

CS471131

Panel: How the construction industry and media can work together to attract more diversity

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#diversityinconstruction

Participants

- [Niyati Desai](#), PR & Communications Manager, Autodesk - *moderator*
- [Janice Tuchman](#), Editor-in-Chief, ENR
- [Elizabeth Manning](#), Managing Editor, Construction Business Owner
- [Anna Cangialosi](#), Communications Manager, Barton Malow
- [Clifton \(Cliff\) Cole](#), VDC Director, PENTA Building Group

Learning Objectives

- Advocate for diverse representation in marketing and communications efforts.
- Publish content with diversity and inclusion in mind.
- Source diverse construction professionals for marketing materials and press coverage.
- Spark ideas for diversity-related media coverage.

Description

Most people can relate to feeling unwelcome in an environment when they don't see themselves represented. This panel – geared towards construction industry professionals and members of the press interested in diversity and belonging advocacy – will feature representatives from the media and construction industries discussing how they can work together to better represent diversity and support a more inclusive construction industry.

The panel brings together perspectives from editors at leading construction industry publications ENR and Construction Business Owner, a communications professional from Barton Malow, and a team leader from PENTA Building Group. They will discuss diversity's impact on the future of construction, some of the challenges faced in showcasing diversity in the media and marketing efforts, and how we can address those challenges with intention.

The goal of the panel is to inspire discussion and action within the marketing and media landscape to presenting content with inclusion in mind so we can attract more diversity to the construction industry.

Questions addressed by the panel may include:

1. Promoting careers in construction is essential to filling workforce and skills gaps in the industry. How can we ensure the potential in construction careers is showcased to a diverse audience?

2. What are some of the challenges media organizations can face when trying to showcase industry diversity?
3. Balancing objectivity with a commitment to helping the industry work more effectively. What is media’s role in supporting an industry shift?
4. What is PR’s role in promoting diversity and belonging at an organizational and industry level?
5. How can organizations within the industry prioritize advocating for diversity and inclusion in construction?

Moderator



Niyati Desai – PR & Communications Manager, Autodesk

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Niyati is a communications professional who has worked at the intersection of two industries hungry for more diversity - technology and media – for 10 years. As a woman of color, she’s always been interested in stories showcasing how opportunities can be spread to traditionally under-represented communities. She recognized the need for more diversity-related storytelling in the construction industry as

well when she joined PlanGrid and Autodesk a few years ago. Niyati is inspired by working at a company and with a media set that values diversity – and she aims to promote stories and conversations to increase representation.

Panel Participants



Janice Tuchman – Editor-in-Chief, ENR

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As editor-in-chief, Janice L. Tuchman leads the editorial team creating content for the Engineering News-Record enterprise—online, in print and at live events. She is active in many construction organizations and has developed a broad network of industry sources, who help keep ENR on top of the latest trends and innovations. She has

traveled the world to visit outstanding projects and speak to groups and universities. Tuchman serves on the Industry Leaders Council of the American Society of Civil Engineers, the Columbia University advisory Board on Infrastructure and Public Spaces and a National Academy of Sciences study committee on federal facilities. A passion is serving on the board of the nonprofit Bridges to Prosperity, which works to alleviate poverty caused by rural isolation by building footbridges across raging rivers. Her bachelor’s and master’s degrees in journalism are from the University of Colorado in Boulder. Her most recent recognition is receiving the Ted C. Kennedy Award on Oct. 29 from the National Academy of Construction, the group’s highest honor.



Elizabeth Manning – Managing Editor, Construction Business Owner

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Elizabeth Manning is managing editor of Construction Business Owner (CBO) magazine. CBO provides real-world business management education for the construction industry. Its digital and print content helps inform owners and managers on accounting, insurance, regulatory issues, human resources, technology, jobsite safety, industry statistics and more. Prior to CBO, Elizabeth worked on several different publications, including Overdrive magazine, Alabama magazine, Lookout Alabama magazine, and the Anniston Star newspaper. She also provides freelance content, public relations and marketing services for several different clients. She holds a bachelor's degree and master's degree in journalism from the University of Alabama.



Anna Cangialosi – Communications Manager, Barton Malow Holdings

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Anna is a Communications Manager with Barton Malow Holdings. She works with various stakeholders within Barton Malow to tell the stories of Barton Malow's people, projects, and communities to both internal and external audiences. Anna engages team members and builds relationships throughout Barton Malow's network of offices and jobsites across North America to ensure consistent messaging and strategy across Barton Malow's Family of Companies.



Cliff Cole – Director of Virtual Design & Construction, PENTA Building Group

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As VDC Manager at The PENTA Building Group, Cliff leads all implementation and management of building information modeling. Cliff has been in the construction industry for over 15 years and has been recognized as an industry leader in regards to innovative technology in the field. Cliff is responsible for monitoring execution of all projects that incorporate VDC processes. In addition to his role as VDC manager, he is responsible for strategic technology initiatives for the operations and preconstruction groups. Cliff also leads PENTA's corporate lean group and is passionate about reducing and eliminating waste in our industry. His primary focus is to leverage innovative technology solutions that improve efficiency, productivity and enhance client focus within an enriching team environment. This includes Building Information Modeling, 3D Visualization, Reality Capture, Virtual Reality, and Construction Simulation.