



The world's LGBT marketing agency.

# The LGBT Future

Revealed by Out Now.  
World Travel Market.

Paul Clark

Lotte Jeffs

Ian Johnson

Ralf Ostendorf

London, UK. 10 Nov 2010.



# The LGBT Future

Paul Clark

Lotte Jeffs

Ian Johnson

Ralf Ostendorf

Out Now's global team



# Consumer trends shaping the world.

“

The LGBT demographic is gaining significant traction in its quest for equality (and is) building momentum towards **an inflection point – a moment of dramatic change in expectations, responsibilities and market opportunities...**”

- Research Live, MRS, September 29, 2010

**research.**<sup>TM</sup>

# Consumer trends shaping the world.

“

...a pattern emerges of pumped-up volume on diversity, gay and gender rights and the outing of individuals, companies and countries. Companies need to tune in to these converging forces to plan for the future.”

- Research Live, MRS, September 29, 2010

# Our LGBT Future

- 2010 Out Now Global LGBT Study
- Stay future-focused
- TUI Freedom Collection by Thomson - start where?
- Lesbians - an untapped opportunity?
- Berlin - how can a gay capital stay in front?
- 2011 LGBT Tourism Market Potential revealed

NextLevelThinking.

Ignorance

Respect

# Go Global.

Political Map of the World, April 2006

ADDITIONAL: independent state  
Dotted line: Dependency or area of special sovereignty  
Solid / Dotted line: Island / Island group  
☆: Capital  
Fully independent  
without protector  
according to articles 11, 16 and 17



April 2006

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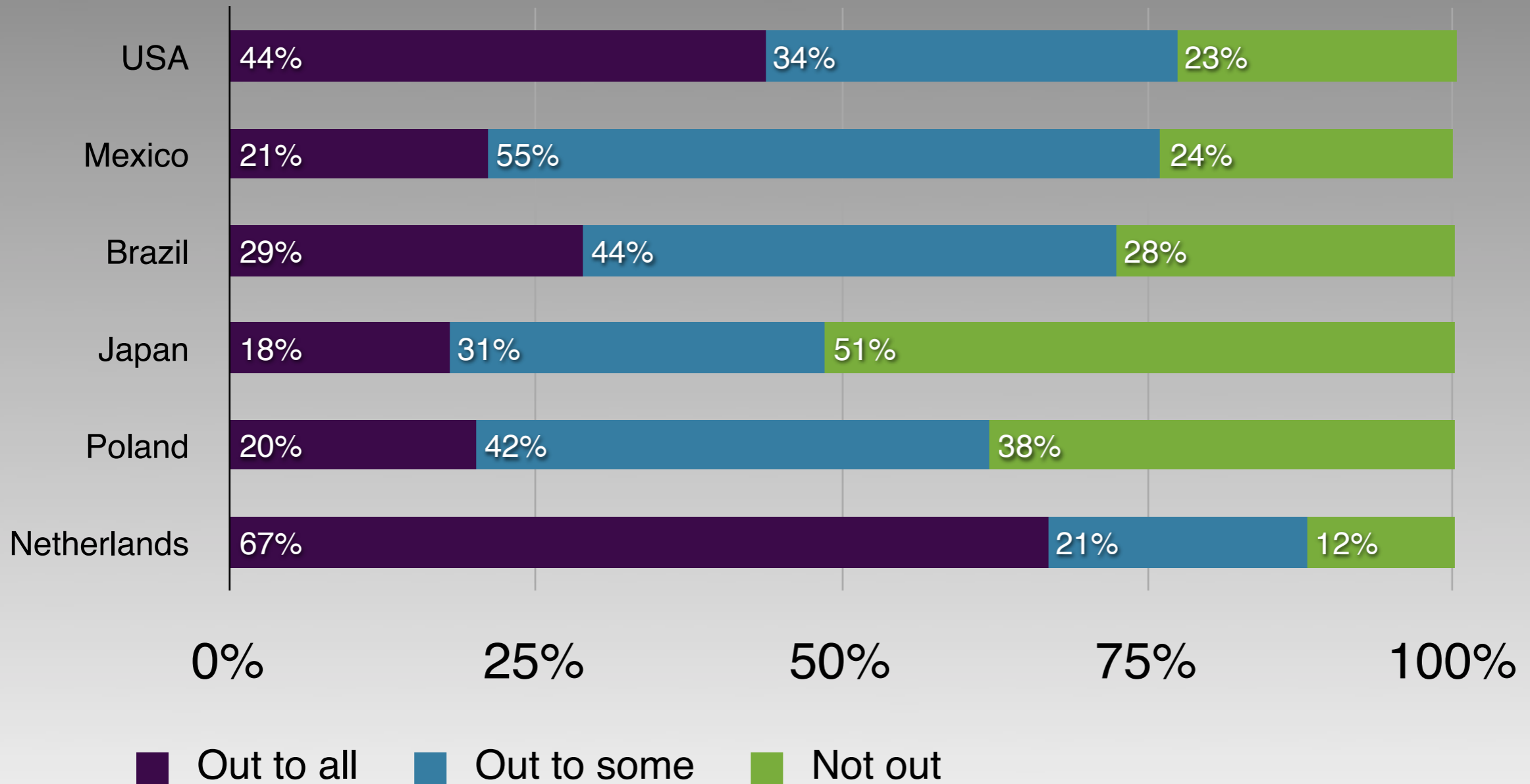


# 2010 Out Now Global LGBT Market Study

- Multi-country
- Comparative data set
- Lifestyle
- Consumer
- Travel
- **D & I factors**
- **Consumers' voices**

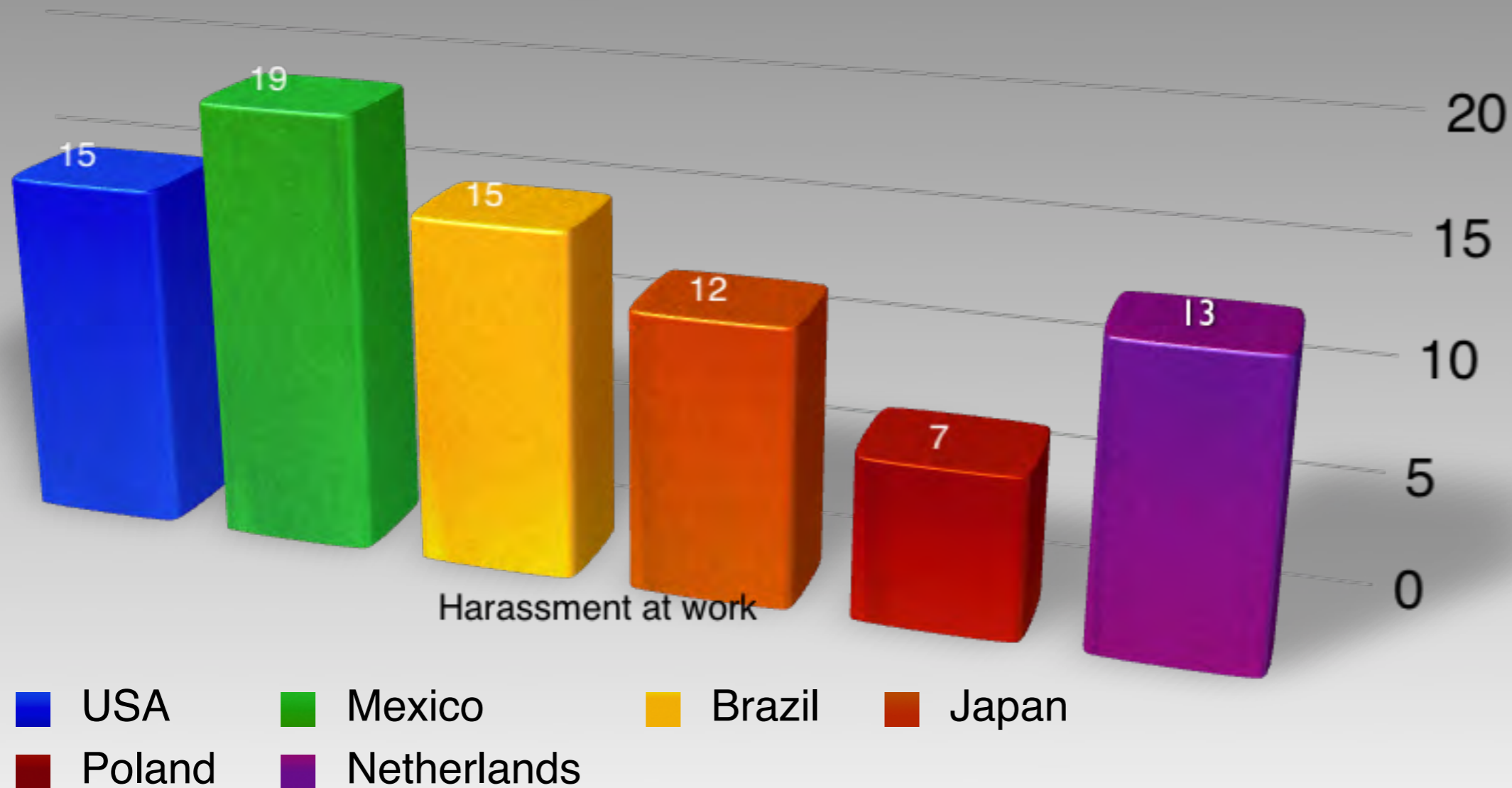
# How out are you?

At work...



# Harassment at work

Suffered from following in past twelve months (%)



# Japan

- It is not made public, such as bullying kick hit,
- From behind, "gross" or the like murmurings,
- "I like any man," or because they are mistaken, just spoke, "I like (laughs)" or misunderstood, to be a joke or a laugh. Honest, hard.

# Japan

- sometimes they just keep asking if i have a girl friend or if i were gay in front of everyone, but they don't realize that they makes me uncomfortable.

# Japan

- Since permanent harassment from supervisors concerning the disclosure of their sexuality, even from board.

# Japan

- Questions about my personal life / sexuality  
lovemaking from a stranger

# Japan

- In a situation where I did not have in place Sekushuarumainoriti (policies), disgust about homosexuality and gender transition, or demonstrate an attitude of ridicule to the rumor. From such treatment in the workplace, the problem of consciousness of each individual employee, often have an awful time.



# Japan

- After coming out to senior workers had faith in me before, but not after
- The quarrel became things work
- Everyone has threatened to bump off my sexuality at work.

# Poland

- my partner works and talks about many situations in the company. People have little or no knowledge of the LGBT community and not the end of deliberately duplicate the homophobic stereotypes

# Poland

- If you do not change the attitudes of "rulers" to those with different orientations will not change the attitude of the employee. In my work, a gay person is treated as an insult to the dignity of the office worker

# Poland

- low level of education and social confusion of concepts such as homophobia, homosexual and pedophile

# Poland

- I work for IBM - which is the most friendly company for LGBTQ

# USA

- I work in a corporate office. I am not invited to participate in social activities after work very often, or when humorous personal e-mails are sent around to the other young people in the office, I am generally not included, unless I ask what everyone is laughing at, in which case someone will send it to me.

# USA

- There have been those who have had zero tolerance and outright fear in the workplace for me. It has been difficult in the past. A large number of people have made degrading comments and I have been passed over for promotions.

# USA

- Had lunch with an attorney who did not realize I am a lesbian. When I asked her what types of packages she had in regard to estate planning for my gay and lesbian clients, she told me that she had made a conscious choice not to work with "those people". Her referrals just went out the door...



# Travellers voices

“

Even when we were walking right in the front door we were saying - ‘do you think they’re going to give us two separate beds? All we wanted to do was crash on the bed, but we were thinking - ‘how are we going to address this?’ **How awkward might it be?’**”

# Travellers voices

“  
I am getting so sick of hotels claiming they are ‘gay friendly’ or gay-welcoming - only to discover their management might be friendly to what’s in my wallet but their staff have not got a clue how to make me feel welcome.”

# Travellers voices

“

Often I just don't bother asking them to help me find a gay bar or club I might want to visit - it's just not worth the stress.”

# Comfortable?



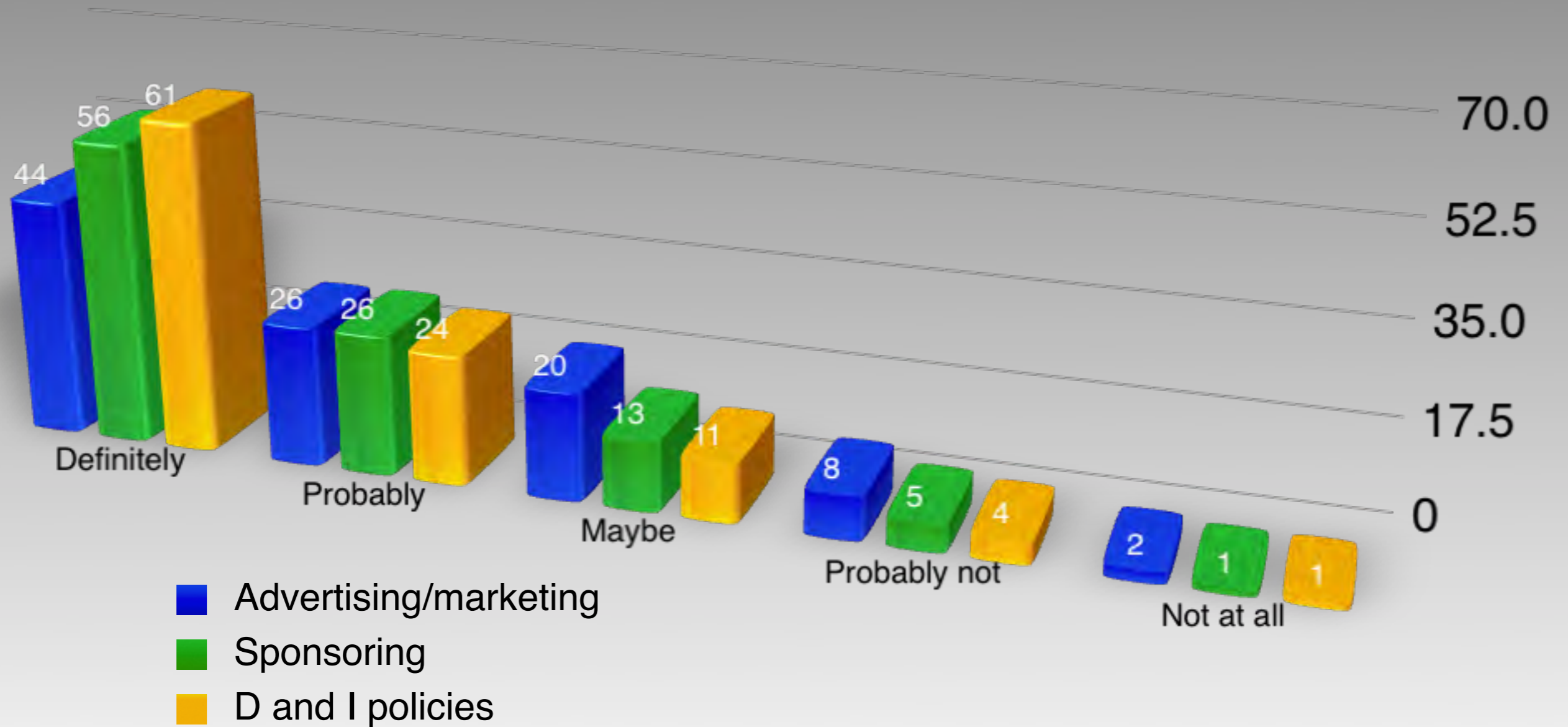
**Gar and Gustavo**  
Americans vacationing in Prague

# Travellers voices

“  
A rainbow flag wrapped into their ad or all over  
their logo - it just reeks of insincerity to me.”

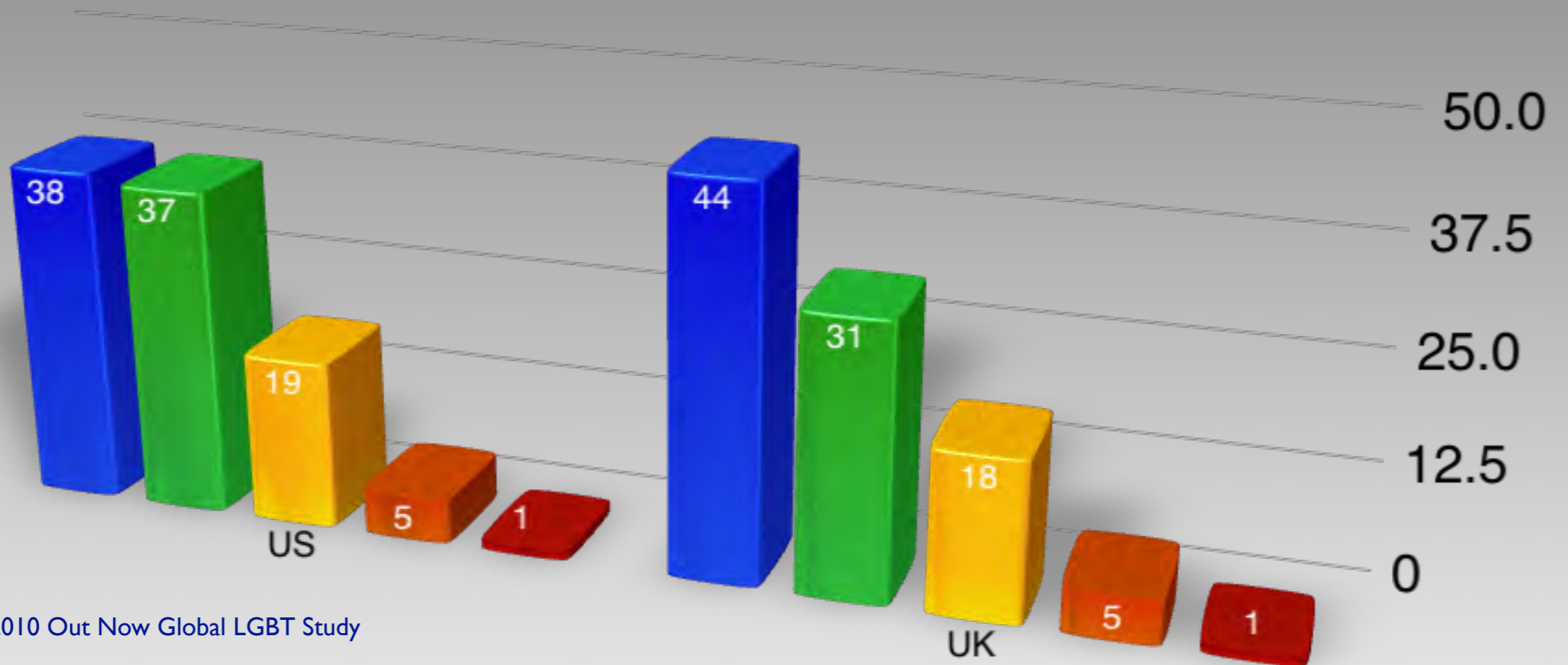
# Diversity sells. Engage.

## Influence brand selection decision? - USA



# 2010 latest data

## US v UK - hotel preferences (Seek 'gay welcoming')



Source: 2010 Out Now Global LGBT Study

- Strongly agree
- Agree
- Neutral/Slightly agree
- Disagree
- Strongly disagree



So what do you do?

**Help!**



# World's best.

## Gay Comfort

CERTIFIED 2011

- Berlin, Stockholm, Gold Coast, Helsinki, Buenos Aires, Bariloche
- TUI, Air Canada Vacations, Fabugo, HotelREZ



# Welcome

## Manchester.

# Gay Comfort

## CERTIFIED 2011

- Unlimited trainings
- Full certification
- 2010 + 2011

# Next Level

**Gay Comfort**  
**CERTIFIED2011**

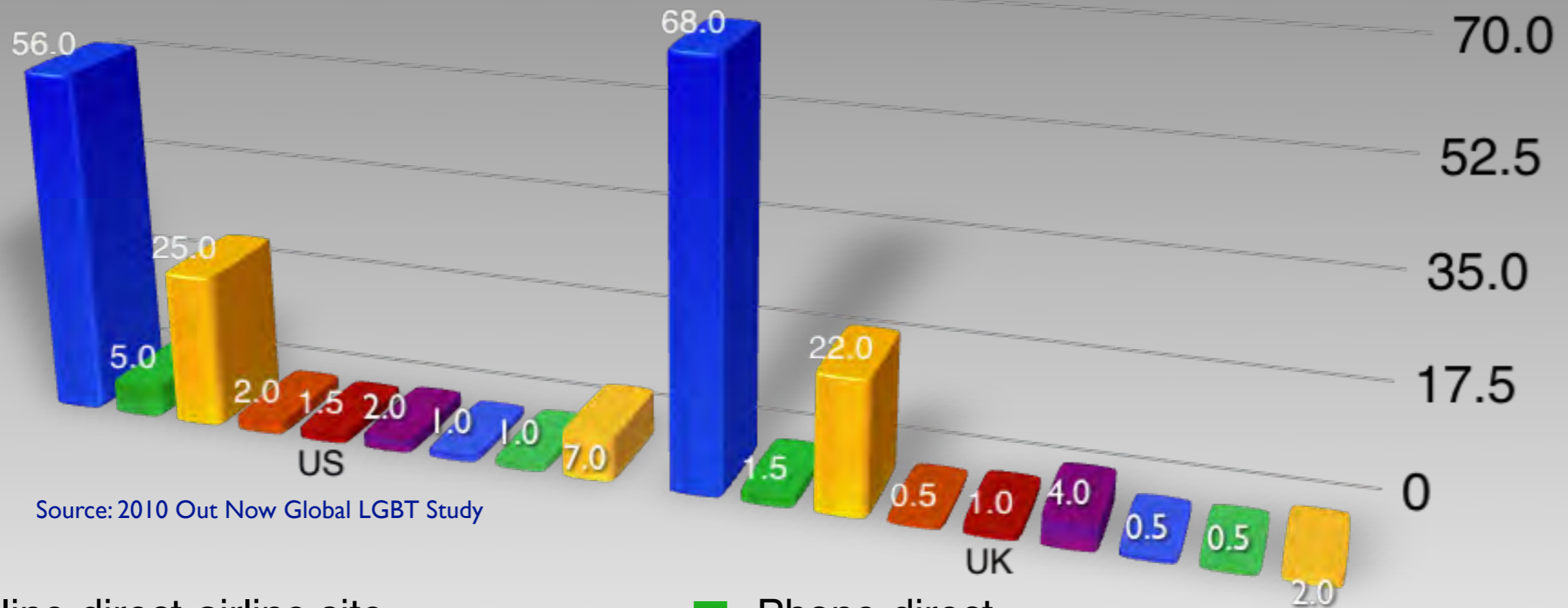


- New consumer site - 'Know Before You Go'
- Module 2 - Managers Edition

# 2010 latest data

## Airlines - Booking preferences - USA v UK

Copyright: 2010 Out Now



Source: 2010 Out Now Global LGBT Study

- Online-direct-airline site
- Mainstream TA/TO online
- LGBT micro - mainstream TA/TO
- LGBT TA/TO online
- Other

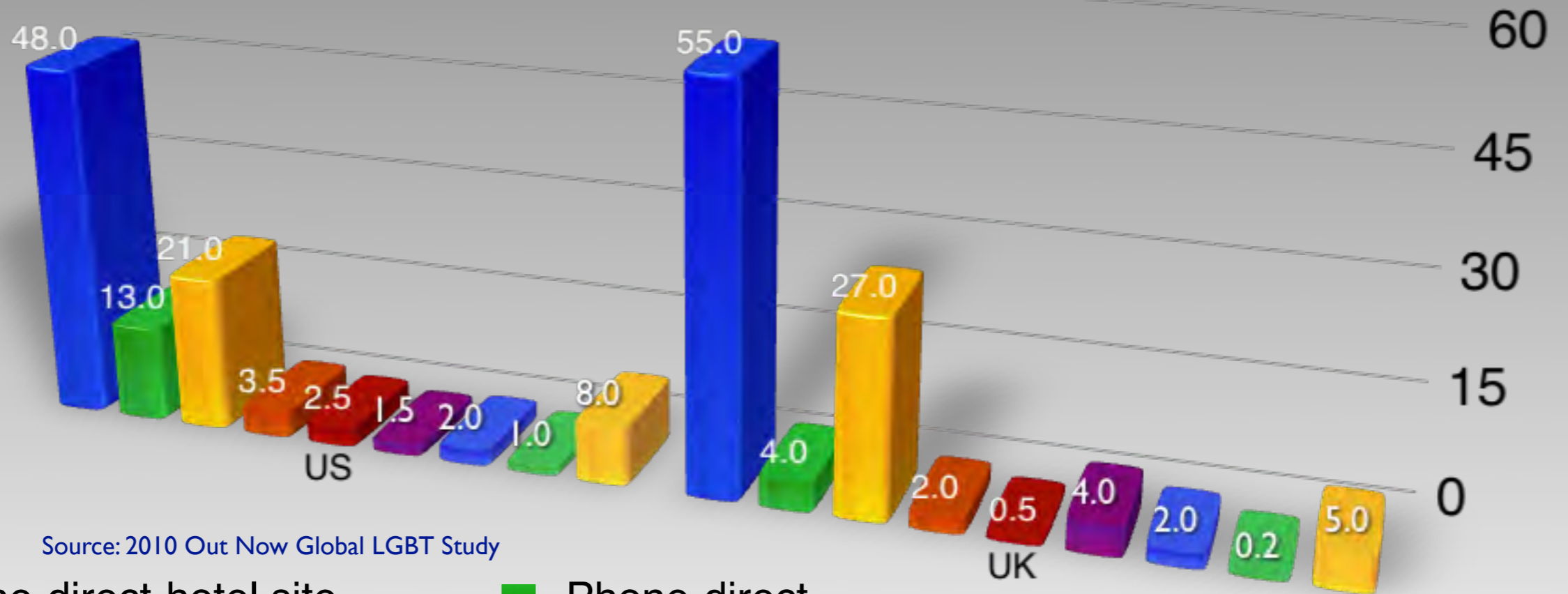
- Phone-direct
- LGBT micro airline
- Mainstream store
- LGBT TA/TO store



# 2010 latest data

## Hotels - Booking preferences - USA v UK

Copyright: 2010 Out Now



Source: 2010 Out Now Global LGBT Study

- Online-direct-hotel site
- Mainstream TA/TO online
- LGBT micro - hotel
- LGBT TA/TO online
- Other
- Phone-direct
- LGBT micro mainstream TA/TO
- Mainstream store
- LGBT TA/TO store



# LGBT goes mainstream.

**Paul Clark**

Innovations manager / Regional manager  
Airlines  
TUI Thomson

**freedom**

collection from  **Thomson**

What you were searching for.

# LGBT is mainstream.

- Most important person = customer
- TUI expanding diversity of product
- Niche market opportunity
- **How to implement?**
- **Real world**
- Meeting challenges

freedom


collection from  Thomson

What you were searching for.

# Beginning.

- Research
- Seek match of product with customer
- Internal focus
- Customer focus
- Supplier focus

freedom

collection from  Thomson

What you were searching for.



# Launch.

- s10
- Start realistically and build
- Expect the unexpected - it's natural
- Volcanic welcome
- Be nimble
- Adapt
- Stay future-focused

**freedom**

collection from  **Thomson**

What you were searching for.

# Product.

- Evolution for staff
- Male bias
- **Female sales strong** on limited product
- Male-only product
- Female-only product
- Customer issues - be ready
- Customer issues - be open
- Market issues - be adaptable

**freedom**

collection from  **Thomson**

What you were searching for.

# Launch.

May 2010 – October 2010  
1st Edition

freedom  
collection from Thomson



A collection of Gay-friendly holidays exclusively from Thomson

freedom

collection from Thomson

What you were searching for.

# Takes work.



Because the Thomson Freedom Collection isn't about awkward moments...

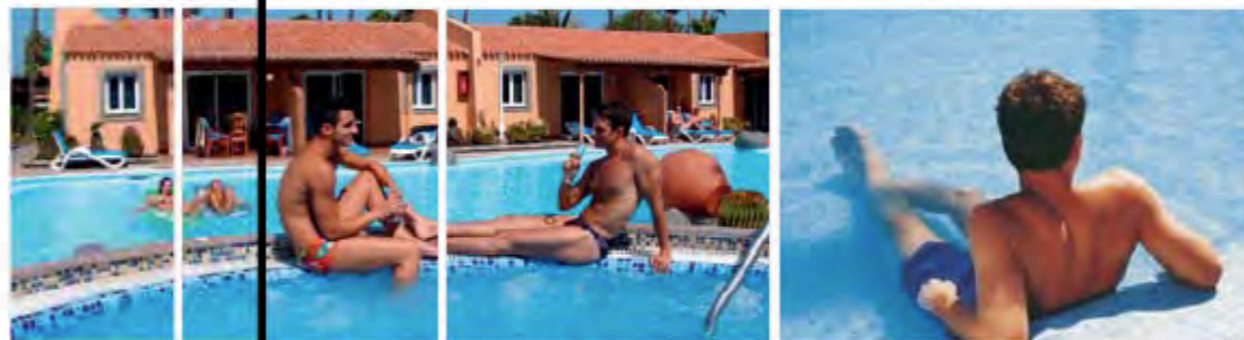
## GayComfort CERTIFIED2010

Sometimes a holiday can offer up some toe-curling scenarios. You know what we mean – the customary ‘can we swap our twin room for a double?’ question or the surprised looks when you walk through reception hand in hand. But GayComfort has been designed to do away with all that.

It's an education programme designed by Out Now, leaders in promoting gay and lesbian travel. GayComfort is referred to as ‘the best gay training and accreditation programme in the world’ by leaders in the travel industry. Staff at each and every Freedom property complete the course to make sure you feel at home the moment you step into the lobby. So in other words, these hotels haven't just ticked a box to say they're gay or lesbian-friendly.

The reason we've taken this approach is because three out of four gay or lesbian holidaymakers actively seek hotels they believe are ‘genuinely’ welcoming. And research shows most are worried about the reception they'll receive from, well, reception – not to mention the bar staff, the housekeepers and the waiters. More and more, people are looking for confidence that their holiday will be a hassle-free experience.

When you stay at our GayComfort accredited properties, you can relax and feel comfortable being yourself. Isn't that how travel should be?



“GayComfort is a major step forward for lesbian and gay travellers.”

International Gay and Lesbian Travel Association

# What you were searching for.

GayComfort  
CERTIFIED2010

IGLTA  
International Gay & Lesbian Travel Association

# Freedom.

The new way to travel this summer

Extensive choice

Regional departures

Instant bookings

Backed by the power of Thomson

Discover just how easy it  
now is to set yourself free

[www.thomson.co.uk/freedom](http://www.thomson.co.uk/freedom)

# freedom

collection from  Thomson

What you were searching for.



# freedom

collection from  Thomson

 **Out Now**  
GLOBAL

# This is now.

**Romance.**

GayComfort  
CERTIFIED 2010

IGLTA


The new way to travel this summer


Extensive choice  
Regional departures  
Instant bookings

Backed by the power of Thomson

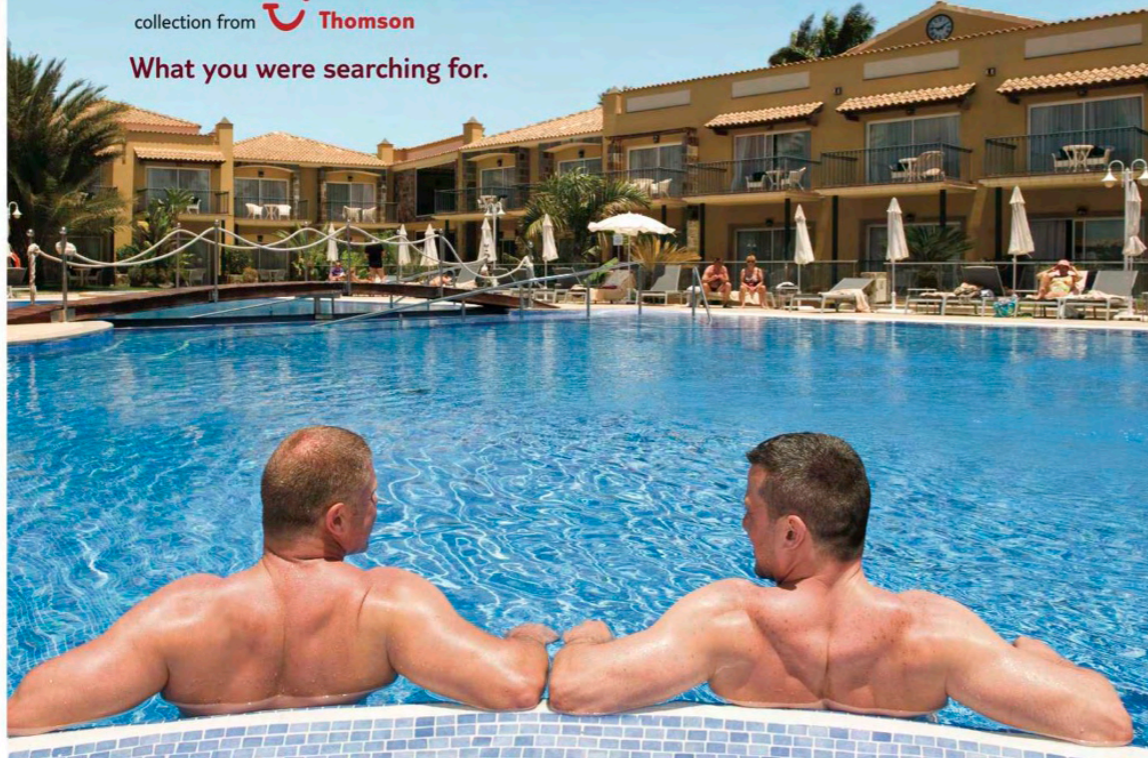
Discover just how easy it now is to set yourself free

[www.thomson.co.uk/freedom](http://www.thomson.co.uk/freedom)

**freedom** 

collection from  Thomson

What you were searching for.



TH\_ROMANCE\_Boyz\_226x297mm JUN10 OL.indd 1

27/5/10 16:25:19

**freedom**

collection from  Thomson

# This is now.



Gay Comfort  
CERTIFIED 2010

IGLTA

# Excitement.

The new way to travel this summer

[www.thomson.co.uk/freedom](http://www.thomson.co.uk/freedom)

# freedom

collection from  Thomson

What you were searching for.



# freedom

collection from  Thomson

# Think different.



Video sponsored by:  
[Thomson.co.uk/freedom](http://Thomson.co.uk/freedom)

[Thomson.co.uk/freedom](http://Thomson.co.uk/freedom)





# Think different.

## freedom

collection from  Thomson

GayComfort  
CERTIFIED2010

IGLTA



## a range of gay holidays

Ask in store for more details or visit [Thomson.co.uk/freedom](http://Thomson.co.uk/freedom)



What you were searching for.

WIN466

# Get social.




facebook

You Tube



# freedom

collection from  Thomson

What you were searching for.

# What's next? 2011

- Female focus needs more emphasis
- Extended product
- Strengthen training in new ways
- Never forget who the **most** important people are...
- **Our customers drive Freedom**

freedom

collection from  Thomson

What you were searching for.

# 2011 - get ready.



# Lesbian Marketing and PR Strategies

- With thanks to Tanya Churchmuch
- [www.girlports.com](http://www.girlports.com)
- **Why market to lesbians?**
- **Because lesbians are an untapped market that can help you make money!**

# Lesbians have money to spend?

- **Yes we do, so forget those boring old clichés that all lesbians are poor, skip restaurants for pot-luck dinners, and that the only travel we'll do is to attend women's music festivals.**

# Why limited lesbian marketing?

- Companies believe that if they advertise to gay men, it automatically means they're also advertising to lesbians.
- Putting an ad with two shirtless guys in the Advocate or Out Magazine does not reach lesbians. An ad with a gay male couple AND a lesbian couple does though. And it reaches gay men at the same time.
- You wouldn't put an ad with only an Asian couple in a publication aimed at African-Americans using the argument that they are both cultural niche markets.
- However, the same way straight men rarely read Vogue or straight women rarely read GQ, gay men and lesbians often read different publications as well.

# Some interesting examples.



## NO BOYS ALLOWED.

In the fabulous gay & lesbian destination of Key West, girls can be with girls and boys get the message.  
In fact, many of the boys in Key West have put up signs of their own.

**Key West**  
the fabulous gay & lesbian destination

[fla-keys.com/gaykeywest](http://fla-keys.com/gaykeywest) ~ 1-866-405-4904

Key West rated "Favorite Gay Resort Town" - *The Out Traveler*, 2008 Reader's Choice Awards





- Reservations
- Promotions
- Hotels
- Restaurants
- Meetings & Events
- Services
- Programs
- Kimpton InTouch

Search

## Kimpton and the LGBT Community



- Programs Home
- Global Business Program
- Kimpton InTouch
- ◀ Kimpton Cares
- ◀ Women InTouch
- ◀ EarthCare
- ▶ **LGBT**
- Kimpton Style
- ◀ Receive Newsletters & Offers

Hotels Cities

Choose a Kimpton Hotel

Arrival

Departure

Rooms	Adults	Child
<input type="text" value="1"/>	<input type="text" value="1"/>	<input type="text" value="0"/>

Rate Code

Corporate ID

Rate Types

Gay and lesbian guests as well as our employees have always been very important to Kimpton Hotels & Restaurants. Starting in San Francisco in the 1980's, Kimpton has always recognized the important role the gay and lesbian community has played in the company. Right from the start, the hotels were known for their unique environments and the gay and lesbian community responded very favorably. In addition, we are very proud that Kimpton has always had a large number of gay and lesbian employees.

Employee sensitivity training plays a key role at Kimpton hotels. In working with every guest, each employee instinctively portrays the five elements that are the essence of Kimpton - "care, comfort, style, flavor and fun." We take the time to train our staff not to make assumptions but instead to offer choices, even in small personal ways. Just check out our [Rave Reviews](#) to better understand how Kimpton understands the needs of LGBT community and how our guests value our efforts.

### Kimpton Supports its LGBT Employees

Kimpton's gay and lesbian employees are represented on every level of the company, including upper management. Kimpton's outreach to the community is coordinated through KGLEN, the Kimpton Gay and Lesbian Employee Network. This

# Some interesting examples.

American Airlines, We know why you fly and AA.com/rainbow are marks of American Airlines, Inc. oneworld is a mark of the oneworld Alliance, LLC.



## ACCEPTANCE Never goes out of style



American Airlines is a trendsetter. We are the first and only airline to score 100% on the HRC's Corporate Equality Index for seven years in a row. Because doing the right thing is always in fashion.

Book now at [AA.com/rainbow](http://AA.com/rainbow).™



We know why you fly® **American Airlines**  
[AA.com/rainbow](http://AA.com/rainbow)



# Lesbian print publications

- Curve (U.S.A)
- Lesbian Connection (U.S.A.)
- Go Magazine (New York City)
- Diva (U.K.)
- G3 (U.K.)
- LOTL (Australia)
- Cherry (Australia)
- Bound (International, but Australia-based)
- L-Mag (Germany)
- Dixième Muse (France)
- Zij an Zan (Netherlands/Belgium)

# Online leaders

- Go Magazine: <http://www.gomag.com/blog/>
- Curve Magazine: [www.curvemag.com](http://www.curvemag.com)
- Diva Magazine: [www.divamag.co.uk](http://www.divamag.co.uk)
- L-Mag: [www.l-mag.de](http://www.l-mag.de)
- LOTL: [www.lotl.com](http://www.lotl.com) - <http://lotl.fridae.com/>

# Leading.

Stockholm Visitors Board

<http://stockholm-gay-lesbian-network.com/lesbian-guide/>

A lesbian destination guide created by a local tourism board

PUBLISHER LOG-IN JOIN NEWS CONTACT GAY AD NETWORK



## Lesbian Ad Network Launch Sponsors

chemistry

Switzerland.

get natural.



### QUALITY SITES

- ▶ Premier Lesbian Brands
- ▶ Lesbian Audience Demographics
- ▶ Editorial Standards

### ADVERTISERS

- ▶ Contact Our Sales Department
- ▶ Ad Specifications
- ▶ Campaign Optimization
- ▶ Service and Support

### PUBLISHERS

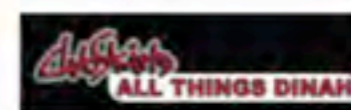
- ▶ Apply to Join
- ▶ Make More Revenue with No Risk
- ▶ Technical Support
- ▶ Frequently Asked Questions

Home

## Our Premiere Network of Lesbian Brands

Our network is growing quickly. We represent some of the largest and most respected lesbian brands in the world. New publishers are welcome to [submit an application to join](#) the network.

[Contact our Sales Department](#)

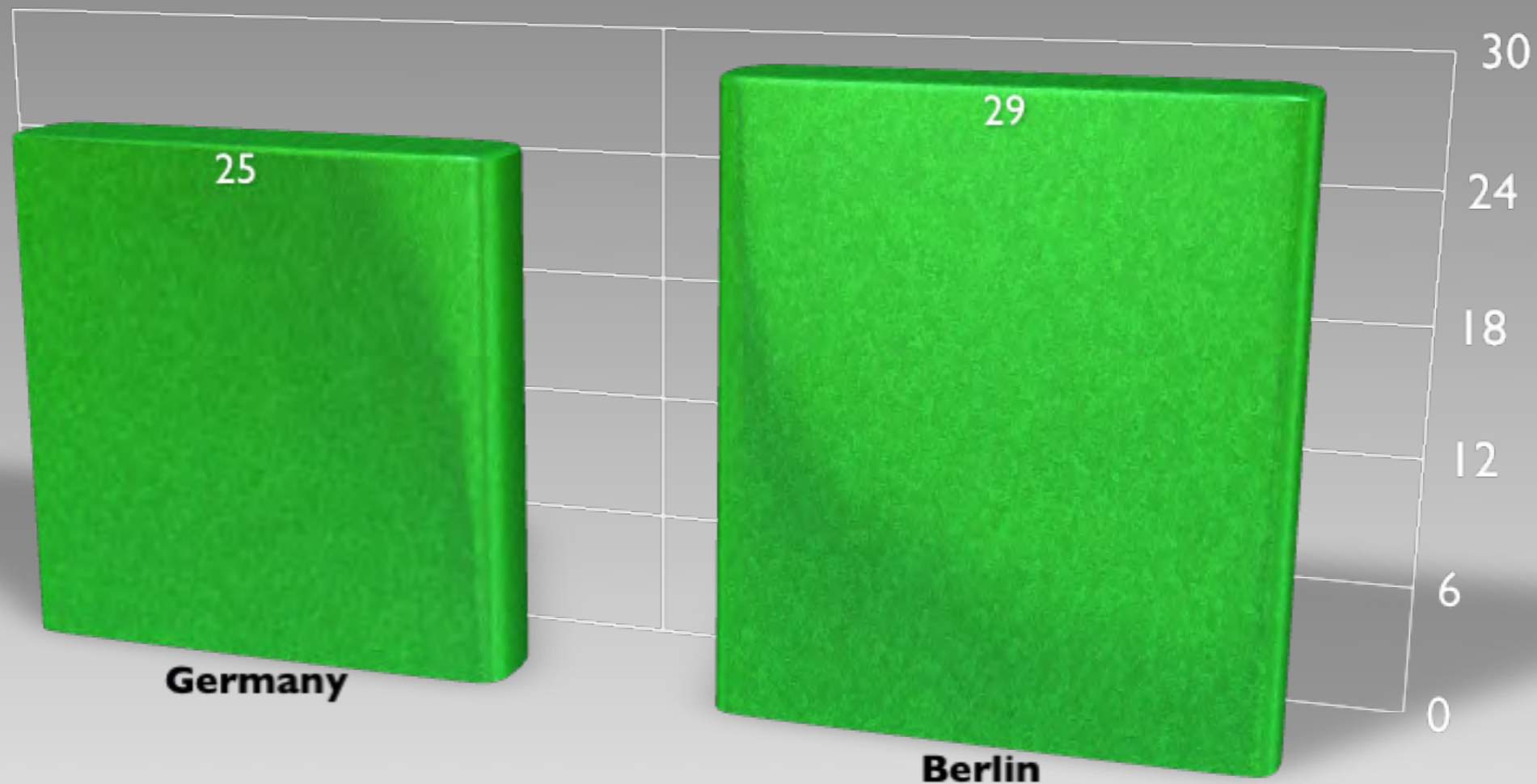


# Next Level

- Lotte Jeffs
- Out Now Global Lesbian Strategist



# Want to visit next 3 years



■ UK respondents

Source: 2010 Out Now Global LGBT Study

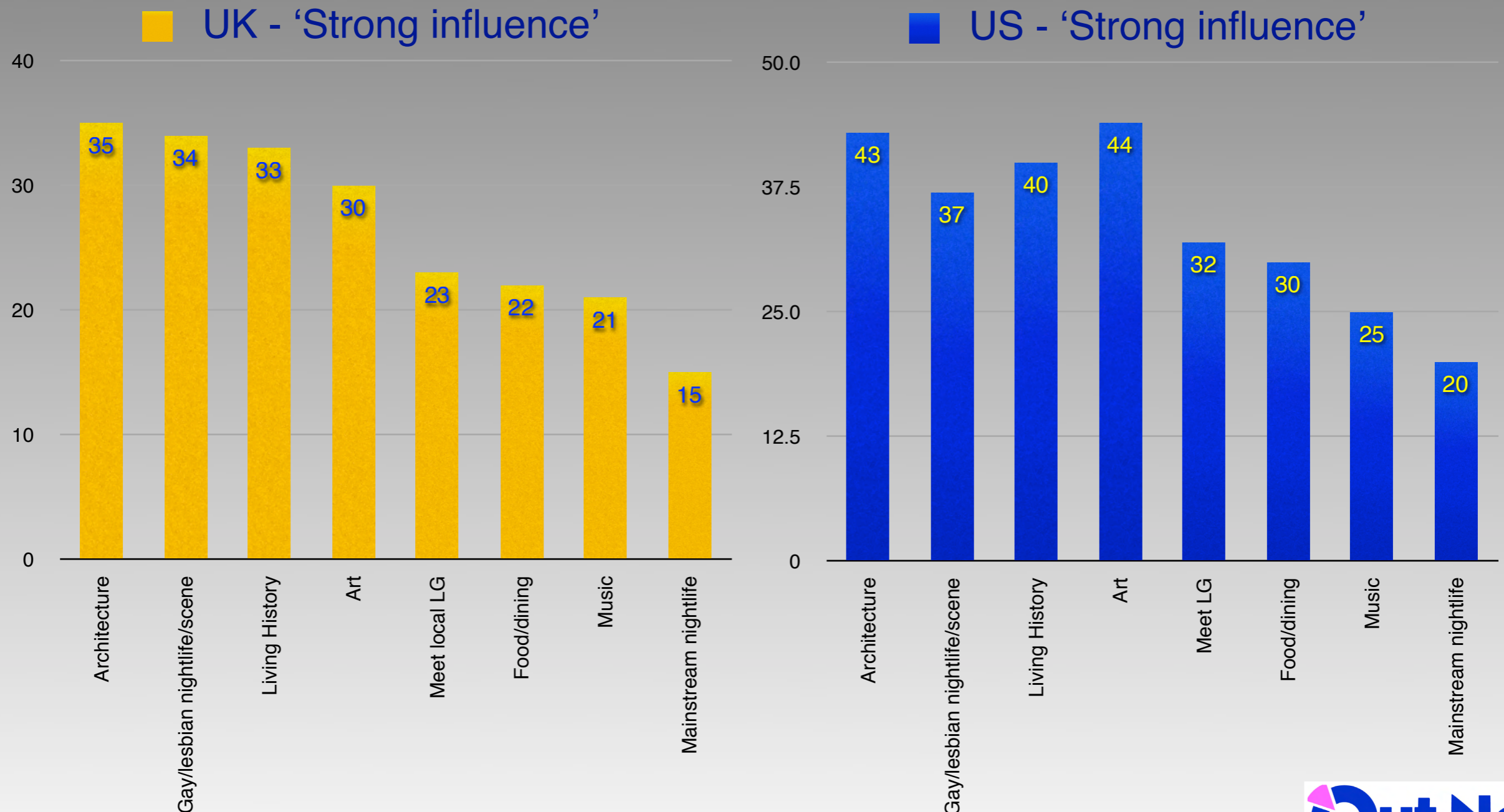
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# 2010 latest data



© 2010 Out Now Consulting



# Berlin –

Willkommen in der  
**zwischen Adrenalin  
und**

deutschen Hauptstadt!

# Chillout! Weltmetropole

**Ralf Ostendorf**

Vice-President, Director of Sales  
Berlin Tourismus Marketing

*visit*  Berlin



**Berlin** is a  
**World-City** where  
**LGBT** is part of  
forward-thinking.

MC RAD  
Berlin  
0178 66 80 450

# Foundations

## Berlin's assets



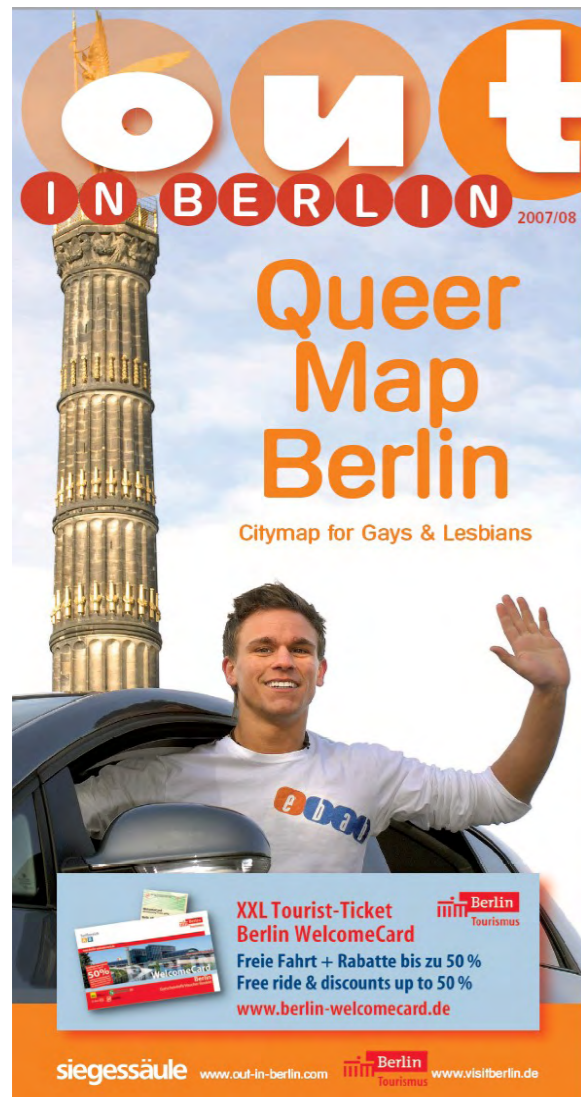
**Berlin and LGBT grew up together**

Last century shared the worst and best of times. Future keeps getting better.



# Above and below

## Holistic communications



Not old media, not new  
media  
Just communications and  
consistency



# Once upon a time...

## Where do we begin?

### „Visit“

- integration of Gay/Lesbian tourism in all aspects of marketing and press activities
- special press releases for gay events
- press trips / study tours for travel agents
- Berlin presentations
- Gay Berlin part of powerpoint presentations in the UK, USA, NL, ES
- promotional literature (Queer Guide, Queer Map in cooperation with Siegesäule)
- Internet
- IGLTA membership
- Foundation Member „GayComfort“

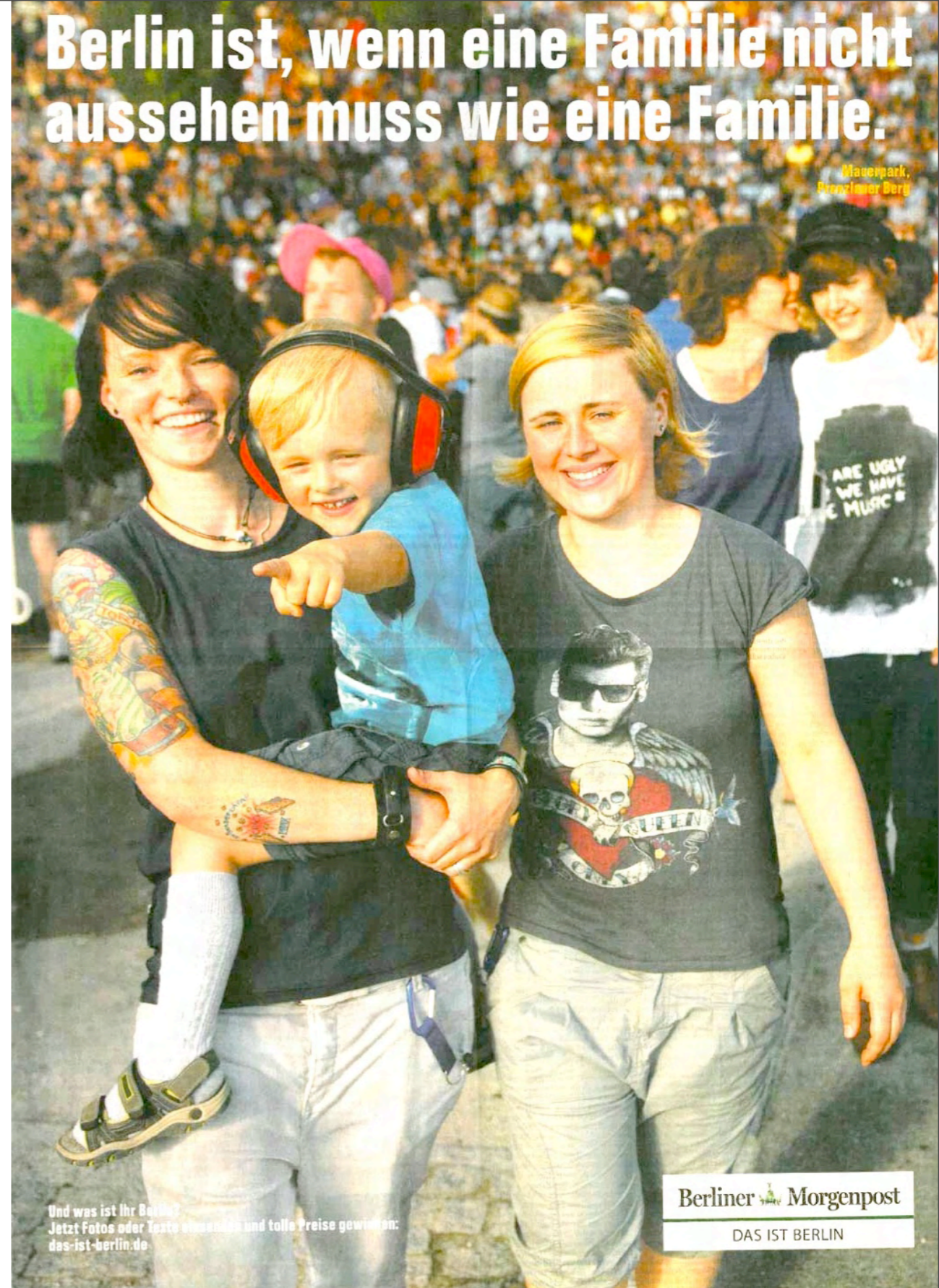


# Morgenpost

## Holistic communications

Not about marketing  
– everything about PEOPLE and  
Berliner LIFE

Berlin ist, wenn eine Familie nicht  
aussehen muss wie eine Familie.



Mauerpark,  
Friedrichshagen

Und was ist ihr Berlin?  
Jetzt Fotos oder Texte versenden und tolle Preise gewinnen:  
das-ist-berlin.de

Berliner Morgenpost

DAS IST BERLIN

visit  Berlin

# Have fun

# Make smiles



Berlin  
Tourism

# BERLIN KISSES AND TELLS

East Side Gallery

Open for new experiences? Feel at home in a city, where history comes alive and moments become timeless. Where trends, fashion and lifestyle kiss each other awake. The city of continuous change welcomes you: [www.visitBerlin.de](http://www.visitBerlin.de)

BERLIN  
BERLIN wir fahren  
nach  
BERLIN

Not old and tired  
Be brave - innovate

visit  Berlin



# The L Word

## Getting louder

„Begine“

Club and meeting place  
for women only of times

„Artemisia“

Hotel for women

„Sharon Stonewall Bar“

In Kreuzberg's multi – cultural scene

„Die Busche“

Berlin ´s largest gay disco



# Forward-thinking

## Social media logic

„LGBT lives – and buys – online“

- Content is always king
- Original Berlin content online
- Blogger
- Facebook
- YouTube
- Integrate media not segregate
- Old+new+social = same thing
- It's all COMMUNICATIONS



facebook

You Tube

# Forward-thinking

## Social media logic

**Visit Gay Berlin**

**Berlin Night Watch** I'm travel editor of the UK's biggest and best lesbian magazine Diva, which means when I'm not hunting down Deutschland's hot spots, I'm exploring the great and the glamorous gay scenes around the world. I've been pretty surprised by the diversity of Germany and just like...  
[See more](#)

18 November 2009 at 11:18 · [Comment](#) · [Unlike](#) · [Share](#)

You and Darren Cooper like this.

---

**Visit Gay Berlin**

**Berlin Park Life** Darren Cooper gives it the old razzle dazzle as he finds out just where it's all at in Berlin this August. Want to find out more...

18 November 2009 at 11:18 · [Comment](#) · [Like](#) · [Share](#)

Darren Cooper and 3 others like this.

---

**Visit Gay Berlin**

**Walls Come Tumbling Down** I'm travel editor of the UK's biggest and best lesbian magazine Diva, which means when I'm not hunting down Deutschland's hot spots, I'm exploring the great and the glamorous gay scenes around the world. I know I can come across as a little flighty and shallow with all t...  
[See more](#)

18 November 2009 at 11:18 · [Comment](#) · [Unlike](#) · [Share](#)

You and Darren Cooper like this.



# Forward-thinking

## Social media logic



**Visit Gay Berlin** Getting to grips with all the celebrity around you in Berlin is a major step – as Joe from GT describes.



**My First Time – Marlene Dietrich – Gay Berlin**

[www.youtube.com](http://www.youtube.com)

Marlene Dietrich has a large role in the history of gay Berlin. Her time there in the 1920s still resonates today. GT Joe is staying at the Arcotel Velvet Hotel <http://velvet.berlinhotels.it/>

29 December 2009 at 18:14 · Comment · Unlike · Share

You, Steven Eckett and 2 others like this.



**Visit Gay Berlin** Joe from GT – Gay Times – discovers "White Trash" food, and where Madonna fits in.



**My First Time – Eating + Shopping – Gay Berlin**

[www.youtube.com](http://www.youtube.com)

Eating in Berlin covers a wide spectrum. From traditional German food to White Trash cooking. Eat. Shop. Berlin.

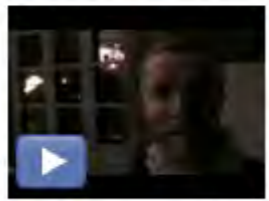
20 November 2009 at 06:03 · Comment · Unlike · Share

You, Darren Cooper and Pal Larsson like this.

Write a comment...



**Visit Gay Berlin** Life gets late – and loud – for Gay Times (GT) editor Joe, as he gets right on down into the heart of Berlin's gay nightlife scene.



**My First Time – Clubbing Time – Gay Berlin**

[www.youtube.com](http://www.youtube.com)

Berlin parties late and long. From DJs on the U-Bahn to clubs large and small – Berlin really knows how to do gay nightlife.

18 November 2009 at 13:25 · Comment · Unlike · Share

You and Darren Cooper like this.

Write a comment...



# Forward-thinking

## Social media logic



[YouTube.com/MyGayBerlin](https://www.youtube.com/MyGayBerlin)



# Everywhere

## Let's go to Israel



Berlin always wants to do  
'what's next'

# Chris Bekker DJ Ambassador



Brand forward  
-music from  
Berlin



Database Picture this...

visit Berlin.de

GMP

I Love  
Israeli  
Gay

Brand awareness  
- 'get noticed'



# Ongoing resource



Photography  
- 'connect  
with me'



visit Berlin

# Building the Bridge

## Friendship initiative



Berlin supported victims of last year's shootings



# What's next

## 2011 for bears and lesbians



2012 designated  
Berlin **Year of LGBT**

# We are **how many?**

Office of National  
Statistics (UK)  
2010  
= 1%

Yankelovich  
MONITOR study  
(US) 1993  
= 6%

University of  
Indiana (peer  
reviewed report)  
(US)  
= 7% lesbian  
= 8% gay male

# We live **everywhere.**

Argentina

Australia

Austria

Brazil

Canada - English

Canada - French

Chile

Ecuador

France

Germany

Ireland

Israel

Italy

Japan

Mexico

Netherlands

Peru

Poland

Portugal

Spain

South Africa

United Kingdom

United States

Uruguay

# Market **where?**

Argentina

Australia

Austria

Brazil

Canada - English

Canada - French

Chile

Ecuador

France

Germany

Ireland

Israel

Italy

Japan

Mexico

Netherlands

Peru

Poland

Portugal

Spain

South Africa

United Kingdom

United States

Uruguay

# Market **where?**

Argentina

Australia

Austria

Brazil

Canada - English

Canada - French

Chile

Ecuador

France

Germany

Ireland

Israel

Italy

Japan

Mexico

Netherlands

Peru

Poland

Portugal

Spain

South Africa

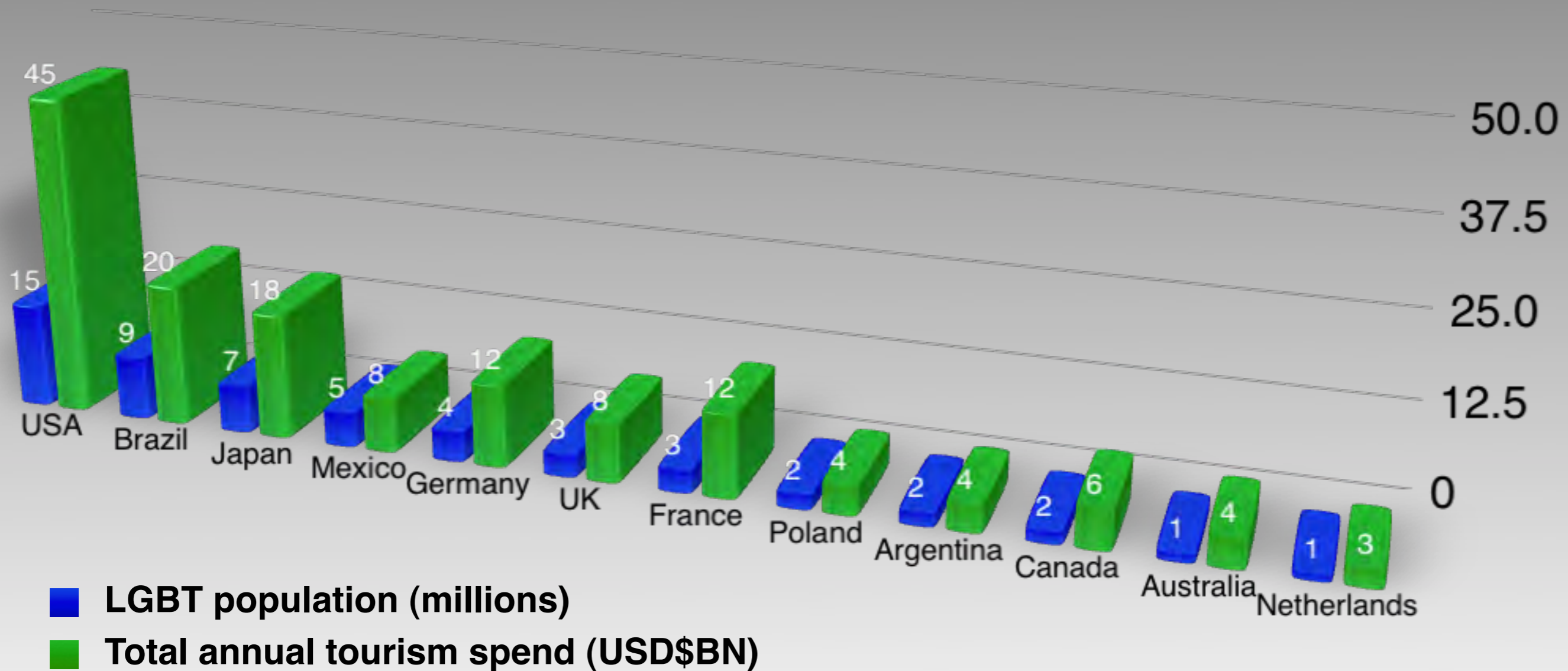
United Kingdom

United States

Uruguay

# LGBT Market Potential. 2011.

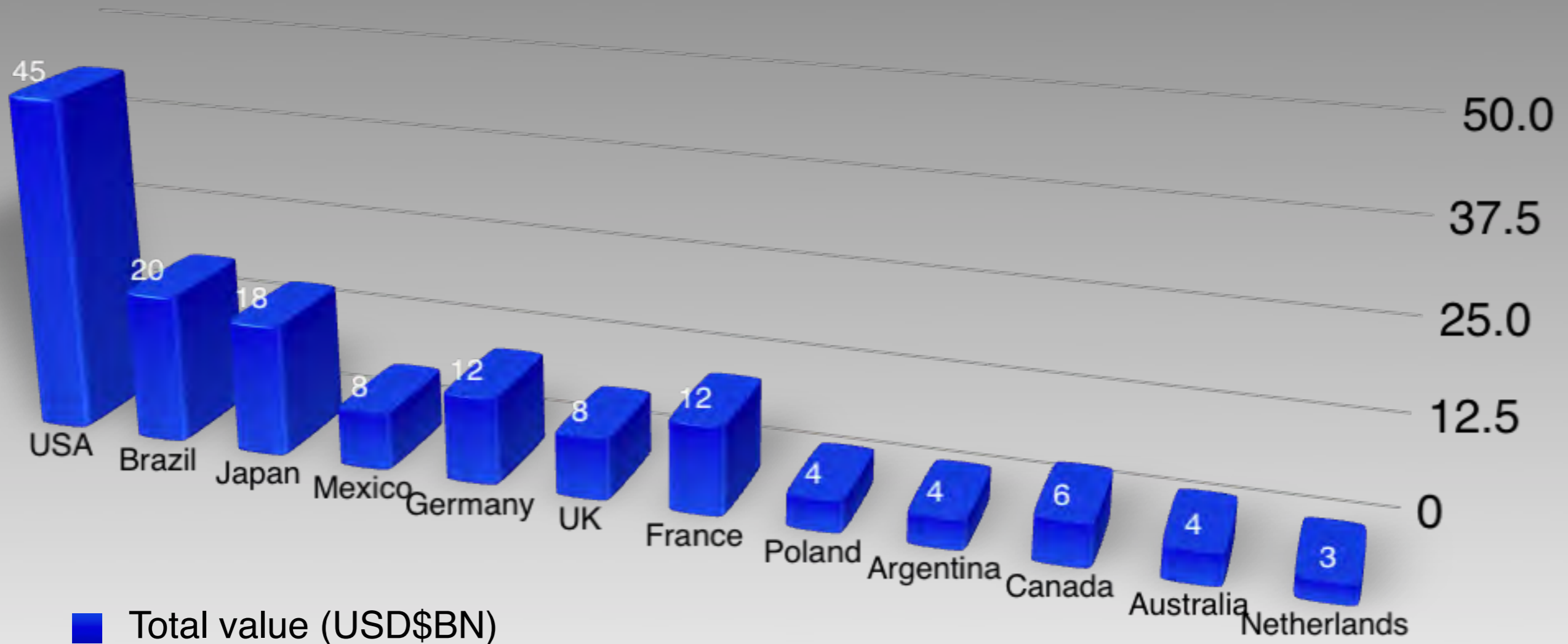
Where to invest your budget?





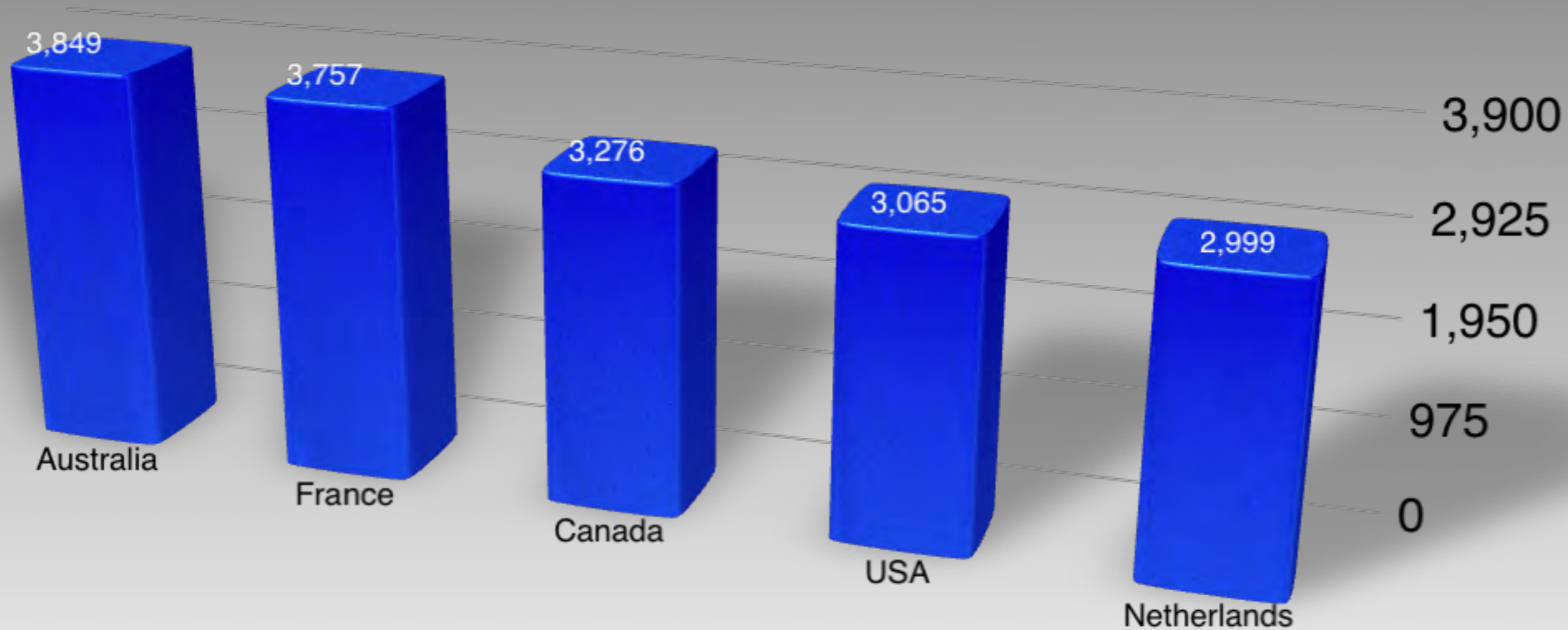
# LGBT Market Potential. 2011.

Where to invest your budget?



# Per Capita Potential. 2011.

Where to invest your budget?



■ Per capita annual travel spend (USD\$)



# LGBT Market Potential. 2011.

Where to invest your budget?

	POPULATION	TOTAL VALUE	PER CAPITA
USA	1	1	4
BRAZIL	2	2	9
JAPAN	3	3	7
MEXICO	4	7	12
GERMANY	5	5	6
UK	6	6	8
FRANCE	7	4	2
POLAND	8	9	10
ARGENTINA	9	11	11
CANADA	10	8	3
AUSTRALIA	11	10	1
NETHERLANDS	12	12	5



NextLevelThinking.

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Coming in

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to turn your house into  
your dream home.



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Lloyds  
TSB.



This is now. 2010.



# Networking event

## IGLTA



## Lo-Profile



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London W1F 0TQ



LGBT2020.

Inclusion

Respect



# Argentina.

**“This commercial was like  
looking into the future.”**

# Respect.



# LGBT2020.

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