



Event Accessibility Guide

Why do events need to be accessible?

Endicott College is committed to providing equal access to educational programs and services to all our students, staff, faculty and community. We are a diverse group that strives to be inclusive and supportive. This includes ensuring that our events are accessible to all.

Accessible Event Checklist:

Advertising

- Digital Advertising
 - Utilize “Heading” formatting to identify titles/headings on the page for a Screen Reader
 - 12 pt font or larger
 - Create clear contrast between text and background colors
 - Provide Alternative Text (Alt Text) descriptions of any images, graphics or tables included
 - Use clear, plain language
 - Spell out any acronyms
 - Attach links with their title, rather than saying “Click here”
- Print Advertising
 - 12 pt font or larger
 - Create clear contrast between text and background colors
 - QR code or website linked to a digital version of the advertisement OR include a statement that reads: *This publication will be made available*



in an accessible format upon request. Please contact [contact person, phone number, and email address].

- Use clear, plain language
- Spell out any acronyms

Social Media

- Please utilize the digital advertising expectations above
- Put all text within the image you are posting in the caption, as well
- Use Camel Case for all hashtags
 - Camel Case** typically capitalizes the first letter of each word except the very first word
 - Screen readers can recognize and read multi-word hashtags correctly by distinguishing the capital letters as the start of new words. Without capitalization, they would often read the entire phrase as one long, unreadable word.
 - Example: #EndicottCollege, NOT #endicottcollege

Registration

- Add a statement such as one of the following:
 - Accommodation requests for this event related to a disability should be made by [specific date] to [contact person, phone number, and email address].*
 - If you require accommodations or have dietary needs, please contact [contact person, phone number, and email address] by [specific date].*

Event Signage

- Clear, easy to read
- Simple design
- High contrast colors

Communication

- Introduce yourself with your name, as well as a brief visual description



- Speak slowly and clearly
- Describe any presented images, tables, or slides aloud
- Provide Captioning, FM Systems, and/or Interpreters as needed
 - Within Google Slides use the following steps for closed captioning
 - At the bottom left of the Present screen, click on More options → Captions preferences → Toggle captions
 - As you speak, captions appear at the bottom of the screen. Captions don't include punctuation.
 - To change text position or size, next to "CC" click the drop-down menu ▾.
 - To turn off captions, click CC or press the shortcut for your browser.
 - Provide an accessible interface for audience questions/comments/feedback during and after the event
 - Consider name tags or badges that include titles and pronouns to facilitate inclusive introductions
 - Consider [color-coded communication badges](#)/lanyards for conference-style events

Dietary Restrictions

- Provide clear signage denoting ingredients to avoid allergens
- Create an accommodating menu with different allergens in mind

Emergency Planning

- In the event of an emergency, would all participants be able to evacuate safely and quickly?
- Have all participants identify their nearest exit in the case of an emergency



Physical Environment

- Parking
 - Is there parking close to the event?
 - Are there handicap spots available?
- Check handicap buttons at all entrances to ensure they are working before the event
 - If they are not working, faculty and staff can put in a School Dude Ticket for maintenance.
 - Students, please contact Allison Bouchier at abouchie@endicott.edu to complete a ticket on your behalf.
- Confirm elevator access if the event is on an upper floor
- Room Setup
 - Lighting
 - Ensure lighting is bright enough to read or participate in the event/presentation, but be cognizant of possible over stimulation that too bright of lighting can cause and turn off extra lights that are not needed
 - Offer an alternative setting or mode of participating for participants who may be sensitive to bright lights or darkness
- Audio
 - Provide Captioning, FM Systems, and/or Interpreters as needed
- Seating
 - Do your seating arrangements allow all attendees to see and properly hear the speaker/presentation?
 - Do you have flexible seating options for attendees in wheelchairs or with crutches?
 - If this is a standing event, do you have seating options for guests who may need it?
- Restrooms
 - Are there handicap accessible doorways, sinks, and stalls?



- Are there family restrooms, lactation rooms, and gender neutral bathrooms available if needed?

Virtual Events

- Closed Captioning Available, if needed
- Provide an accessible version of the Powerpoint or Slides to attendees ahead of time
 - See the guidelines under Digital Advertising to ensure the PDF is accessible and includes appropriate headings and titles, alternative text for images, and correct color contrast

Vendor Considerations

- Inquire about the vendor's accessibility practices before choosing to partner with them for your event

Additional Resources

- [A Planning Guide for Making Temporary Events Accessible to People with Disabilities](#)
- [Planning Accessible Meetings and Events Toolkit](#)
- [Social Media Accessibility: Inclusive Design Tips for Marketers](#)
- [Web Content Accessibility Guidelines](#)
- Center for Accessibility Services Staff
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