

EIDA Conference 2024

IMPACT REPORT

Joining forces to tackle domestic abuse
How can employers help create societal change?



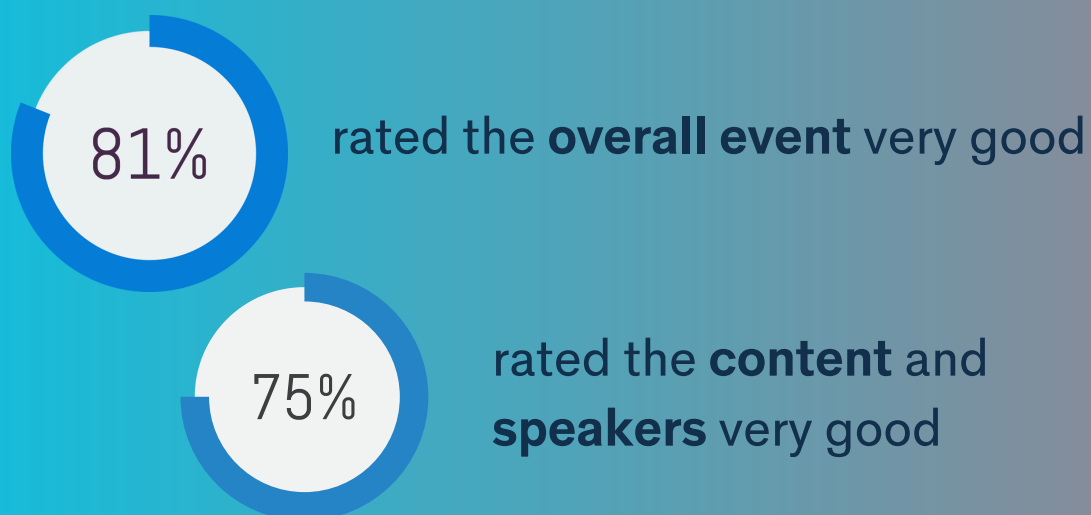
**employers'
initiative**
on domestic abuse



Photos: Emma Gibson

EIDA's 2024 Conference brought together 151 employers with government representatives, specialist organisations and survivors of domestic abuse for a day of learning and collaboration.

Held at Google's offices in London on 16 October 2024, the day focussed on joining forces to tackle domestic abuse; providing a better understanding of how employers can play an effective role in a joined-up whole system response to domestic abuse and committing to concrete next steps.



 **254**
attendees

 **151**
employers

 **31**
sectors

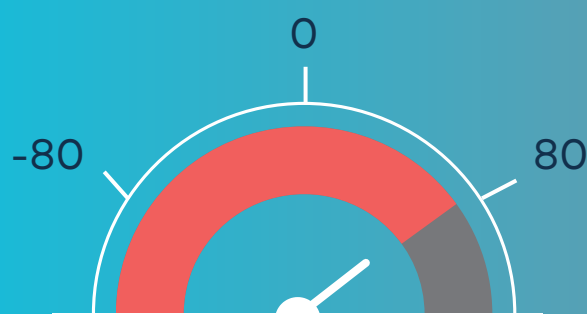


Our **13 Ambassadors** shaped and supported the event

“ Amazing insightful event. So well organised and delivering key messages to prompt action.

I have never been to a conference where I was made to feel so welcome or so inspired.

Speakers were excellent...I thought it was very inclusive of different organisations, no matter where they are on their journey.



80%

Net Promoter Score*

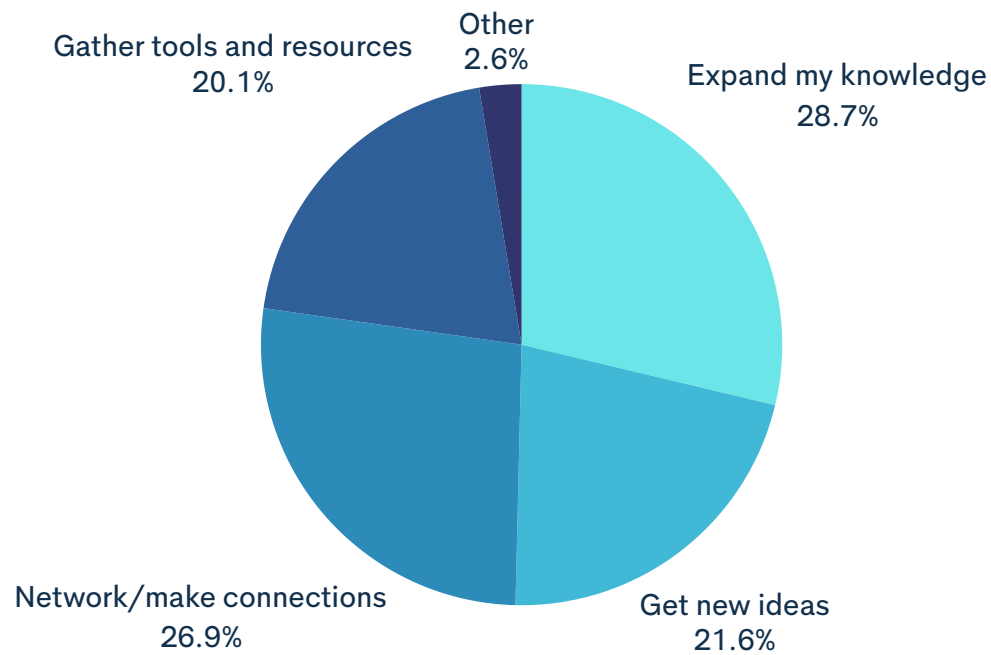
*A measure of how likely attendees are to recommend the event to others. Above 70 is considered excellent.

Attendees' objectives

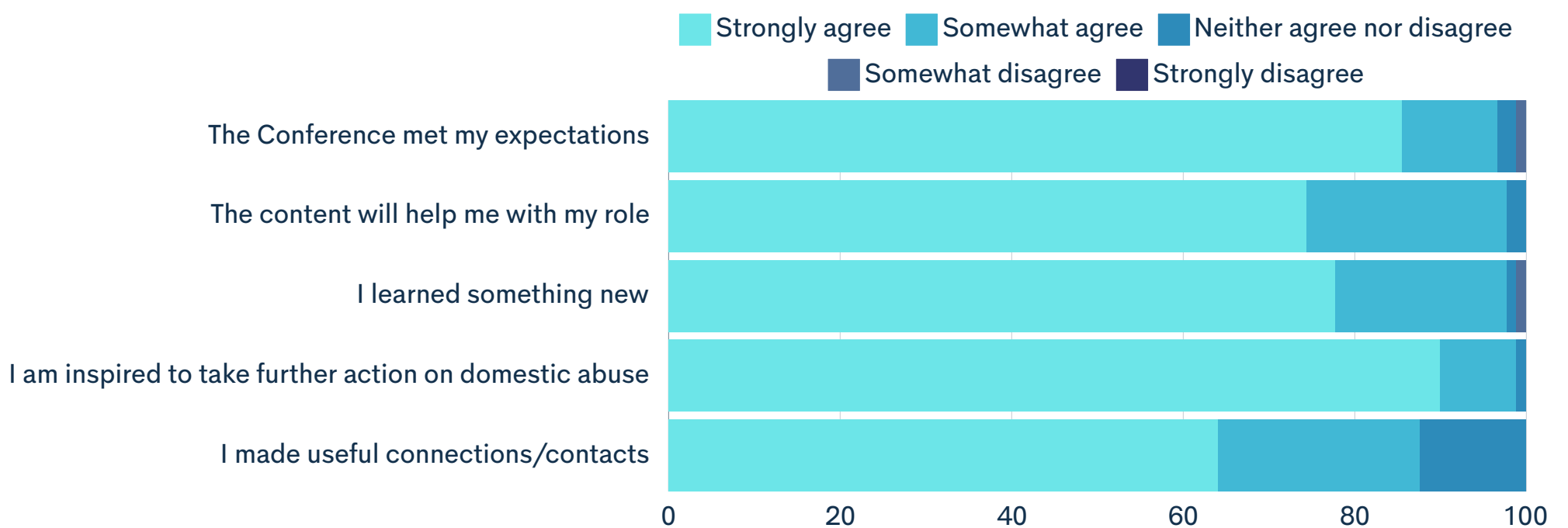
9 sessions

30 speakers

11 domestic abuse organisations exhibited their services



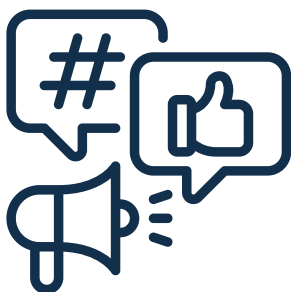
...and how well we met them



Most informative session

Employers as the enablers of a joined-up response to domestic abuse victim-survivors

Engagement



4 media articles including 3 trade journals and 1 national (The Telegraph)

27 new EIDA members joined in two weeks post-conference



23 posts
14,776 impressions[^]
112 reshares

[^]Compared to 22,300 for the whole month of October



6 posts from EIDA
96 posts from others
27,155 impressions
1,151 reactions
63 comments
53 reposts
267 new followers

Conference partners

