

do better dos

Great events for all

In collaboration with

planit
A Better Way

Carbon Literacy
Project



Autotrader

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Great events for all checklist

There's a lot to consider when planning your event to make sure you're maximising experiences, attendance, connections and representation. This quick reference guide will give you a brief overview of the most important areas to consider through planning and beyond.

Planning your event

Reimagining event formats

Challenge the norm, question all aspects of your event.

Think about whether the chosen venue and rooms are fit for purpose.

Consider the carbon impact of your event and think about ways to reduce it.

Work with ethical suppliers where possible.

Is the timing of your event appropriate? Consider work schedules, family responsibilities and religious occasions.

Explore non-traditional event structures and formats based on accessibility and inclusion. For example, consider breaking longer events into shorter, more focused sessions.

Explore alternatives to traditional event entertainment. For example, weigh up the benefits of an inspirational speaker vs. a comedian.

Venue selection and accessibility

Consider whether venues are appropriate when researching. Is it accessible? Is it easy to reach? Is it customisable?

Visit the venue site to confirm it is as accessible as expected.

Ensure the venue has good public transport links to lower the carbon footprint of the event.

Implement temporary adjustments where necessary.

Take note of all event accessibility details and share them with attendees.

Catering for all

Gather all dietary requirements when people register for your event.

Offer a menu that is varied. Make sure to include vegetarian, vegan, gluten-free, and halal, kosher etc.

Try to work with local suppliers to reduce environmental impact.

Make sure the dining areas are accessible for everyone.

Share ingredient lists and nutritional information in advance and during your event.

Provide equivalent non-alcoholic alternatives, not just soft drinks.

Diverse representation in suppliers, speakers, talent and entertainment

Create a diverse planning team/advisory group made up of people from different backgrounds for guidance and feedback.

Pick speakers from a variety of professional levels and backgrounds.

Go beyond visible diversity and think about diversity of thought, views, experience and background.

Offer fair fees and budget to pay all speakers and talent.

Search out suppliers from underrepresented groups in the industry. For example, women-owned businesses, ethnically diverse, LGBTQ+ individuals, or people with disabilities.

If speakers are comfortable sharing, show pronouns in speaker titles and bios.

Be mindful of music choices to avoid reinforcing stereotypes.

Promoting your event

Inclusive communication strategies

- Use clear and concise language across all digital platforms.
- Provide alt text for images on digital communications.
- Make sure PDFs and all attachments are screen reader friendly.
- Caption all videos and provide transcripts for audio content.

Accessible registration practices

- Be sure to include questions around accessibility needs on the registration form.
- Include an option to select dietary restrictions and allergies.
- Choose an accessible registration platform. Should be WCAG 2.2 or 2.1 compliant.
- Provide a way for specific accommodations to be requested.

Preparing for success

Safety protocols and emergency preparedness

- Develop and communicate a code of conduct for your event.
- Set up a dedicated phone number and email address for incident reporting, along with a relevant team at the event itself.
- Display signage with reporting information in high-traffic areas.
- Brief staff on how to recognise and respond to safeguarding issues.
- Highlight multiple accessible exits routes with clear signage.
- Train staff on how to assist attendees with accessibility requirements.
- Make sure venue conditions meet accessibility and safety standards.
- Assign stairway refuge areas and make sure there are evacuation chairs available.

Team and speaker training

- Create guidelines for inclusive communication techniques.
- Share guidelines for speakers on how to prepare inclusive content.
- Create and share a checklist for accessible presentation design.
- Prepare a speaker briefing on inclusive delivery techniques.

During the event

Welcoming atmosphere

Prepare various badge options (neck, wrist, pin) to accommodate different attendees and accessibility needs.

Assign and communicate an inclusion and accessibility lead for your event.

Establish a buddy system for new attendees and those with accessibility requirements.

Make sure registration devices support screen readers and text-to-speech.

Accessibility considerations

Plan priority entry for people with accessibility requirements.

Make sure accessible parking spaces are available.

Organise sign language interpretation if required. For example, ASL, BSL, etc.

Prepare audio descriptions for visual content.

Establish a process that allows attendees to bring personal assistants.

Prepare documents in alternate formats, for example, Braille and large print.

On-site communications

Create clear, accessible signage and wayfinding.

Train staff on accessibility awareness, etiquette and cultural sensitivity.

Include diverse representation and inclusive imagery for use in communications.

Develop a system which will allow you to collect and respond to real-time feedback.

Managing inclusive spaces

Make sure there are clear pathways with plenty of width throughout the venue.

Provide family restrooms (when possible).

Provide a quiet room for sensory breaks, a first aid room (separate physical and mental if space allows), and prayer rooms.

Set up at least one nursing room with necessary supplies (if requested).

During the event

(Continued)

Minimising waste

Use rented or borrowed equipment to significantly reduce the carbon footprint of the event.

Avoid using non-disposable banners and single-use plastics.

After the event

Post-event measurement and feedback

Work up a post-event survey that covers inclusion, safety, accessibility and mode of transport questions.

Ask for feedback from partners and suppliers.

Assess the amount of waste left over after the event.