



# DEI DEEP DIVE FOR DMOS MASTERCLASS SERIES

PRESENTED BY THE  
NATIONAL BLACKS IN  
TRAVEL & TOURISM  
COLLABORATIVE

# Course One Objectives

## A Foundational Understanding of Diversity, Equity and Inclusion

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This online course is for executive management, staff, community partners and stakeholders to gain a basic understanding of what DEI is and what it is not.



The course provides descriptive context to unconscious bias, microaggression, racism and other terminology and language often associated with diversity and inclusion.



This course offers steps for assessing company culture and how to implement diversity and inclusion best practices that will impact the organization both internally and externally.



# Course Two Objectives

## Understanding and Engaging Multicultural Audiences

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This online course will help executive management, staff and partners understand what race is, what racial/ethnic is, what it means to be “ethnic” or a “minority,” etc.



This course will explain multicultural marketing and provide an understanding of the African American travel segment: leisure, business, meetings and conventions.



This course will explain the market potential, preferences, buying patterns, and other characteristics of selected racial and ethnic groups and offer effective ways (communications disciplines) to reach African American markets.



This course will present five (5) best practices for creating a multicultural marketing strategy.



# Course Three Objectives

## The 7 Habits of Inclusive Leadership

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This online course is for all leaders; leaders of self, people, initiatives and organizations.



What do inclusive leaders do? What specific actions do they take to demonstrate a commitment to inclusion?



This course offers a “blame-free” examination of how to become a more inclusive leader. This engaging, on-demand course reveals best practices, research, tactics, and habits of the most inclusive leaders.

