Event Accessibility Guide

June 2025

About this Playbook

This Playbook was developed by Accenture for the company's Marketing + Communications (M+C) professionals to plan and manage accessible events and experiences for all people to participate wholly and meaningfully.

While it is not exhaustive, it provides the principles and information that can be applied across different events and links to additional resources are shared throughout the document. This content is provided for general information purposes and is not intended to be used in place of consultation with professional advisors to comply with the American Disabilities Act or other local standards.

Accenture is proud to share this Playbook, through the Disability:IN CMO and CCO Coalition, with our peers across the M+C field so we can collectively support inclusion across the marketing and communications professions at large.

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Contents

01

Getting things started

Keep an inclusive mindset

- Accessible experiences benefit all people and not only persons with disabilities.

- Sometimes our own biases can cloud our intent or judgement on inclusion and accessibility.

- It is important to include perspectives from people with different backgrounds and lived experiences on your planning team to ensure that you are not overlooking key areas of inclusion.

- People who have experienced exclusion can provide advice and a new perspective to the planning process.

- More people on the planning team will lead to more representation and inclusion.

- Refer to [Accenture's Accessibility Marketing + Communications Playbook](#) into various aspects of your planning process.

- Learn about [disability etiquette](#) and apply the principles to your event planning.

- Nominate an [accessibility ambassador](#) for the event to have a dedicated point of contact.

Pre-event checklist

What is the timing of your event?

- Planner Check: Do the proposed dates conflict with any multi-cultural holidays of your attendees or potential speakers?

- Lead time is required to ensure we can plan an equal experience for all (i.e., time to secure an interpreter).

Who is the audience?

- Level of attendees? How many participants, internal and external?

- Collect accommodation requirements for all attendees at the onset.

What is the format of the event – in-person, hybrid, or virtual?

- If in-person or hybrid, will your company office be the/one of the venue(s)?

- If hybrid, from what location(s) are the virtual joiners participating?

- If virtual, from which time zones will participants be joining?

- Regardless of format, let the event requestor know that meeting accessibility standards will be part of future planning discussions (i.e., live captions, translator or interpreter, etc.).

How many speakers?

- If virtual, where are speakers connecting from and will you use a moderator?

How long are the speaking slots?

- Do you have sufficient breaks?

What technology and tools are needed?

- Will the audience interact with the presenters (e.g., polling)?

- Are all the technology platforms accessible?

Who else is involved with the agenda/content planning?

- Do you have perspectives representing people from different backgrounds and lived experiences?

- Include an event accessibility ambassador in the planning.

02

Event planning

Venue/vendor sourcing

Agenda/content

Attendee communications

Event accessibility ambassador

Booth/registration desk

Plenary/meeting space

Food functions

Venue and vendor considerations

Venue is aligned with local area/culture (i.e., name, location).

Venue is **ADA** compliant or the equivalent in your country/region i.e., wheelchair accessible, allows service animals.

Provide space for quiet areas, including prayer/meditation rooms, parent's rooms, areas for service animals, etc.

Implement inclusive and sustainable procurement practices. Learn more about supplier inclusion/procurement.
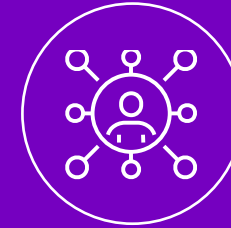
Ensure overall venue accessibility & proper lighting (distance between rooms and floors, ease of access to ramps, elevators, stairs, soothing/ consistent lighting throughout).

Check for ease of attendee event experience (distance between event venues and/ or transportation hubs that are accessible – train stations, airports, etc.)
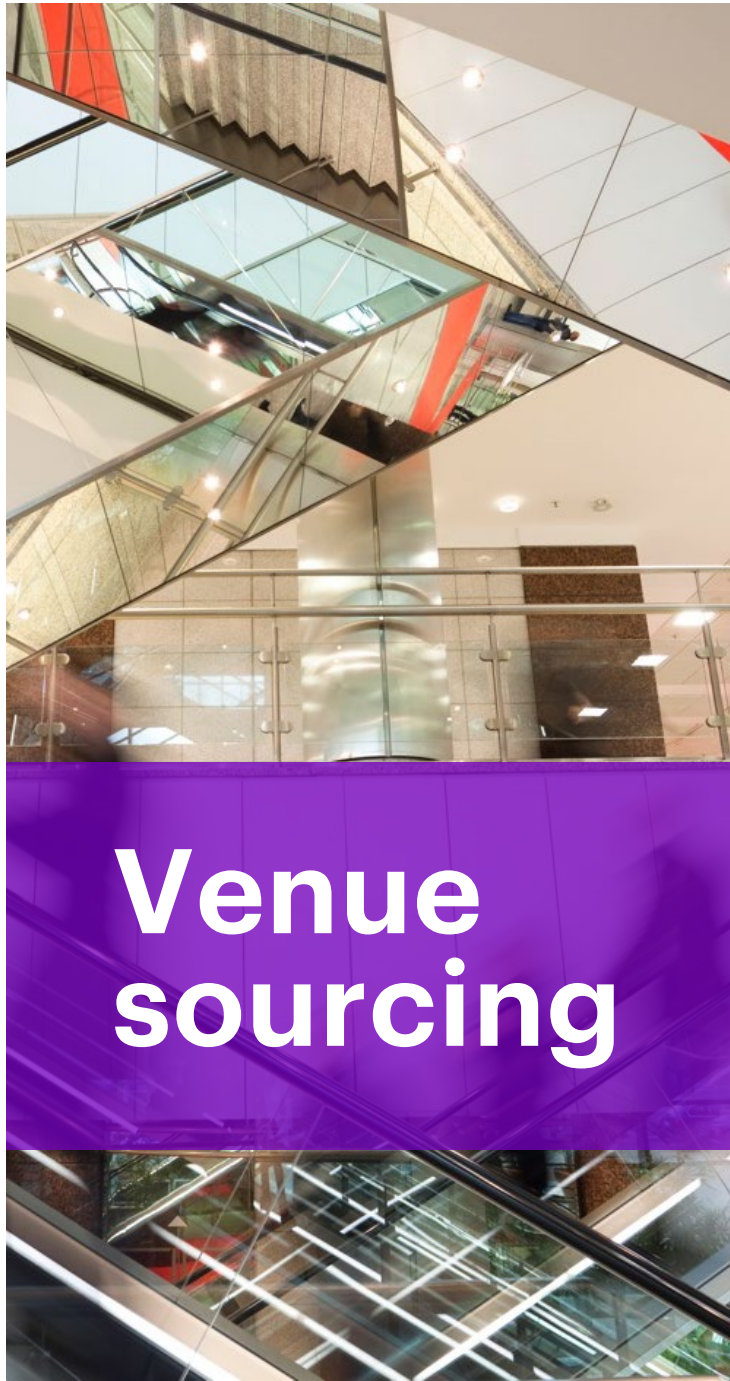
Venue sourcing

Venue overall considerations

- Wide building entrance(s) and ample-sized vestibule if entrance is two sets of doors
- An accessible entrance (i.e., alternate entry to revolving doors)
- Service gates in addition to turnstiles
- Consistent lighting throughout (i.e., no strobe lighting, minimal risk of sensory overload)
- Pet relief areas that are also accessible

Meeting space considerations

- Capacity for total attendees + ample aisle space
- Venue technology adequate to support virtual joiners
- Attendee journey between meeting rooms and transportation is a reasonable distance, with elevator options
- Space schematic includes marked exits
- Adequate number of restrooms (and # of stalls) near meeting spaces, with at least one accessible stall. Include all inclusive restroom(s)
- Rooms for new parents, multifaith, quiet time
- Diversity of seating options (i.e., shorter chairs, wider seats)
- Inventory for stage & ramps – carpeted or hard surface? Stairs (with rail/without)?
- Podium/standing lectern options
- Step stools and other access tools
- Size and visibility of signage and images
- Designated placement for interpreters to be seen without obstruction

Guest room considerations

- How many accessible guest rooms are at the hotel? How many available for event dates?
- Elevator location? Same general location on each floor? Share floorplan with indication
- Contract exclusively in block distribution or clause to keep a few as part of block?

Venue/vendor sourcing

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Agenda/content considerations

Align on inclusive design/thinking with the content planning team. Seek input from people from different backgrounds and lived experiences.

Ensure invitation is open to people from all demographics and does not exclude. Consider speakers to include people from different backgrounds and lived experiences.

Prepare speakers to ensure content and materials are inclusive and will not inadvertently offend/exclude any groups.

Provide live captions, sign language interpreter(s), translators and ensure English is clear for those whose English is a second language.

Allow ample break time to support attendee journey between rooms, restroom use and networking. If presentation is 60+ minutes, build in time for break(s).

Agenda & content

Program planning

- Invitation is open to people from all demographics and does not exclude.
- Allow ample break time to support attendee journey between rooms, restroom use and networking.
- If presentation is 60+ minutes, build in time for break(s).
- Think of how you can extend the conversation outside of your event and to the future. The conversations can't just stop once the session does. Try making room for additional conversation in vibrant online and offline event communities.

Speakers

- Speakers/presenters align to the company's core values.
- Consider representation of different backgrounds and lived experiences.
- Be sure correct tiles and pronouns are included in any bios/slides as applicable.

Content and presentation

- Ensure all presentations have been reviewed using accessibility checker tools (review the Accessibility Marketing + Communications Playbook).
- Experiences are available and accessible to all people.
- Provide clear meeting objective/purpose and session descriptions.
- Use inclusive language

Presentation format tips – 1 of 2

Platform choice

For virtual/hybrid events

- Ensure your streaming platform supports accessibility for people that have mobility, vision or hearing disabilities or who may be neurodivergent.
- Provide materials ahead of time to enable people who use a screen reader to follow the content live.

Color choice
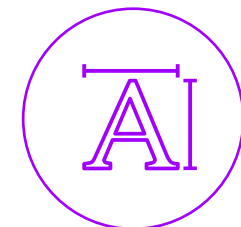
For all event formats

- When preparing themed presentation templates and/or individual presentation and pre- (and post-) meeting materials, be mindful of color contrast. The color scheme on screen needs to separate content from its background.
- Use accessibility checker tools to test assets and content.

Font choice

For all event formats

- When preparing presentation and pre- (and post-) meeting materials, fonts used should be minimum 14pt, non-caps lock and sans-serif (Arial font), as serif fonts are more difficult to read.
- PPT and Word have an accessibility checker, make sure to use it and communicate to all involved.

Presentation format tips – 2 of 2

## Screen accessibility and readability

For all event formats

- Captions are a transcription of dialogue, while subtitles are a translation. They both appear as text on the bottom of your screen and typically represent the speech between characters on your computer. Be mindful of this for both presentations & videos.
- Avoid jargon, acronyms and slang.
- Use plain language: specific (not vague), clear and inclusive for all, including those that have English as a second language.

## Whilst presenting

For all event formats

- Know who is in the audience and if any accommodations are required.
- Speak slowly and clearly.
- Make sure audio is clear and be mindful of the speed of speech and volume.
- Ensure the speaker's face is well-lit and can be clearly seen.
- When presenting or calling out something on the screen, read the most important points, including describing images and charts.
- Having sign language interpreters available is a best practice.
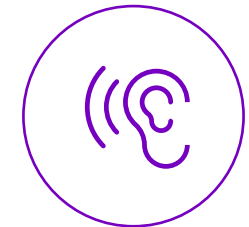
Limit chat use

For virtual/hybrid events

- Although chat is a useful tool, for a person using a screen reader it can be distracting to listen to chat over the presenter.
- As a participant, create an inclusive experience by sharing your comments verbally and giving others a chance to respond and be part of the conversation.
- Plan sufficient time for polling and Q&A.
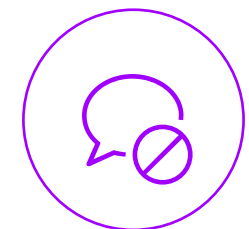
Venue/vendor sourcing

Agenda/content

Attendee communications

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Attendee communication overview

Keep it simple: What does the registrant need to do now and do next?

Gather attendee info for badging and special requirements planning (including accommodations).

Enhance attendee experience through clear meeting/event objectives.

Leverage know before you go (KBYG) communications for final event and location details, including accessibility resources/options.

Offer an event app to enhance attendee event experience with easy access to information.

Attendee registration site – 1 of 2

Accommodation/adaptive tech

First impressions are important! The event attendee registration site is your chance to set the tone. Will all feel included and valued?

- Keep it simple. What does the registrant need to do now and do next?

- Always ask for preferred badge name. As needed, if mailing materials or intended use on badges, ask for pronouns, prefix, or post-nominal used.

- Use alternate text for banners and images. The alternate text is most useful if there is something to note or action.

- Ambiguity can cause unnecessary confusion, so state a clear event objective, purpose or desired outcomes for the meeting. Also include clear session and activity descriptions.

- Our Accenture attendee registration forms include the standard accommodations/adaptive technology and dietary need questions (right).

Will you require any accommodations for accessibility/adaptive technology?
- ☐ Vision
- ☐ Hearing
- ☐ Mobility
- ☐ Other
- ☐ None

* Please describe accommodations required below.

Dietary needs

Please indicate any dietary allergies or restrictions for this event:
- ☐ Celiac / Wheat
- ☐ Dairy / Lactose
- ☐ Halal
- ☐ Kosher
- ☐ Peanuts
- ☐ Shellfish
- ☐ Tree nuts
- ☐ Vegan
- ☐ Vegetarian
- ☐ Other

- ☐ Not Applicable

Attendee registration site - 2 of 2

- Be consistent with the question wording – regardless of platform (event management tool, Outlook, MS Forms, etc.).

- Talk to the registration team about customized programming notifications based on registrant responses to the accommodation/adaptive tech, dietary needs or additional questions (examples on the right).

- Based on registrant response, personal follow-up is needed by the event accessibility ambassador to confirm understanding and take action.

These additional questions could be added to your form, or they could be follow-up questions based on the registration form responses:

- Do you require accessible seating?

- Do you require a sign language interpreter, live captioning or live translation services?

- Do you require meeting materials in advance?

- Do you have a non-apparent disability that you would like to display?

- Do you require human-guide services?

- Do you have a service animal?

- Do you need any other accommodation support apart from the ones listed above? If yes, please elaborate.

Know before you go custom communications

Let them know you have them covered! Provide customized know before you go (KBYG) communications to those requiring it. This could be in the form of a custom KBYG or a personalized email.
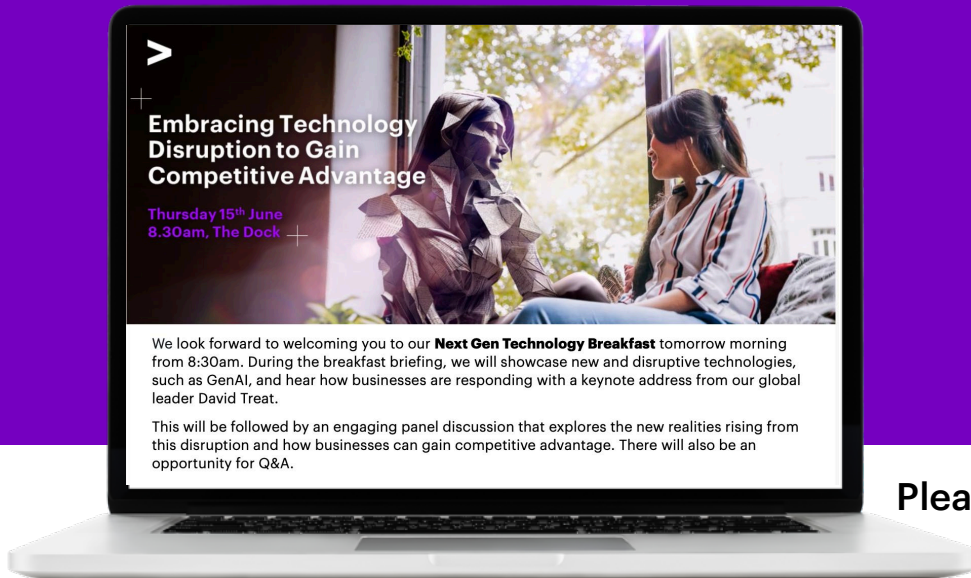
Remember to keep it simple: What does the registrant need to do now or next?

Include information like:

- Event team/person and accessibility ambassador contact information
- Accessible transportation information – airport transfers (car services, taxis, rail) or location of group transfer departure (evening or airport return)
- Reserved seating in the general session room
- Custom meal(s)/dietary item location/instructions
- Customized meeting materials (be mindful of banners, using alternate text where needed)
- Mark accessible entrances and emergency exits for all functions
- Location of parent's room, multifaith room, quiet room
- Presentation rehearsal time/location
- Hotel and meeting registration desk detailed information and nearest elevators
- Service animal related venue hour/location/policies (i.e.: relief area)
- Agenda with break times for calendar planning

Please note: This same information can be included in your mobile event app.

Mobile event app

Your mobile event app is a communication tool to distribute information to your attendees ahead of the meeting, as well as during the meeting.

- Thoughtful content development can help all people feel more comfortable ahead of the meeting, as well as more confident and informed during the meeting/event.
- Plan for the end-to-end attendee journey.
- Include photos, diagrams and meeting space distances.
- Identify locations for quiet space, parent's room, multifaith room, etc.

- Provide an overall map with accessibility notes added, include the service pet relief area.
- If using for polling, will it be easy for all?
- Test your event app ahead of time from an accessibility inclusion point of view. Engage accessibility technical experts as needed.

Venue/vendor sourcing

Agenda/content

Attendee communications

Event accessibility ambassador

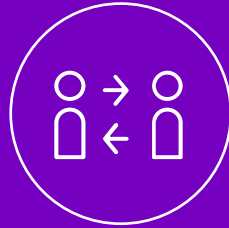Booth/registration desk

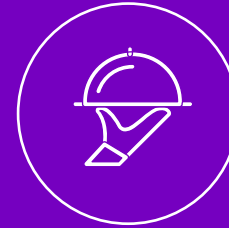Plenary/meeting space

Food functions

Event accessibility ambassador role overview

Effective method to focus on accessibility and have accountability and support.

Offers a personal connection to each attendee with accommodation needs.

Activates plan of action and enables successful execution.

Provides one point-of-contact for holistic view of event accessibility.

Event accessibility ambassador responsibilities

Assigning this responsibility to a member of your planning and event execution team is an effective way to focus on accessibility.

- Follow-up with each registrant indicating a response to accommodations/adaptive tech/dietary requirements
- Share resulting planning actions with appropriate team members – examples below:
    - Rooming list indication of accessible accommodations
    - Menus, ingredient review, labels, etc.
    - Reserved seating, stage/ramp/stairs, lighting, contrast/font
    - Booth plan – monitors, demos, meeting rooms & registration desk and kiosk at correct height
    - Legible slides/contract for presentations & captioned video content
    - Sign language or other interpreters, rehearsal times, accommodations, contact list
    - Service animal arrangements (relief area, venue policies)/impact on other attendees (allergies, fears, reminder pets are on the job)
    - Transportation partners – accessibility needs and reliability
    - Contact information for the sign language interpreter for advance contact/questions
    - Custom KBYG communications and event app
    - Coordinate human-guide services
- Prepare on-site support timetable as well as escalation plan
- Provide contact information with the attendee and any 3rd party connections (sign language interpreter) before the meeting and upon arrival

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Plenary/meeting space
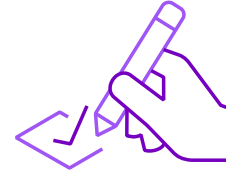
Food functions

Booth/registration desk considerations

Booth, expo/conference floor, and any in-booth meeting rooms are easy to access and navigate.

Demos, wall monitors, signage, etc. are visible from all angles.

Registration desk or QR code kiosk are easy to access, and the counter is at the right height.

Badges and lanyards display can be customized as per attendee preferences.

Accessibility planning for booth & demos

When planning your booth and demos, keep the following in mind:

Booth/expo floor meeting rooms accessibility

- Door width ADA (or country/region equivalent) compliant, no step up or over framing
- Space at table for wheelchair

Counter heights ADA-compliant (or country/ region equivalent)

Interactive demos accessible for all

- Wheelchair accessible
- Closed-caption available
- Accessible color usage and fonts

Wall monitors accessible/readable

- Secured on wall at height visible to all
- Accessible color usage and fonts for visually impaired
- Closed-caption available

Multi-level booth accessible

- Wheelchair accessible – ramp in addition to stairs
- Railings from a safety perspective

Meeting rooms accessible for all

Monitors accessible for all

Counter heights accessible for all

Interactive demos accessible for all
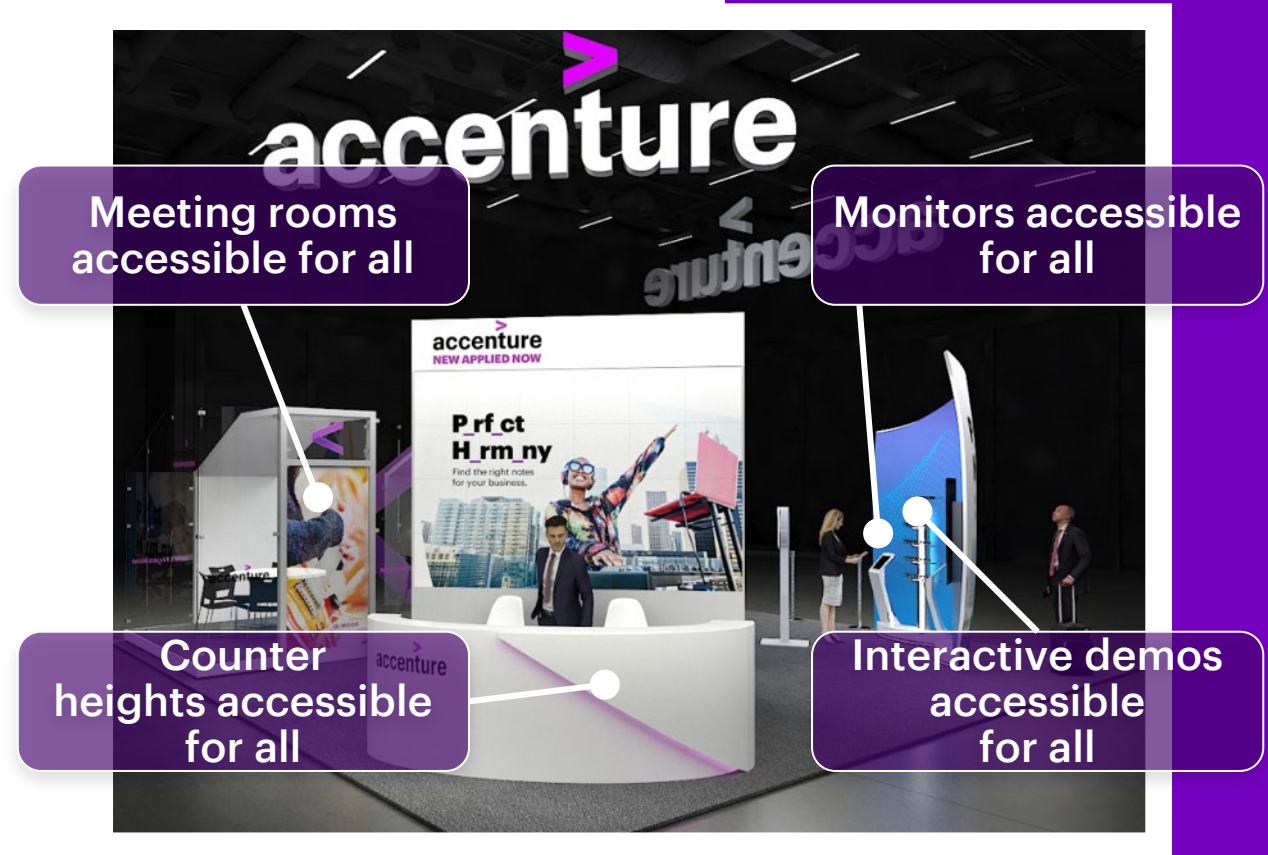
Onsite registration considerations

When planning your event registration and badging, consider:

Registration desk/kiosk

- Area accessible by all?

- Counter accessible by all?

- Kiosk/QR code reader accessible by all?

- Signs & registration materials on the counter accessible by all?

- Contact information for event accessibility ambassador (meet and greet).

Badging/lanyards

- Provide lanyards or buttons allowing attendees to indicate non-apparent disabilities.

- As applicable, display pronouns on badges (she, her, hers), as well as preferred name.

- If applicable, provide clear masks for your registration desk workers so that people who need to read lips can do so safely.
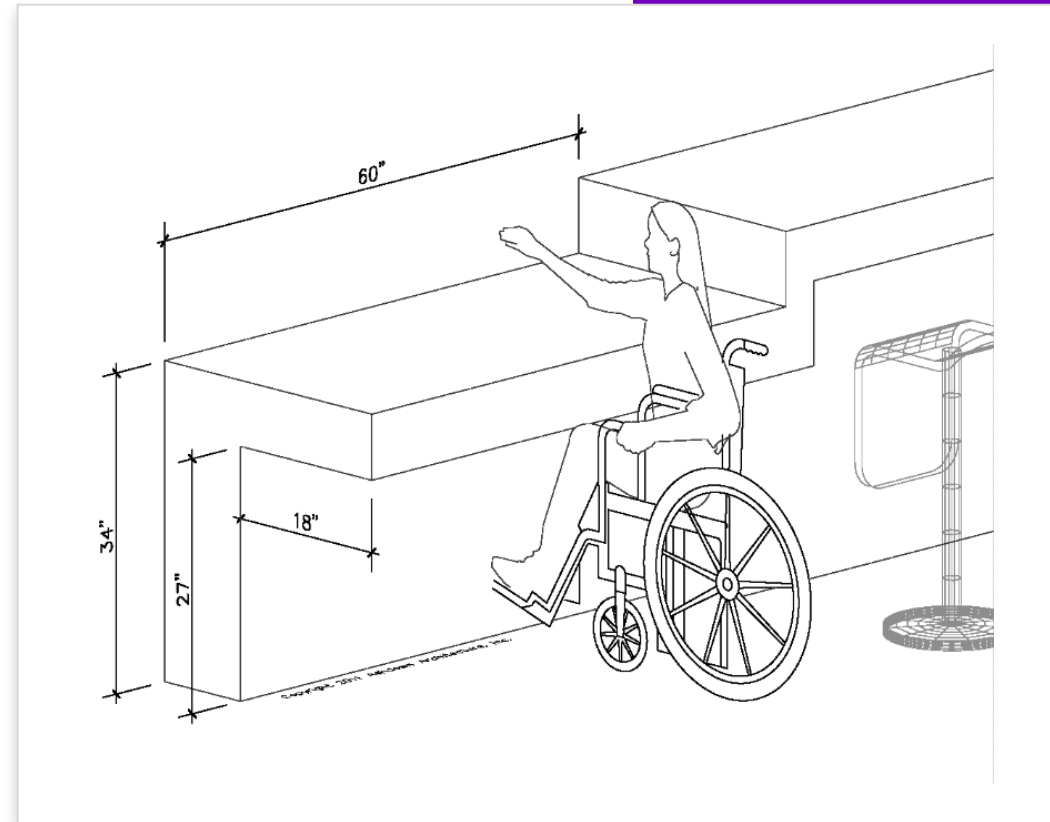
Venue/vendor sourcing

Agenda/content

Attendee communications

Event accessibility ambassador

Booth/registration desk

Plenary/meeting space

Food functions

Plenary/meeting space considerations
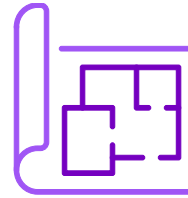
Ensure wide aisles, designated reserved seating and space for sign-language interpreters if needed.

Check that sight line visibility and audio coverage is equal to all in room – no flashing lights, no loud sounds.

Ensure presentation materials and confidence monitor have proper contrast, font size, and captions as needed.

Stage is accessible to all with podium and microphone has adjustable heights.

Emergency exits are clearly marked and near reserved seating.

There is space for quiet areas, including multifaith rooms, parent's rooms, areas for service animals, etc.

Planning your plenary/meeting space layout

When planning for set-up of plenary room, smaller meeting rooms, breakout rooms and support team rooms, keep the following general considerations in mind:

Confidence monitor(s) legible with accessible color usage and font

Entrance – automatic or lever handle, not round

Plan any room décor, plants, or linen with accessibility in mind

- Reserved seating for wheelchairs, walkers, near emergency exit, presenters, interpreters, screen/monitor visibility
- Adequate signage (floor, decals, stanchions, etc.)

- Check venue inventory for podium height options suitable for all
- Adjustable mic/mic stand height
- Chairs vs. bar stools for panels

Raise concern about uneven surface or other hazards. Consider similar for outdoor events (i.e., grass, pool deck, beach)

- Area for interpreters near/on stage with clear sight lines
- Account for rehearsal time

Conducive sight lines & overall presentation visual readability

Based on stage height, plan on stairs (safety rail) for presenter access ease (cane,...)

- Provide ramp if required
- Ensure proper slope/rise[1], if safety rails are needed, and confirm if hard surface or very low carpet pile

- Sufficient lighting for those with vision impairment
- Avoid flashing lights

- Sufficient audio around the room for those hard of hearing
- Avoid sudden loud noises

- Table height to accommodate wheelchairs
- Variety of seating styles as soft seats, low chairs, or chairs without armrests difficult to stand from

Reserved

Chair removal for wheelchair access/seating (positioned near clearly marked exits for emergencies)

Plan for event accessibility ambassador walk-thru and meet & greet. Event app should allow font enlargement & desired contrast.

> [1] *Refer to your geography's guide for standards (ADA Compliance/405 Ramps)*

Venue/vendor sourcing

Agenda/content

Attendee communication
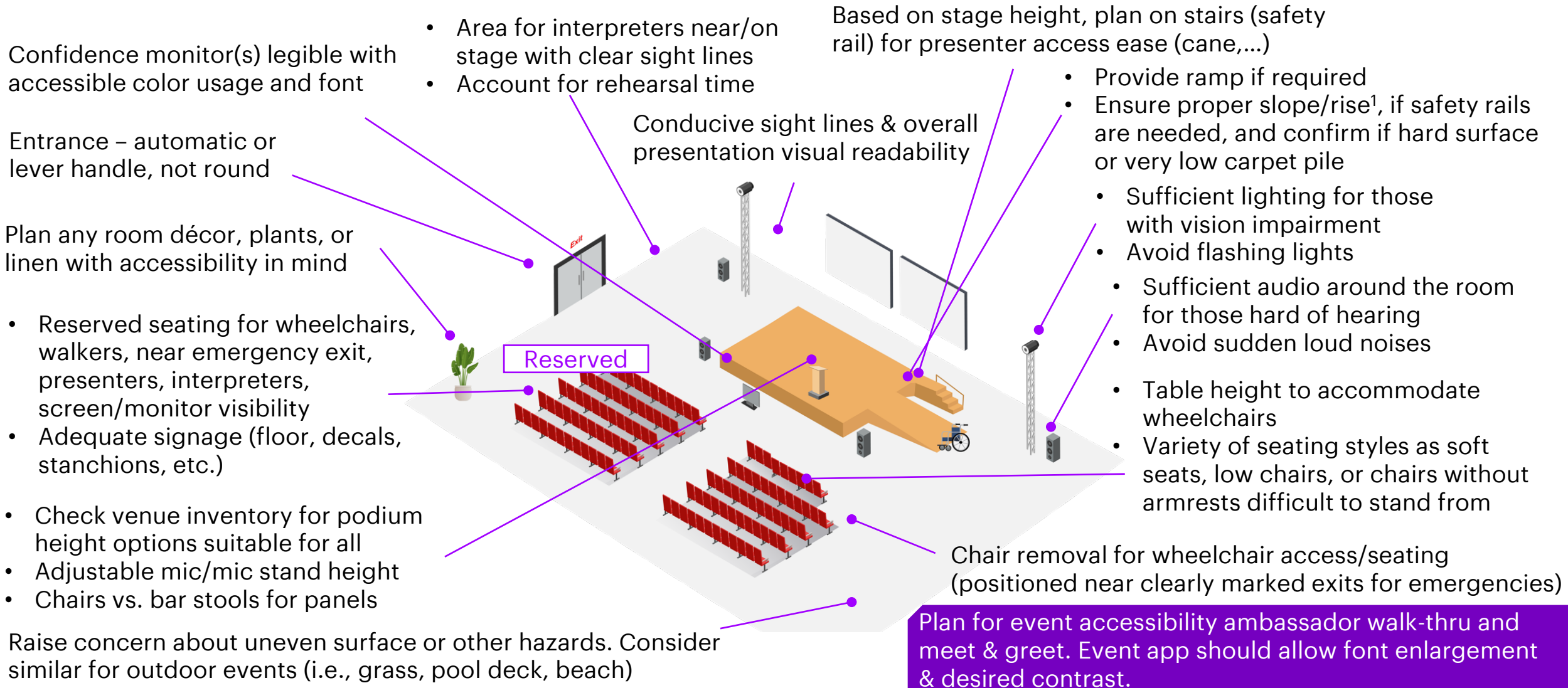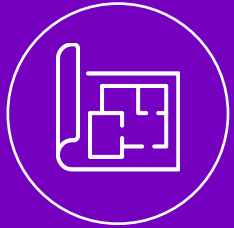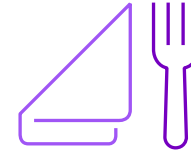
Event accessibility ambassador
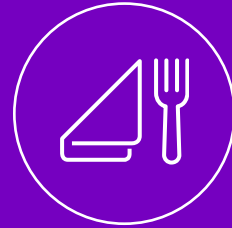
Booth/registration desk

Plenary/meeting space

Food functions

Food function considerations

Seating areas and buffet stations are accessible for all and have appropriate décor:

- Right height tables
- Wide aisles
- Food labels, menus, QR codes are accessible
- Décor aligned with local area/culture (i.e., name, location)

Menus account for multiple options of special dietary needs:

- Food allergies
- Food intolerances
- Food preferences (i.e., not just one vegan food item)
- Religious requirements
- Voluntary dietary restrictions

Provide clearly labeled food items with the dietary needs/allergies of your guests in mind.

When providing alcoholic beverages, make sure to provide equal presence of non-alcoholic options.

'Touchless' menus (multi-language if needed) with QR codes for scanning are available.

Planning your food function space layout

Keep the following general considerations in mind:

- Buffet tables low enough to accommodate self-service by all
- Food labels clear and legible by all (font size/style, contrast, positioning, etc.)
- Printed, QR code, event app menus legible (font size, contrast, low gloss) in a place all can easily access (i.e., multi-tiered buffets)
- Include a pre-cut meal on the menu with meal arrival same time as other guests

Clearly marked exits for emergencies and plan for most accessible route

Entrance – automatic or lever handle, not round

Ensure a plan for a separate quiet space to escape noise and crowds

Variety of seating styles as soft seats, low chairs, or chairs without armrests difficult to stand from
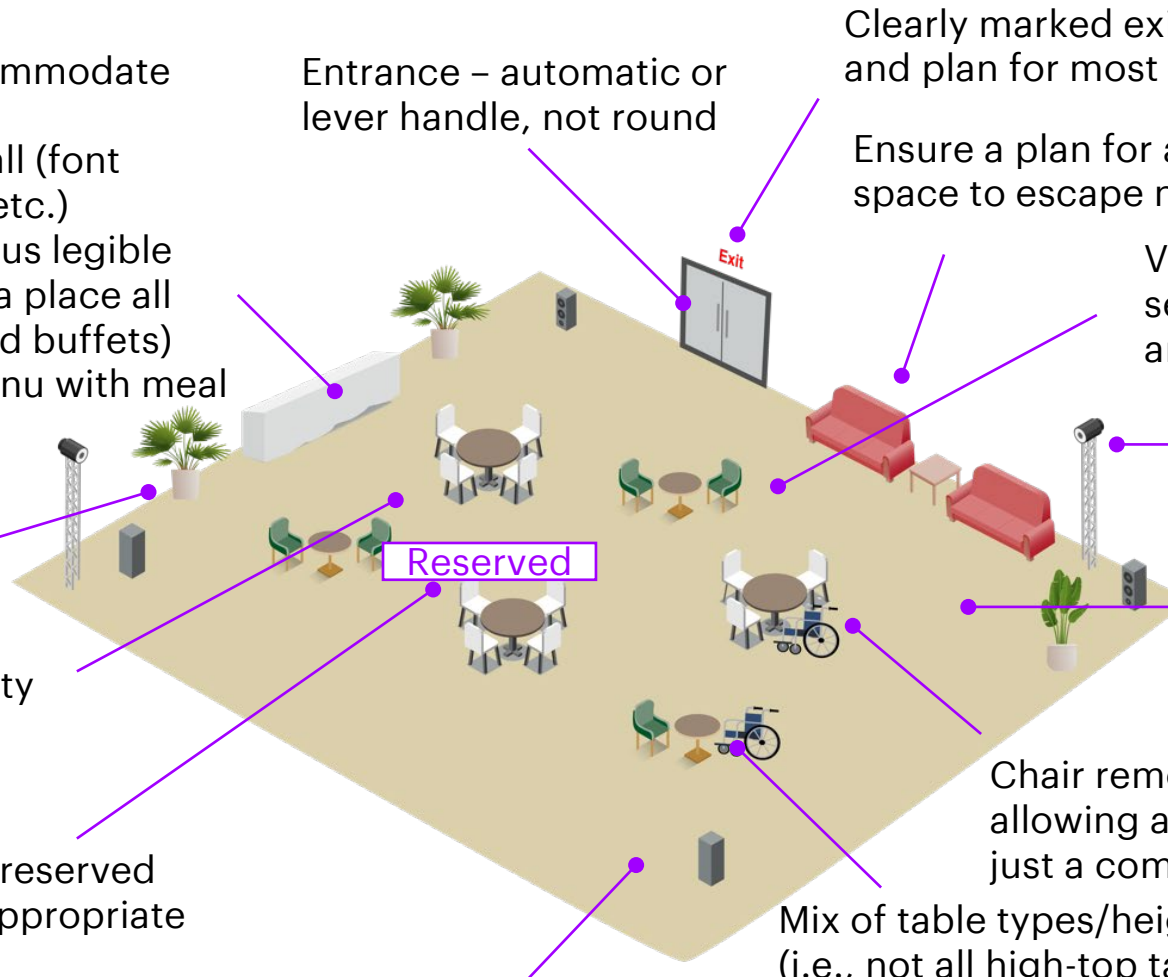
- Sufficient lighting for those with vision impairment
- Avoid flashing lights

Plan any room décor, plants, or linen with accessibility in mind

Reserved

- Raise concern about uneven surface or other hazards
- Consider similar for outdoor events (i.e., grass, pool deck, beach)

Allow space for easy maneuverability between tables, seating areas, etc.

Chair removal for wheelchair access allowing a mix of participants (i.e., not just a completely empty table)

Arrange for reserved seating as appropriate

Mix of table types/heights (i.e., not all high-top tables)

- Background music can be distracting for attendees who are hard of hearing
- Avoid sudden loud noises

Plan for event accessibility ambassador walk-thru, meet/greet, special dietary requirements & delivery, "quiet room" plan.

03

Execution checklists

Execution checklist overview

Venue/vendor

- Upon arrival conduct venue walk-thru from an attendee perspective, including attendees using wheelchairs – keeping these things in mind.
- Conduct briefing meetings with vendors to re-confirm arrangements and execution plan.

Agenda/content

- During rehearsals for presenters and interpreters, plan for helpful and inclusive housekeeping remarks, walk to test break length time.
- Meet with agenda owner and meeting emcee as needed.

Attendee communications

- Test the mobile app from an attendee point-of-view. Are maps helpful? Is planned information for special requirements included?

Event accessibility ambassador

- Check preparation is executed to plan. Meet and greet attendees, meet with venue and vendor staff to re-confirm arrangements and make last-minute adjustments.
- Any last-minute changes to agenda or room assignments? What does the accessible attendee need to know/do?

Booth/registration desk

- Check preparation is executed to plan.
- Test booth and event registration experience is accessible for all.

Plenary/meeting space

- Walk the room with the accessible attendee/presenter in mind – from overall room, set, reserved seating, visuals, audio, stage, and exits.
- Attend technical and show rehearsals with accessibility in mind.

Food functions

- Meet with banquet team/caterer for final menu and special requirements, ensuring legible labels and menus.
- Is room set to plan? Is entertainment briefed, lighting and audio ok? What else should you look for?

Venue/vendor checklist

- Is building entrance wide? If entrance is two sets of doors is the vestibule between ample-sized to wait inside for second set of doors to open?

- If building entrance is revolving doors, are there alternate entries? Are they unlocked and ready for use for attendee arrivals? Is the auto-open button operational?

- If a conference or tradeshow, are there service gates in addition to turnstiles?

- Is the attendee journey between meeting rooms and/or transport departures (airport or group/evening venues) within a reasonable distance? Are there elevator options between?

- Where are the elevators located? Do they require key access? At what times? Who does this impact and are they aware? Is the key access at right height in the elevator?

- Is hotel and event signage visible to all & clear?

- Are all exits clearly marked in the venue and in/around the event space?

- Are there also ramps near stairs? Elevators near escalators? Are there any parts of the space inaccessible due to stairs or escalators? Is service planned on escalators or elevators during event dates/agenda times? What is the impact, and can these service times be rescheduled?

- As you walk the venue, are any areas a trip hazard? Talk to the venue about addressing.

- Are all accessible guest rooms assigned and accounted for? Conduct a walk-thru of the various accessible room types and cross check arrival/departure dates and pave the way for a smooth check-in experience.

- Where are the quiet room, parent's room, &/or multifaith rooms located? Are they set to plan?

- What are the service animal-related venue hour/location/policies (ex: location of relief area)?

-

Agenda/content checklist

✓ Attend technical rehearsals to view slides and videos, as well as confidence monitors, to ensure clear, inclusive, right contrast and font size, captions as needed. Ensure lighting and sound transitions are subtle (no strobe, no sudden loud noises).

✓ When are the speaker rehearsals? Are the sign-language interpreters attending? Have other language interpreters arrived?

✓ Brief speakers about audience demographics/special notes. Remind them to repeat audience questions, tips on presenting if a sign language interpreter or other language interpreter is present.

✓ Is the event emcee aware of the housekeeping actions?

✓ What other housekeeping remarks are required for the health/safety of all?

✓ Is the on-stage seating appropriate for all? Test each seating area and view from audience.

✓ Is the allotted time for breaks adequate/realistic? Walk the journey and add time to exit/enter with crowds. Work with agenda owner to adjust as needed.

✓ [Back to execution checklist overview](#)

Attendee communications checklist

Event mobile app

- ✓ Maps show accessible restrooms, elevator access notes
- ✓ Plenary room reserved seating location, as well as accessible entrances/exits
- ✓ Hotel and meeting registration desk detailed information and nearest elevators
- ✓ Custom meal(s) – dietary item location/retrieval instructions
- ✓ Customized meeting materials (be mindful of banners, using alternate text where needed)
- ✓ Service animal related venue hour/location/policies (ex: location of relief area)
- ✓ Mention quiet space, parent's room, multifaith rooms, etc. locations
- ✓ Accessible transportation information – airport transfers (car services, taxis, rail) or location of group transfer departure (evening or airport return)
- ✓ Test app for accessibility

- ✓ Event accessibility ambassador contact information
- ✓ Presentation rehearsal time/location, if applicable
- ✓ Include agenda and break times for calendar planning
- ✓ Sign language interpreter contact info, if applicable

✓

Event accessibility ambassador checklist
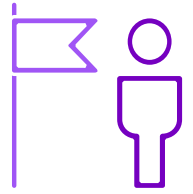
- Conduct a walk thru with the planning team. Brief full event execution team of arrangements for awareness and back-up.

- During the pre-con meeting, reconfirm any special arrangements and understand how the deliverable will be executed. Who is the point-of-contact or point-of-escalation?

- Walk-thru attendee journey with specific requirements in mind (reserved seating, breakout assignment distance, accessible restrooms, etc.). Add signage and change plans as needed.

- Meet with 3rd party vendors to ensure any accessibility/special dietary needs are executed to plan.

- Attend plenary room technical and speaker rehearsals. Meet with production company or graphics team to adapt or customize housekeeping remarks, slides, videos, stage set, lighting accordingly and/or brief meeting emcee of any considerations of which they should be aware.

- Test viability of scheduled break time from someone with accessibility or mobility requirements.

- Ensure your contact information is on the mobile event app.

- Walk the accommodations and ensure guest arrival/departure dates are accurate and venue reception is ready for check-in.

- Check the location and set of the quiet room and ensure location is included in the mobile event app.

- Provide contact information and meet and greet schedule with registration desk team.

- Meet and greet the attendees for a personal touch, verbally reminding them of any arrangements, reminders or tips.

- During food functions, connect special meals from the venue to the attendee.

- With last-minute event changes to agenda, room assignments, menus, transfers, etc. ensure plans for special accommodations are adjusted and event team and attendees with special requirements are aware.

- Look after those who booked accessible car service, that cars are not dropped/accessible riders not stranded. Troubleshoot as needed.

- [Back to execution checklist overview](#)

Booth/registration desk checklist
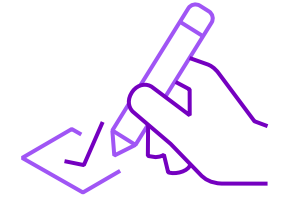
Registration desk/kiosk

✓ Is the registration area and space between counters wide enough? Are directional signage legible and clear?

✓ Is the registration desk and/or kiosk with QR code reader accessible by all? Test scan functionality from all heights.

✓ Are registration materials or signs on desk visible, legible and accessible by all?

✓ Ensure registration desk team is aware of:

- Nearest restroom location with accessible stalls, as well as location of gender-neutral restrooms
- Location of quiet room, parent's room, &/or multifaith room and the pet relief area, hours, policies for service animals
- Easiest route to nearest elevator, ramp/stairs, group or departure transportation location
- Event accessibility ambassador contact information
- Special lanyard colors and meaning/indication
- Location of any clear masks, if applicable

✓ Conduct a final safety walk-through. Are there cords across walk-ways, bubbles in carpet, boxes in way, any trip hazards?

Booth

✓ Is the expo floor accessible – door width (ADA-compliant or country equivalent) with no step-up/framing, wide aisles, etc.?

✓ Is the company booth accessible? Is space built to plan with enough room for attendees in wheelchairs?

✓ Are counter heights ADA-compliant (or country/region equivalent)?

✓ Are interactive demos and wall monitors at right height and visible, accessible, visible and readable for all?

✓ Do demo and wall monitor visuals align with color contrast and font size recommendations? Videos with captions?

✓ If a multi-level booth, are ramp with rails available in addition to steps?

✓ Any kiosks at the right height with QR code reader or lead retrieval machine accessible for all?

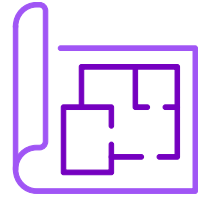✓ Conduct a final safety walk-through. Are there cords across walk-ways, bubbles in carpet, any trip hazards?

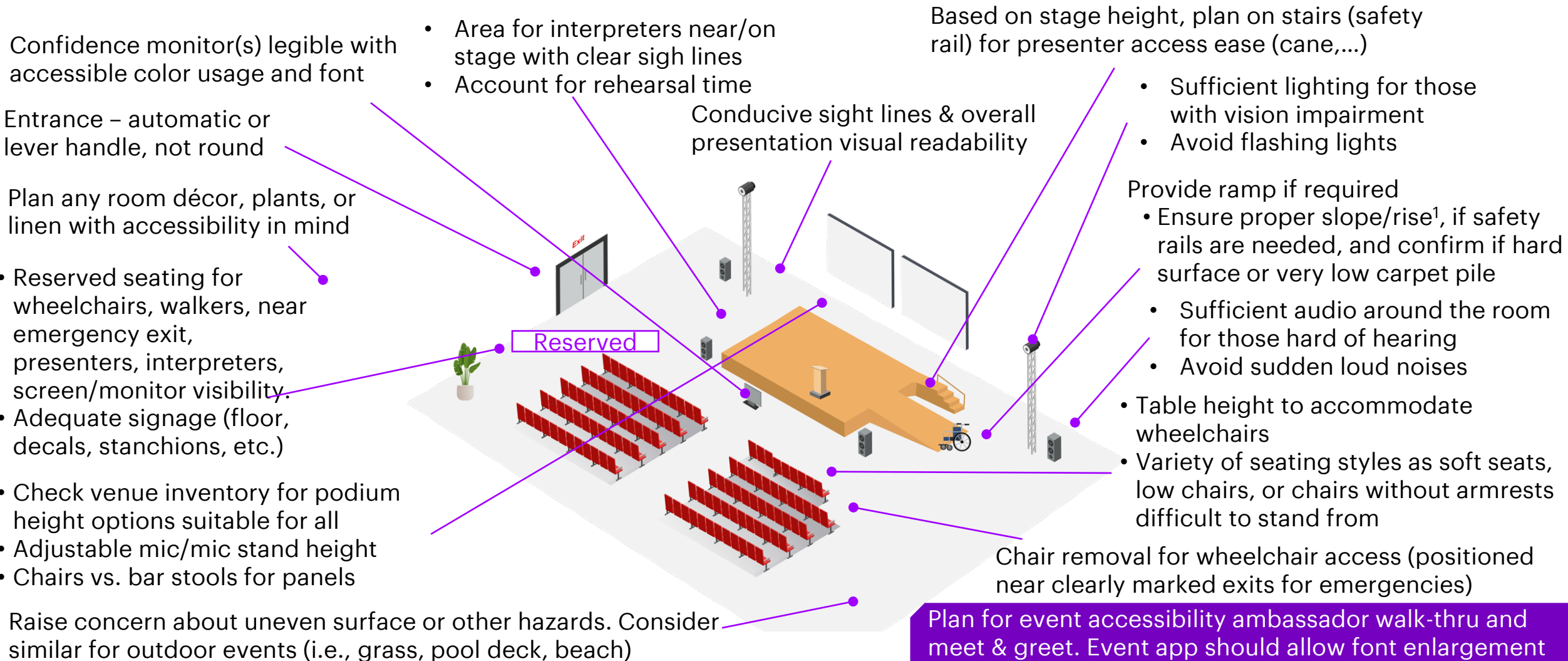✓ Back to execution checklist overview

Plenary/meeting space checklist

- Overall is the room set to plan with wide aisles, door of right width (ADA-compliant or country equivalent) with no step-up/framing, automatic or lever handle (not round).

- Check flooring in room for uneven surfaces or other hazards. Similar consideration for outdoor event venues (grass, pool deck, beach).

- If set has tables, can they accommodate wheelchair users and is it easy to maneuver between tables, seating areas, etc. If assigned to tables (networking), are table signs visible for all?

- If set has a variety of seating styles, test all for sight lines, audio and a seating option suitable for everyone; even if need to remove chairs for accessibility.

- Check room décor, plants, linens, beverage breaks with accessibility in mind. Linens not on floor.

- Reserved signs are marked off and visible.

- Reserved area for clear path to emergency exits is clearly marked.

- During technical rehearsal, view slides, videos & confidence monitors to ensure clear, inclusive, right contrast and font size, any captioning to ensure suitable for all guests.

- Ensure visibility of speakers and sign-language interpreter as well as end-to-end lighting and sound transitions are subtle (no strobe, no sudden loud noises).

- Confirm audible by all by checking sound from various seat locations.

- Speaker rehearsals include interpreters and speaker briefing about audience demographics/special notes. Remind them to repeat audience questions, tips on presenting if a sign language interpreter or other language interpreter is present.

- Ample space near stage for sign language interpreter.

- Stage is wheelchair accessible with a ramp and stairs, including rails as needed.

- Check that the podium/mic height and/or chairs/stools suitable for all speakers and provide water (preferably in a sustainable container).

- Safety walk-thru of room & stage to check for trip hazards – bubbles, cords taped down, etc.

Plenary/meeting space layout final check

During the final walk-thru of your meeting room layout, keep the following considerations in mind:

Confidence monitor(s) legible with accessible color usage and font

Entrance – automatic or lever handle, not round

Plan any room décor, plants, or linen with accessibility in mind

- Reserved seating for wheelchairs, walkers, near emergency exit, presenters, interpreters, screen/monitor visibility.
- Adequate signage (floor, decals, stanchions, etc.)

- Check venue inventory for podium height options suitable for all
- Adjustable mic/mic stand height
- Chairs vs. bar stools for panels

- Raise concern about uneven surface or other hazards. Consider similar for outdoor events (i.e., grass, pool deck, beach)

- Area for interpreters near/on stage with clear sigh lines
- Account for rehearsal time

Conducive sight lines & overall presentation visual readability

Based on stage height, plan on stairs (safety rail) for presenter access ease (cane,...)

- Sufficient lighting for those with vision impairment
- Avoid flashing lights

Provide ramp if required
- Ensure proper slope/rise[1], if safety rails are needed, and confirm if hard surface or very low carpet pile

- Sufficient audio around the room for those hard of hearing
- Avoid sudden loud noises

- Table height to accommodate wheelchairs
- Variety of seating styles as soft seats, low chairs, or chairs without armrests difficult to stand from

Chair removal for wheelchair access (positioned near clearly marked exits for emergencies)

Exit

Reserved

Plan for event accessibility ambassador walk-thru and meet & greet. Event app should allow font enlargement & desired contrast.

> [1] Refer to your geography's guide for standards (ADA Compliance/405 Ramps)

Food function checklist
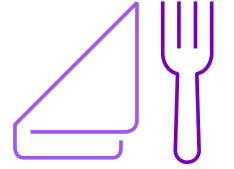
- Is the room set to plan with wide aisles, door of right width (ADA-compliant or country equivalent) with no step-up/framing, automatic or lever handle (not round)?

- Check flooring in room for uneven surfaces or other hazards. Similar consideration for outdoor event venues (grass, pool deck, beach).

- Entire set is easy to maneuver between tables/seating areas, offered food/beverages, activities/entertainment.

- Table height accommodates wheelchair users. There is space for easy maneuverability between tables, seating areas, etc.

- Check seating for right variety, removing chairs for wheelchair access allowing a mix of participants.

- Check room décor, plants, linens, buffet stations, food labels with accessibility in mind. Linens not on floor.

- Check for any linen/table stanchion/table assignments for networking opportunities by I&D groups.

- Mark reserved seating as appropriate.

- Conduct a safely walk-thru of room & stage (if any) for trip hazards – bubbles, cords taped down, etc. Ensure exits are clearly marked and not blocked.

- Is there sufficient overall lighting, with subtle transitions (no strobes)?

- Is the audio/background music around the room sufficient but subtle, including transitions (no loud sudden noises). Brief live entertainment accordingly.

- Ensure staff are aware to help direct attendees to quiet location for those who wish to escape noise and crowds. Have signage indicating location, visible to all attendees.

- Buffet tables at height to accommodate self-service by all with legible food labels (font size/style, contrast, positioning, etc.).

- Printed, QR code, event app menus are in place and legible (font size, contrast, low gloss) where all can easily access.

- Cross check special dietary requests are included as planned.

- Venue staff knows what food they are serving, including ingredients and are briefed about individuals with food allergies. If applicable, is a pre-cut meal on the menu with arrival at same time as others?

- Ensure your mocktail/non-alcoholic options are clearly visible and enticing to guests.

- [Back to execution checklist overview](#)

Food function space layout final check

During the final walk-thru of your food function space layout, keep the following considerations in mind:

- Buffet tables low enough to accommodate self-service by all
- Food labels clear and legible by all (font size/style, contrast, positioning, etc.)
- Printed, QR code, event app menus are legible (font size, contrast, low gloss) in a place all can easily access (i.e., multi-tiered buffets)
- Include a pre-cut meal on the menu with meal arrival same time as other guests

Entrance – automatic or lever handle, not round

Clearly marked exits for emergencies and plan for most accessible route

Ensure a plan for a separate quiet space to escape noise and crowds

Variety of seating styles as soft seats, low chairs, or chairs without armrests difficult to stand from

- Sufficient lighting for those with vision impairment
- Avoid flashing lights

Plan any room décor, plants, or linen with accessibility in mind

Allow space for easy maneuverability between tables, seating areas, etc.

Reserved

- Raise concern about uneven surface or other hazards
- Consider similar for outdoor events (i.e., grass, pool deck, beach)

Arrange for reserved seating as appropriate

Chair removal for wheelchair access allowing a mix of participants

Mix of table types/heights (i.e., not all high-top tables)

- Background music can be distracting for attendees who are hard of hearing
- Avoid sudden loud noises

Plan for event accessibility ambassador walk-thru, meet/greet, special dietary requirements & delivery, "quiet room" plan.

04

Post event

Carrying inclusion through

Event summaries, communications and articles

- Share materials in an accessible format, conduct accessibility checks for all assets.
- All post-event promotions should be accessible.
- Ensure you are using clear and concise language.
- Make accessibility an ongoing, inclusive conversation in your community for all types of events.

Post-event feedback survey

- Offer your attendees the opportunity to provide feedback about the event, including accessibility, to help you prepare to plan the next one. Therefore, be sure to create inclusive questions:
  - Was the event accessible?
  - What could we have done better to create a more inclusive and accessible event?
  - Were suitable rooms available for your needs (i.e., quiet room, parent's room, multifaith rooms, etc.)?
  - Were food and beverage selections inclusive (i.e., non-alcoholic options) with dietary restrictions met?
- Provide simple and accessible tool for survey (i.e. Google forms)
- Conduct event planning team debrief, saving notes for next event.

Giveaways

- If you are considering post event giveaways for your event, offer to make a donation to a charity that supports inclusion.

Additional resources

[Disability:IN CMO and CCO – Accessible Marketing Resources Library](#)

[Accenture's Accessibility Marketing + Communications Playbook](#)

[Disability Etiquette by Disability:IN](#)

[12 Tips to Create Inclusive & Accessible Hybrid Meetings](#)

[Accessible Procurement Toolkit](#)

[Disability:IN](#) – Accessible Stock Photo Library

[American Disabilities Act Resources](#)