

Formal Minutes of IPIM Advisory Board Meeting 1 March 2022

Contents of document:

- Attendance
- Actions
- Main themes arising from discussions

Attendance

Apologies:

Carol Arnold, Carol Nyahasha, Sheila Wallace

Advisory Board Attendees:

Julie Barrett, Julie Browne, Caelia Bryn-Jacobsen, Ben Buchanan (Chair), Becky Campbell, Liz Dawson, Pete Fellows, Jodie Johnson, David Joo, Dola Kayode-Temenu, Saiful Khan, Abdulmalik Lawal, Liam Lawlor, Josh McLennon (Secretary), Sarah Phillips, Megan Rannard, Beatriz San Martin, Rina Sond, Vanessa Stainthorpe, Kathryn Taylor, Sarah Vaughan

IPIM attendees (last 30 minutes of meeting):

Andrea Brewster, Alicia Chantrey, Julie Dunnett, Julia Florence, Gordon Harris, Michael Silverleaf, James St Ville

Actions

- All members: complete IP Inclusive impact survey (link here: <https://ipinclusive.org.uk/newsandfeatures/impact/>)
- All members: provide Andrea with comments on Business Plan Ideas in advance of IP Inclusive AGM on 26 April 2022.
- Chartered trademark attorney members from private practice: contact Sarah Vaughan (sarah@citma.org.uk) if you would like to speak on EDI panel alongside Alicia Chantrey on 16/17 March 2022.
- IPIM: include item at AGM relating to ensuring the inclusivity of changing office spaces.

Main themes arising from discussions

First discussion – ‘Widen Our Reach’

How do we represent the IP Profession roles which are under-represented in the IP Inclusive community (that is, the non fee-earning/chartered roles such as Formalities, admin, IT and HR)?

- We need to facilitate engagement of support staff with IP Inclusive by approaching them directly and encouraging senior leaders to permit attendance.

- We need to raise awareness of IP Inclusive within firms, i.e. utilise ‘internal publicity’.
- Different needs of support staff need to be taken into account when organising IP Inclusive events.

Second Discussion: Challenge the naysayers

How do we hear views counter-supportive to D&I? What have we heard in our own organisations? Those critical or challenging views that do not accept the business case or do not understand why D&I matters?

- IP Inclusive should focus energies on educating those with misunderstandings rather than on entrenched naysayers.
- Vast majority of people are open to D&I initiatives
- Getting emotional buy-in from the wider profession is important – winning hearts as well as minds
- Weaving EDI issues into generic events may be best received

Discussion of IPIM’s business plans

- IP Inclusive to provide organisations with D&I compatible office design ideas.