

do better dos

Great events for all

In collaboration with

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A Better Way

Carbon Literacy
Project



Autotrader

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Reimagining event formats

Events are a great opportunity to connect and engage with our audiences. This guide is full of ways to create Great Events for All, while minimising the carbon footprint and environmental impact of events, from the planning stage, right through to post-event.

We can approach events with a fresh perspective by asking:

- What is the environmental impact of this event, and how can we reduce it?
- Are we working with ethical suppliers?
- Have we made low-carbon catering choices?
- Are we welcoming diverse audiences?
- What time of day is best for this event? Does it have to be in the evening?
- Is the venue fit for purpose?
- Is a networking breakfast more preferable than after-work drinks?
- Will new content formats engage audiences in different ways?
- Is the entertainment suitable?
- Could more interactive elements create more engagement and a greater sense of belonging?

Even small changes in your format, from venue and speakers, to content and activities, can make an event more appealing and engaging.

Here are some format suggestions to consider when planning:

- **Breakfast events:** Casual, interactive sessions over breakfast.
- **Roundtable discussions:** Small groups discuss specific topics.
- **Midday masterclasses:** Expert-led classes or panels on specialised topics, with focus on learning.
- **Afternoon networking walks:** Guided walks combined with casual networking.
- **Creative workshops:** Hands-on sessions where attendees can learn new skills.
- **Team-building challenges:** Activities such as escape rooms or scavenger hunts to promote collaboration and problem-solving.
- **Award luncheons:** A midday celebration recognising outstanding achievements.

- **Awards and storytelling:** Instead of just announcing the winners, also feature short storytelling segments to share nominee journeys and challenges they overcame.
- **In conversation with...:** Replace traditional speeches with interview-style segments where hosts interview the winners on stage.

Planning your event

Venue selection and accessibility

Choosing the right venue can make all the difference. It can bring fresh experiences that attract new and returning attendees.

More than just size and location, the question should be ‘does this venue work for everyone?’ The right venue will welcome all, regardless of ability, identity or background.

Why it matters

- It enhances the experience for attendees and makes sure everyone is comfortable throughout.
- It has the potential to increase the number of attendees and the diversity of those who attend.
- It greatly reduces the need for last-minute accommodations.
- Choosing the right location can encourage attendees to use public transport when possible, reducing the carbon footprint of the event.

Venue selection checklist

- Is the venue easy to reach? Is public transport and parking close by?
- Are outdoor spaces accessible spaces? Are there ramps for outdoor entrances and even surfaces for those with mobility issues?
- Indoor accessibility should include: ramps, elevators, hearing loops and a first aid station.
- Spaces are easy to move around in e.g. wide hallways, doorways, and clear signage.
- Ability to adjust lighting for people sensitive to bright lights.
- Does the venue have flexible spaces available to host:
 - A physical first aid room and mental health first aid room.
 - A quiet or sensory-friendly space – a quiet room away from the “hustle and bustle”.
 - Multi-faith spaces available for prayer or quiet reflection.
 - A reception/customer service area to support guests should they need it.

Tips for making it happen

- Use the venue checklist when conducting research of potential low-carbon venues for accessibility features.
- Ask the venue about their accessibility level - aim for Category 3 (fully accessible) e.g. accessibility and accommodation for wheelchair users.
- Always visit the venue in person to check its accessibility.
- Document and share accessibility details with attendees e.g. transport routes, info on quiet spaces, how to request assistive devices, and a map of the venue.
- For venues that don't have everything you need, make temporary adjustments as to not exclude anyone e.g. extra lighting in dark areas, clearer signage, live captions.

Resources

1. [Government's access to and use of buildings guide](#) - check the category of a venue.
2. [Euan's Guide](#) - features disabled access reviews by disabled people.
3. [AccessAble](#) - provides detailed accessibility guides to venues across the UK.
4. [Eventwell's Sensory Calm Rooms](#) - take care of neurodivergent attendees.

Remember - choosing an accessible venue means finding a space where everyone, regardless of ability or background, can enter, move around, and fully participate.

Expand your supplier pool

Working with a diverse range of local and ethical suppliers will make your event better and give it a unique flair – bringing equal opportunities, along with fresh ideas. So, move beyond the familiar network to discover new suppliers, and help to support growth of a more inclusive industry ecosystem.

How to diversify your suppliers

- Consider collaborating with local catering businesses.
- Look at your current suppliers. What makes your current supplier unique and are you happy with their product and services?
- Find new suppliers. Ask for recommendations from other event planners and look for supplier diversity directories online.
- Have a fair process when choosing suppliers. Give a clear view of what you need from suppliers, allow enough time and support for new suppliers to put together proposals, consider giving newer, smaller suppliers a chance.
- Track and report progress. Track new suppliers you've worked with and regularly refresh supplier lists to include diverse and new suppliers.

Remember - working with and purchasing from local and responsible suppliers reduces the environmental impact of your event while also supporting and promoting local business.

Tools and resources

1. [MSD UK](#) - MSDUK unites pioneering and fast-growing ethnically diverse businesses with global corporations that are dedicated to creating a diverse and inclusive supply chain.
2. [Supplier Diversity UK](#) - An organisation that promotes supplier diversity in the UK and offers valuable resources and toolkits.

Remember - expanding your supplier pool isn't just about numbers. It's about building relationships with new partners who can bring unique touches to your events.


Catering

Food brings people together, so inclusivity should also extend to the food you offer. Planning of menus, seating, and services creates a welcoming environment for all. It's essential to anticipate and accommodate dietary preferences and requirements.

Why it matters

- Shows respect for different cultures and dietary needs.
- Reduces stress for attendees with specific food requirements.
- Makes sure all attendees can participate fully in the event.

Catering checklist

- Accommodate for dietary needs (gluten-free, dairy-free, vegan, vegetarian, halal, kosher etc.).
- Accessible menus come in different formats e.g. digital versions, large print, and braille menus.
- Make sure information is clear. Have ingredient lists for all dishes, clearly label common allergens (e.g. nuts, dairy, shellfish), use simple symbols for dietary options (e.g. Ve or  for vegan).
- Offer appealing and interesting non-alcoholic beverages (e.g. mocktails, alcohol-free beers or craft sodas).
- Make sure dining areas are accessible for all attendees. Think about table height, spaces for mobility aids, wheelchairs, and if there's enough space to manoeuvre.

Article:

1. [Sober inclusion at events](#)

Speakers, talent and entertainment

A great event isn't just about who attends, it's also about who's on stage. A truly inclusive event will be a space where diverse voices are heard, valued and amplified.

Diverse representation captures a wide range of factors including race, gender identity, sex, sexual orientation, ethnicity, nationality, disability, neurodiversity, socioeconomic background, age, and career level.

Why it matters

- It brings fresh talent and perspectives to your event.
- Diverse experiences can enrich discussions and enhance the content.
- Makes attendees feel welcome, included and represented.

Speakers and talent checklist

- Consider and track the demographics of talent. Include categories like gender, age range, ethnicity and career level. This will help identify where more diversity might be needed.
- Create a diverse planning team or advisory group that can help choose speakers and talent, to help balance representation. Different perspectives help avoid blind spots in speaker and talent selection.
- Look beyond visible diversity. Consider diversity of thought, experience, and background.

Speaker ideas to consider

- Engage an industry expert from a minority or under-represented group. This could include clients, customers, or end-users.
- Identify and offer opportunities to emerging talent in your field and pay everyone fairly.

Remember - the more diverse your speakers and talent, the more diverse your attendees and audience will be. When people see themselves represented, they are more likely to fully engage with the event.

Content and programming

It's important that content speaks to everyone and embraces inclusion. Sessions should be designed to accommodate varied needs, interests, learning styles and interaction preferences.

Why it matters

- Helps to keep attendees engaged and involved.
- Shows the value of different perspectives, needs and experiences.
- Makes learning and networking more enjoyable for everyone.

Content and programming checklist

- Create varied formats/sessions to accommodate different learning styles. Consider: speaker presentations/panels, workshops, roundtable discussions, fishbowl discussions, engagement/gamification, audio/video experiences, or facilitated networking with a purpose.
- Get people moving with some active sessions. Plan stretch and movement breaks between long sitting periods to keep attendees alert and energised.
- Use different types of media (e.g. videos, audio clips, live demos). Provide handouts or digital resources - to cater to different learning styles and preferences.

- Be mindful of music choices to avoid reinforcing stereotypes.
- Design a range of optional fringe social activities that don't always centre around alcohol.

Tools and resources

1. [Kahoot](#) - use Kahoot! 360 to reimagine training, presentations, and events.
2. [W3C](#) for making digital content accessible.

Remember - a great event isn't just about who is invited; it's about ensuring everyone feels seen, heard, and valued, so they can fully participate and enjoy the experience.

Audio-Visual

To create a great event experience, you need to cater to the needs of all attendees, including those with specific requirements. By integrating specific audio-visual elements, you ensure your event is accessible and inviting for everyone.

Audio-Visual checklist

- To help attendees with hearing difficulties, make sure hearing loops are available for those with hearing aids.
- Offer headsets with volume control or ear defenders for those who experience high sensitivity to atmospheric sound.
- Caption and subtitle speeches, presentations and video content.
- Make sure that everyone can see the content by using large fonts, choosing colours that stand out, like dark text on light backgrounds (avoid red and green combinations for those who are colourblind) in presentations.
- Use appropriate lighting throughout the event space to accommodate blind attendees or attendees with low vision.
- Avoid strobing lights or any bright flashing colours.
- Check sound quality. Do the speaker mics work properly? Are volume controls and adjustable audio options provided?
- Offer alternative audio options e.g. closed captions or AI subtitles, sign language interpreters, assistive listening devices, and clearly communicate their availability.

Tools and resources

1. [Interprefy](#) - Multilingual meetings and events in your own language.
2. [KUDO](#), [Wel-co.me](#) and [Translatable](#) offer real-time language translation for meetings and events.
3. [AccessLOOP](#) - helps easily add captions to a live streamed event.

Promoting your event

Registration practices

Make registration easy and simple for everyone. Gather information about attendees' needs and preferences to prepare appropriate accommodations.

Registration checklist

- Choose an accessible registration platform (look for WCAG 2.2 or 2.1 compliant) and test the platform to make sure it's simple to use.
- Provide clear instructions of alternative ways to register for people who need it e.g. email or contact number.
- Include questions about accessibility needs on the registration form, providing ways to request specific accommodations.
- Ask about dietary restrictions and allergies and provide a space for special requests.
- Reassure attendees by following up on special requests by sending a confirmation email. Reach out if more information is needed, don't leave it to chance.
- Offer seat reservations for attendees with specific needs. Ask about seating preferences on the registration form.
- Registration is an ideal time to clarify event rules and expectations by including a checkbox for registrants to confirm they've read and agreed to the Code of Conduct.

What is WCAG? - Web Content Accessibility Guidelines (WCAG) is an international standard to make web content more accessible to people with disabilities.

Pre-event communication strategies

Getting the word out about your event is important, but making sure everyone can understand your communications is crucial. From social media to email invites, you need to ensure messaging is accessible.

Good communication is essential for creating events where all attendees feel valued, respected, and included from the moment they engage with your event.

Why it matters

- Ensures no one misses out on important information.
- Helps everyone feel included from the start.

Communication checklist

- Use simple designs and clear, concise language across all digital platforms.
- For those who are blind or have low vision, ensure websites and digital content can be read by screen readers.
- Ensure PDFs and attachments are screen reader friendly.
- Provide alt text for images.

What is screen reader friendly? - Screen reader-friendly content is designed to be easily interpreted by software that reads text aloud, enabling people with visual impairments to access digital information effectively.

What is Alt text? - Alt text, or alternative text, is a brief description of an image that helps people with visual impairments understand the image's meaning. It's also useful for other users, such as when an image doesn't load on a webpage.

Example: Instead of just "Event poster", use "Poster for Annual Tech Conference featuring diverse speakers and event schedule."

Practical Tips

- Use large fonts and high contrast colours that stand out from each other.
- On social media, use #CamelCase for hashtags (e.g., #AccessibleDesign instead of #accessibledesign).
- Design your website/registration page to be fully operable through keyboard navigation, without the use of a mouse.
- Test communications on different devices.

Remember - good communication is about ensuring everyone understands the message, no matter how they access it.

Tools and resources

1. [Accessible Fonts: A Guide to Design for Accessibility - Venngage](#)
2. [Everything you need to know to write effective alt text - Microsoft Support](#)
3. [axe: Accessibility Testing Tools and Software](#) - help make websites, mobile apps & digital content accessible.
4. [WebAIM: Contrast Checker](#) - to check if colours are easy to read.
5. [Hemingway Editor](#) - Helps to simplify writing.



Preparing for success

Safety protocols and emergency preparedness

The safety of your attendees and stakeholders should be paramount. Preparing safer environments and developing robust emergency protocols that consider diverse needs will help to nurture a safe environment where everyone can participate.

Why it matters

- Reduces the likelihood of problems or issues arising.
- Helps all attendees feel secure, safe and valued.
- Shows you are committed to everyone's wellbeing.

Taking care of our people

- Have you defined and communicated clear guidelines for acceptable and unacceptable behaviour?
- Can everyone easily report issues, and is your team easy to find at events?
- Do you have processes in place to handle complaints and incidents?
- Have staff been trained to support attendees and respond appropriately to reported incidents?
- Are evacuation protocols inclusive and considerate of attendees with disabilities?

Implementation tips

- Audit the event environment for safety by reviewing accessibility, toilets, quiet spaces, first aid, and crowd control.
- Develop and display the event code of conduct.
- Set up dedicated phone number and email for incident reporting.
- Maintain confidentiality and follow-up procedures.

Inclusive evacuation

- Work with the venue to conduct regular safety drills with staff, including scenarios involving attendees with disabilities.
- Identify multiple accessible exit routes with clear signage at the event.

Tools and resources

1. Example Code of Conduct

Team and speaker training

To make sure events reflect your commitment to inclusivity, you should prepare your team, hosts and speakers to communicate and engage respectfully and effectively with all attendees.

Team training checklist

- Provide disability awareness and etiquette training e.g. how to respectfully offer assistance, avoiding assumptions about abilities.
- Conduct workshops and training sessions to prepare staff on assisting attendees with various needs.
- Make respectful interactions and inclusive communication integral to the event.

Speaker briefing checklist

- Connect with and prepare speakers ahead of time so that they are familiar with the event and your attendees.
- Share inclusive communication and presentation tips e.g. use simple language, avoiding jargon, make sure presentations meet accessibility standards, and use gender-neutral and first-person language.
- Feature diverse representation in media and visuals.

Example of gender-neutral language:

Instead of saying: "Each attendee should bring his or her laptop to the conference."

Say this instead: "Attendees should bring their laptops to the conference."

Why this is better: "Their" is gender-neutral and includes all attendees, regardless of gender identity.

Tips for making it happen

- Share expectations and guidelines well before the event.
- Prepare briefing materials that highlight inclusivity and accessibility.
- Double check speaker presentation for inclusivity and accessibility points and make any recommended changes in advance of the event.

Tools and resources

1. [Disability Equality Training \(CPD Accredited\) - Toucan Diversity](#) - covers respectful language and etiquette, how to create a more inclusive environment by actively removing barriers.
2. [Disability Awareness Training | CPD-Certified | i2Comply](#)
3. [Engaging with disabled people: an event planning guide](#) - includes speaker and presenter briefing.
4. [Inclusive Presentation Design](#)
5. [Inclusive Language and Events Guide](#)





During the event

Creating a welcoming atmosphere

Everyone should feel welcome from the moment they arrive, and the on-site registration process will set the tone for a great event experience. Accessible signage and a friendly atmosphere will create a great first impression.

Why it matters

- Helps everyone feel included, respected and safe.
- Sets a positive tone for the whole event.

Implement inclusive badge practices

- Offer different ways to wear name badges for accessibility purposes, i.e. lanyards, magnetic badges etc.
- Allow attendees to specify their preferred name for badges.
- Be sensitive when checking photo IDs to avoid discomfort or discrimination.

Checklist for creating a welcoming atmosphere

- Ensure the on-site registration process is inclusive and accessible.
- Establish a buddy system to support new attendees and/or individuals with disabilities. Buddies can introduce themselves before the event and provide assistance during the event.
- Disabled and neurodivergent attendees should have a direct contact person, such as an accessibility lead, who can answer any questions and respond to any real-time accommodation requests.
- Make sure event code of conduct is visible and accessible.

Tools and resources

1. [EventWell® Buddy scheme](#) - Offer trained event companions.

Remember - creating a welcoming atmosphere is about how you make people feel from the moment they arrive at your event.

On-site communications

How you communicate with guests and attendees during an event is key to creating an inclusive experience. Every touchpoint should be easy to access and understand, demonstrating that you've considered diverse needs and perspectives.

Why it matters

- Ensures everyone can access and understand crucial information.
- Creates a respectful environment where all attendees feel valued.
- Enables full participation by removing any communication barriers.

Communication checklist

- Use matte paper, enlarged text, high contrast colours and Braille where needed.
- Is venue signage clear and accessible? Use symbols and pictograms alongside text when possible.
- Do staff practise active listening and use inclusive language during the event? E.g. using "they/them" pronouns when unsure of someone's identity, or asking, "How can I assist you?" instead of assuming a disabled person needs help.

Inclusive language guide

- Using inclusive language is essential for respecting the dignity of all attendees. By adopting inclusive and person-first terminology, you emphasise the individual rather than their background or condition.

Person-First Language:

Don't say: "Disabled attendees can use the ramp."

Do say: "Attendees with disabilities can use the ramp."

Avoid Assumptions:

Don't say: "Everyone can see the screen, right?"

Do say: "Is everyone able to access the information on the screen?"

Be Specific:

Don't say: "The event is accessible".

Do say: "The event venue has step-free access, accessible restrooms, and assistive listening devices available."

Checklist inclusive language

- Use plain, accessible language, explain complex terms and acronyms, and avoid alienating words, slang, or over-generalisations.
- Respect people-first language, avoid assumptions about abilities or disabilities, and communicate thoughtfully with people with disabilities.

Accessibility during the event

Despite the best-laid plans, it's important to continuously monitor accessibility throughout the event to make sure everyone can fully participate and engage with content and activities.

Why it matters

- Ensures everyone can fully participate, enabling a sense of belonging.
- Respects the dignity and diverse needs of all attendees.
- Creates meaningful connections by enabling equal interaction.
- Reduces barriers, allowing everyone to focus on enjoying the event.
- Demonstrates a genuine commitment to inclusivity in action.

Overall design considerations

- Have you incorporated accessibility into the event from the very start?
- Does the design prioritise a seamless, inclusive experience for attendees with disabilities across all aspects—web, digital, production, spaces, activations, and live elements?

Managing inclusive spaces

Creating inclusive spaces at your events helps every attendee feels comfortable and supported, so they can fully enjoy the experience. Thoughtful design and clear wayfinding help remove any physical or sensory barriers.

Inclusive spaces should have pathways that are wide and unobstructed for wheelchair users, signage that is accessible, and restrooms that are inclusive of all gender identities.

Implementation tips

- Verify that pathways are consistently wide and free of obstructions.
- Use high-contrast and easily recognisable signage to support event navigation.
- Ensure gender-neutral facilities, quiet rooms, nursing rooms, first aid rooms (physical and mental) and prayer rooms are clearly marked and accessible.
- Provide sign language (BSL) interpretation, real-time captioning, and ensure all event videos include captions, audio descriptions, and transcripts for full accessibility.
- Hire qualified interpreters, ensuring they are well-lit, with clear sightlines and a designated space.

- Offer sensory adaptation tools, like noise-cancelling headphones, and provide quiet spaces for sensory relief.
- Accommodate personal assistants with free admission and reserved seating.
- Ensure ramp access to the stage, key areas, and arrange tables and chairs to be accessible for wheelchairs and mobility aids.

What is BSL? - British Sign Language is sign language used in the United Kingdom.

Tools and resources

1. **Remark!** - The UK leading deaf-led organisation for British Sign Language services and training.
2. **MyClearText** - Live captioning for any event.

Minimising waste at the event

- Rent or borrow equipment whenever possible. Sometimes equipment may not be included in the venue hire e.g. linen, crockery, extra furniture, AV equipment. Renting these items will reduce the carbon footprint of the event significantly.
- Avoid using non-disposable banners, signage, or single-use plastic cutlery/ bottles.
- Discuss with the venue and/or caterers prior to the event, to ensure they provide reusable items as much as possible.

Remember - creating an inclusive event is an ongoing process. Always be open to feedback and ready to make adjustments as needed.





After the event

Measuring success

The checklist at the start of this guide can serve as a tool to measure the success of an event's inclusivity and accessibility, alongside the other methods outlined throughout.

Why it matters

- Ensures your events truly reflect and serve diverse audiences.
- Confirms the effectiveness of your safety and accessibility measures.
- Drives continuous improvement in your event practices.

Inclusivity impact checklist - use this checklist to see how well your event performed in key areas

- Were your speakers and content diverse and representative of your audience? Did your content reflect a variety of perspectives and experiences?
- Did your safety measures and reporting mechanisms work effectively for everyone?
- Did your event create a genuine feeling of belonging for all attendees? Were there opportunities for everyone to participate fully?
- How well did your partners and suppliers align with your inclusion goals?

Example - measuring success at an evening awards ceremony

Here's how you might apply these examples to an awards event:

1. Diversity representation

- Track the diversity of nominees and winners of the awards.
- Measure the diversity ratio of attendees.

2. Accessibility

- Record the number of accommodation requests received and fulfilled.
- Track usage rates of provided accessibility services.

3. Inclusive experience

- Gather feedback on the nomination process.
- Look at social media sentiment about the event.

4. Communication

- Review how clear the criteria is for each award.
- Evaluate the accessibility of the event signage.

5. Safety

- Track the completion rate of safety briefings by staff and volunteers.
- Track the number of safety-related incidents reported during the event.

Continuous growth

Your commitment to *Great events for all* doesn't end when the event does. Use every experience as an opportunity to create even better events and experiences in the future.

Carbon Impact

- Assess the amount rubbish/waste left over.
- Survey attendees on their method of transport to the event.
- Did the suppliers/venue adhere to the sustainability requests? Such as minimising single-use plastics, offering plant-based catering, and encouraging carpooling etc.

Why it matters

- Builds trust with diverse stakeholders.
- Keeps your practices aligned with evolving industry standards.
- Enables a culture of learning and adaptation within your organisation.

Gathering feedback

To understand how well your event met its goals for diversity, inclusion, safety, and accessibility, you need to actively seek out feedback to discover what worked well and where you can make changes for future events.

Why it matters

- Shows attendees that their opinions are valued.
- Identifies any missed opportunities for inclusion or accessibility issues.
- Provides insights into diverse attendee experiences.

Feedback collection checklist

- Use post-event surveys to capture a broad range of attendee experiences.

- Conduct focus groups for detailed, qualitative insights. Be sure to include diverse participants for varied perspectives.
- Implement anonymous feedback opportunities for honest and open responses.

Example survey questions

"On a scale of 1-5, how easy was it to navigate the event venue?"

"Did you encounter any accessibility barriers during the event? If yes, please describe."

"On a scale of 1-5, how inclusive did you find the event in terms of accommodating diverse needs and backgrounds?"

"Were there any moments during the event where you felt excluded or underrepresented? If yes, please elaborate."

"What one thing would have improved your event experience?"

Using the feedback

- Look for patterns and common themes in the feedback.
- Communicate key findings with the team and your stakeholders.
- Develop an action plan to address issues and implement improvements.
- Let attendees know how their feedback is being used.

***Remember** - each event is an opportunity to learn and improve, to help make your future events even more inclusive and accessible for all.*

Tools & Resources

Below is a comprehensive collection of tools, websites, and guides to help you implement accessibility and inclusivity best practices. These resources cover various aspects of event planning, from venue selection to digital accessibility.

1. [**AbilityNet**](#) - AbilityNet's guide helps make virtual and hybrid events accessible through built-in tech features and human support.
2. [**AccessAble**](#) - AccessAble provides detailed accessibility guides to venues across the UK, with filtering and mapping to find options suited to your needs.
3. [**Accessible & Inclusive Communication**](#) - For people with disabilities.
4. [**Accessible Events Guide**](#) - Microsoft's guide covers comprehensive accessibility best practices for events from planning to execution.
5. [**Accessible Fonts: A Guide to Design for Accessibility**](#) - Venngage.
6. [**Access to and use of buildings guide**](#)
7. [**ALT Text - Everything you need to know to write effective alt text**](#) - Microsoft Support.
8. [**axe: Accessibility Testing Tools and Software**](#) - Microsoft, Google, and development and testing teams everywhere choose axe to help make their websites, mobile apps & digital content accessible.
9. [**Bold Green Strategies: Catering, Hospitality + Events Professionals**](#)

10. [Decordia: Festivals & Outdoor Events](#)
11. [Example Code of Conduct](#)
12. [EventWell® Buddy scheme](#) - Offers trained event companions.
13. [Eventwell's Sensory Calm Rooms](#)
14. [Inclusive Presentation Design](#)
15. [Interfaith Calendar](#) - Worldwide holidays for scheduling consideration.
16. [Interprefy](#) - Multilingual meetings & events in your own language.
17. [Lactation lounge amenities and set up](#)
18. Language Translation - [KUDO](#), [Wel-co.me](#) and [Translatable](#) offer real-time translation for meetings and events, enabling multi-language participation.
19. [Lighthouse for Google Chrome](#) - Lighthouse is an open-source, automated tool for improving the performance, quality, and correctness of your web apps.
20. [Microsoft's Accessible Events Guide](#)
21. [Microsoft Inclusive Design](#)
22. [Neuroinclusive Event Checklist](#) - has practical tips for making events inclusive of neurodivergent attendees.
23. [Positive Planet: Carbon Literacy for Event, Venues and Hospitality](#)
24. [Remark!](#) - The UK leading deaf-led organisation for British Sign Language services and training.
25. [Sober inclusion at events](#)
26. Social media accessibility information (by platform):
 - [LinkedIn accessibility](#)
 - [Facebook accessibility](#)
 - [Google accessibility](#)
 - [YouTube accessibility](#)
 - [Instagram accessibility](#)
 - [X accessibility](#)
27. Screen Readers (Manual Testing). These tools simulate how visually impaired users experience your site, helping you identify potential issues.
 - [JAWS](#) - The world's most popular screen reader, developed for computer users whose vision loss prevents them from seeing screen content or navigating with a mouse. JAWS provides speech and Braille output for the most popular computer applications on PCs.
 - [NVDA](#) - NVDA allows blind and vision impaired people to access and interact with the Windows operating system and many third-party applications.
 - [VoiceOver](#) - Guidance on how to use VoiceOver for Accessibility Testing.
28. [Virtual Events Accessibility Playbook](#)
29. [WAVE Web Accessibility Evaluation Tools](#) - WAVE is a free online tool that helps you identify accessibility issues on your website. Simply enter your website's URL, and WAVE will provide a report with suggestions for improvement.
30. [WebAIM: Contrast Checker](#) - WebAIM's tool lets you test colour contrast levels to ensure accessible, readable printed documents.
31. [Web Content Accessibility Guidelines \(WCAG\) 2.1](#)

Glossary of terms

This glossary provides current terminology (as of publication) for planning and communicating about Great Events for All. Please note that language in this field is continually evolving.

A

Accessibility - The design of products, services, and environments to be usable and inclusive for people with disabilities.

Accessible formats - Alternate modes of presenting information to accommodate disabilities. May include braille, large print, audio, captions, transcripts, etc.

Accessible technology - Hardware and/or software that enables people with disabilities to interact with technology and access information. Examples include screen readers, magnifiers, captions, etc.

Alt text - Short text descriptions for images, graphics and charts that convey information to people who cannot see the visual content, making it accessible to screen readers.

Assistive listening systems - Devices designed to help people with hearing loss improve their ability to hear and understand speech in challenging environments. Common examples are induction loop systems and FM systems.

Assistive technology - Hardware and/or software that enables people with disabilities to interact with technology and access information. Examples include screen readers, magnifiers, captions, etc.

Auditory accessibility - Design that enables people with hearing loss or deafness to access audio content. Use of captions, transcripts, sign language, etc.

Automated testing - Using software tools to programmatically evaluate accessibility and identify issues on websites, apps, documents etc. Allows efficient large-scale testing.

B

Bias - Prejudice in favour of or against one thing, person, or group compared with another, resulting in discrimination, reduced opportunities, or other harmful effects against marginalised groups.

Braille - A tactile writing system used by people who are visually impaired. It is traditionally written with embossed paper.

C

Captions - Text displayed on screen that transcribes spoken dialogue or other audio information. Enables deaf/hard of hearing users to access video, events, etc.

Carbon footprint - A measure of the amount of carbon dioxide released into the atmosphere because of the activities of a particular individual, organization, or community.

Carbon literacy - An awareness of the carbon costs and impacts of everyday activities, and the ability and motivation to reduce emissions, on an individual, community and organisational basis.

Co-creation - A collaborative product design process that brings different stakeholders together, such as designers, subject matter experts, and end users, to create a solution.

Colour contrast - The visual difference between two colours used together, such as text and background colours. Sufficient contrast between elements is important for accessibility.

Cultural appropriation - The adoption of an element or elements of one culture or identity by members of another culture or identity in a manner perceived as inappropriate or unacknowledged.

D

Descriptive audio - Narration that describes key visual elements in a video or live event for people who are blind or have low vision.

E

Equitable access - Providing opportunities, access, participation, and benefits to all people that are fair and free of barriers.

F

FM system - A type of assistive listening device used to transmit audio signals directly into a person's hearing aid or cochlear implant via radio waves, helping them hear more clearly.

G

Greenhouse gas emissions - The release of gases into the atmosphere that trap heat and contribute to the greenhouse effect, leading to global warming and climate change.

H

Hearing loop (aka induction loop) - An assistive listening system that allows people with hearing aids to directly receive audio signals from a sound system via magnetic induction. The loop transmits to hearing aids switched to the telecoil setting.

I

Inclusion - The practice of ensuring that people feel a sense of belonging without barriers to participation. Requires proactively accommodating diverse needs.

Inclusive design - A methodology that enables and draws on the full range of human diversity. It aims to make experiences accessible to as many people as possible.

Intersectionality - The complex interconnectedness of social identities like race, class, and gender as they apply to a given individual that overlap and can create multiple layers of marginalisation.

K

Keyboard navigation - The ability to navigate and use interfaces and content solely using a keyboard, without requiring a mouse or touchscreen. An important aspect of digital accessibility.

L

Live captioning - A technique that converts speech into text in real time using a trained professional and captioning software, providing captions for deaf/hard of hearing viewers during live events.

Low-carbon culture - A collective way of life, behaviour, and practices within a community, organization, or society that emphasises reducing carbon emissions and promoting sustainable, environmentally responsible actions.

M

Motor accessibility - Design that allows people with disabilities related to mobility, dexterity, stamina, etc. to access spaces, objects, and interactions.

P

Physical accessibility - Design that allows people with disabilities related to mobility, dexterity, stamina, etc. to access spaces, objects, and interactions.

Plain language - Clear, straightforward communication using common words and avoiding complex vocabulary to ensure understanding. An important accessibility practice.

R

Responsive design - Design approach that enables websites and apps to adapt their layout and elements to any screen size through fluid layouts, flexible images, and media queries. Enhances accessibility.

S

Screen reader - Assistive technology that conveys visual information on a screen via text-to-speech or braille output, allowing people with vision impairments to interpret screen content.

Sensory accessibility - Designing experiences to accommodate disabilities related to sight, hearing, touch, smell, and taste through inclusive solutions.

Single-use plastic - Plastic products designed for one-time use before being discarded or recycled.

Situational disability - A temporary disability or impairment caused by current circumstances, which creates accessibility needs. For example, a broken leg requiring crutches.

Subtitles - Text displayed on screen that transcribes audio content. Used primarily to translate content into other languages.

T

Tactile graphics - Images, charts, maps, diagrams or other visuals rendered in a touch-accessible format through textures, 3D elements, and braille. Allow visual information to be understood non-visually.

Transcript - A written document containing the text of a speech, lecture, or other spoken material. Provides an accessible alternative to audio/video content.

Travel footprint - The total amount of greenhouse gases emitted when an individual, a business, or a society moves from one place to another.

U

Universal design - The design of environments and products that are usable by all people to the greatest extent possible without specialised adaptation.

V

Video captions - Text versions of the audio track in a video presentation that play synchronously with the dialogue or audio. Enables viewers who are deaf/hard of hearing to follow along.

Visual accessibility - Design that enables people with visual impairments or blindness to access content. Use of screen readers, braille, audio alternatives.

W

Wayfinding - Information systems that guide people through physical environments and improve orientation, such as directional signs, maps, cues, markings, spatial plans etc.

Web accessibility - Design of websites that allows people with disabilities to access web content, for example through captions, keyboard navigation, and screen reader compatibility.