

Designing Inclusive, Accessible Events



Why accessibility matters

- Accessible experiences **boost customer satisfaction** and retention
- Accessible websites and digital content **allows a greater variety** of consumers to obtain information
- Think big picture: Access for people with disabilities **improves access for everyone**. Making venues physically accessible for people with disabilities also makes them more accessible for people who may not have disabilities (e.g., families with baby strollers, bikers, etc.)

Inclusion means giving someone content in a way they would like to consume it.

— Shilpi Kapoor Founder of BarrierBreak

Designing for all people

 Blind / low vision color blindness, depth perception, sensitivity to light Screen reader compatibility, matte paper, image descriptions, large print, sighted escorts	 Deaf / hard of hearing slight hearing loss to total deafness, tinnitus Closed Captioning, sign language interpreters, digital communication, notetaker	 Mobility disabilities temporary, permanent, mild, severe, difficulty using mouse Low height counters, accessible paths and restrooms, reserved seating
 Intellectual and developmental disabilities ADHD, autism, dyslexia, TBI Noise-canceling headphones, customized content, ample time for breaks	 Mental wellness anxiety, depression, PTSD, substance abuse Quiet spaces, “What to Expect” webpage, non-alcoholic gifts, grounding activities	 Medical conditions Diabetes T1D/T2D, pregnancy, gout, weakened immune system Ample seating, sharps disposals, all-terrain scooters, stand-lean stools

Top reasons to caption content



- **80%** of people are **more likely to watch** an entire video with captions
- For anyone whose **native language is NOT English**
- Subtitled videos **increase shares by 15%**, have **17% better reactions**, and **26% more call-to-action click-throughs**
- Time-stamped captions **allow for search engines to index video content**, boosting video SEO
- For people with **hearing loss** and/or **tinnitus**
- Reach a global audience and **broaden your audience base**

Resources/sources

- Formal guidelines can be found on the Web Content Accessibility Guidelines (WCAG) webpage <https://www.w3.org/WAI/standards-guidelines/wcag/>
 - Standards and laws from the Americans with Disabilities Act can be found on the ADA.gov homepage <https://www.ada.gov/>
- Sources: [cdc.gov/ncbddd/disabilityandhealth/infographic-disability-impacts-all.html](https://www.cdc.gov/ncbddd/disabilityandhealth/infographic-disability-impacts-all.html); ctb.ku.edu/en/table-of-contents/implement/physical-social-environment/housing-accessibility-disabilities/main; [hardwaretimes.com/reasons-to-caption-your-videos/#:~:text=Captions%20allow%20them%20to%20learn,while%20listening%20to%20the%20audio](https://www.hardwaretimes.com/reasons-to-caption-your-videos/#:~:text=Captions%20allow%20them%20to%20learn,while%20listening%20to%20the%20audio); cielo24.com/2016/09/captions-transcripts-key-seo-for-video/