



## Business Support Guides

# Action checklist for business events organisers

Accessible and Inclusive Tourism Toolkit for Businesses

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# Want to make your business events more welcoming to everyone?

**The checklist below is designed to help you understand the practical changes you can make and to stay focused when it comes to your inclusivity journey. You don't have to action everything at once; the checklist has been designed to allow you to tick off tasks that have been completed and add notes relating to further actions you might wish to take, stakeholders you might like to engage with, or reminders on when to revisit an issue.**

Whilst every event will have differing priorities and restrictions (such as historic infrastructure), each section of the checklist has some 'quick win' actions which are likely to be achievable in a short period of time at little or no cost. At the end of the document, there is an action planning template.

Remember – accessibility is a journey with empathy at its heart. Listen to others, ask for help and don't let a desire for perfectionism halt that all-important progress.

This action checklist is aimed at event organisers who hire third party venues. If you also manage a physical business events venue, please also read the business events venue action checklist.

**For actions relating to a bar or restaurant, please see the separate food & beverage checklist.**

Please note: this action checklist is part of the [Accessible & Inclusive Tourism Toolkit for Businesses](#). It is strongly recommended that it is used in conjunction with the full guidance available in the main toolkit. [Top 20 tips](#) and [technical guidance for the built environment](#) are also available as downloadable documents.

## Insight and feedback

Action	Done	Notes
Quick win: Seek feedback from Disabled people, acting and responding promptly to comments. One way to do this might be via your event evaluation survey.		
If you have an event planning board or committee, invite Disabled people and accessibility professionals to join and give insight, feedback and recommendations.		

## Pre-visit information and booking

Action	Done	Notes
Quick win: Consider providing concessions, for example free essential companion entry and a concessionary rate for Disabled attendees.		
Quick win: Make it part of your booking/registration process to ask attendees "do you have any accessibility requirements?".		
Quick win: Offer event organisers and attendees a choice of how to contact you (e.g. telephone, email or text message) and find out about the <a href="#">Relay UK</a> service used by D/deaf people and people with a speech disability.		
Quick win: Ensure you inform attendees if any of your accessible facilities and services change or become unavailable between registration and their visit e.g. if a lift will be undergoing maintenance.		
Provide information about the solutions that you will provide and if there is no solution and that will make it impossible for some people to attend offer online solutions, live stream the event, or provide a video of key moments or learnings.		
Quick win: Offer content to attendees pre-event for those who need more time to digest information.		
Be mindful of colour contrast, font type and size, alt text and audio descriptions. Offer alternative formats such as large print, plain language, braille, and screen reader-compatible versions.		

## Your website

Action	Done	Notes
Include information about the different accessibility features that your event will and will not include. For example: There will be a loop system and sign language interpreters.		
Quick win: Provide a detailed and accurate Accessibility Guide, with measurements, photos and videos of the venue.		
Provide an 'Accessibility' or 'Access for All' section, which is easy to locate in the main menu.		
Quick win: Publish the programme, event documents and practical details in advance, along with a phone number that can be used for both voice calls and text messages to support someone who is lost, late or has accessibility issues on arrival.		
Quick win: Provide information on accessible transport options to your/the event venue, including licensed taxis who are reliably known to accommodate wheelchair users and people with assistance dogs. Ensure any event shuttles can accommodate wheelchair users. If you have attendees coming from overseas, provide a link to airport accessibility information.		
Quick win: Include hotels and other type of accommodation that have accessible bedrooms in your accommodation directory. If you direct attendees to destination websites for this information, ensure information on accessible accommodation is available.		
Think about other local businesses that attendees may wish to visit and research their accessible facilities. You can also add information on the accessibility of local businesses to your website, or link to this information on local destination websites, with a particular focus on those that have step-free access and an accessible toilet.		
Provide a floorplan of the event space and layout.		
Clearly identify accessible spaces on the floor plan - toilets, lifts, quiet rooms and other available spaces.		
Allow attendees to book concession tickets online.		
Ensure your website meets <a href="#">Web Content Accessibility Guidelines (WCAG)</a> , to enable all users to navigate easily.		
Provide a video showcasing the accessibility facilities and services of the venue.		
Use good colour contrast.		

## Your website continued

Action	Done	Notes
Avoid flashing content like pop ups.		
Ensure all videos are captioned and consider providing audio description.		
Quick win: Provide Alternative Text ( <u>Alt-text</u> ) for all images.		
Quick win: Provide information on times when the event may be quieter and consider providing dedicated quiet sessions.		
Provide a sensory story for the event.		
Consider adding sign language translation. e.g. <u>Signly</u> .		
Provide an accessibility statement to tell potential participants about your work on accessibility and your willingness to adapt the space to meet everyone's needs.		
Use clear, plain language and provide a simple and clear menu to ensure a seamless user experience.		

## Event schedule

Action	Done	Notes
Book sign language interpreters and other access supports for delivery of the event (such as live captioners) well in advance and include that they will be available in event promotional/ pre-information.		
Quick win: Consider your event start, end and break times. Attendees with accessibility requirements may need longer to travel to and from the venue, as well as moving around on site. Regular breaks will support attendees who may not be able to sit down or have difficulty concentrating for long periods. Breaks should ideally take place every 90 minutes and be at least 20 minutes long.		
Quick win: Ensure your event runs to schedule, as some attendees may have pre-planned medication, food or support during scheduled breaks.		

## Arrival

Action	Done	Notes
Quick win: Welcome attendees with trained assistance dogs. This is a legal requirement even if you have a 'no dogs/pets' policy (see main toolkit for certain exceptions).		
Provide sufficient accessible parking and a drop-off point. Provide clear signage to indicate that these spaces are reserved. If you don't have easily accessible parking, locate the nearest locations where someone can use their <a href="#">Blue Badge</a> and share this information with attendees.		
Provide a well-lit and uncluttered area allowing ease of access to your entrance area, with different seating options for attendees.		
Ensure clear signage is provided at all key points, including to an accessible entrance if the main one does not have step-free access.		
Make sure the paths from the parking/ drop off area to the entrance are wide enough. Ensure that these routes are clear of obstacles and that the surface is even.		
Quick win: Make adjustments for those unable to stand in a queue for long periods, such as fast-track or remote queuing, and have seats available.		
Quick win: Ensure name badges have a large, clear font and there is an option for them to be worn without requiring attendees to operate a clip or pin e.g. using a lanyard or sticker.		
Quick win: Offer to guide Disabled attendees to the event space and possibly provide an orientation tour.		
Quick win: The availability of quiet spaces and sensory aids such as ear defenders, earplugs, fidget toys, and weighted blankets.		
Provide wheelchairs, mobility scooters and Trampers for loan, where appropriate. Link in with the closest <a href="#">Shopmobility</a> service.		

## Customer service points

Action	Done	Notes
Quick win: Consider the impact of background music and refrain from playing music in areas where staff interact with attendees.		

### Customer service points continued

Action	Done	Notes
Provide hearing loops at registration, conferences rooms and help desks, test they are working properly and provide signage where the loop is effective.		
Consider the <a href="#">BSL Sign Video</a> , Sign Solutions, Translate Live and ISL IRIS services which provide a live video link to British and Irish Sign Language Interpreters. For larger events consider an app that can link to accessibility software.		
Provide a lowered section to any registration or help desk and ensure it is kept clutter-free.		
Provide portable payment options, such as a hand-held card machine that can be brought to an attendee if required. Make sure these payment devices are accessible, for example large buttons.		
Designate key staff, who are readily identifiable, to move around the space to assist participants if they need essential information or assistance.		
Provide information staff with an app or assistive technology that allows them to assist people with speech, sight or hearing disabilities.		
Establish quiet times at information points where distractions and noise are minimised.		
Where possible, provide a digital desk or kiosk where participants can access information independently.		

### Physical environment

Action	Done	Notes
Ensure the venue you select for your event provides step-free access throughout and has accessible toilet facilities. If the venue does not have fixed hearing loops or an infrared loop system in event rooms, provide portable loops.		
Consider attendees with physical disabilities when walking-through potential venues. Check whether there are any hazards that need to be addressed prior to your event. Refer to the built environment technical standards for more information on requirements for door widths, ramp gradients etc.		
Ensure evacuation routes are available for attendees with accessibility requirements and that these are clearly signed.		

## Physical environment continued

Action	Done	Notes
Quick win: Ensure water bowls are available to use, should assistance dog owners require them.		
Quick win: Identify a toilet and exercise area for assistance dogs, ideally within the grounds of the event venue or nearby, and provide a waste bin.		
Provide consistent levels of lighting throughout, especially at the entrance, in eating areas and toilets. Consider lighting levels at night for outdoor events or events during the winter.		
Quick win: Ensure paths are kept clear of obstacles, debris, moss, ice and fallen leaves and have firm, well-maintained surfaces.		
Quick win: Ensure there are no tripping hazards such as loose cables or personal belongings in aisles. Ensure any temporary threshold ramps are suitable for wheelchair users to pass over.		
Provide ramp access to stages and speaker platforms.		
Avoid dark rugs and mats, as they can be perceived by attendees with dementia or sight loss as black holes, and avoid shiny or reflective flooring, bold patterns and stripes, as they can cause confusion.		
Avoid deep-pile carpets that may cause trips or make it difficult to manoeuvre for a wheelchair user.		
Quick win: Provide adequate space to move in between areas, stands and displays.		
Provide networking/drinks tables at different heights during breaks, so they can be used by those of shorter stature, standing and seated attendees. Remember to leave space for wheelchair users to access tables.		
Provide a selection of seating at regular intervals internally and externally. Whilst backrests are always recommended to provide support, a variety of seating types and materiality should be available, e.g. with and without armrests, low, high, firm, soft.		
If your event/venue has allocated seating, allow attendees to select their preferred location when booking.		
Quick win: Reserve spaces in advance, even if your event does not have allocated seating, for attendees who may be accompanied by an assistance dog or support worker. Allow attendees to reserve seats if they wish to lipread or be close to a sign language interpreter (in front row/rows), near the toilet or exit.		

**Physical environment** continued

Action	Done	Notes
Ensure all furniture can be moved to make space if necessary.		
Provide designated quiet spaces, situated away from the main bustle of the event, and possibly a sensory room. Both should be easily accessible from public areas.		

**Audio-visual**

Action	Done	Notes
Quick win: Inform attendees pre-event of any special effects such as flashing lights or photography, strobe lighting or sound effects, as they may affect people with epilepsy and tinnitus.		
Ensure that any audio is at a suitable sound level, with little echo.		
Ensure that microphones and lecterns are height-adjustable for those of shorter stature, seated and standing speakers.		
Quick win: Provide a roving microphone for questions. If this is not possible, ensure that presenters are briefed to repeat questions before answering.		
Quick win: Ensure presentation slides follow accessibility guidelines, including colour contrast and font sizes.		
Make sure video screens, exhibits and stages can be viewed by all, including those of shorter stature and wheelchair users.		
Ensure captions, that can be clearly seen across the space, are available on all multimedia with sound. Where these cannot be provided, transcripts should be available.		
Encourage presenters to use visual descriptions and to announce their name before speaking to support the transcription/ captions.		
Quick win: Brief speakers to consider attendees with different requirements, such as describing what a graph is showing rather than relying on attendees to interpret it visually. They should also talk directly into the microphone and speak as slowly and clearly as possible to facilitate the work of any interpreters and palantypists.		

## Toilets

Action	Done	Notes
Provide accessible toilets and ideally a <a href="#">Changing Places</a> facility; consider hiring a <a href="#">Mobiloo</a> portable Changing Places facility where a permanent one is not available.		
If this is not possible find out where the <a href="#">nearest one</a> is and share this information with your attendees. Ensure the alternative changing facilities are step free access and wide enough to welcome wheelchair users.		
Quick win: Where an accessible toilet requires a key or code to gain access e.g. RADAR key, brief event staff on where a key or code can be obtained and have a clear sign on the door to reflect this information.		

## Information on site

Action	Done	Notes
Provide clear signage at key decision points to and from facilities, including main entrances, toilets and customer service points. Consider large print, contrasting, pictorial and tactile signs.		
Provide written information and interpretation in alternative formats, such as digital, large print, easy-read and BSL/ISL, on request.		
Create maps of your event to identify areas of sensory activity, or offer alternative routes – ‘quiet trails’ – through the event venue, avoiding potential triggers for neurodivergent visitors.		
Provide tactile maps of the event spaces at key information points so that blind and low-vision people can navigate independently.		
Consider using wayfinding and interpretation apps that support an inclusive experience for all attendees.		
Include accessibility information on any general maps e.g. accessible routes, accessible toilets, lifts, accessible drop off and parking.		
If requested by attendees on registration, provide communication support such as BSL/ISL interpreters and palantypists. Interpreters need regular breaks, so you may need to hire more than one.		
Provide a sighted guiding service for people who are Blind or low vision.		

## Food & beverage

The following actions are specific to informal business event catering. For information on actions related to dedicated catering spaces or formal dining, such as gala dinners, see the separate Food & beverage business action checklist.

Action	Done	Notes
Provide for more common dietary requirements as standard e.g. gluten-free or lactose-free. Request dietary information on registration to provide for other requirements. Clearly label ingredients and state whether there is a risk of cross-contamination.		
Quick win: Provide menus and ensure waiting staff are briefed on the types of food being served and can accurately describe them to attendees, including assistance with reading dietary information.		
Quick win: Offer table service.		
Ensure all food and beverage options, including drink stations, can be accessed by wheelchair users and those of shorter stature. If this is not possible, ensure staff are available to assist at all times.		
Ensure crockery contrasts with the table linen or surface e.g. avoid using white crockery, white linen and clear glasses all together.		
Quick win: Provide easy-grip cutlery, beakers and straws on request. Include this information in advance and on the event information and menus.		

## Virtual/hybrid events

Action	Done	Notes
Choose an online platform that supports assistive technology and has built-in accessibility features, including live captions that can be turned on or off by attendees and compatibility with keyboard-only use.		
Quick win: Ensure presentation slides follow accessibility guidelines, including colour contrast and font sizes.		
Quick win: Allow attendees for virtual events to have early access to your online platform so they can familiarise themselves with its features. Consider producing a user guide and send this in advance to all attendees.		
Provide live captions for online events.		

## Marketing

Action	Done	Notes
Quick win: Review your marketing channels to ensure you are reaching a wide range of Disabled people.		
Quick win: Regularly promote your accessible facilities and services through your communication channels, including social media.		
Undertake a photoshoot featuring Disabled people and use the images in your marketing. Pay them for their time.		
Consider inviting Disabled social media influencers to your event.		
Apply for accessibility awards.		

## You and your team

Action	Done	Notes
Train all staff in disability awareness and ensure they are familiar with all accessible facilities, services, equipment and evacuation procedures.		
Quick win: Give all staff a copy of your Accessibility Guide so they can see at a glance the facilities and services available.		
Quick win: Ensure staff wear name badges and make it clear if they can support people affected by dementia – e.g. by wearing the <a href="#">Dementia Friend badge</a> .		
Provide BSL / ISL Level 1 training to customer service staff members. Train staff on how to use <a href="#">Sign Video</a> .		
Quick win: Provide staff with tips and guidance on inclusive language use.		
Quick win: Ensure relevant staff are trained in the use of the <a href="#">Relay UK</a> telephone service and are confident to use it.		
Quick win: Identify a member of staff to be an Accessibility Champion and encourage others to be ambassadors for accessibility.		
Quick win: Regularly discuss workplace adjustments with your team.		
Quick win: Ensure Disabled staff members have a personal evacuation plan.		

**You and your Team** continued

Action	Done	Notes
Arrange for people with lived experience of disability to provide awareness sessions with staff. Lived experience is expertise. Pay Disabled experts for their work.		
Provide an accessible staff room and quiet space for employees.		

**Hiring staff**

Action	Done	Notes
Write accessible and inclusive job descriptions: Use plain language, focus on life skills rather than academic achievements, provide information about accessibility in the workplace, provide information about job benefits.		
Include a disability inclusion statement in your job descriptions.		
Quick win: Post job adverts on inclusive websites, such as EvenBreak.		
Quick win: Check that your job adverts and job descriptions are accessible and inclusive. For example, compatible with screen readers.		
Quick win: Encourage applications from Disabled people.		
Provide job application documents in alternative formats.		
Ensure interview venues and/or software is accessible; ask candidates what provisions they require.		
Ensure roles within your business are accessible to Disabled people; this includes leadership roles.		
For the interview process, provide interview questions and agendas in advance.		
For the interview assessment process, make sure you have a diverse panel, that decisions are made based on interview scores, and that hiring managers are trained in disability bias.		
For more information on recruitment of Disabled people see <a href="#">module 7</a> of the toolkit.		

