Inclusive Event Design for People with Disabilities:

A Playbook for Corporate Event Managers

oddity.
events & marketing

Contents

Chapter 1

The story behind the Inclusive Event Design Playbook

Foreword by Lizzy Eaton, Director, Oddity Events & Marketing

A few years ago I found myself in hot water at work, over an incident involving a new starter who required step-free access to the venue of an incentive event I had organised for the company I worked at. I had planned the event following my standard processes and procedures, however, I was later made aware that my colleague (now a good friend) has a disability. The venue was not accessible, at least not through the main entrance where the rest of our colleagues would arrive. After having to notify him that he could arrive through the goods entrance, he politely declined:

"When I am invited to events, I don't want to be reminded of my disability at every stage of my participation".

This powerful feedback has stayed with me ever since. At the time of this incident, I was several years into my career, at manager level, but I had never had any training and accessibility and inclusion were not included in my learning modules at university, where I studied Events Management. As a result of this lack of awareness, I had treated accessibility as an afterthought for years, with no real consideration for the consequences.

Upon realisation of the mistakes I'd been making, I became an advocate for accessibility in the events industry, particularly in the B2B sector. I wanted to help event professionals understand the implications on a business if they ignore accessibility and inclusion in their experience design and planning processes, which I believe to be three-fold:

1. Alienating a potentially new audience and limiting exposure and advocacy of your brand or message.

2. Reputational damage (both personally and for the organisation you represent) if you were to disregard the requirements of attendees with hidden or physical disabilities, especially after being notified in advance of the accommodations they need in order to attend.

3. Legal ramifications: if a business fails to make reasonable adjustments to remove the barriers to access education, goods or services, this is considered a breach of the Equality Act 2010, and could result in legal action (Source: Citizens Advice[1]).

With these points in mind, it makes perfect business sense to improve accessibility and inclusion at events for people with hidden and visible disabilities. Other sectors which rely on the positive experience of consumers for repeat business, such as retail and hospitality, are trailblazing when it comes to experience design for people with disabilities, and this playbook aims to do the same for the events industry. We want to support event planners by providing a comprehensive tool in order to drive positive change.

A zoomed-in image of a microphone on a stand with a blurry background.

1. Citizens Advice. (2023). Duty to make reasonable adjustments for disabled people. https://www.citizensadvice.org.uk/law-and-courts/discrimination/check-what-type-of-discrimination-youve-experienced/duty-to-make-reasonable-adjustments-for-disabled-people/

Considerations and methodology

To develop the Playbook we undertook extensive training and research in accessibility and inclusion, facilitated by Purple Tuesday, over the course of one year. We wanted to take into account experiences and perspectives from a broad spectrum of the disabled community, including neurodivergence, underlying health conditions and physical disabilities.

With the knowledge we have gained through our training and research, we have written numerous blogs in various areas including venue selection, ableism and creating inclusive environments.

We looked closely at the the retail and hospitality sectors, drawing upon the experience design principles within these sectors which can also be applied to event design, as well as reviewing the results of multiple surveys such as the UK Disability Survey research report, June 2021

We also distributed our own sector-specific survey, which was completed by people with both hidden and visible disabilities, to help us gather information on lived experiences of people with disabilities at events. Our survey achieved 31 responses.

Here are some of the key statistics from our survey:

88%

of respondents said they feel more confident to attend an event **when planners share detailed information** about the event format, venue and layout in advance.

55%

of respondents said they **always research the accessibility facilities** of a venue before they decide to attend an event.

50%

of respondents said **they have previously had to leave** an event because they weren't able to fully participate.

With the information we gathered from the survey, we have identified three key themes which have supported the structure of this Playbook: venue suitability; communication and content; and on-site experience.

1. Citizens Advice. (2023). Duty to make reasonable adjustments for disabled people. https://www.citizensadvice.org.uk/law-and-courts/discrimination/check-what-type-of-discrimination-youve-experienced/duty-to-make-reasonable-adjustments-for-disabled-people/

Selecting an inclusive venue

Why is choosing an accessible venue important?

Choosing the right venue for your event can literally be the difference between excluding and including many audiences, not just those in the disabled community. As experiences are often shared on social media, it's easy to get caught in a trap of 'style vs suitability'. However, there are simple things we can do in the selection process in order to achieve both, and deliver a great experience for attendees of all abilities.

Did you know:
According to the UK Disability Survey Report in 2021, 90% of disabled people who had accessed culture, sport, and leisure services had experienced at least some difficulties (Source: Gov.UK[1]). Taking into account that these services are often in buildings also used for B2B events, we can bear this statistic in mind when selecting venues. Euan's Guide and AccessAble are two digital resources the disabled community uses to review venues of all types, from museums and sporting venues to conference centres. We can see from the feedback on these platforms that visitors are often very loyal when the venues 'do it right'. With this in mind, it's important to pay close attention to the experience the disabled community has at the venues we use for our events.

Below are some key criteria to look out for when choosing a venue:

1. Getting there:

A. Public Transport
Take extra care to look at the public transport links around the venue, as many London underground stations are not wheelchair accessible. The public transport routes: to the venue might be accessible, but is the route from the bus or train station accessible too? If there is no fully accessible route, you should consider communicating this with your attendees and provide alternative options, such as organising taxi drop-offs and sharing a map to the nearest accessible parking facility.

B. Parking/drop-off points
When it comes to accessible parking, this is one of the most basic requirements that your venue should offer, particularly outside of Zone 1 London.

An audience watching a presentation. The close-up is of the back of the head of an audience member, they are wearing a white hat. The image of the speaker is blurry.

You will need to check if they provide accessible parking and how many spaces they have allocated for this. If there are none, then check if the venue has a drop-off point right outside of their entrance. These parking spaces will need to be 2.4m wide by 4.8m long, as stated on the government website. Please note that "badge holders may park on single or double yellow lines for up to 3 hours, but in general not where there are restrictions on loading or unloading – indicated by yellow kerb dashes and/ or signs on plates". You may wish to check whether a particular local council has exemptions or restrictions for Blue Badge holders. For example, there are stricter rules for Blue Badge parking in Zone 1 boroughs of London, including Westminster (Source: Gov.uk[2])

Please also note that the accessible parking is not always closer to the venue than other parking. In a recent training session delivered by Purple Tuesday on the disabled customer experience, Andy Stevenson, a sports journalist and Purple Tuesday Ambassador, spoke of his experience of arriving at a stadium. The accessible parking space allocated to him was in fact further away from the stadium entrance than the parking spot he chose.

C. Entrance/exits
Look at the journey that your attendees will take as they arrive and depart from the venue. Take ground conditions into account and make a note if the footing is uneven, or if there are any obstructions, which may make it unsuitable for those
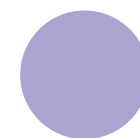
who require step-free or wheelchair access. Some venues have different accessible entrances that are separate from the main entrance. If this is the case, you should consider the attendee experience for those who are entering using an alternative entrance: will they have the same positive experience as the attendees using the main entrance? If not, think of ways you can elevate the arrival experience for those using the accessible entrance, such as having a welcome desk, information about the event and some event hosts to escort the alternative entrance users to the main event space.

2. Getting around the venue:

A. Wheelchair accessibility
Watch out for narrow hallways and permanent seating in venues, as this is not wheelchair friendly! A lot of heritage buildings are less likely to be able to accommodate wheelchair users; however, you can check with the venue whether they have ramps available (no steeper than a rise to run ratio of 1:12 inches) or other strategies to accommodate disabled visitors. In addition, check that there is enough space for wheelchair users in the main event space and not just at the back. A recent LinkedIn post by Nick Wilson, a Purple Tuesday ambassador, showed how dangerous it can be when venues are complacent with ramp installation (Source: LinkedIn[3]) - so be sure that the venue is prepared for both manual and electric wheelchair users on whichever ramps they install.

B. Lifts
Although most venues have at least one lift, these might not be big enough for motorised wheelchairs. Make sure you ask the venue for the measurements of their lifts to see whether these can accommodate motorised wheelchair users or if they are DDA-compliant (Source: Premier Lift Group[4]). As well as measurements, look to see if there are flashing fire alarms and braille signs within the lifts to accommodate those who are hard of hearing or visually impaired. Lastly, **always** check in with the venue before your event to ensure that their lifts and other facilities are working correctly and there are no scheduled engineering works, especially if there is only one lift. Check your contract and event insurance to make sure that if the lift is out of service, the venue will cover the cost of finding a solution (e.g. putting your event in a sister venue or issue a refund).

3. Accessible toilets and facilities:

A. Toilets
Accessible toilets are another basic requirement that your venue should have. Make sure that a key is not required to use the accessible toilets and that there is a paddle flush handle as well as plenty of space to manoeuvre. Make sure other barriers such as door handles or cleaning materials are not obstructing the use of the accessible toilets, as described in a TED Talk by Mike Adams, CEO of Purple Tuesday (Source: YouTube[5]), who travelled all the way to an event, only to get stuck in the toilets. With this in mind, it is important to remember that it is not

just wheelchair users who might need to use the accessible toilets, so they need to be genuinely accessible for all those who might need to use them, not just standard ground-level toilets with a wheelchair symbol on the door.

B. Accessible facilities: Induction loops, braille signage, visual flashing fire alarms and dietaries
Having accessible features allows attendees to independently get around the venue and fully participate at your event. 70-80% of disabilities are hidden (Source: UK Parliament[6]), therefore you should look out for other facilities which support those with hidden disabilities, such as induction loops, braille signage, visual flashing fire alarms, audio-captioning and brightly lit main spaces. Don't forget dietary requirements too. Make sure that all of the food you are serving is labelled correctly and that there are enough alternative options for people with coeliac disease, severe allergies or religious dietary restrictions (e.g. no pork, no shellfish). Consider sharing the menu in advance, with instructions for how and where to collect specially prepared meals.

4. Venue and event staff:

A. Training
The results of our survey suggest that choosing a venue where the staff are trained in disability awareness and BSL can have a hugely positive impact on the experience of your attendees, breaking down barriers using empathy and personality. Having staff that are trained in how to use the appropriate language and handle situations with care and consideration, can put your attendees at ease and allow them to comfortably engage at your event.

B. Customer service
Reception/registration is the first point of contact for your attendees when entering your venue. If they receive bad customer service, this can sour their experience before the event has even begun. Make sure that the venue's staff are aware of all of the facilities within their establishment and can give attendees helpful information when asked for it.

As Nick Wilson articulated in the Purple Tuesday training on the disabled customer experience: "There will always be some element of physical accessible challenges, but if the staff go out of their way to help you, it makes the world of difference".

How can you enhance the accessibility of a venue?

Although making sure that your venue is accessible for all is important, we should learn to think outside of the box to provide a positive customer experience, in order to remove all sorts of barriers for people with both visible and hidden disabilities. Here are a few additional things that you can do yourself to ensure that inclusion and accessibility are at the forefront of your event:

01_ Sign language interpreters can be hired for live events or virtual presentations through organisations such as Remark!

02_ Professional captioners can also be hired for accurate real-time captioning such as Interprefy and Global Lingo.

03_ Increase visibility and enhance the look and feel of a space with simple lighting.

04_ Use a breakout room as a 'quiet space' that any of your attendees can go into if they need to step away from the event. This room should be very minimal, with a comfortable space to sit, water and no background noise. Organisations such as EventWell provide pop-up quiet rooms for large events.

05_ Install large format signage that visually shows attendees where the toilets, entrances and exits, and other main spaces are located.

06_ Provide information to those with assistance dogs that signposts the nearest green area for them to utilise.

Conclusion:

Having outlined the importance of choosing an inclusive venue and summarising the key features to look out for, this chapter has showcased some of the additional facilities you can use to enhance the accessibility of your event. To conclude, here is an overview of the main things to consider when on your next site visit:

Getting to the venue, how accessible is it?

— Getting around the venue, how accessible is it?

— Does the venue provide accessible toilets, hearing loops, and other accessible facilities?

— Are the venue staff trained in disability awareness?

— Is this venue inclusive for **everyone?**

Make sure your attendees are aware of all of the accessible facilities available at the venue, as this will allow individuals to let you know should they need any extra accommodations before they arrive. Do not make assumptions that the venue will have everything you need. Prioritise finding out what the venue has in place already, if they can offer alternative solutions or 'think outside of the box', and double-check that the accessibility information on their website is correct and easy to find. By doing this work, you are offering empowerment and allyship by showing you have put considerations into place for every attendee.

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6. Kelly, R., & Mutebi, N. (2023, January 12). Invisible disabilities in education and employment. POSTnote. https://post.parliament.uk/research-briefings/post-pn-0689/#:~:text=It%20is%20estimated%20that%2070%2D80%25%20of%20disabilities%20are%20invisible.

Designing an inclusive physical environment

Why is designing an inclusive physical environment important?

Inclusive event design doesn't stop once you've chosen an accessible venue. It is crucial to design the physical space to be inclusive as well. To do this, you must take every touch-point in the attendee experience into consideration, such as registration, signage, catering stations and seating arrangements.

Did you know:
73% of disabled people said being able to "pay a spontaneous visit, without having to plan in advance or find a work around for their needs" is important to them (Source: Posability Magazine[1]) . It is our duty as event professionals to ensure that every person feels comfortable, included, and has a positive experience at your event, whether we know they are coming to the event or not.

Considerations for designing a physical environment:

A qualitative research study by the Office for National Statistics (Source: ONS[2]) found that the barriers in relation to the design of a physical space were particularly reported by those who are neurodiverse, or with disabilities affecting mobility and stamina, breathing or fatigue. In order to eliminate these barriers and create positive attendee experiences, it is important to keep the following things in mind while designing your event space.

Registration:
Registration is one of the first experiences an attendee will have at your event and a huge opportunity to make a good impression. Currently, event planners set-up registration with the goal of signing in as many attendees as possible in a short amount of time. Instead, we should ensure there are multiple ways of registering that can accommodate everyone. Here are some tips to ensure accessibility is

at the forefront when designing your registration process:

— Lower the height of your registration desk to facilitate the interaction between wheelchair users and event staff.

— Where possible, implement self-service registration, for those who do not wish to engage with a person upon arrival.

— Ensure there is plenty of signage for registration, and the process is clear and easy to follow.

— Having coloured lanyards that are offered at your registration table allows attendees to indicate if they want to speak with others or experience the event on their own.

There are two signs in different colours inside a building that has white walls with art on them and the ceiling has red metal pillars. The front sign says "Make Space" with an arrow pointing right. The back sign says "Keynote Stage" with an arrow pointing left and a sign for the WC.

Signage:
Often, event planners will provide a digital map of the event space, instead of focusing on the purpose of physical signage. As a result, physical signage is less effective for navigating an event and seems to serve the purpose of 'dressing' the event instead. Effective signage is particularly important for people with disabilities, especially for those who are neurodivergent. It is not just the quantity of the signage that needs to be considered, but the quality and clarity of the information on the signage. Here are some tips to ensure your signage serves the right purpose but also elevates the look and feel of the physical environment:

— Choose an easy to read font, such as Arial.

— Design signage with the appropriate colour contrast.

— Don't overload the signage with non-essential information.

— Make sure your signage includes clear directions to lifts, toilets, catering stations and quiet zones.

— Make sure you have sufficient signage that warns attendees about loud noises or bright lights within the main auditorium or exhibition area, as well as notifications about photography and videography.

— Install all signage to either the left or the right of the attendee journey through the venue, to make it clear where to look for directions.

— Position event stewards around the venue, who can explain the layout, offer directions or chaperone attendees who need extra assistance.

> "I feel empowered to attend an event when I know I am being treated like a person and not just a number"

Inclusive Event Design Survey respondent

Seating:
When organising seating, you need to think about more than just how many chairs you can fit into a room. You must also think about the ease of access and exit, the risk of sensory overload, the line of sight, the distance from the main sound systems, and how many wheelchairs you can accommodate within the space. Here are some things for you to consider when designing the layout of seating:

— Do you have enough space for wheelchair users to move throughout the aisles?

— Are the exits clear and easy to navigate?

— Can you add reserved seating rows at the back of the room for those who are sensitive to loud noise or need easy access to the exit?

— Consider sharing details of seating arrangements with attendees prior to the event. This should include seating throughout the venue and not just within the main auditorium.

— Always have available space for wheelchair users. Answers from our Inclusive Event Design survey on preference of where an accessible viewing area should be located were varied - with some preferring to be closer to the exit, and others preferring to be closer to the stage. With this in mind, it's important to ask

your attendees how they would prefer to experience your event and what would make them most comfortable.

— It is important to keep in mind that someone may have their Personal Care Assistant or companion attend the event, and they will need to be seated with them.

— Include the measurements of distance between the aisles and distance to the exit on a floor plan for attendees' reference.

Exhibitions:
Exhibitions are typically filled with bright lights, with a continuous buzz of music and people talking loudly. These spaces can often be crowded, hard to manoeuvre and overwhelming, causing sensory overload and physical obstacles for people with or without a disability. During the process of working with contractors to design and build exhibition spaces, you can audit the accessibility by using the following checklist:

— Every booth has sufficient space for wheelchair users to navigate around it and interact with it.

— Booths on raised platforms are accessible by a ramp.

— Booths which have bright lights and loud sounds have been audited to reduce sensory overload.

— There is sufficient seating around the exhibition.

— You have laid carpet (while being as sustainable as possible) to absorb echo and background noise, ensuring those who are hard of hearing can participate comfortably (Source: YouTube[3]).

— There is clear and sufficient signage pointing to seating areas, washrooms, catering areas and quiet zones.

Networking and catering areas:
It's important to look closely at how attendees can network effectively during break times while also keeping inclusivity at front of mind. Here are some considerations for designing your networking and catering experience to make it more inclusive:

— Ensure you have provided various levels of seating, and don't assume that all attendees are able to stand at high tables.

— Consider where food vessels are displayed. Make sure every menu item is accessible and the staff are serving from the front, or at the very least, there is someone to assist an attendee who can't serve themself.

— Provide straws for beverages (being sustainable wherever possible).

— Label every item to ensure those with dietary restrictions feel safe to enjoy the food, and work with the chefs to design a menu which is inclusive for people with religion based dietary restrictions (e.g. no pork, beef or shellfish).

— Provide menus in large font and alternative formats.

— Consider sharing the menu with attendees in advance so they have the opportunity to tell you if they need an alternative.

— Establish from the venue operations representatives where attendees should retrieve their alternative meals from, or identify these people in advance to the service team.

— For banqueting, ensure that you have conducted a sweep of every table place card against the attendee list with the service team, to be sure the servers are absolutely certain they are giving the correct meal to the correct person.

Quiet zone:
Having a 'quiet zone' at an event is still a relatively new initiative in improving attendee experience at events. According to our Inclusive Event Design survey results, 64.5% of people said that having a quiet zone at an event allows them to stay and participate in the event longer. Below are tips on how we can create a dedicated space where attendees can take a break from the noise and stimulation of an event:

— Ask venues if they have any recommendations within their venue for your quiet zone - they will be able to identify the best space for this.

— Make sure there is enough signage to direct attendees to the allocated quiet space and all event organisers, venue staff, and volunteers know where this is located.

— The quiet zone can include but is not limited to: comfortable seating, blankets, sensory toys, water, and more.

— You can also give out sensory bags for attendees to take with them into the other event space and use help eliminate sensory overload. These could include items such as ear plugs, sensory toys, and sunglasses.

— You can work with organisations such as EventWell to develop pop-up quiet and sensory zones.

General accessibility:
73% of respondents from our Inclusive Event Design survey said that they feel most confident attending an event when they have been given comprehensive and extensive information about the accessibility of the event. In order to be able to give a thorough overview of the accessibility, we must consider accessibility within every aspect of the attendee experience at our events. Here are additional questions to ask throughout the planning of your physical event space:

— Are the pathways wide enough for attendees with wheelchairs to get around and experience your event?

— Is it possible for your breakout sessions to be on one floor instead of multiple levels? If not, are each of the breakout rooms accessible, or do you need to put ramps in place?

— Does the venue have enough accessible washroom facilities for the number of attendees at your event?

— Is there enough time in your event schedule for attendees to move from room to room if they require the use of the lift?

— Is the location of the accessible viewing area blocked by any physical barriers?

— Will all speakers be able to get onto the stage or do you need a ramped stage?

— Will all attendees be able to move throughout the event without any barriers?

— What budget are you allocating to ensure you can make each aspect of the event accessible?

— Is the floor even for wheelchair users? What are the options to make sure the ground can be even throughout the venue or event space?

— Do we have enough event staff to help attendees with accessibility requirements for the duration of the event?

In addition to these questions, we recommend partnering with Purple Tuesday or another specialist organisation to conduct an accessibility audit, or you can use a checklist like this one by Healthcare Improvement Scotland.

Conclusion

Creating an accessible physical environment benefits everyone! Every event is different, but as professional event managers we must consult with those with lived experiences in order to adapt and facilitate the necessary adjustments to enable full participation, by everyone, at our events. The tips in this chapter can help event professionals put accessibility at the forefront of their minds when creating the physical environment, and not an afterthought.

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Chapter 4

Creating inclusive content

What is inclusive content

Content creation is constantly evolving as we learn more about how people consume it. This means we need to be able to adapt and be aware of the language, style and design of our content, in order for it to be considered inclusive.

Did you know:
— It is estimated that in the UK, 1.5 million people have learning difficulties (Source: Mencap[1]).

— The British Dyslexia Association estimates 1 in 10 people are dyslexic in the UK (Source: Care & Support in Cornwall[2]).

— The Royal National Institute of Blind People estimate that 2 million people have a visual impairment in the UK (Source: RNIB[3]).

So, how do we make our content accessible to everyone?

Using inclusive language

Inclusive language means that everything we write avoids expressions and words that are derogatory and/or offensive, such as ableist language. It means we communicate using language that is respectful and does not alienate any audience.

One issue is that, as a society we are bad at using person-first language. Person-first language puts the person before the disability and emphasises the individual, not the condition. For example, saying "person with a disability" rather than "disabled person". It is important to use person-first language as it can eliminate stereotypes that can be formed and highlights the individuality, equality and respect for the person.

Examples of person-first language:

— Person who uses a wheelchair.
— Person who is hard of hearing.
— Person with Post Traumatic Stress Disorder.
— Person who has autism.

However, person-first identity is not something that suits everyone, some prefer to use identity-first language. This language suggests that disability is at the core of the individual's identity, and that it is a valued cultural identity.

Examples of identity-first language:

— Autistic person.
— Depressed person.
— Disabled person.
— Dyslexic person.

Language and expressions have more influence than you realise, even if it is unintentional. During our training with Purple Tuesday with Chamiah Dewey, we were shown common ableist words and phrases, and what to replace them with to be more inclusive.

Do not use	Why do we avoid?	Use this instead
Handicapped	Offensive and derogatory language	A person with a disability
Victim of / sufferer of...	Promotes a negative image of the disability	Person with...
Confined/bound to a wheelchair	Insinuates that a person with a disability is restricted or unable to move independently	Wheelchair user
Retarded / spastic	Offensive and derogatory language	Completely avoid
Cripple	Offensive and derogatory language	Mobility impairment / physically disabled
Able-bodied	Insinuates that a person with a disability is not "able"	Non-disabled person
Insane/crazy	Negative connotations to ill mental health	A person with ill mental health
Hearing impaired	To use the word impaired, implies a negative image of being hard of hearing	Deaf person / hard of hearing

Do not use	Why do we avoid?	Use this instead
Midget	Offensive and derogatory language	Little person/short stature person/person with Dwarfism
Dumb/stupid or idiot/moron	References to speech-related, hearing-related and intellectual disabilities in a negative and offensive way	Silly, ridiculous, ignorant, reckless
"You are being so [OCD, bipolar, depressing, psychotic, ADHD, triggering]	References mental health disorders and belittles ill mental health	"You are being so [analytical, indecisive, down, extreme, excitable, disturbing]
"Are you [deaf, blind, stupid]" when used in judgement	References hearing-related, learning-related and vision-related disabilities	Completely avoid
Using words like "see, view, watch, listen" etc in call-to-action phrases	Using ability-specific language excludes those with associated disabilities	Use words like "explore, check out and browse"

Consider the writing style

It is important to consider that language, as well as the structure of our writing, both play an equal part in making the text accessible. Using complex structures and metaphorical writing makes your text less readable and therefore excludes many readers. Here are a few tips to remember when writing content:

1. Use plain English. Although this can be confused with being patronising and over-simplifying, it actually makes your content quick to understand and, therefore, more accessible.

2. Write in small sentences. Jyoti Sanyal, author of Indlish, suggests that 8 - 11-word sentences are easy for most to read, while sentences that are 25 words or more are incredibly difficult to read. If we want to create inclusive content we need to make sure everyone has the ability to understand each sentence.

3. Break down information into lists, just as we are doing here. This helps with scanning and increasing the speed at which a person can understand the information in front of them.

4. The UK Government article on accessible communication formats (Source: GOV.UK[4]) suggests that you should make sure your text is big enough, they recommend using font size 14 or above.

5. Ensure your font is easy to read, such as Arial, Calibri, Open Sans or Verdana.

Creating assets

Content is not just about writing, it expands to the visual content we use. When creating visual assets, there are a few considerations to make them accessible and inclusive.

1. Always use alternative text (alt. text). Alt. text is a written description of an image. This is essential for people who use screen readers so they can gain context of the picture.

   a. Comedian Sarah Millican's social media posts are a great example of how to use alternative text (Source: X[5]).

   b. Use closed captions if you are creating a video or motion graphics. This is essential for people who are deaf or hard of hearing to consume and engage with the content.

   c. Closed captions also make videos easier to understand for people with autism, learning disabilities or attention deficit hyperactive disorder (ADHD) (Source: Verbit[6]).

2. When sharing animated assets, do not use flashing images or excessive movement.

   a. Flashing and fast movements can be disturbing for people with epilepsy or migraines (Source: Epilepsy.com[7]).

3. Check your colour contrast. According to the Web Content Accessibility Guidelines (Source: WC3[8]), it is recommended to have a contrast that is at least the ratio of luminance of 4:5:1.

   a. This is important for people who have low vision or for people who do not see a full range of colours, as it will help them read the text easier.

   b. You can test your colour contrast using online tools, such as the TPGi's ADA Colour Contrast Tracker, here.

4. Use inclusive imagery which is representative of different ethnicities, backgrounds, and abilities.

Speakers and contributors

Having a diverse set of speakers will set the whole tone for your event. Different ideas and perspectives promote diversity of thinking, and bring a positive association with your business from various demographic groups. Speakers who have first-hand experience of the content you are discussing can bring real depth to your event and allow exposure of the key messaging to wider audiences. Here are a few considerations:

— Represent disability in an appropriate and empowering way with the speaker line-up, rather than treating them as a stereotypical example of disability.

— Make sure other speakers - and the audience - don't objectify a speaker who is disabled by using language such as 'inspirational'. As Stella Young explains in her TED Talk, disabled people are often 'not treated as real people and instead an object of inspiration to wider society' and to put non-disabled people's 'worries into perspective' (Source: TED[9]).

— If you are asking a person who is disabled to speak about their disability, you must offer payment. After all, it is not their responsibility to educate society for free.

— Brief all speakers to make sure they are aware of how they are presenting, e.g. speaking clearly, facing interpreters, using appropriate and inclusive language.

— Ask speakers to submit their content in advance so that you can do an accessibility audit on the content.

Conclusion

Crafting inclusive content involves more than adhering to guidelines; it's about promoting diversity and empathy, not sympathy. By employing inclusive language and clear writing styles, we expand our reach and ensure that our message is meaningful to a wider audience.

However, inclusivity isn't limited to words; it also extends to the structure of our content, our speaker line-ups and visual elements, thereby ensuring our content respects how every individual consumes it. Ultimately, the creation of inclusive content signifies a genuine effort to embrace diversity and create an environment that is committed to inclusiveness.

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Chapter 5

Distributing inclusive communications

One of the first touch points an attendee will have for your event is through your communications. From the initial invitation to the feedback form post-event, each piece of communication should be written and curated with accessibility as a priority.

Did you know:
According to the NHS, the average reading age in the UK is nine years old (Source: NHS[1]). This is because of a number of reasons such as: English not being the first language, lack of education, or learning difficulties.

This should be considered when developing any communication about an event - keep it simple, concise and easy to understand. Remove any jargon and filler words, and only include the important information.

Critical information

Nick Wilson, a Purple Tuesday Ambassador, told us on a recent training webinar that the difference between a positive or negative experience with a business can simply be the ease in which information can be obtained about the product or service they are trying to access. We have an opportunity to start the positive experience from the moment the first communication is issued, by sharing as much detail as possible and making it easy for people to attend.

So, what kind of content should you include in your communications? Your content should be helpful and devoid of any information which isn't applicable or necessary. Consider the following areas when developing the structure and layout of your communications:

— **Title and brief description:** Provide an overview of the purpose of the event and what the audience will achieve from attending the event. Describe what topics are covered, who the sponsors are, and what the attendee can expect.

— **Logistical information:** Include location and links to maps; provide guidance on public transport; be explicit with the venue details and the accessible facilities available; include the full agenda which outlines break times, and, if you can, add any visualisations of the layout of the venue.

— **Imagery:** Whilst imagery makes the communication look good, it is important not to conceal any critical information in imagery or graphics. Information within graphics can not be picked up by screen readers, which makes it difficult for people with visual impairments to read, as well as people who are neurodivergent.

Keeping your communication simple and concise ensures vital information can be drawn out easily and reduces uncertainty, further enhancing the attendee's confidence to participate in your event.

Communication types:

There are often a significant number of touch points that your audience will engage with on their entire journey as an event attendee, from the moment they are invited, to post-event outreach. This includes email marketing, social media, event apps, websites, personalised joining instructions, briefing documents, printed collateral, event signage and feedback forms. Each set of communications should be carefully curated to ensure it is purposeful, accessible, and allows your guests to feel confident to participate.

Email marketing:
Email is the most common channel to communicate about events, and our survey suggests that this is attendees' preferred method to receive event information. Here are some best practice tips for distribution of email communications:

— Make the subject clear and representative of the purpose of the communication. This will help determine whether opening the email is worthwhile for people of all abilities, while also helping to increase engagement with your mailer. For example: "You are invited to [event name] on [event date]".

— Maintain a logical structure and layout throughout your copy. It's great to get creative, but will all readers be able to follow? Keeping it simple will have the biggest impact. For example:

  - Event title and description

  - Why should they attend?

  - Date, time and location

  - Call to action

  - Next steps

— Use headers throughout your copy to ensure screen readers can navigate the content through this. We recommend adding HTML headings e.g. <h1>, <h2>.

— Do not hide information in pictures. Screen readers do not pick this information up, and company servers may block images. Ensure all critical information is within the body copy of the email, and offer a transcript and captions for any videos you are including within your communications.

— Provide plain-text versions of your emails for screen readers. This enables the software to only provide the core content and means there is little need for the design elements of your email.

Websites:
An event website is like the storefront for an event. Here, attendees can register for tickets, view the programme, get to know the speakers, and obtain logistical information. 27% of our survey respondents told us that an event website is their first point of call for any information they need, so when developing a website for an event, be sure to include a prominent and easy to find section about accessibility. Here, you can keep all the information regarding the accessible facilities for the event, as well as identifying a point of contact if they need more information or support in order to attend.

Here is some guidance on how to create an accessible website, and you can also take a look at this article by Inqiva for more inspiration: Web accessibility examples: 5 sites doing it right.

Colour contrast
— Contrast ratio of 4.5:1 for small text and 3:1 for large text. Consider adding the 'Wave' Google Chrome Extension to your browser for a quick and simple audit.

Images
— Provide alt text with each image to help provide content for those with visual impairments

"Event planners don't take the time to ask questions to people with disabilities. They are afraid to make mistakes - so instead they do nothing."

Meg Strahle

Buttons
— Make your buttons descriptive to provide clear instruction, such as 'click here to register', 'click here to buy a ticket' and 'click here for directions to the venue'
— Create large buttons and icons so they are easily clickable.

Videos
— All videos must be captioned and transcribed to help audiences who are hard of hearing.
— Videos should be no more than two minutes in length.

Text
— Use sans serif fonts like Arial or Helvetica.
— Use 1.0 spacing and align text to the left.
— Seven sentences or less is the perfect paragraph length, and front load your paragraphs so the key information is quick to find.

Joining instructions:
The purpose of issuing joining instructions is to make it easy for attendees to arrive and participate. To make your joining instructions as clear as possible, we recommend limiting the amount of information to include only the critical information and explicit calls-to-action.

Social media:
There are some simple and effective ways to enhance your accessibility presence on social media. According to Sprout Social, around 62% of adults with a disability are on social media (Source: Sprout Social[2]). By not following the appropriate steps to make your social media communications inclusive, you risk alienating a large proportion of your

audience. Some tactics to adopt are as follows:

— Add alt text to your images.
— Use emojis sparingly and not through your paragraphs.
— Keep your language inclusive to appeal to a wide audience.
— Ensure any videos have closed captions and subtitles.
— Demonstrate diversity in imagery.

For more guidance on this subject, check out our blog.

Event materials and posters:
Event materials cover everything from wayfinders, maps, health and safety information and event collateral. With the rise of sustainability, many businesses are looking to provide more sustainable options at our events. In doing so, we risk alienating a large portion of our audience and not including them in celebrations, exploration or building on your customer database.

— Choose thick, matte paper to reduce the glare and transparency.
— Opt for simple folded documents as complicated and fiddly leaflets can be difficult and frustrating.
— Keep your text and logos to font size 11 and do not use italics.
— Offer braille options where possible.

Digital apps:
Digital apps are extremely popular for events, as they reduce waste and can be updated at the touch of a button. However, without careful consideration of the curation of the content and navigation, digital apps can become
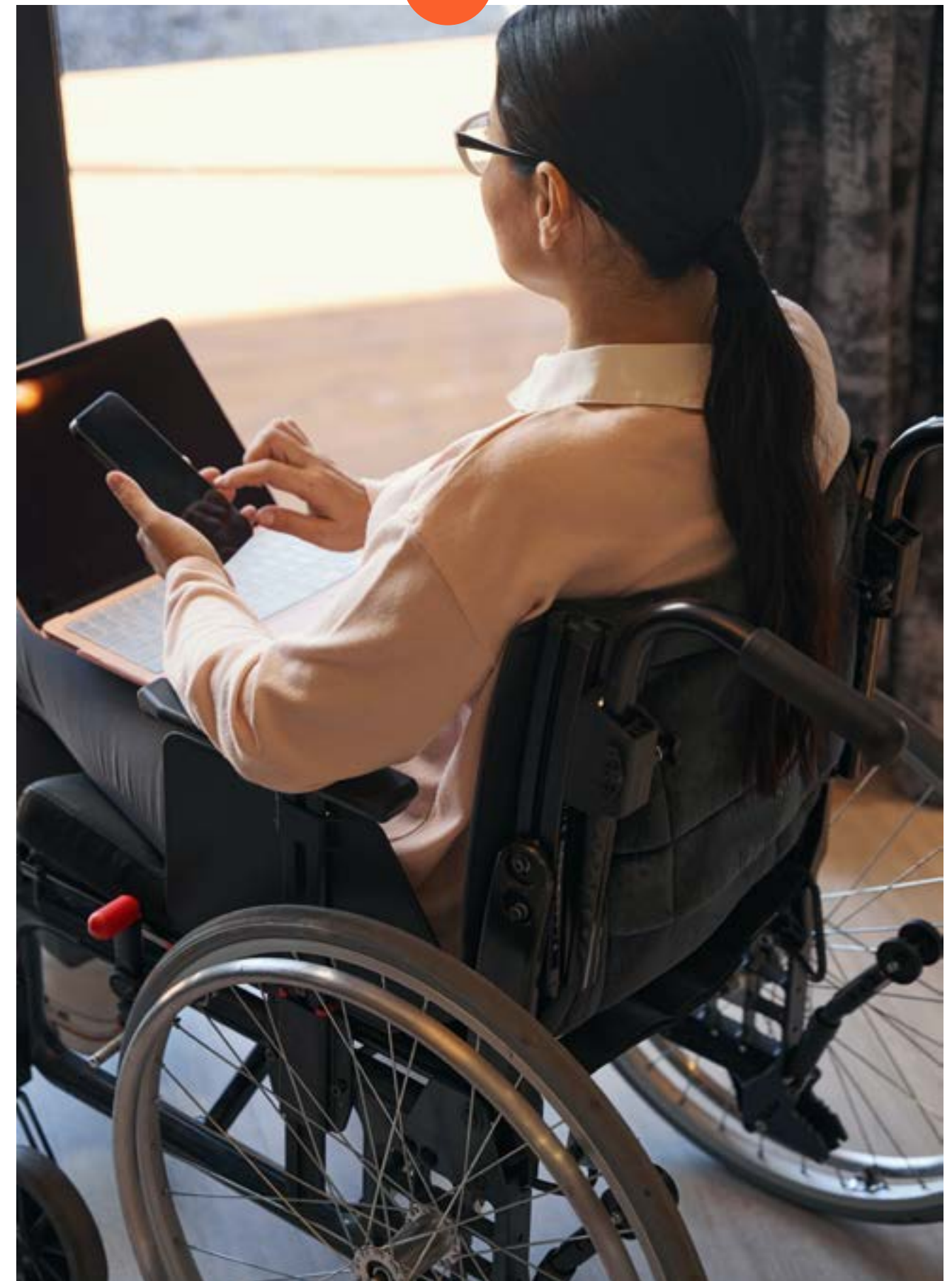
A woman with long, black hair in a low ponytail is a wheelchair user. She is wearing a white blouse and is scrolling on her phone. She also has a laptop resting on her lap.

cumbersome to use and often aren't used to their full potential. Keep these points in mind when building your digital app:

— Make sure your app can be navigated and used with one hand and thumb (Source: ScienceDirect[3]).

— Ensure the colour contrast is at least 4:5:1 (Source: Adjust[4]).

— Provide alternative options for inserting data including autofill, radio buttons, dictation and select menus (Source: Medium[5]).

— Keep all pages consistent in layout and style and provide alt text and captioning to images and videos (Source: UsableNet[6]).

How your communication is accessed:
According to Ross Linnett, CEO and Founder of Recite Me, around 20% of the population are using accessible software (Source: Recite Me[7]) , which means there are millions of people around the world using software to help them access and read your documents. For these people, using the technology is not only convenient, but a necessity. Creating content to suit the following accessibility tools will help your content be more logical, readable and usable for everyone:

— **Screen readers:** A software which helps those with visual impairments interact with websites, digital content and applications through audio or touch.

— **Keyboard navigation:** People with motor impairments can sometimes only navigate a website or application through the keyboard. Making your website accessible for these users is

very simple, however please note that **a hover menu is not accessible for people who navigate content using only a keyboard.** To tackle this, be sure to create a menu using clickable links and sections.

Here are some top line tips, supported by the Web Content Accessibility Guidelines, to make your communications accessible for people using assistive software (Source: WCAG[8]):

— Don't bury your information in downloads and links. Keep it all on one page.

— Make call-to-action buttons explicitly labelled and large.

— Build simple and consistent pages.

— Ensure all content is mobile friendly.

  - Ensure font is between 16-22px and in a readable font like Arial, Georgia or Comic Sans.

  - Make the Call-to-action buttons 46px squared and reachable with one thumb.

  - Avoid putting links in cluster of wording as this can make it harder to click.

  - Follow the mantra 'one eyeball, one thumb and arm's-length' (Source: Mailchimp[9]).

Collecting feedback:
By enabling attendees to share their insights about your event, you can enhance the experience of attendees at future events. Conducting a post-event feedback survey allows you to gather opinions and comments, providing valuable insights for making your events even more inclusive and impactful. Survey Monkey, Google Forms

and MS Forms are easy to use survey applications, which are accessible if designed in the appropriate format. There are key criteria when creating surveys or forms which make them accessible (Source: SurveyMonkey[10]). These are:

— Perceivable: users must be able to easily perceive page content.

— Operable: users must be able to operate the core functionality of the form easily.

— Understandable: the content and layout should be simple, clear, and easy to understand.

— Robust: the content should be robust enough that it can be interpreted by a wide range of user agents, including assistive technology (e.g. screen readers).

Conclusion

In summary, these tips and tools will allow a wider audience to engage with your communications and prepare to attend your event. Our top three take-aways to keep your audience engaged are:

— Check the colour contrast.

— Keep text, images and data clean, clearly laid out and uniformed.

— Don't be afraid to use online tools to enhance the accessibility of your digital communications. We like Wave, a Google extension which allows you to evaluate web content for accessibility issues directly within your browser.

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Chapter 6

Designing an inclusive virtual experience

Why is it essential to provide an inclusive virtual experience?

After a hiatus during the pandemic, in-person events are back in full force. However, virtual events are still a popular tactic for businesses wishing to communicate with audiences. They are convenient, budget-friendly and informal, giving attendees the option to participate from the comfort of their home.

Did you know:
According to the UK Government's report on Invisible Disabilities in Education and Employment, it is estimated that 70-80% of disabilities are invisible (Source: UK Parliament[1]), so it is critical to accommodate as many needs as possible.

Virtual events also offer greater accessibility for those who may not be able to attend in person and can be a relief for people with disabilities who do not want to travel. However, there is still work to be done to improve accessibility and inclusivity in virtual events.

What are the key things to consider when developing an inclusive virtual experience?

1. Accessibility features
Virtual event platforms have become increasingly advanced over the past few years, however, be thorough when researching the accessibility of your virtual platform. Not all platforms offer even basic levels of accessible functionality. For example, in her webinar, Meg Strahle (Source: YouTube[2]) speaks about the rise of Clubhouse during the pandemic, and how infuriatingly inaccessible it was for her as a person who is deaf. Bear the following points in mind to ensure you are making your virtual event more accessible:

— Closed captioning can give those who are hard of hearing the ability to read what is being said on their screen. However, those on mobile devices or small screens may find it difficult to read the captions, and not all platforms have the closed captions feature.

— With the above point in mind, it's always a good idea to share the transcript of the event with attendees afterwards. You can download the transcripts on most platforms, including Zoom and Teams.

— The chat function gives attendees an opportunity to ask questions or express queries that they might have during the event. Chat functions will allow attendees to express their comments if they prefer to be off-camera.

— Try to minimise the text and amount of information on slide decks which are being presented.

2. Content
As aforementioned, presentations can often be text-heavy which can be hard to follow, however there are some great ways to make them more accessible:

— Use Powerpoint's inbuilt accessibility checker which will quickly highlight accessibility issues.

  - Microsoft also have a Disability Answer Desk that provides support for customers with disabilities for Microsoft Office, Windows and Xbox.

— The colour of the text and background need to have the appropriate contrast level, so that people can easily see the content. See chapter 4: 'Creating inclusive content' for more guidance on this, and you can test your colour contrast using online tools, such as theTPGi's ADA Colour Contrast Tracker, here.

— Use a Sans Serif typeface at size 14 or above.

— Minimise the use of italic and underlined text where possible.

3. Inclusive language, imagery and representation
Unlike in-person events where there is emphasis on the physical experience in parallel with the quality of the content, virtual events depend on engaging content and messaging to captivate their audiences. As such, you will need to consider the participants who might have different levels of language proficiency. Consider having a translation feature for people who might not speak English as a first language. You will also need to make sure that your speakers are speaking clearly and at a steady pace for your attendees to understand, and for the closed captions to be accurate.

Things to avoid are: commenting on anything that could be sensitive e.g. appearance or cultural differences. Avoid asking questions such as 'Where do you come from?' instead try asking 'Where are you calling from today?'.

Inclusive and diverse imagery and representation is also critical in virtual events. We still see far too many 'manels' (all-white, male panels) which, in our opinion, implies laziness when it comes to speaker recruitment. When underrepresented groups

see individuals who look like them participating in virtual events, it can serve as a powerful motivator and encourage more people from diverse backgrounds to sign up.

Conclusion:

Virtual events offer numerous advantages and are intrinsically more accessible, if properly curated. However, we must not be complacent and assume the virtual platform will do the work for us. We should go further in our planning of virtual events and acknowledge the value of accessibility, giving us the opportunity to reach a wider audience.

"The event starts as soon as your attendees leave their door, accessibility starts there. If you arrive at an event already having a bad experience, you won't be able to fully engage or want to hear the content."

Isaac Harvey MBE

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Chapter 7

The impact of disability equality legislation on attendees and event organisers

Through our research and engagement with the disabled community over the past year, we have learned that the onsite experience is just the tip of the iceberg when it comes to accessibility and inclusion in events.

What's new?

— In the US, the Workforce and Health Equity Initiatives promote new grants aimed at improving workplace accessibility and advancing employment opportunities for people with disabilities. These initiatives focus on removing physical and digital barriers in work environments and promoting diversity training to combat ableism and bias in workplaces. (Source: DisabledWorld.com)

— Several Asia-Pacific (APAC) countries introduced or reinforced legislation to enhance disability inclusion in workplaces and public services. Key developments include Singapore's new Workplace Fairness Legislation (WFL) which will make anti-discrimination practices legally binding. Broader efforts at the regional level are being encouraged by organisations like APEC, which emphasises empowering individuals with disabilities through inclusive growth and digital accessibility in the APAC region. (Source: Pinsent Masons, APEC.org)

— The UAE has continued to build on its longstanding policies promoting disability inclusion. Significant updates are seen through the enhanced implementation of the UAE National Policy for Empowering People of Determination, which promotes inclusive environments across education, employment, and public life. Key initiatives now focus on improving accessibility in urban design, digital services, and public events.

— Closer to home in the UK, the new Government's Disability Action Plan has 32 actions, including tackling barriers to employment through the 'Back to Work' plan and helping businesses to understand the needs and deliver improvements for disabled people. (Source: Disability Action Plan)

— Looking ahead to next year, the European Accessibility Act (due to come into effect in June 2025) will require businesses to ensure their products and services are accessible and to comply with the Web Content Accessibility Guidelines (WCAG) 2.1. For example, companies that offer online services will need to make sure their mobile apps are navigable using screen readers and voice commands. (Source: vaimo.com)

What does this mean for event organisers?

The recent updates to disability rights and inclusion policies will have significant impacts on both disabled individuals attending events and the event organisers. Here's a breakdown of how these changes might play out in practice:

1. Higher expectations
The UK government's Disability Action Plan (DAP) emphasises accessibility improvements in public spaces, which include events. Although some obligations under the Equality Act 2010 already mandate accessibility, the DAP reinforces the expectation that event organisers make facilities accessible, including aspects like seating arrangements, access routes, signage, and communication aids like hearing

loops and British Sign Language (BSL) interpreters. (Source: GOV.UK, Disability Rights UK).

Event planners will likely need to evaluate venues more critically to ensure they meet these standards and avoid potential discrimination claims.

2. Financial and planning considerations
New measures around accessibility are expected to come with costs, particularly for smaller venues and independent event organisers. We may need to invest in equipment (e.g., wheelchair ramps, and technology for visual or hearing assistance) and may also need to consider hiring additional staff for support. In some cases, failure to meet accessibility requirements could result in penalties or negative attendee feedback, which could affect future attendance and brand reputation.

3. Emphasis on inclusive communication
As we have discussed earlier in the Playbook, inclusive communication extends to event marketing and registration / ticketing processes. This includes accessible websites, registration platforms with screen reader compatibility, and using straightforward language. We should aim to provide clearer communication of accessible facilities on-site, and organisers should ensure that digital and print communications adhere to these guidelines.

4. More on-site support for attendees
Policy updates highlight the need for additional support for people with disabilities to attend events

independently, possibly through funding for travel, accessible seating, or syphoning off tickets for personal assistants if required. This could empower more disabled individuals to participate in events.

5. Legal accountability
As accessibility standards grow, so does the scrutiny on event organisers to comply. New updates, such as the commitment to implement recommendations from the Grenfell Inquiry (for example, Personal Emergency Evacuation Plans, or PEEPs), push organisers to plan evacuation procedures that account for individuals with disabilities. This will mean more rigorous planning and potential legal accountability if safety measures are deemed inadequate. (Source: Grenfell Tower Inquiry)

Conclusion:

A direct result of the updated legislation and policy is that a higher number of people with disabilities will attend our events. It's critical for event organisers to have at least a basic understanding of how legislation applies to them, and have open and honest conversations with venues and suppliers about how they can be ahead of the curve.

Chapter 8

Final thoughts and considerations

Through our research and engagement with the disabled community over the past year, we have learned that the onsite experience is just the tip of the iceberg when it comes to accessibility and inclusion in events.

Did you know:
70% of disabled people will NOT return to a business after receiving poor customer service - this applies directly to the events industry (Source: Purple Tuesday[1]).

We event professionals need to understand that the experience doesn't just start as the attendee arrives at the event. It starts as soon as the first set of communication is distributed, the journey to the venue, the onsite experience, and the legacy of the engagement afterwards.

Training is the first step to building awareness and driving positive change, so we urge leaders in the events industry to provide training to their teams through organisations like Purple Tuesday and Diversity Alliance.

Training will enable your teams to be more strategic with their engagement with a more diverse audience, building positive brand association and earning reputation from a previously excluded demographic. The statistics alone should be enough to convince senior stakeholders that improving accessibility and inclusion at events should be treated as a business priority.

We are at the beginning of our journey with creating the Inclusive Event Design Playbook, and it is our goal to keep it an 'open book' which we can continuously update by adding more content, guidance, tools and resources to support the events industry in improving their approach to accessibility and inclusion for people with disabilities, particularly in the corporate sector. We hope our first iteration of the Playbook serves as a useful starting point, and you will join our community of event professionals who seek to consistently do better.

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DIVERSITY ALLIANCE

Purple Tuesday

oddity
events & marketing

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Useful tools, resources and partners

Tools: We recommend the following tools to support you with developing inclusive digital content and designing inclusive environments.

Purple Tuesday Accessibility Audits for built environments
— The audits and reports are based upon best practice guidelines contained within various legislation and guidelines.

VPAT audit
— The Voluntary Product Accessibility Template (VPAT) is a standardised document to communicate the level of accessibility of a website, web application, mobile application, and other digital content.

Voice dictation apps
— Smart devices now have the functionality to use voice dictation to help those who are unable to use a mouse or keyboard. Voice dictation helps to send messages, make calls, fill in digital forms and navigate websites and apps. You can access free apps via Apple and Google Docs, but you can also use paid transcription services such as Rev.

— Check out this article on Zapier about the best dictation apps in 2023.

AI Voiceover Generator
— Applications such as Speechify create voice-overs for any written content, supporting those who are dyslexic, have vision impairments, or have ADHD.

Google's mobile friendly test
— This is the process of adjusting the content on your website to make sure that viewers can read the site from their mobile device. Mobile optimisation will allow people of all abilities to consume your content.

Web Aim
— Web Aim is a tool that audits your website's accessibility. The experts at Web Aim will send you a detailed report of your website that can help you make the required changes to ensure it is accessible for everyone and complies with the Web Content Accessibility Guidelines (WCAG).

EventWell
— Renowned and award winning community and charitable social enterprise committed to event welfare, neuro inclusion, and mental wellbeing.

Rev
— Transcription and captioning services for video content.

Euan's Guide
— Disabled access review website aimed at giving disabled people the information that will give them confidence to go out and about.

— This platform gives individuals the chance to review a venue once they have first-hand experiences there.

AccessAble
— Accessibility guide that has surveyed venues across the UK and Ireland to allow disabled people to find wheelchair friendly places and check out a venue's disabled facilities.

Microsoft Learn: Inclusive Design Principles
— A free training module from Microsoft on understanding inclusive product design.

Resources and partners: We recommend the following resources and partners to help you on your accessibility and inclusion journey:

1. **Purple Tuesday** - Purple Tuesday is the leading global social movement helping improve the customer experience for disabled people. They have a world of resources available on their website to help raise awareness and increase knowledge for your team.

2. **Diversity Alliance** - Diversity Alliance helps organisations create more accessible and inclusive environments for all, through comprehensive consulting services to improve accessibility and inclusion in workplaces and at live events. Our services include conducting accessibility audits of workplaces and providing recommendations, evaluating venue and program accessibility at live events, advising on accommodations and technical planning to maximise accessibility, and working closely with event organisers to highlight accessibility through event promotion and collateral.

3. **Celebrating Disability** - Celebrating Disability offers lived and professional experience to ensure complete and full inclusion in the workplace. They offer 4 key services to support clients that includes disability awareness training, public speaking, disability consultancy and a disability access & inclusion audit.

4. **Diverse Speaker Bureau** - Supports businesses and organisations to diversify their speaker panels at events - ultimately contributing to the wider mission for equality, inclusion and representation - through brokering paid speaking opportunities and delivering speaker training for upcoming talent.

5. **Spectrum Speakers** - Works with Events and HR professionals to inclusively source speakers, business leaders, hosts and entertainment.

6. **Diversity & Inclusion Speaker Bureau** - They are a speaker's agency dedicated to diversity and inclusion experts from around the world. Their list of speakers are pioneers that are making great strides in eliminating discrimination. They have agents with over two decades of experience to help you hire the best speaker for your event.

7. **Equality Act 2010** - The Equality Act 2010 legally protects people from discrimination in the workplace and in wider society. It replaced previous anti-discrimination laws with a single Act, making the law easier to understand and strengthening protection in some situations. It sets out the different ways in which it's unlawful to treat someone.

8. **WCAG** - An initiative to help to create international standards on web-based accessibility with resources, guidelines, tips on how to improve and build your digital content.

Learning references, blogs, videos and articles:

1. Advice on the duty to make adjustments for disabled people as outlined in the Equality Act 2010

2. Blog about best practices and tips for making events accessible

3. BSI Standards 8300: 2018: Design of an accessible and inclusive built environment. Part 1 External Environment: Code of Practice

4. BSI Standards 8300: 2018 Design of an accessible and inclusive built environment Part 2 Buildings: Code of Practice

5. Designing for Accessibility, Centre for Accessible Environments 2012

6. Design Manual for Roads and Bridges: HD42/05 Non-motorised User Audits RNIB Wayfinding Report, RNIB 2010

7. Disability Discrimination Act Audit standards

8. Disability News Service

9. 'End the Awkward' campaign

10. Equality & Human Rights Commission Statutory Code of Practice 2010

11. Free training course from Microsoft on Accessibility Fundamentals

12. Government blog post about invisible disabilities in education and employment.

13. Government Report: 'Exploring the Everyday Lives of Disabled People'

14. Guidance on the Blue Badge Scheme

15. Guidelines for Providing for Journeys on Foot, CIHT 2000

16. Improving the Disabled Customer Experience

17. National Disability Strategy

18. ONS report about disabled people's experiences with activities, goods and services

About Oddity Events and Marketing

Oddity is a female-lead, award-winning events agency based in London. We were founded in 2018 by Lizzy Eaton, and despite the challenges of the past five years, the agency has grown to a team of six, delivering events with personality of all scales, across the globe.

We specialise in high-level strategic engagement events, working with some of the most recognised corporate and non-profit organisations to help them influence public policy and drive social change through the power of events.

Inclusivity is at the heart of everything we do. Our clients praise us for our unwavering commitment to prioritising inclusion throughout the event planning process. In a landscape where accessibility and inclusion are often an afterthought, our message is that inclusivity isn't a compromise; it's an investment that yields immeasurable returns in terms of engagement, reputation and impact.

By incorporating inclusivity from the very outset of our event planning, we ensure that every step of the journey caters to the diverse needs and perspectives of our attendees. We invite the events industry to join us on our journey - let's learn, grow, and lead by example.

Want to know more? Find us online:

Website: www.oddityevents.com
LinkedIn: Oddity Events & Marketing
Instagram: @oddity.events
Tiktok: @OddityEvents