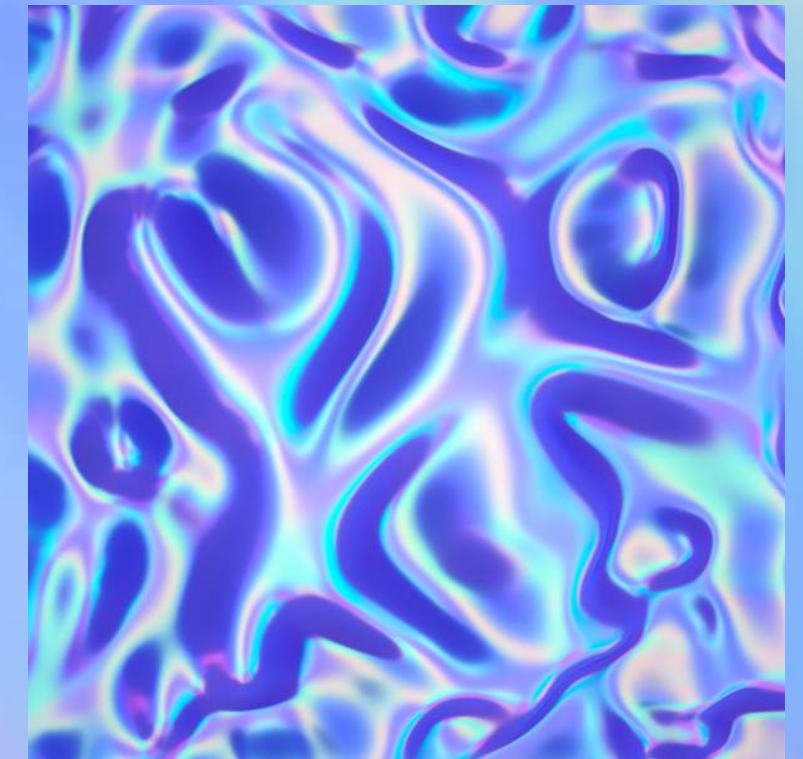


BREDA UNIVERSITY OF APPLIED SCIENCE


December 7
13:00pm
Room: FS2.008

Cultural Differences and Diversity



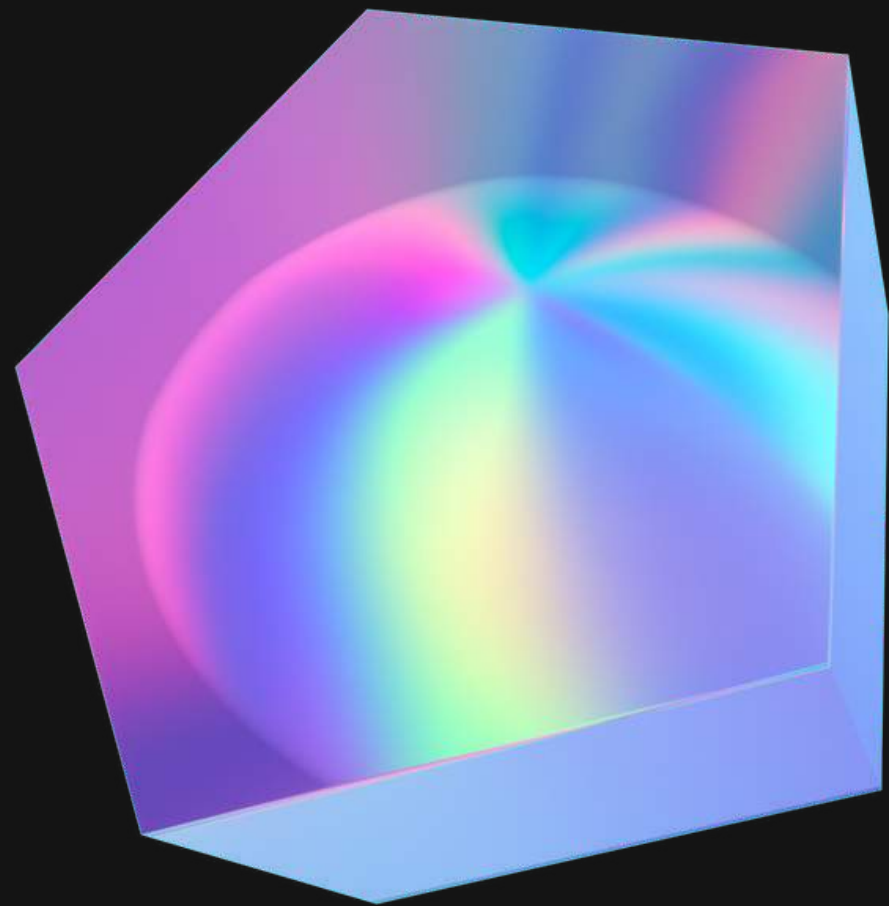
KALINA KOLEVA
LIEKE KEMP
MARINA YANCHEVA

Students of Live Music and
Dance Events

The background features a complex arrangement of interlocking, glowing metallic rings. The rings have a vibrant, iridescent color palette, primarily consisting of deep purples, magentas, and bright blues. They are set against a solid black background, which makes the glowing rings stand out prominently. The rings are tangled and overlapping, creating a sense of depth and complexity. The lighting is dramatic, highlighting the metallic sheen and the intricate patterns formed by the overlapping loops.

**Do you have any
fun/awkward
experiences when it
comes to cultural
differences?**

What is Cultural Diversity?



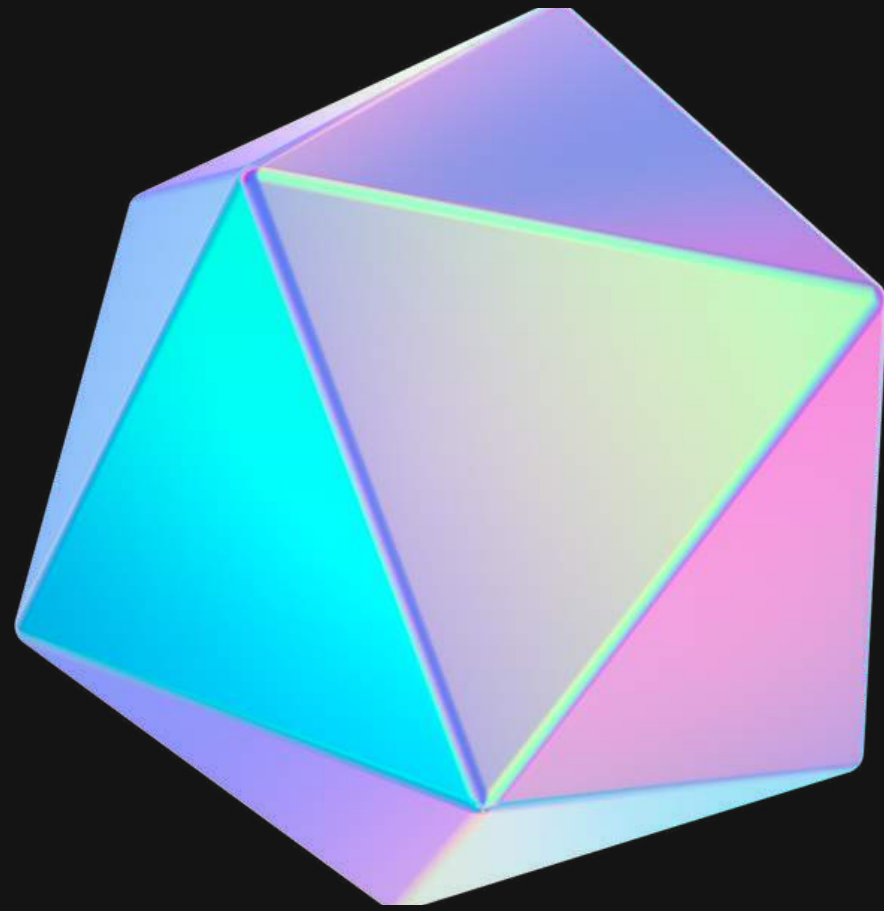
“... a system of beliefs and behaviors that recognizes and respects the presence of all diverse groups in an organization or society, acknowledges and values their socio-cultural differences, and encourages their continued contribution within an inclusive cultural context.”

“Diversity is the one true thing we have in common. Celebrate it every day.” (Anonymous, 2012).

“The world’s most famous and popular language is music.” (Psy, 2020).

“Music makes the people come together. Music mix the bourgeoisie and the rebel.” (Madonna, 2020).

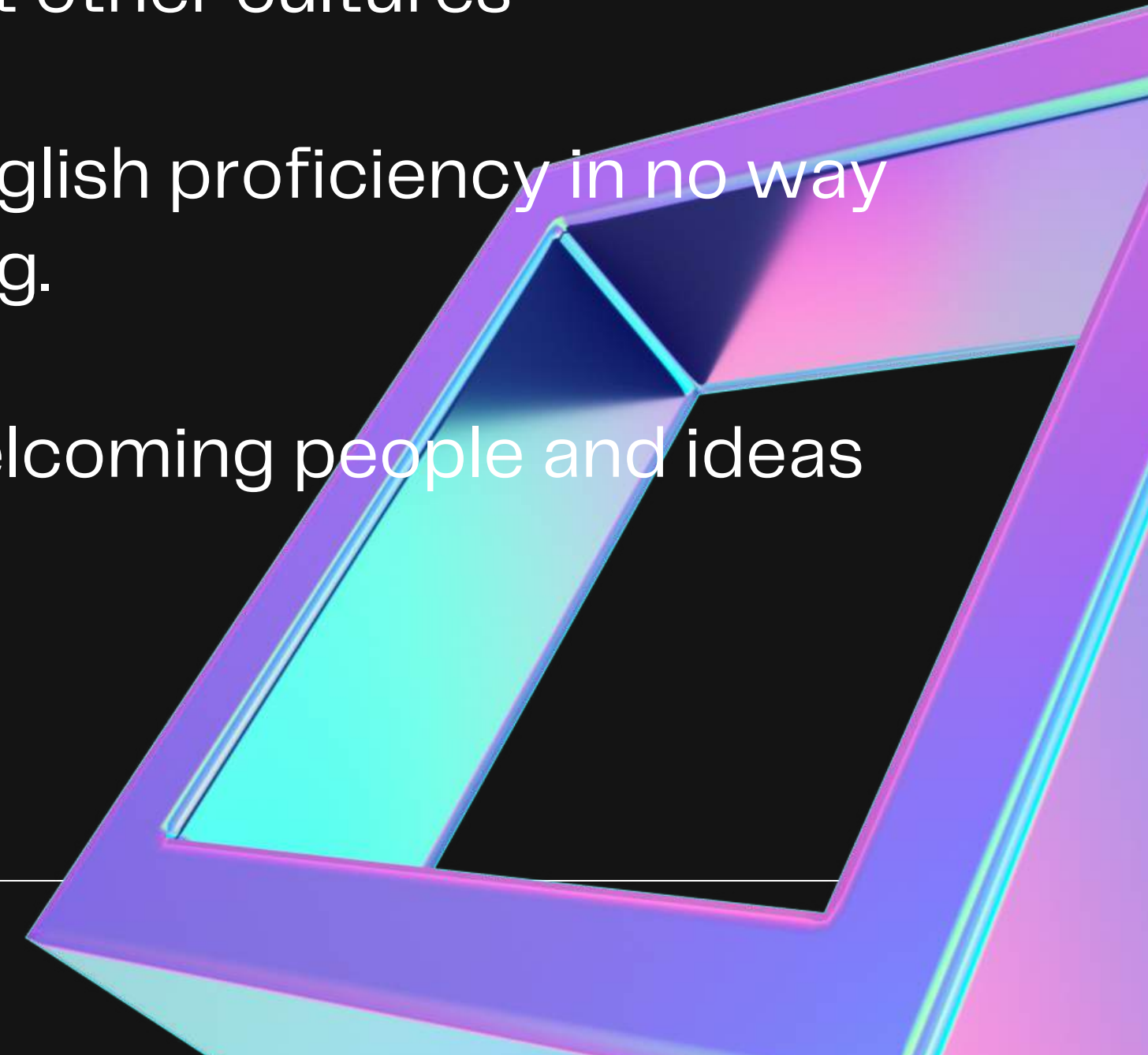
Why is cultural diversity a good thing?



Learning about other cultures helps us understand different perspectives within the world in which we live.

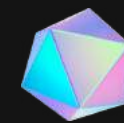
How can you support cultural diversity?

- 🔺 Increase your level of understanding about other cultures
- 🔺 Recognize that someone's limitations in English proficiency in no way reflects their level of intellectual functioning.
- 🔺 Be proactive in listening, accepting, and welcoming people and ideas that are different from your own.

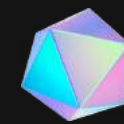


Learning to work with cultural differences in the event industry

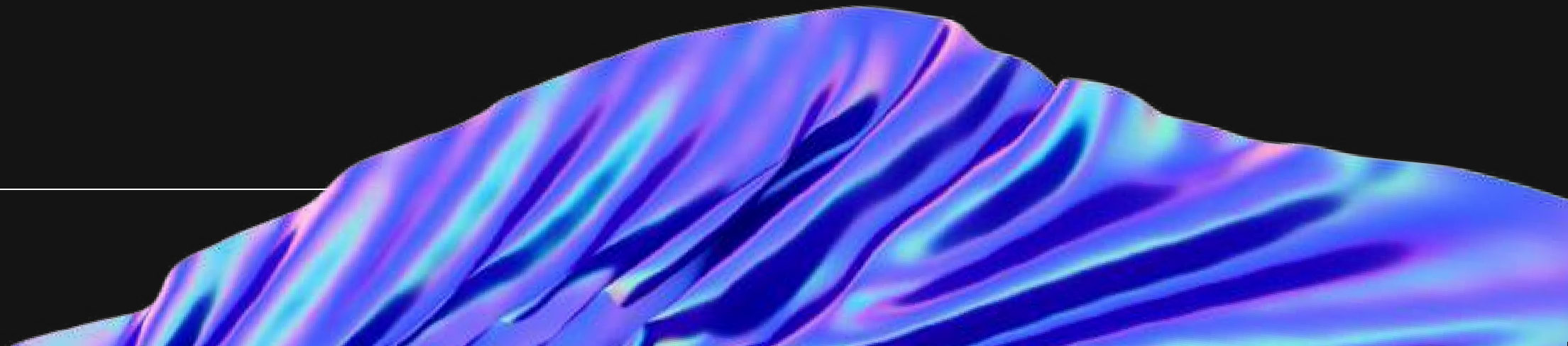
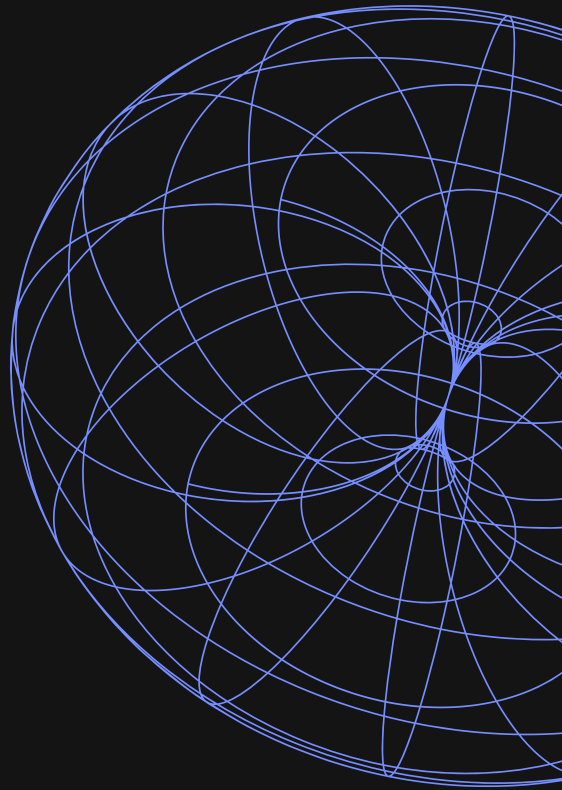
How do we navigate through cultural differences and ensure the smooth running of events with an international dimension?



Placing Trust in our Local Experts



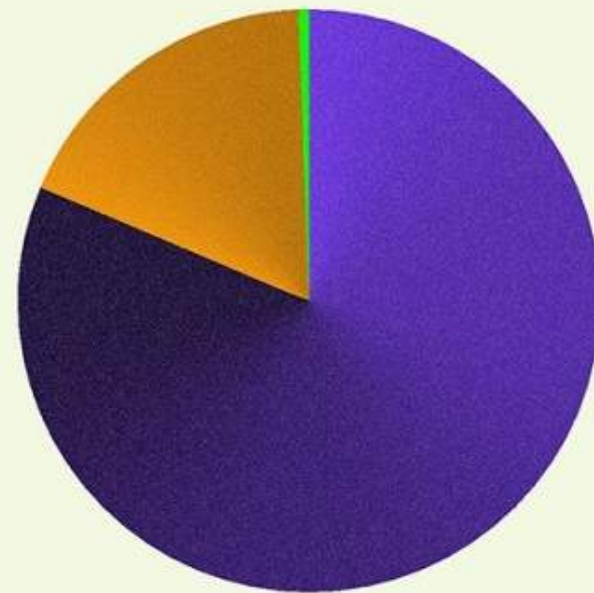
Managing cultural expectations



Gender diversity

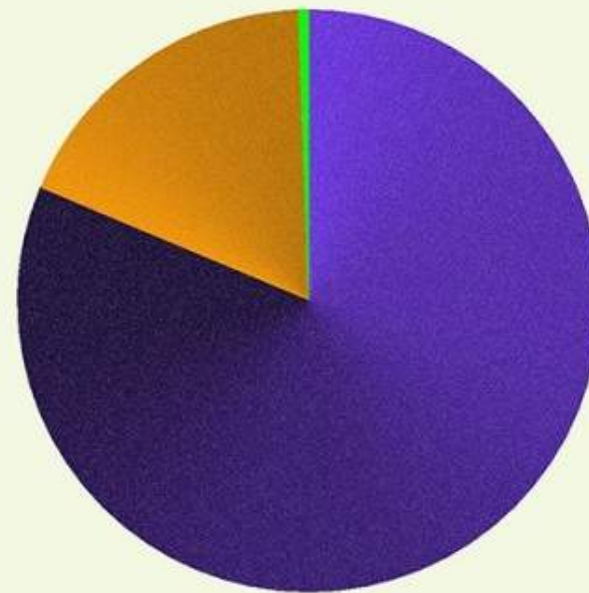
GENDER

OVERALL BOOKINGS
(AVERAGE)



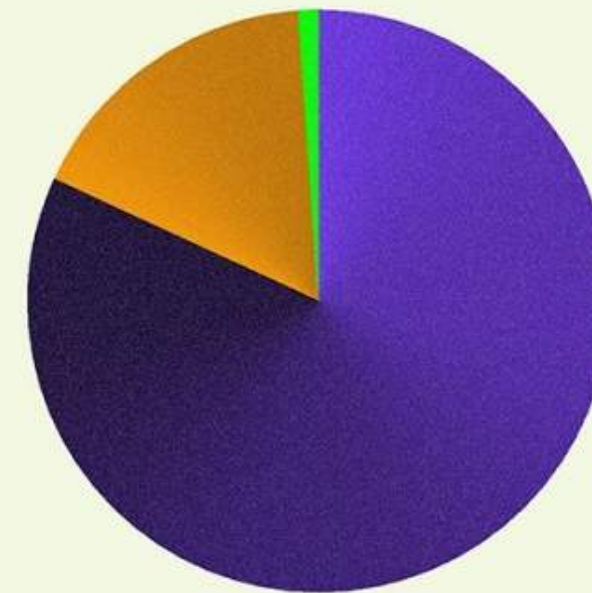
● Male 82%
● Female 18%
● Trans 0.5%

UK BOOKINGS
(AVERAGE)



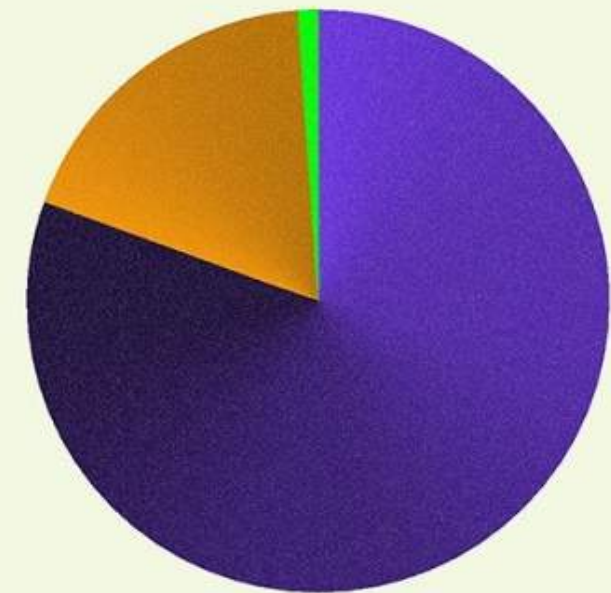
● Male 81%
● Female 18%
● Trans 0.5%

EU BOOKINGS
(AVERAGE)



● Male 82%
● Female 17%
● Trans 0.85%

WORLD BOOKINGS
(AVERAGE)

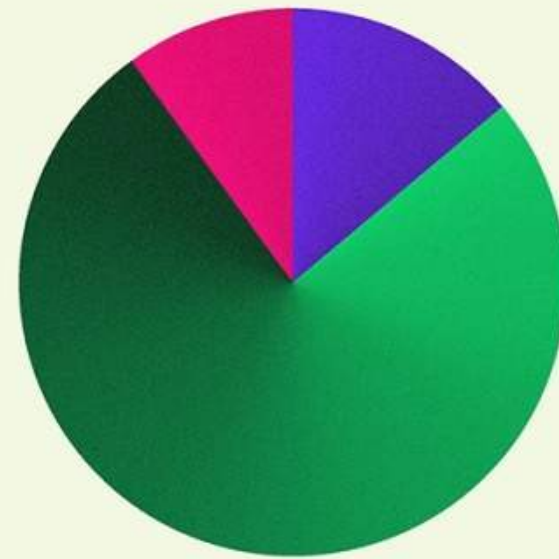


● Male 80%
● Female 19%
● Trans 1%

Ethnicity diversity

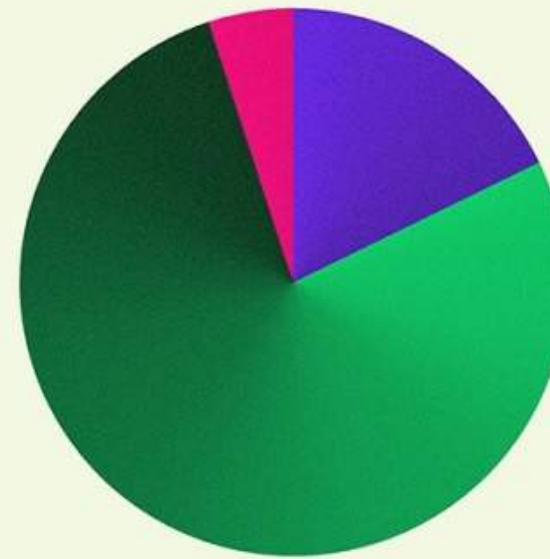
ETHNICITY

OVERALL BOOKINGS
(AVERAGE)



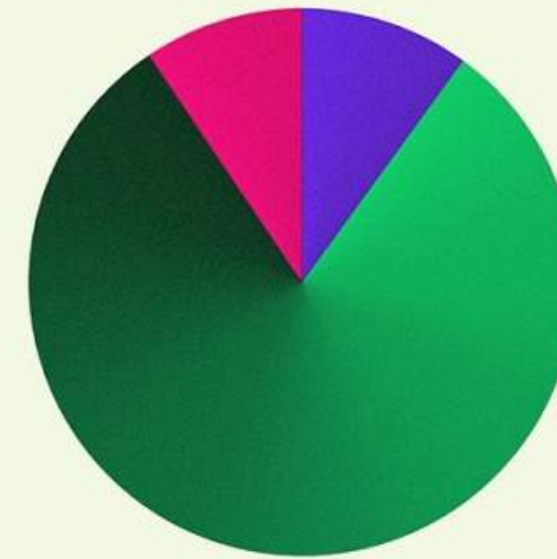
- White 76%
- Black 14%
- Other 10%

UK BOOKINGS
(AVERAGE)



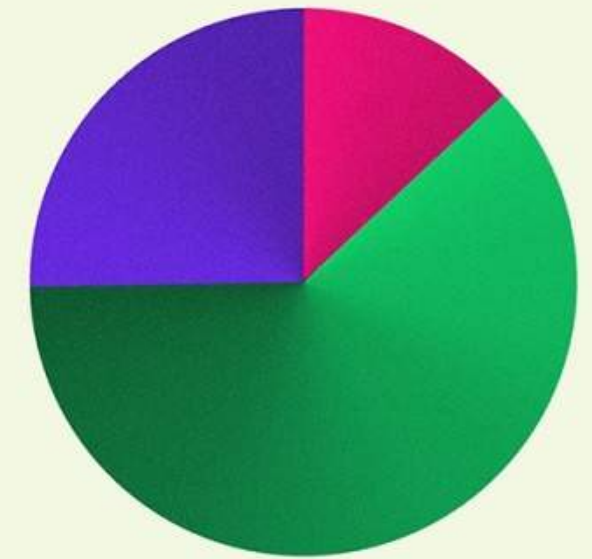
- White 77%
- Black 18%
- Other 5%

EU BOOKINGS
(AVERAGE)

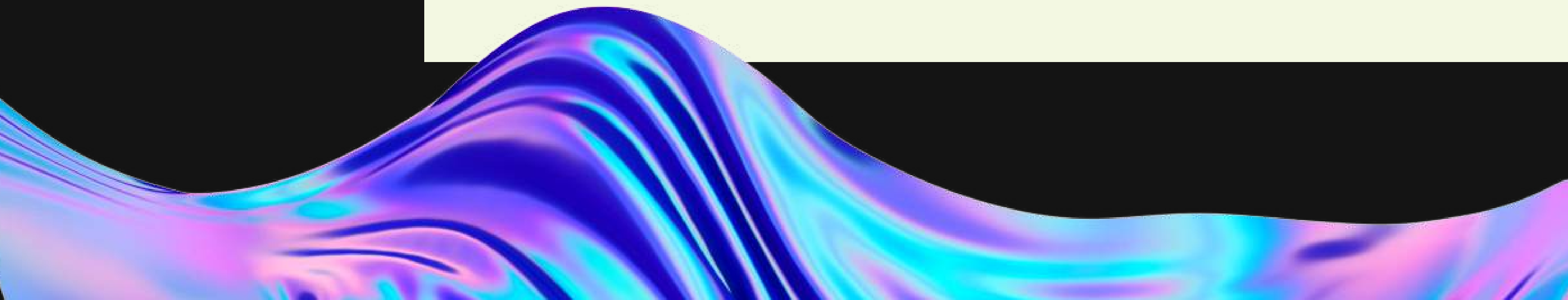


- White 79%
- Black 10%
- Other 9%

WORLD BOOKINGS
(AVERAGE)



- White 61%
- Black 13%
- Other 25%



ASSIGNMENT 1

As you can see there is not that much diversity in the industry. Now, you will work in groups on an assignment in which you have to come up with a solution on how to increase the number of people from different ethnicities in the Live Music and Dance industry. It can be, for example, backstage or on-stage, build up or as a manager.

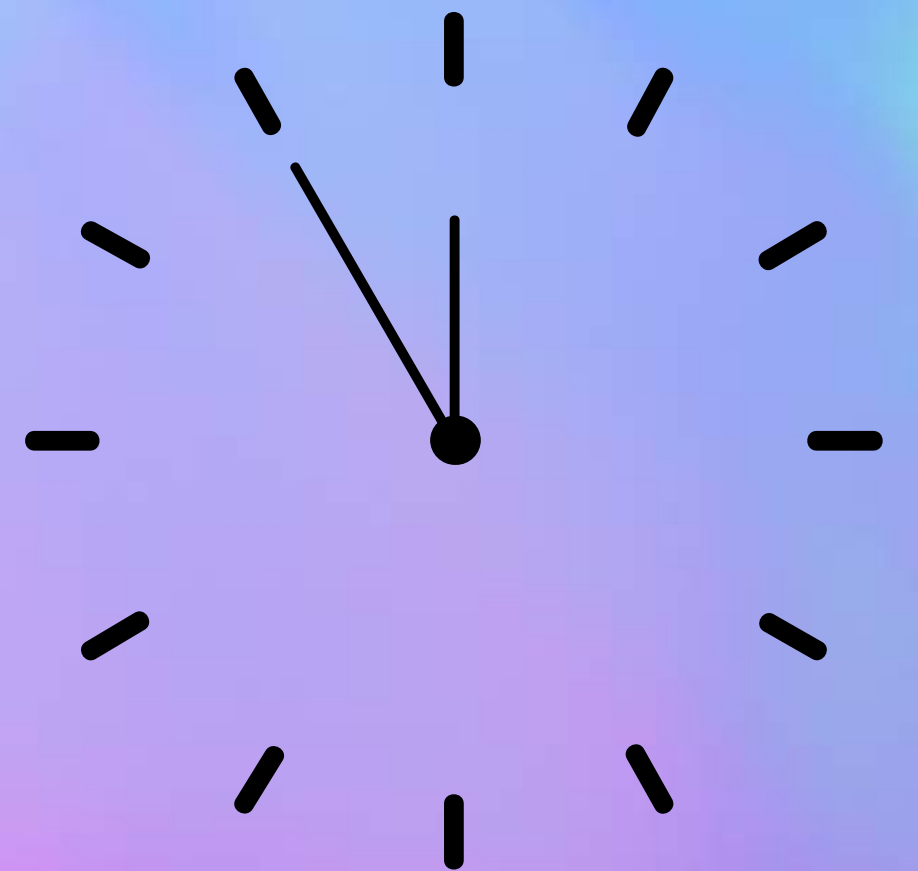
- Explain why and how it would benefit the organization/industry/event.
- When you are ready, each group will share their ideas and explain them to everyone.



Coffee Break



15 mins





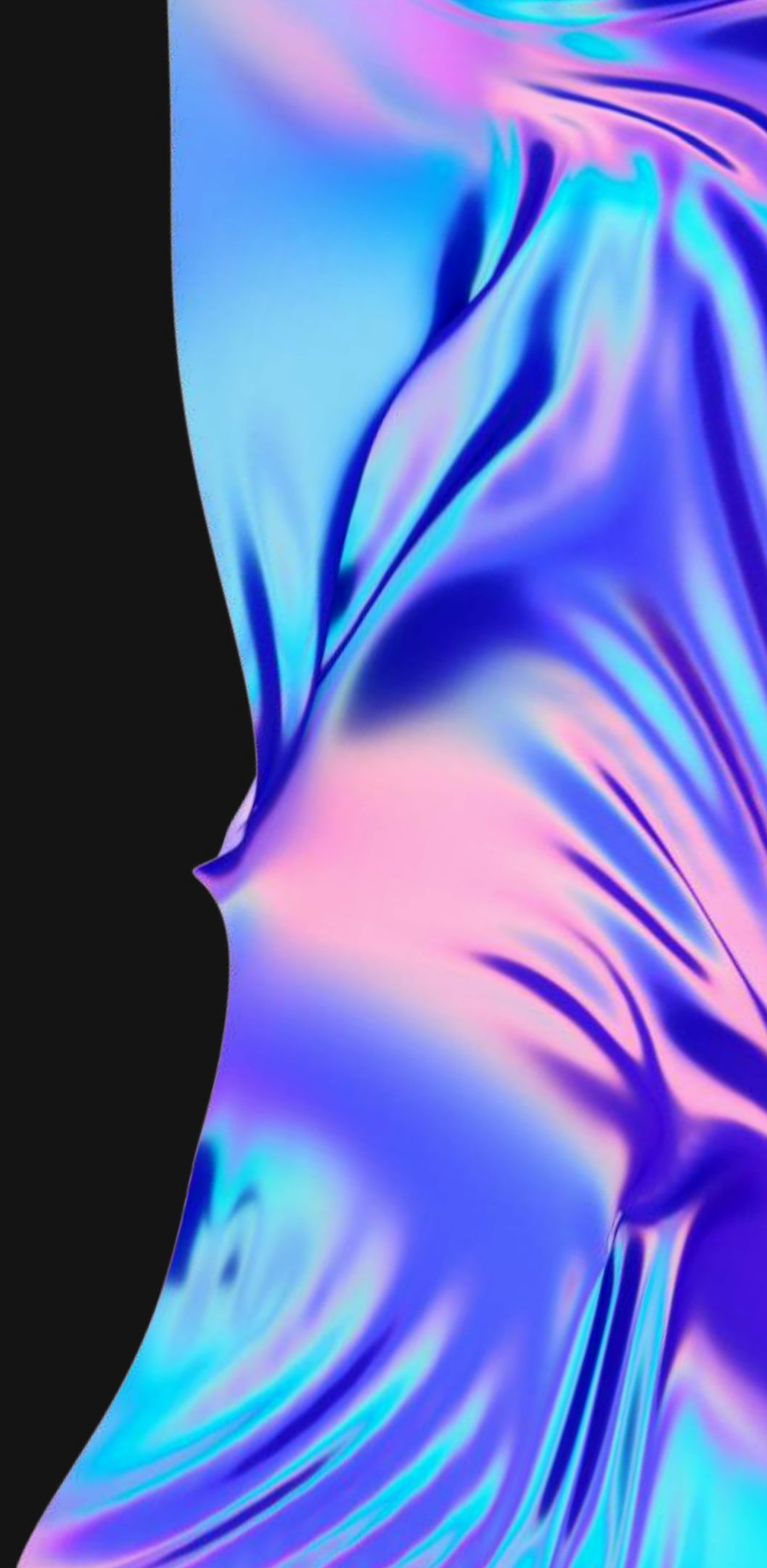
Guess the language

You will hear sentences in different languages.
Whoever guesses the correct answer first – wins.

<https://www.youtube.com/watch?v=Lz60sDuRbKs>

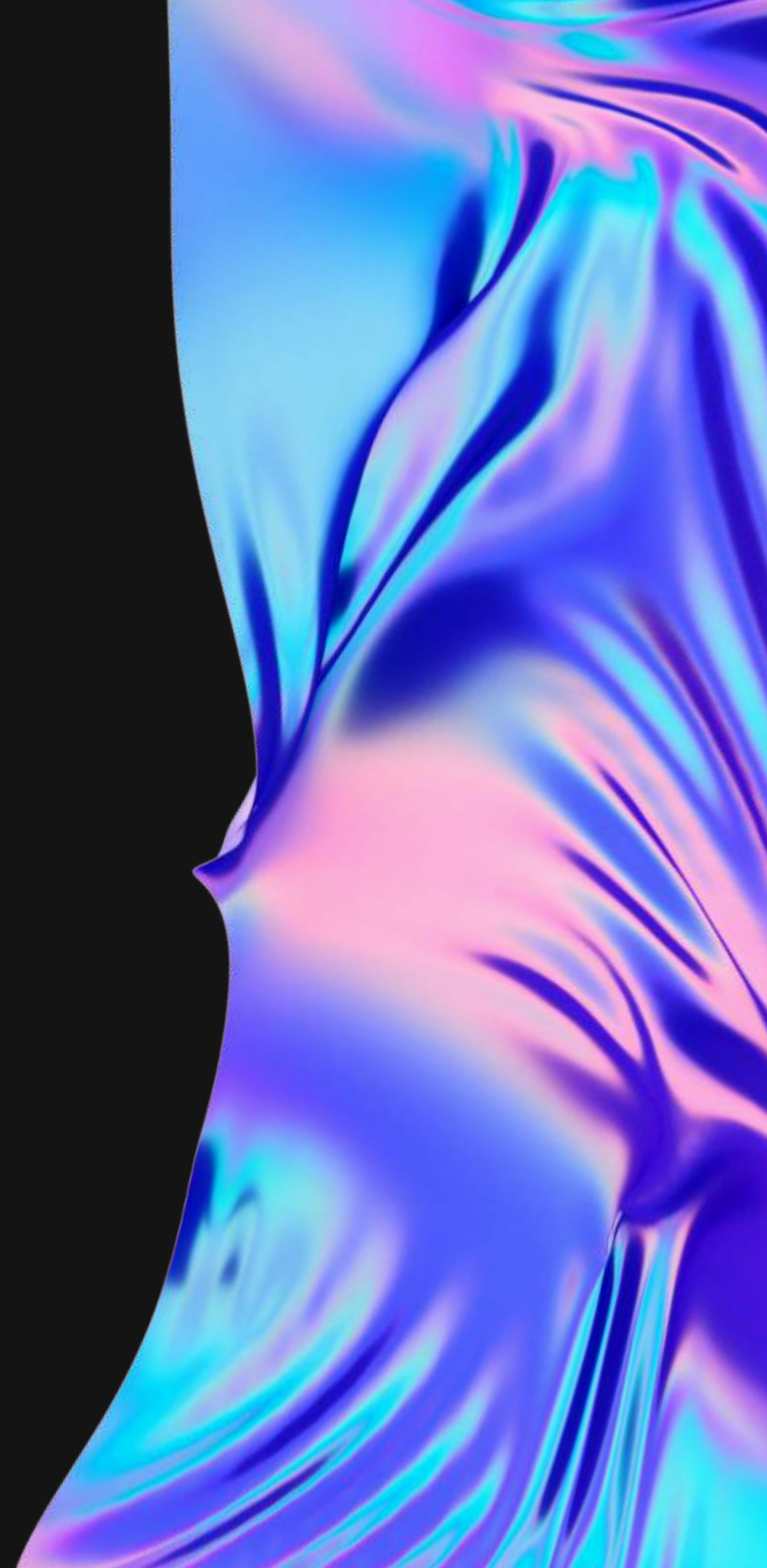
What would you do if...

You work in an event organization where two of the interns there are Japanese. You are altogether in a meeting but due to their different pronunciation, no one cannot understand their English very well. They talk fast, with an accent and it makes it hard to understand their ideas and point of view. What would you do in order to let them know they should be clearer in their speaking without being too direct and harsh.



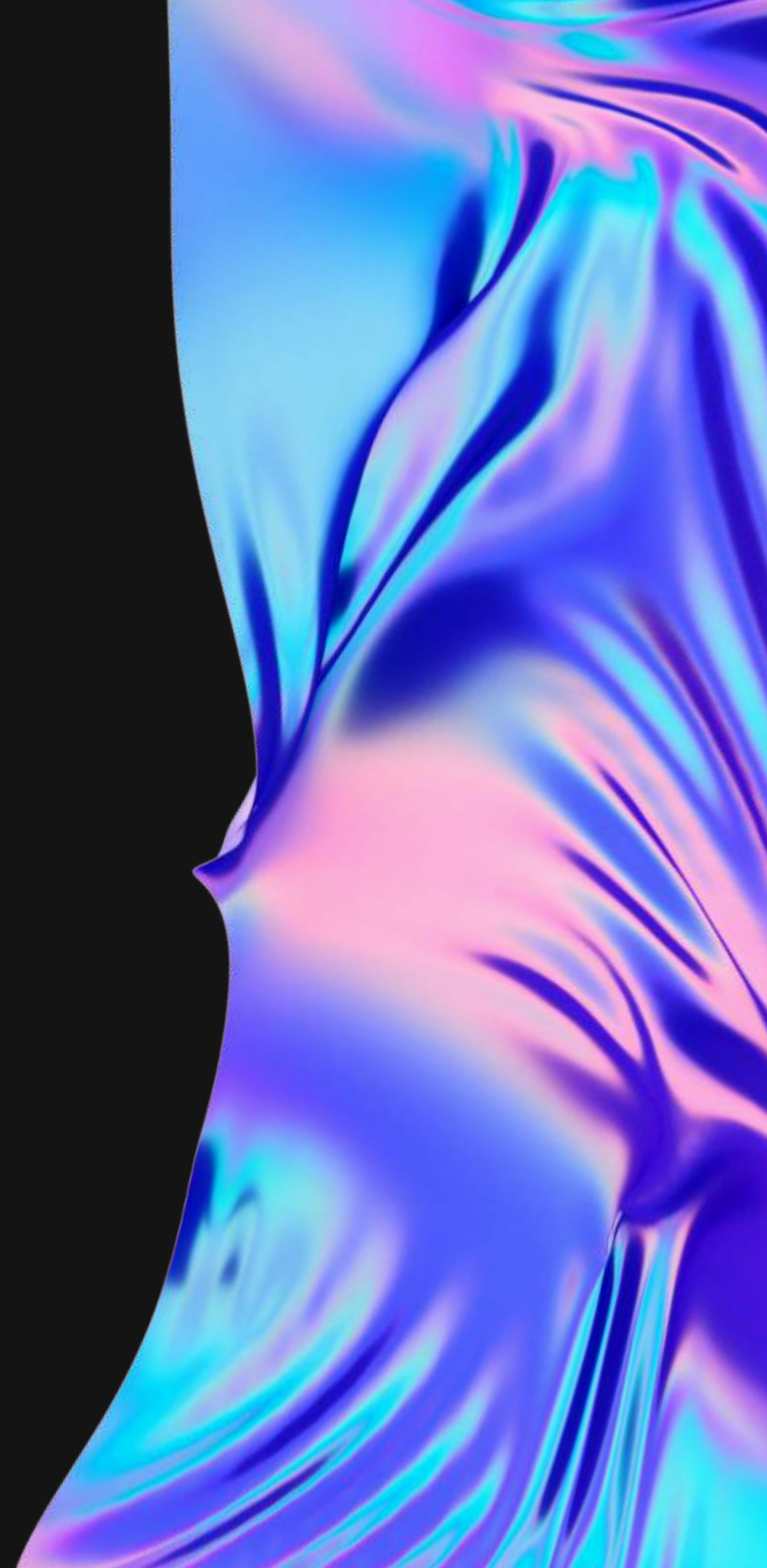
What would you do if...

You are sent to work on a project in China, and for a formal meeting you decide to wear a dress that is just above your knees/ or a costume with colorful shirt. When you walk in, all your colleagues look at you surprised and unapproving. It turns out that wearing a shorter dress and colors at a work meeting is considered disrespectful in China. What would you do?



What would you do if...

Imagine that you are on a vacation in the Philippines with your best friend. You are lying on the beach, and he/she goes to the nearby bar to buy something to drink. In a couple of seconds, you decide that you also want something, so you call out his/her name and make them come back with a gesture. Before your friend even manages to come to you, two police officers come to you running, put handcuffs on you and push you to their police car. This hand gesture is against the law in the Philippines, and they have the right to arrest you. What would you do?



Some funny situations:

The moment you realize it and feel really, silly: My mom really liked the fried noodles that were served with soup at this Asian restaurant. She asked what they were called and decided to tell everyone about the “Kwan Chi noodles.” It was a good while before she realized the waitress was just saying “Crunchy Noodles” with an accent.

Social freedom in Kenya: I spent time in Kenya, where people freely picked their nose. They would look you right in the eye while having a conversation, digging for nose gold. Initially I was offended, but I quickly learned to love the freedom of it and did it without regard. When I got back to the States, I learned quickly that job interviews are not the location to pull bats out of the cave.

What do different gestures mean in different cultures?

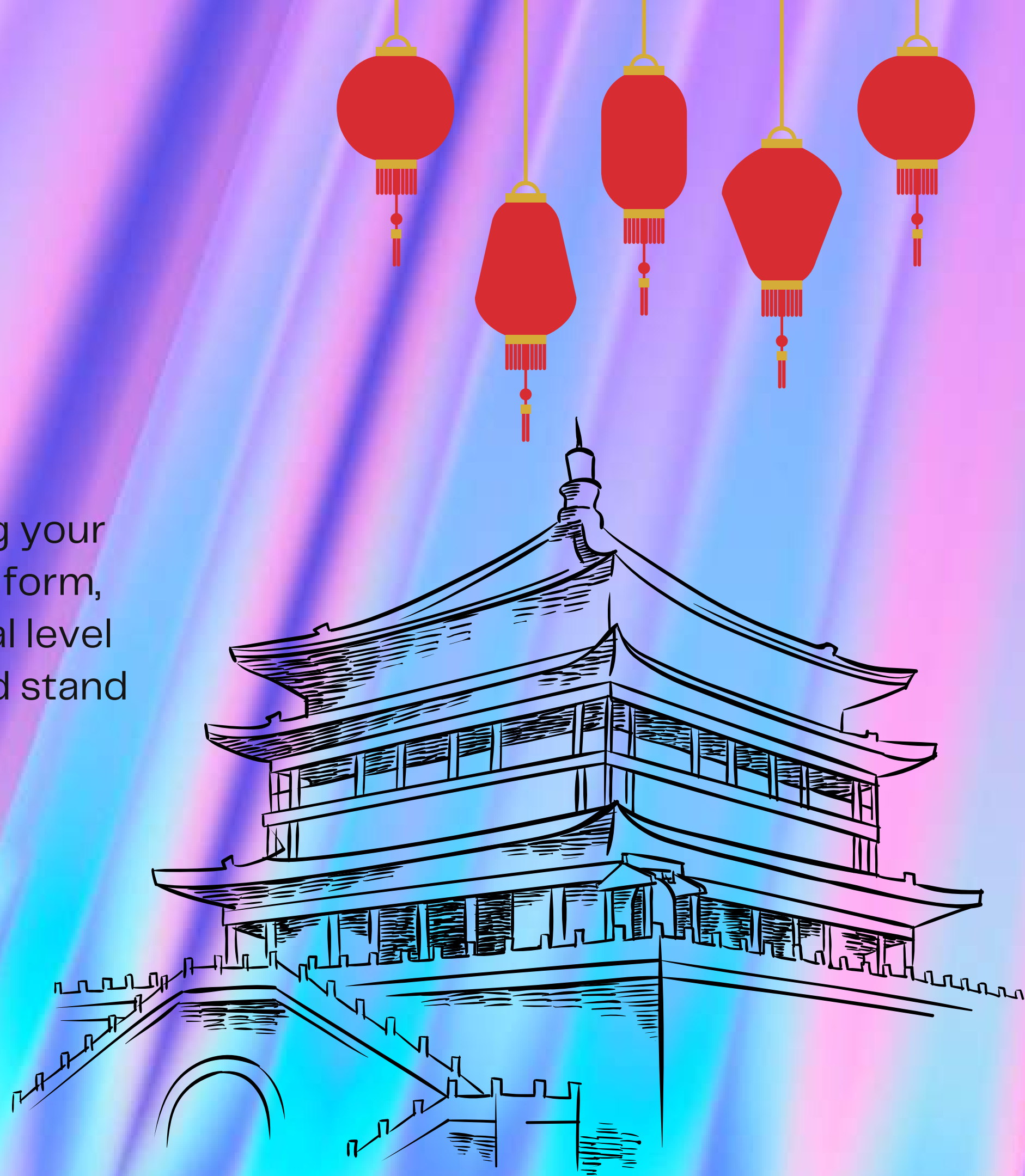
<https://youtu.be/qCo3wSGYRbQ>



Assignment 2:

Individual:

Remember the intention you came up with during your first Career class? If you think of that in a bigger form, what would you like to achieve on a social-cultural level so that you can make an impact in the industry and stand out from other event professionals?





**SHORT MOVIE ABOUT
TOLERANCE AND
DIVERSITY**

<https://youtu.be/3AQ7yC5jQ28>

**CULTURAL DIVERSITY
FESTIVAL**

[https://www.youtube.com/watch?
v=n6REg4LzLeU](https://www.youtube.com/watch?v=n6REg4LzLeU)

Thank You!

CERTIFICATE OF PARTICIPATION

THIS CERTIFICATE IS AWARDED TO

Name

for winning the game of "Guess the language".

Kalina Koleva
Marina Yancheva
Lieke Kemp

07/12/2021

Resource Page

Belfield, Dr. L. (December 18, 2012). Purdue Global University. What is Cultural Diversity? Retrieved from: <https://www.purdueglobal.edu/blog/human-services/what-is-cultural-diversity/>

<https://www.beatportal.com/beatport-news/race-representation-and-reshaping-festival-culture/>

<https://www.youtube.com/watch?v=Lz60sDuRbKs>

<https://youtu.be/qCo3wSGYRbQ>

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