

**COMPANY SUBMISSION TEMPLATE 2023**

**Company name:**

**Contact details:**

*Your company can apply to become an All In Champion if you employ staff with roles in the UK advertising industry, for example; brand marketing teams, media and creative agencies, media owner commercial teams, tech platforms, production companies, etc.*

*Simply share evidence against each of the nine action areas below. Apart from actions 2 and 4, this can be demonstrated either by implementing our recommended actions or your own initiatives.*

**Action 1: to improve the experience and representation of Black talent**

**The All In call to action: Download and adopt the BRiM framework**

<https://adassoc.org.uk/all-in-hub/black-talent/>

[Insert evidence]

**Action 2: to improve the experience and representation of disabled talent**

**The All In call to action: Audit and update your company website**

*This is a focus on the ‘virtual front door’ for new talent - the corporate part of your website where talent will look if interested in working for you.*

<https://adassoc.org.uk/all-in-hub/disabled-talent/>

[Insert evidence]

**Action 3: to improve the experience and representation of talent from working class backgrounds**

**The All In call to action: Adopt the Social Mobility toolkit**

<https://adassoc.org.uk/all-in-hub/working-class-talent/>

[Insert evidence]

**Action 4: to improve the experience and representation of women**

**The All In call to action: Take the Flexible First Checklist**

<https://adassoc.org.uk/all-in-hub/women/>

[Insert evidence]

**Action 5: to improve the experience and representation of Asian talent**

**The All In call to action: Use the guide on the Advertising Association’s website**

<https://adassoc.org.uk/all-in-hub/asian-talent/>

[Insert evidence]

**Action 6:** **to improve the experience and representation of older talent**

**The All In call to action: Implement our Shared Experiences policy**

<https://adassoc.org.uk/all-in-hub/older-talent/>

[Insert evidence]

**Action 7** - **Support the Mental Health of our colleagues**

**The All In call to action: Donate and signpost to NABS**

*Only donations/support within the last 12 months will qualify.*

<https://adassoc.org.uk/all-in-hub/mental-health/>

[Insert evidence]

**Action 8 - Improve the experience of our LGTBQ+ Talent**

**The All In call to action: Welcome the use of gender pronouns in your organisation**

<https://adassoc.org.uk/all-in-hub/lgbtqplus-talent/>

[Insert evidence]

**Action 9- Improve the experience of Disabled Talent in the workplace**

**The All In call to action: Use the BDF Accessible Premises checklist**

<https://adassoc.org.uk/all-in-hub/physical-disability/>

[Insert evidence]

**Once complete please submit this form and upload your company logo via**: [How to become an All In Champion - Advertising Association (adassoc.org.uk)](https://adassoc.org.uk/how-to-become-an-all-in-champion/)

You may find our ‘How To’ sessions helpful, they’re available to watch here: [All In How-To Sessions - YouTube](https://www.youtube.com/playlist?list=PLPUhZia0faV2nklNKtXb8eQzM_YDN5g33)

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