



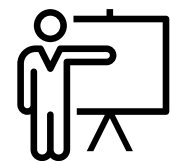
**GET THE MOST
OUT OF YOUR
SIGNATORY
COMMITMENT!**



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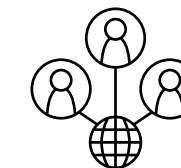
RESOURCES



TAILORED WORKSHOPS
TACKLE DEI CHALLENGES
SPECIFIC TO PUBLIC RELATIONS



JOB BOARD LISTING
SHARE OPEN ROLES WITH
OUR DIVERSE NETWORK AT
NO COST



DEI CENTRAL FOR PR
FEATURING THOUGHT LEADERS,
TRENDS, AND RELEVANT
CONNECTIONS



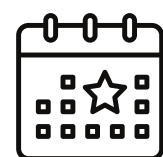
BENCHMARK REPORT
AGGREGATE INDUSTRY DATA
INSIGHTS AVAILABLE EVERY FALL



SIGNATORY-ONLY RESOURCES
BEST PRACTICES LIBRARY, SOLUTIONS FINDER,
KNOWLEDGE NETWORK TO IMPROVE YOUR COMPANY'S
DIVERSITY GOALS



EVENTS



A PLACE TO FIND DEI
EVENTS ACROSS THE
INDUSTRY



ATTEND OUR MULTICULTURAL EVENTS
RANGING FROM NETWORKING, CAREER
FAIRS, HONORS EVENTS ALL YEAR LONG



OUR EVENTS ENGAGE AND
EMPOWER PROFESSIONALS
OF COLOR AT ALL LEVELS



"THE DAA LISTENED ATTENTIVELY TO OUR NEEDS AND TAILORED THE TRAINING TO OUR SPECIFIC CHALLENGES, DELIVERING AN EXCEPTIONAL PRESENTATION. WE'RE EXCITED TO CONTINUE WORKING TOGETHER."
-LaFORCE

"THE WORK THAT THE DAA IS DOING IS BRINGING PEOPLE TOGETHER WITH DIFFERENT LIVED EXPERIENCES - THESE DIFFERENCES ARE NEEDED."
-TROY BLACKWELL, PEACE CORPS



#DIGDEEP

WE ENCOURAGE OUR SIGNATORY MEMBERS TO RESILIENTLY #DIGDEEP INTO:



- INSIGHTS
 - SUBMIT YOUR RACE & ETHNICITY DATA



- INVESTMENTS
 - BECOME AN ACTIVE SIGNATORY & SPONSOR



- INCLUSION
 - SHOW US WHAT YOU'RE DOING TO DRIVE EQUITY & INCLUSION

WE WANT AN INDUSTRY THAT REFLECTS OUR SOCIETY IN 2025

"AS A SIGNATORY OF THE DAA, WE HAVE BEEN ABLE TO INSPIRE OUR TEAM AND EXCEED OUR PLEDGE AROUND DECREASING THE REPRESENTATION GAPS IN OUR AGENCY THROUGHOUT 2020 - 2022. OUR PARTNERSHIP WITH THE DAA HAS BEEN A CRITICAL COMPONENT OF INSPIRING OUR TEAM TO TAKE PART IN OUR RECRUITMENT, RETENTION, AND PROMOTION EFFORTS."
-AYANNA, HIGHWIRE PR