

**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.*

*Please visit* [*advertisingallin.co.uk*](https://advertisingallin.co.uk/) *for more information or e-mail allin@adassoc.org.uk.*

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

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

[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 (Mandatory action)**

*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.*

[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 (Suggested action)**

[Insert evidence]

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

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

[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 (Suggested action)**

[Insert evidence]

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

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

[Insert evidence]

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

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

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

[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 (Suggested action)**

[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 (Suggested action)**

[Insert evidence]

**Once complete please submit this form and upload your company logo via**: <https://advertisingallin.co.uk/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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