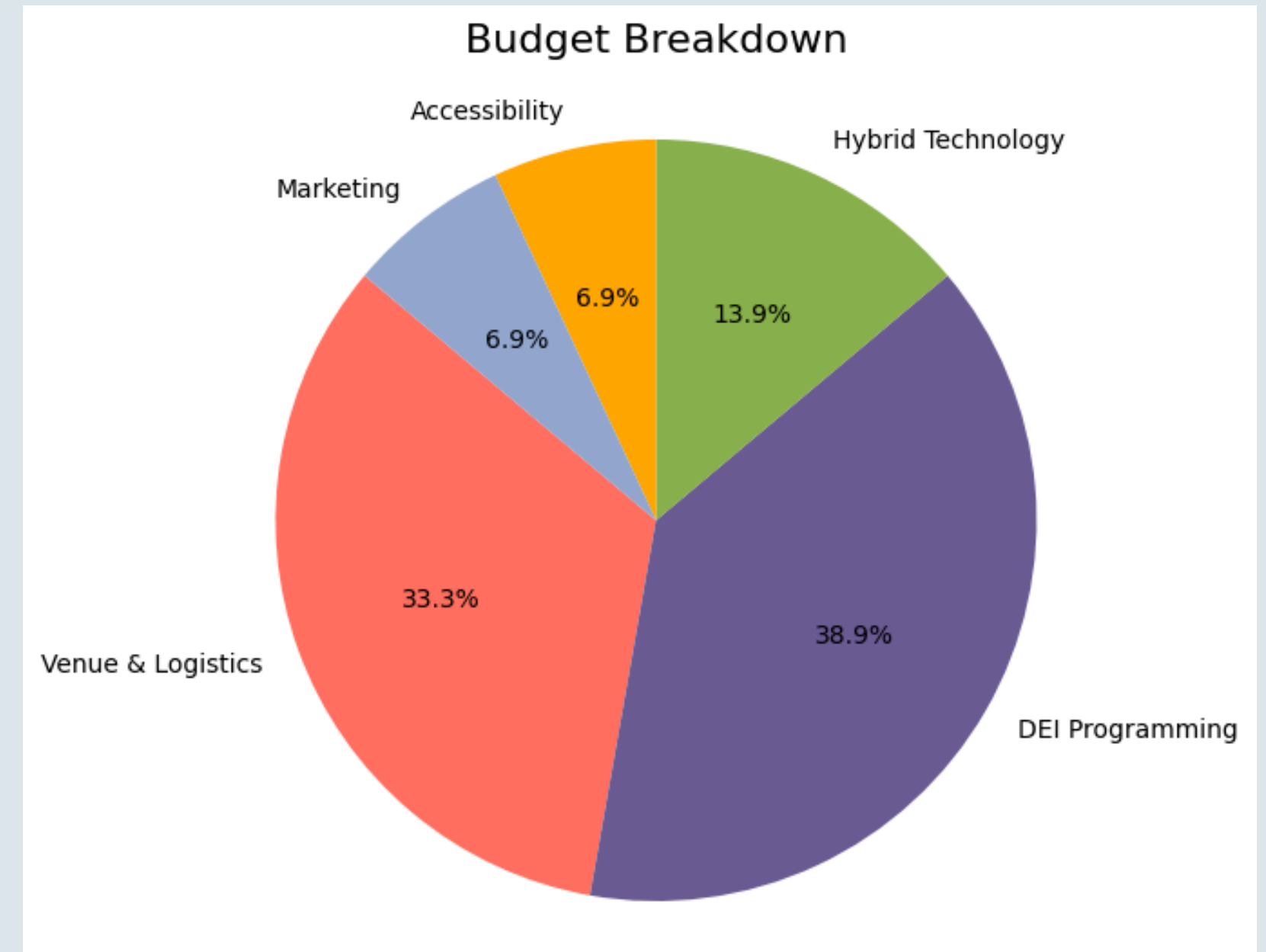
DEI Programming + Venue = 72% of Budget → Focus on High-Impact ROI.

- ✓ DEI Programming is the Largest Investment
 - \$60,000–\$80,000 (39% of total budget) reflects prioritizing high-impact content
- ✓ Venue & Logistics Balance Cost and Value
 - \$50,000–\$70,000 (33% of budget)
- ✓ Hybrid Technology is Cost-Efficient
 - \$20,000–\$30,000 (13% of budget)
- ✓ Accessibility & Marketing Are Strategic Minimizers
 - \$15,000–\$10,000 (7% of budget)



Financial Factors (Steps to Optimize Costs)

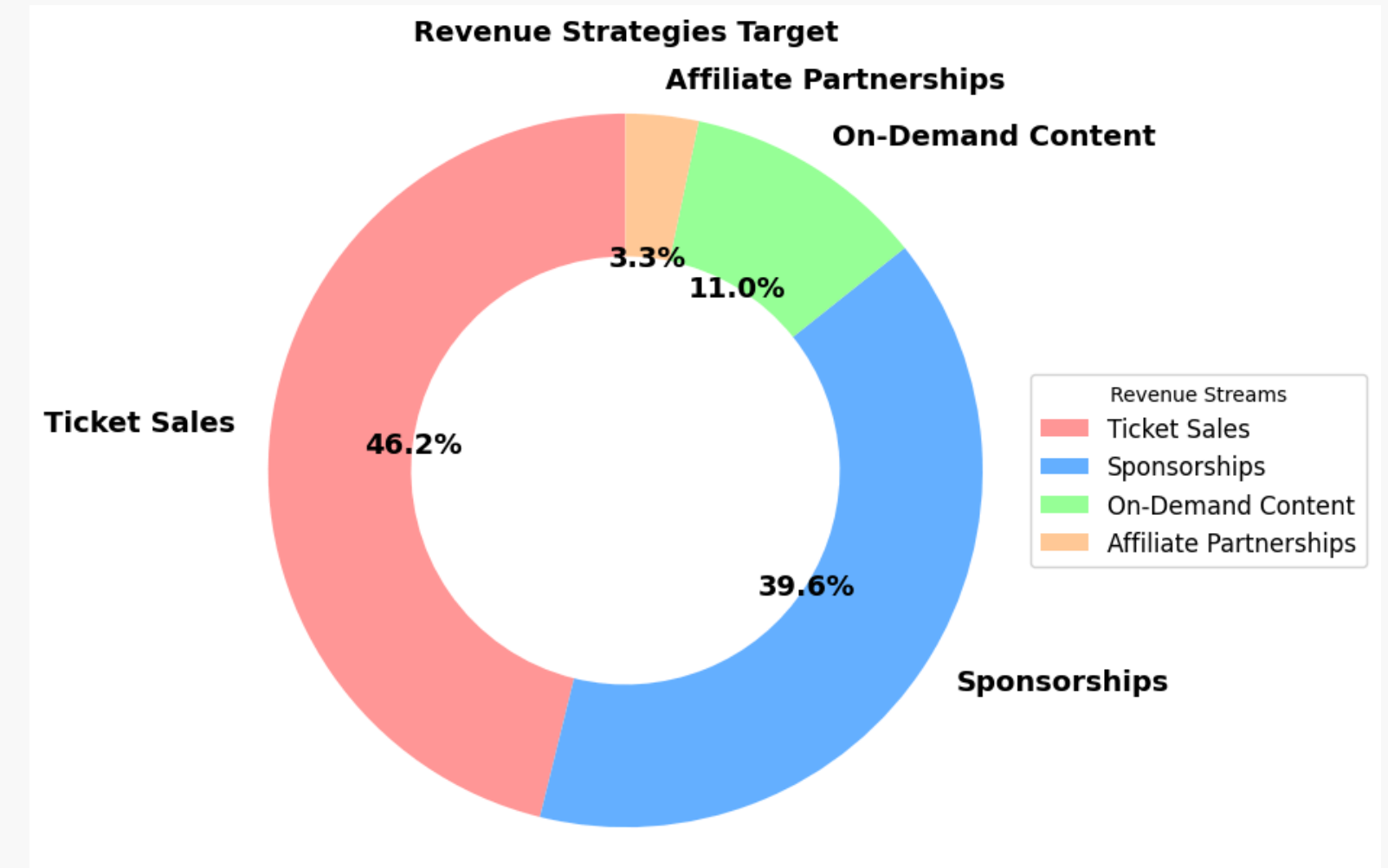
1. Optimize DEI Speaker & Workshop Budgets
2. Streamline Hybrid Tech Costs
3. Partner Locally for Accessibility
4. Focus on High-ROI Marketing
5. Negotiate Fixed Venue & Hybrid Tech Packages



Funding Source



- ✓ Grants: Partner with UN Women Asia, Catalyst (\$20,000–\$30,000).
- ✓ Early Bird Discounts: 20% off for 2+ month registrations.
- ✓ Sponsorships: Target MNCs like Unilever, Google Asia.



Feasibility Analysis



✓ Post-Pandemic Shift:

- 89% of HR leaders prioritize localized DEI training to retain talent and meet Gen Z expectations.

✓ Expert Partnerships:

- Collaborations with UN Women Asia and Catalyst Asia add credibility and reduce recruitment costs.

✓ Diversified Revenue:

- Break-even at 400 attendees—achievable given Cordis Hotel's 600-person capacity.

✓ Profit Potential:

- Projected 50K–100K profit with hybrid cost efficiencies



Conclusion & Next Steps



Immediate Next Steps

Launch Tiered Pricing:

- Group Discounts (10% off for 5+ registrations).



Long-Term Impact

- Empower 500+ leaders with actionable DEI frameworks.
 - Position the summit as Asia's premier DEI forum by 2026.
 - Drive policy changes in 3+ markets (Japan, India, Hong Kong).
-

“Diversity is being invited to the party. Inclusion is being asked to dance.”

– Vernā Myers



“Alone we can do so little. Together we can do so much.”

– Helen Keller

Thank you



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