

Accessible Virtual Events

[Knowbility.org](https://www.knowbility.org)

Knowbility

- Knowbility is a nonprofit organization that is based in Austin, TX and operates globally
- Founded in 1999 after two years of community collaboration
- Our programs and services reflect our core values and strong belief that accessible technology is the key to ensuring equal access to opportunity.

Our Mission

Our mission is to create a more inclusive digital world for people of all abilities. We help make the internet and other digital technologies accessible to people who are blind, visually impaired, deaf or hearing impaired, who have mobility impairments, and cognitive or learning disabilities.

Our goal is to create a barrier-free world of information technology so that people with disabilities can fully participate in the business, educational, civic and cultural marketplace.

Our Work

Knowbility got its start over 20 years ago through our flagship program, the Accessibility Internet Rally (AIR). Since then, through conferences, competitions, webinars, shared resources and accessibility solutions, Knowbility has communicated the importance of accessibility to a growing, global network of communities and organizations.

Our experts are internationally recognized for their role in creating the worldwide standard for technology accessibility implementation and training.

What is Accessibility?

For something to be accessible, people can

- Perceive
 - Can they see & hear the content?
- Understand
 - Do they know where to go, what to do or what to expect?
- Navigate
 - Can they independently navigate using their preferred tools?
- Interact
 - Can they independently complete tasks and explore all areas?
- Contribute
 - Can they fully participate in an authentic manner?

Why Design Accessible Virtual Events?

- 15% of the world's population lives with some form of disability
 - Several people may not consider themselves disabled as defined by WHO
 - Age related disabilities
 - Colorblindness
 - Hearing Aid users
 - People with ADHD or Dyslexia
- People without disability benefit from accessibility
 - Captions
 - Cognitive load

Why Design Accessible Virtual Events? cont.

- Zoom Fatigue?
 - Meeting platforms are for meetings
 - Look at platforms built for virtual events
 - Changing the norms
 - Camera requirements
 - Sitting in only one position
 - Asynchronous participation

A Checklist for Designing an Accessible Virtual Event

Set Expectations and Provide Instructions

- **Agenda & Schedules**
 - Make sure they are easy to read and find
- **Guides for navigation and tutorials**
 - Videos, step by step instructions on how to log in
- **Mute/Camera/Chat**
 - Briefly review where to locate these tools
 - Remind participants how they are expected to participate (chat vs microphone, etc)

Accommodations for Participants

- Inform participants what accommodations or accessibility features are automatically provided
 - Auto captions
 - Access to materials in advance
- Provide a way for participants to make additional accommodation request
 - Materials in a specialized format
 - ASL interpretation services
 - Live captioning
- Indicate a deadline to make requests
 - Most service providers require 3-5 days in advance

Good Design (Slides, Handouts, Media, Website)

- Font Size
 - 16
- Typeface
 - There is no one typeface
 - Avoid complexity
- Heading Structure
 - Use templates
- Color contrast

Good Design (Slides, Handouts, Media, Website) cont.

- Alt text for images
 - Describes the picture
- Descriptive links
 - Bad: To register [click here](#)
 - Good: Complete this [registration form](#)
- Video
 - Captions
 - Avoid Flashing

Captions

- Auto Captions
 - Better than nothing
 - Human captions, CART services can be available upon request
- All videos need edited captions (not auto captions)

Visual Descriptions

- Describe what's on the slide
 - If you include an image or a chart, describe the image or what the chart is indicating
- Prepare people for the video they will watch
 - Are they watching a movie clip or a demonstration?
 - Who are the speakers? What's the environment?

User Testing

- Have multiple people test the platform
 - If possible include novices to the platform or people who will not be attending later
- Schedule tech checks with all presenters
 - Check sound quality for presenter microphones
 - Check presenter's lighting
 - Ensures they know how to log into the system before the day of the event

Accessible Platforms

Things to look for:

- Auto captions
- Easy, intuitive navigation
- Screen reader compatibility
- Keyboard navigation

Tools

- [Grackle Docs - Accessibility Check for Google Docs, Slides](#)
- [Microsoft Accessibility Checker](#)
- [Color Contrast Checker](#)
- [Infographic for Web Designers](#)
- [W3.org Easy Checks](#)

Resources for Deeper Dives

- [AEM - Designing Accessibility with POUR](#)
- [Accessible U](#)
- [WebAIM](#)
- [W3.org](#)

Knowbility's Be A Digital Ally

Free monthly webinars reviewing basic skills and principles of accessible digital design.

- Alternative Text
- Plain Language + Descriptive Links
- Captioning (Video Coming Soon)
- Visual Descriptions (June 2022)

Thank you!

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