

Formal Minutes of IPIM Advisory Board Meeting 1 March 2022

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Attendance

Apologies:

Carol Arnold and Carol Nyahasha.

Advisory Board Attendees:

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

IPIM attendees (last 30 minutes of meeting):

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

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.