



## State of Social is the first DICE-certified conference in Australia!

State of Social is proud to announce it is the first Australian event to claim DICE (Diversity and Inclusion in Conference and Events) certification for their 2021 Conference, themed 'Chaos'.

State of Social founder Meg Coffey said, "Accessibility isn't just a hot buzzword – it's something we all need to be taking seriously. Posting a black square on Instagram and hoping for the best isn't going to affect change but making a concerted effort to be inclusive in all aspects of our business will."

It's always been important to me to have a diverse group of people speak – and attend – State of Social, and this year we are really taking it up a notch. I am thrilled to be the first Australian event to be DICE certified and hope that this not only broadens the conversation around accessibility and inclusion at all levels but shines a light on how we can incorporate it into our daily business activities too."

The [DICE charter](#) provides certification and guidance to help conferences and events deliver a representative and diverse set of speakers, perspectives, and attendees. Certification is built on a scored set of self-regulatory guidelines across Gender, Race, Age, Class and Education, Disability and Neurodiversity, Hate Speech, Marketing, and General Accessibility and based on the 2010 UK Equality Act.

To learn more about State of Social '21 visit: <https://stateofsocial.com.au/>

To learn more about DICE visit: <https://www.getdice.co.uk/>

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### *Key information*

4th annual State of Social will be held across August 24th and 25th at the stunning Optus Stadium in Perth Western Australia. Tickets can be purchased online at <https://stateofsocial.com.au/tickets/sos21/>.

- Brought to life by renowned Social Media expert, Meg Coffey as a subsidiary of [#SMPerth](#) in 2018.
- The aim; to bring together the most dynamic and thought-provoking industry experts from around the world to discuss and learn best in practice digital and social media marketing
- Tickets include coffee, lunch and afternoon treats, complimentary wifi, the now legendary State of Social gift bags, plus entry to post-conference #SMPerth Drinks
- We are monitoring the global health situation and will make decisions based on the advice of the relevant government and health authorities in Australia.

*For more information contact:*

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