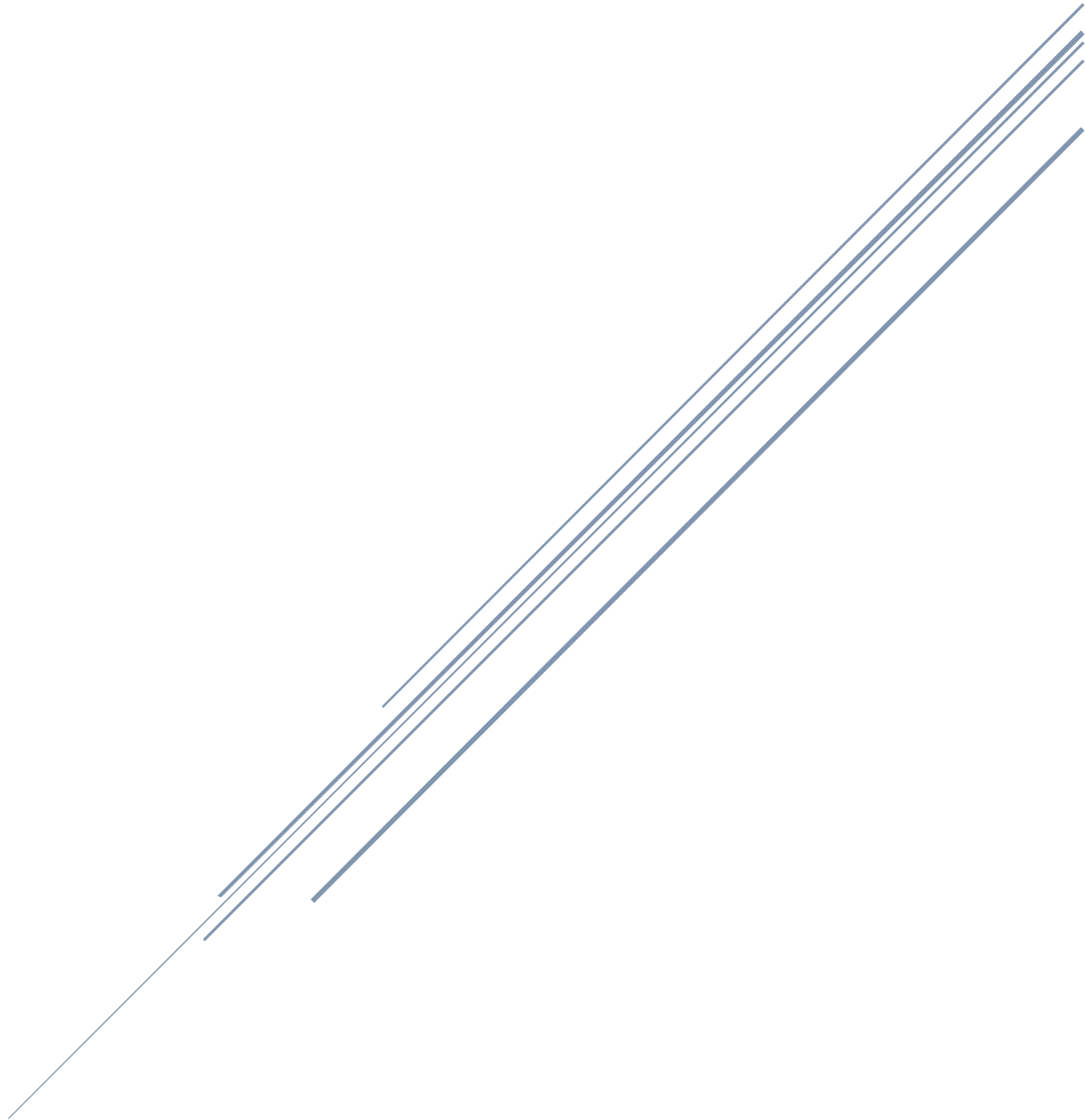


# Accessibility Information

## Event Planning Guide



*This guide was created by Grace Conte, a former Penn colleague who worked in the Weingarten Center and in the Wharton School of Business. This guide has been updated as of March 25, 2022. Gratitude goes out to Grace for designing this guide and to Chenelle Boatswain, a GSE doctoral student and Learning Fellow in the Weingarten Center, for updating this guide.*

## Table of Contents

<b>Table of Contents</b>	<b>Error! Bookmark not defined.</b>
<b>Introduction</b>	<b>3</b>
Disability Services	3
Manual Users	3
<b>Venue &amp; Presentation</b>	<b>4</b>
Venue Considerations	4
Presentation Considerations	4
<b>Marketing</b>	<b>5</b>
Formatting Materials	5
Language to Invite Accommodation Requests	<b>Error! Bookmark not defined.</b>
<b>Timeline &amp; Checklist for Online Events/Programs</b>	<b>7</b>
<b>Resources</b>	<b>8</b>
<b>Appendix</b>	<b>9</b>
<b>Common Accommodation Requests</b>	<b>9</b>
<b>Do's &amp; Don'ts on Designing for Accessibility</b>	<b>11</b>

## Introduction

The University of Pennsylvania strives to ensure access to members of the community and is committed to providing an accessible environment. The purpose of this guide is to offer **event planners** instructions, resources, and support to ensure that their events create a more inclusive environment for individuals with disabilities. Individuals with disabilities may be anyone within the community. Each person must be afforded access and equitable opportunities to engage. As the event planner(s), you have a role to play in reducing barriers and establishing a more inclusive environment. You have the opportunity to provide access, and more importantly, a welcoming environment to a diverse audience.

This guide should be used to support your efforts; however, this is not an exhaustive reference. Please use this as a *starting point* to build context on how to create a more inclusive environment for individuals with disabilities. Please also be flexible and responsive to the needs of students, guests, and other members of the community.

## Disability Services

The University of Pennsylvania welcomes individuals with disabilities and is committed to providing the same exceptional opportunities to all Penn students. The Weingarten Center works closely with students who self-identify disabilities in order to ensure equal access to all University programs, activities, and services. More information about Penn's Disability Services, including procedures for requesting individual accommodations, may be found on the [Weingarten Center website](#).

## Manual Users

- **What:** This information applies to an **event, workshop, training, program** hosted online or in-person by Penn divisions, organizations, and clubs.
- **Who:** This manual is for **event coordinators** who are responsible for creating an inclusive environment for participants.
- **Who for:** Any participant (student, staff, faculty, guest) may request accommodations.
- **Caution:** You do not need to determine whether a person is eligible for requested accommodations. It is not your right to ask about a person's disability.

## Venue & Presentation

You can begin early in your planning to create an accessible and inclusive environment. If you learn the needs of your participants early, you can plan to address barriers. It is important to know that even with thorough planning efforts and advanced due diligence, needs may arise that are not addressed in your plans. Your flexibility and responsiveness to these needs will help you establish an inclusive space.

### Venue Considerations

#### Factors to Consider

*This list is not an exhaustive list, but may give you a better idea of where someone may need access.*

Evaluate the activities the attendees will be doing from the participant perspective (e.g., listening, typing, visual information)

	Evaluate each of these from a participant perspective with attention to visual, auditory, movement, and sensory accessibility.
Online	<ul style="list-style-type: none"><li>• The online platforms (video conference, registration, etc.)</li><li>• All videos must be captioned by a professional service if they will be posted online afterward.</li></ul>
In-Person Events and Programs	<ul style="list-style-type: none"><li>• Location - access to entrance, exits, seating, restrooms</li><li>• Registration</li><li>• Catering</li><li>• Presentation materials</li></ul>
Off-site	<ul style="list-style-type: none"><li>• Transportation</li><li>• Lodging</li><li>• Meals/Dining</li></ul>

### Presentation Considerations

Plan to share accommodations information with presenters (e.g., close captions, ASL interpretation) or share their role in facilitating accommodations for the attendees. Remember, when sharing accommodations, to protect the identities and disabilities that are being accommodated. The presenter does not need to know who in the room has accommodations.

#### Examples of Possible Accommodations

See [Do's and Don'ts](#) in Appendix.

Visual	<ul style="list-style-type: none"><li>• Provide presentation materials in print in advance to prepare for accessibility</li><li>• Describe visuals that they provide on their slides</li></ul>
Audio	<ul style="list-style-type: none"><li>• Microphone and amplification - even if they are comfortable projecting</li><li>• Describe visuals provided on slides</li></ul>
Kinesthetic	<ul style="list-style-type: none"><li>• Remain in the main presentation area (no roaming)</li></ul>

# Marketing

## Formatting Materials

Marketing materials are your attendees' first interaction with your event. Your efforts to make materials accessible are an important first step to accommodating your audience. As the first interaction with your attendees, you need to ensure that you have done your best effort to make your marketing materials accessible. As you create your marketing materials, here are some tips to help you create more accessible marketing as well as [useful Penn resources for designers](#) and for [designing content](#).

*Note: This is not an exhaustive list.*

Content Area	Suggestions	Example
Fonts	<ul style="list-style-type: none"><li>• Make fonts clear and large enough to read (never less than 10pt)</li><li>• Use sans serif fonts</li></ul>	<ul style="list-style-type: none"><li>• Serif v. Sans Serif</li></ul>
Color	<ul style="list-style-type: none"><li>• Use high contrast colors</li><li>• Show importance using styles and headings</li><li>• Avoid using color alone to signify importance</li></ul>	<ul style="list-style-type: none"><li>• <b>Incorrect:</b> Low contrast</li><li>• <b>Correct:</b> High contrast</li></ul>
Images	<ul style="list-style-type: none"><li>• Convey information in a graphic elsewhere by adding the image text to the description</li><li>• Try using <a href="#">alternative text</a> in your image</li></ul>	
Aesthetics & Spacing	<ul style="list-style-type: none"><li>• Minimize distractions</li><li>• Offer spacing between phrases</li><li>• Avoid having designs cut through text</li><li>• Avoid clutter or distracting order</li></ul>	
Capitalization	<ul style="list-style-type: none"><li>• Avoid using capital letters for structure or emphasis</li><li>• Use all caps when there is an acronym</li></ul>	<ul style="list-style-type: none"><li>• <b>Incorrect:</b> DON'T DO THIS</li><li>• <b>Correct:</b> WUGR = Wharton Undergrad</li></ul>
Jargon & Acronyms	<ul style="list-style-type: none"><li>• Spell out and define acronyms and jargon the first time</li></ul>	
Directional words	<ul style="list-style-type: none"><li>• Use descriptions for your links instead of directional words like "click here"</li></ul>	<ul style="list-style-type: none"><li>• Register here for the event</li></ul>
Underlining & Links	<ul style="list-style-type: none"><li>• Use underlining for links, but not importance</li></ul>	<ul style="list-style-type: none"><li>• <b>Incorrect:</b> <u>This is important</u></li><li>• <b>Correct:</b> <a href="#">Register here for the event</a></li></ul>

## Language to Invite Accommodation Requests

*(Include in your marketing)*

Accommodation requests related to a disability should be made at least 5 business days prior to the event date to (provide a contact name and email address). A good faith effort will be made to fulfill requests made after the 5-business-day deadline has passed. For questions regarding accommodations, please contact Disability Services staff at [disabilityservices@vpul.upenn.edu](mailto:disabilityservices@vpul.upenn.edu).

### Notes:

- The invitation for accommodation requests must include:
  - Who would receive the request
  - How the request can be made (i.e., phone, email)
  - The deadline by which the request should be made (5 business days)
- You can always contact the Weingarten Center's Disability Services staff with questions or concerns.

## Timeline & Checklist for Online Events/Programs

*Please note that this checklist is not exhaustive but serves as a recommendation and starting point.*

Complete?	Description	Suggested Timeline	Your Date
<input type="checkbox"/>	Conceptualize your event	(depends on the size of the event / see conference guide planning guide)	
<input type="checkbox"/>	Identify activities, interactions, and potential barriers	2 months before	
<input type="checkbox"/>	Create and distribute your marketing with accessibility in mind	1 month before	
<input type="checkbox"/>	Decide how attendees will notify you of accommodation requests and what your process will be	1 month before	
<input type="checkbox"/>	Connect any students/guests with Disability Services if they have any accessibility concerns	As soon as possible, at least 1 week before	
<input type="checkbox"/>	Implement any accommodation requests, as directed by staff	(Will receive the plan in advance) Implement the day of	
<input type="checkbox"/>	(If your event will be posted online) Have your event transcribed and include a closed-caption version of the video online (auto-captioning does not count)	Within 1 week after	

## Resources

<b>Event Planning</b>	<ul style="list-style-type: none"> <li>The <a href="#">Americans with Disabilities Act National Network's Planning Guide</a> for making events accessible to individuals with disabilities.</li> </ul>
<b>Marketing</b>	<ul style="list-style-type: none"> <li><a href="#">Penn Designer Resources</a></li> <li><a href="#">Penn Design &amp; Usability Resources</a></li> </ul>
<b>Online Programs</b>	<ul style="list-style-type: none"> <li><a href="#">Web Accessibility at Penn</a> – Online Resources</li> <li><a href="#">Virtual Accessibility Office Hours</a> with Amrou Ibrahim, Associate Director for Assistive Technology and Kara Gaulrapp, Senior Web Accessibility Analyst</li> </ul>
<b>In-Person Programs</b>	<ul style="list-style-type: none"> <li><a href="#">Campus Accessibility Resources</a> from the Weingarten Center's Disability Services (University of Pennsylvania)</li> <li><a href="#">Accessibility Mapping Project</a> - Crowdsourced campus accessibility initiative for the University of Pennsylvania</li> <li><a href="#">Access Features of University Building and Grounds</a> from Penn Facilities and Real Estate Services</li> </ul>
<b>Accessibility Checking</b>	<ul style="list-style-type: none"> <li><a href="#">Color Contrast Analyzer</a></li> <li><a href="#">WAVE Web Accessibility Evaluation Tool</a>: identify accessibility and Web Content Accessibility Guideline (WCAG) errors</li> </ul>
<b>Other Accessibility Resources</b>	<ul style="list-style-type: none"> <li><a href="#">Accessibility Tips for Teams</a> – Great for content creators, designers, and many others</li> <li><a href="#">Accessible Graphic Design Resource</a> from AccessAbility</li> <li><a href="#">Using Adobe InDesign to Create Accessibility PDF Documents</a>: InDesign-specific accessibility guide</li> <li><a href="#">Vox's Accessibility Checklist</a></li> <li><a href="#">Dos and Don'ts on Designing for Accessibility (Useful UK Resource)</a> (in the Appendix) – Useful infographics</li> </ul>



# Appendix

## Common Accommodation Requests

Here are a few examples of accommodations that may be used at events; however, this is not an exhaustive list. Each individual has their own needs and may need accommodations to navigate each scenario. In your role as an event planner, you may come across some of these requests or very different ones.

	Examples	Questions to ask:
<b>Online</b>	<ul style="list-style-type: none"> <li>American Sign Language (ASL) Interpreter</li> <li>Communication Access Real-time Translation (CART) Reporting (i.e., captioning in real-time)               <ul style="list-style-type: none"> <li><a href="#">BlueJeans Events offers automated captioning</a> which can be turned on by the viewer (top right corner of their screen). This is available to all users, but <i>should not</i> be used if someone requests this as an accommodation (a professional would need to be hired)</li> </ul> </li> <li>Closed captioning (offline captioning)</li> <li>Warning of viewer discretion if the content contains flashing lights/photosensitivity</li> </ul>	<ul style="list-style-type: none"> <li>Does the video platform provide captioning built-in?               <ul style="list-style-type: none"> <li>If someone requests accommodations for captioning, the auto-captioning <i>does not</i> suffice; you will need to hire a service to manage this.</li> </ul> </li> <li>Is the platform you are using accessible to someone without sight who may be using assistive technology (i.e., technology to navigate visual information)?</li> </ul>
<b>On-Campus</b>	<ul style="list-style-type: none"> <li>American Sign Language (ASL) Interpreter</li> <li>Preferential seating (e.g., by an exit or by the front of the room)</li> <li>Accessible materials (e.g., enlarged print or braille in advance of the presentation)</li> </ul>	<ul style="list-style-type: none"> <li>Does the vendor offer options that are able to accommodate dietary restrictions and allergies?</li> <li>Do you have enough space set aside for wheelchair users?</li> <li>Is there a plan for emergency preparedness?</li> </ul>
<b>Off-Site</b>	<ul style="list-style-type: none"> <li>ADA compliant accessible transportation</li> <li>ADA compliant hotel and lodging</li> </ul>	<ul style="list-style-type: none"> <li>Is the site accessible (i.e., can a person with a physical disability easily access the building/floor/department?)</li> <li>Are your transportation services accessible to</li> </ul>

	Examples	Questions to ask:
		<p>someone using a wheelchair or mobility device?</p> <ul style="list-style-type: none"> <li>• Will there be extensive walking? Are the routes accessible?</li> <li>• Does the hotel you're booking have accessible rooms? Do you have a way for guests to request this?</li> </ul>

# Do's & Don'ts on Designing for Accessibility

(Pun, K., September 2016)

Designing for users of screen readers		
Do...	Don't...	
describe images and provide transcripts for video 	only show information in an image or video 	
follow a linear, logical layout 	spread content all over a page 	
structure content using HTML5 	rely on text size and placement for structure 	
build for keyboard use only 	force mouse or screen use 	
write descriptive links and headings 	write uninformative links and headings 	

# Designing for users with low vision



## Do...

use good colour contrasts and a readable font size



publish all information on web pages



use a combination of colour, shapes and text



follow a linear, logical layout

200% magnification



put buttons and notifications in context



## Don't...

use low colour contrasts and small font size



bury information in downloads



only use colour to convey meaning

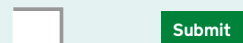


spread content all over a page

200% magnification



separate actions from their context

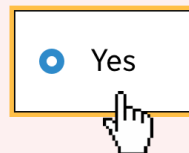


# Designing for users with physical or motor disabilities

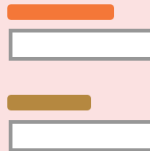


## Do...

make large clickable actions



give form fields space



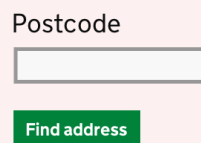
design for keyboard or speech only use



design with mobile and touchscreen in mind



provide shortcuts



## Don't...

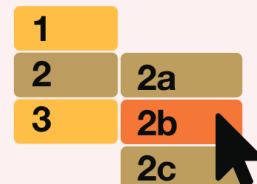
demand precision



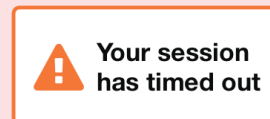
bunch interactions together



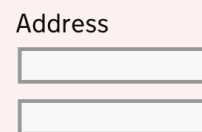
make dynamic content that requires a lot of mouse movement



have short time out windows



tire users with lots of typing and scrolling



# Designing for users who are Deaf or hard of hearing



## Do...

## Don't...

write in plain English

**Do this.**

use complicated words or figures of speech



use subtitles or provide transcripts for videos



put content in audio or video only



use a linear, logical layout



make complex layouts and menus



break up content with sub-headings, images and videos



make users read long blocks of content



let users ask for an interpreter when booking appointments



don't make telephone the only means of contact for users



Home Office

Home Office Digital

For more information, contact:  
access@digital.homeoffice.gov.uk