Inclusive Event Design

ADCOLOR · Disability:IN · glaad · TANENBAUM COMBATING RELIGIOUS PREJUDICE · G

Developed in partnership with ADCOLOR, Disability:IN, GLAAD, and Tanenbaum Center for Interreligious Understanding.

Hey there.

This guide is here to support you in creating inclusive events.

Keep in mind, this will be a constant work in progress as the world evolves and changes.

This current guide is U.S.-focused. Stay tuned for additional guidance for regions!

A Google brand ambassador wearing a white jumpsuit gestures toward signage on the wall that reads: we saved you a seat.

A few notes...

👍 This guide is

– Continually **evolving** (check back for updates)

– A series of **best practices and checklists**

– A helpful **starting point**

– About **authentically inclusive** events,
to be tailored to your audience

👎 This guide is not

– Set in stone

– A rigid one-size-fits-all set of rules

– Exhaustive or formulaic

– About pandering or tokenism

How to use this deck

1

Search based on type of work

Use the content lists organized by project category to guide you towards relevant information.

[In-person Event](#)

[Virtual Event](#)

[Event Content](#)

2

Search the deck by hashtag

Use Control+F or Command+F to search a specific term that's relevant to your work.

| #ESSENTIAL | ⌃ ⌄ | ⋮ ✕ |

Searchable Tags:

- ● #ADA
- ● #CONTENT
- ● #ESSENTIAL
- ● #LGBTQ+
- ● #IN-PERSON

- ● #RACE
- ● #RELIGION
- ● #VIRTUAL
- ● #WOMEN

3

Keep in mind:

All events should include the items mentioned under #essentials.

The hashtags are used only to organize the deck, and are not exhaustive or meant to capture the many facets of identity (including intersectional identities). For more information on audience representation, visit our [audience insights](#).

Content by project category

Creating an in-person event? Jump to...

Click any blue link to get started.

ACCESSIBILITY

→ CONTENT ACCESSIBILITY

→ ENTRY & SEATING

→ PHYSICAL SETUP

→ VIRTUAL EVENTS

ATTENDEE LIST DEVELOPMENT

→ TICKETING

BUILDING COMMUNITY

CODE OF CONDUCT & COMMUNITY ALIAS

COVID-19 CONSIDERATIONS

DESIGN & DECOR

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MULTIFAITH SPACE & QUIET ROOM

MUSIC

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SOCIAL ACTIVITIES

SPEAKER & ATTENDEE REPRESENTATION:

→ SELECTING SPEAKERS

→ ATTENDEE DIVERSITY

→ THIRD PARTY EVENTS

→ SPEAKER PREPARATION

SUPPLIER DIVERSITY

SWAG

TIMELINE

TRANSLATION & LOCALIZATION

Creating a virtual event? Jump to...

Click any green link to get started.

Creating event content? Jump to...

Click any red link to get started.

Content
A–Z

Accessibility
Introduction

We want to make our events as accessible as possible, both for attendees who explicitly call out accommodations in their registration (e.g., blind, deaf, person who uses a wheelchair, etc.) and those who may not call out their differences due to perceived stigma (e.g., neurodiversity, psychological or emotional accommodations, etc.).

Ensure that the event meets all local and federal regulations for accessible design by referring to the Americans with Disabilities Act (ADA) and any other local or federal laws.

Three reserved accessibility seats at a Google event.

#ADA   #ESSENTIAL

Accessibility
Content Accessibility: Captioning, Sign Language, & Alt Text

To make events inclusive for deaf participants, you can provide:

Communication Access Realtime Translation (CART) captioning via a provider who translates all speech to text in real-time. CART can also be beneficial for individuals who speak English as a second language or those who have intellectual disabilities.

American Sign Language (ASL) interpretation during presentations and group collaboration.

For some, CART captioning may be sufficient. If you are already providing CART captioning during your event, we recommend following up individually with people who requested ASL interpreters to ask if CART captioning fulfills their needs or if they would still like an ASL interpreter.

CONTENT ACCESSIBILITY TIPS

- Add a question on the registration form for people to indicate if they have accessibility needs.

- For virtual events: include both CART captioning and ASL interpreters, with the ASL feed as the default.
  - If using Google Meet, live captions can be turned on in your meeting.

- For in-person events: provide CART captioning services in keynote and breakout rooms. Follow up with deaf attendees to ask if CART captioning is sufficient, or if they prefer sign language interpreters as well. If applicable, in-room captions can be shared with a livestream feed.

- Provide captioning, audio descriptions, and transcripts for event videos.
  - If posting your final video on YouTube, speech recognition technology can automatically create captions and transcripts can be uploaded for videos. Be sure to review automatic captions for accuracy.

- Add captions and descriptive alt text on digital and social content to allow images to be read by screen readers.

- Ensure any GIFs are accessible to those with disabilities.

● #ADA   ● #ESSENTIAL

Accessibility
Entry & Seating

PARKING & ENTRY TIPS

- Ensure ADA parking spaces are available close to the entrance.

- Allow people with disabilities to skip any lines (e.g., registration, keynote & breakout entry, food lines, etc.). If possible, extend this policy to expectant mothers.

- For large keynotes, allow entry 30 minutes prior to general admission so that guests with disabilities can find a seat that best suits their needs. Communicate this process to attendees in advance.

- Ensure doors can be propped open and ramps are readily available. Ideally, have an entrance/access that works for everyone (not a "side door" for those using wheelchairs).

SEATING TIPS

- Clearly designate staff who can help people get to their seats.

- Clearly mark disability-reserved seating and ensure signs have sufficient color contrast.

- Have reserved accessibility seating in any spaces where there are seats (e.g., keynotes, breakouts, meals, etc.). In content rooms, seats should be reserved along aisles, near CART monitors and/or sign language interpreters, near Q&A mics, and in the front row.

- Reserve 2-3 companion seats next to each wheelchair reserved space.

- Ensure there is ramp access to the stage.

- Ensure chair sizes work for all body types.

● #ADA   ● #IN-PERSON   ● #WOMEN

Accessibility
Physical Setup

ESSENTIAL TIPS

- All/Most tables in seating areas should be between 30-34 inches in height and have at least 27 inches of knee clearance for those in wheelchairs. At least one table in service areas (e.g., registration, help desk, food service, etc.) should be accessible.

- Ensure walkways are at least 3-feet wide, clear, and have an intuitive flow pattern.

- No more than 0.5-inch change in floor elevation – any carpet should be low-pile.

- No major change in terrain (e.g., adding astroturf, floor textures, etc.)

- Minimize walking distances and time standing in lines.

- All areas should have a pivoting turn space of at least 60 inches in diameter.

- Ensure single occupancy / ADA-compliant / all gender restroom(s) are readily available with clear signage. (See Restrooms)

- Ensure event staff know locations of accessible features such as elevators, TTY, and accessible restrooms.

- Have a quiet room for neurodivergent individuals.

- Identify a space where people can relieve service animals throughout the day.

- Steer away from any website assets or physical assets that feature sudden noises or flashing content.

- Limit use of strobe lights unless essential to the event. If using strobe lights, post a sign clearly at the entrance so attendees can choose whether to participate.

The following recommendations will make your event more inclusive, but are not essential unless specifically requested by an attendee.

- Offer sighted guides (can be brand ambassadors) to help blind attendees navigate large conference venues.

- Provide wheelchairs or electric scooters that attendees can reserve for the duration of the event, especially for large venues.

- If possible, allow presenters to share materials digitally so those who are blind or have low vision can use text-to-speech accessibility features.

- Consider having a team of greeters who can approach and assist people with disabilities.

● #ADA   ● #IN-PERSON

Accessibility
Virtual Events

VIRTUAL EVENT TIPS

- Ensure the site works for all users by applying web accessibility principles throughout the project lifecycle, and work with your design and development teams to comply with WCAG accessibility standards. Allow adequate time to test features and engage with a third-party accessibility QA company if needed.

- Provide CART captioning, ASL interpretation, and audio descriptions (see Accessibility).

- Consider a digital platform with integrated accessibility features (e.g., auto-captions, ability to adjust size or color contrast, etc.).

- Provide different ways for people to participate besides voice (e.g., submitting questions via chat). Make sure participation tools, like polling, are accessible.

- To accommodate neurodivergent individuals and those with disabilities, be mindful of presentation length and provide 5-10 minute breaks each hour of the presentation.

- If possible, share materials in advance and after the event to accommodate a range of disabilities and those who use text-to-speech accessibility features.

- Refer to Speaker Prep and Speaker Prep for Virtual Events for additional tips.
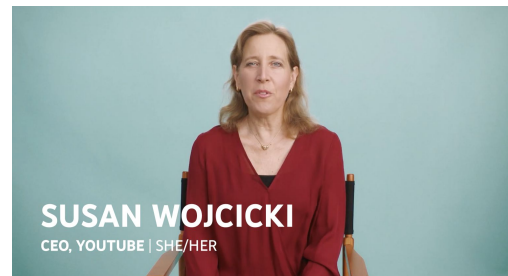
Lower third graphic showing pronouns next to a speaker's name and title.

Automatic on-screen captions as a person speaks at a virtual Google event.

● #ADA   ● #VIRTUAL

Attendee List Development
Introduction

Strive to make sure your attendee list isn't homogeneous. This applies to race, gender identity, sexual orientation, ethnicity, nationality, disability, socioeconomic background, educational background, age, roles, career levels, etc.

A good starting point is for the attendees to reflect diversity in the region, and to be inclusive and accessible to everyone.

Diversity is relative — remember that underrepresented groups at your event will vary depending on region and political/social climate.

Two people having coffee and networking at a Google event.

● #ADA   ● #ESSENTIAL   ● #LGBTQ+   ● #IN-PERSON   ● #RACE   ● #RELIGION   ● #VIRTUAL   ● #WOMEN

Attendee List Development
Ticketing & Promotion

A staff member hands out registration badges at a Grow with Google event.

TICKETING & PROMOTION TIPS

- Consider inviting attendees from certified diverse businesses, such as Disability Owned Business Enterprises (DOBEs) certified by Disability:IN and businesses certified by the National LGBTQ Chamber of Commerce.

- Consider reaching out to communities and organizations that represent industry professionals and other underrepresented groups.

- Think of ways to help remove barriers to attendance, such as need-based scholarships, travel grants, subsidized tickets, or stipends for working parents who may need help with childcare in order to attend.

- Ensure that promotional materials, social media photos, and registration process are designed for accessibility and inclusion (see Content Accessibility and Registration).

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Building Community

BUILDING COMMUNITY TIPS

- Consider creating mailing lists or hosting smaller meetups before, during, or after your event to build belonging and trust among underrepresented attendee groups such as racial identity & allies, gender identity & allies, disability identity & allies, first-time attendees, small business owners, etc.

- Ensure that participation is optional and open to all.

- Use your invite list to build community groups.

A group of attendees cheerfully take a selfie at Google Cloud Next's Celebrate Diversity reception.

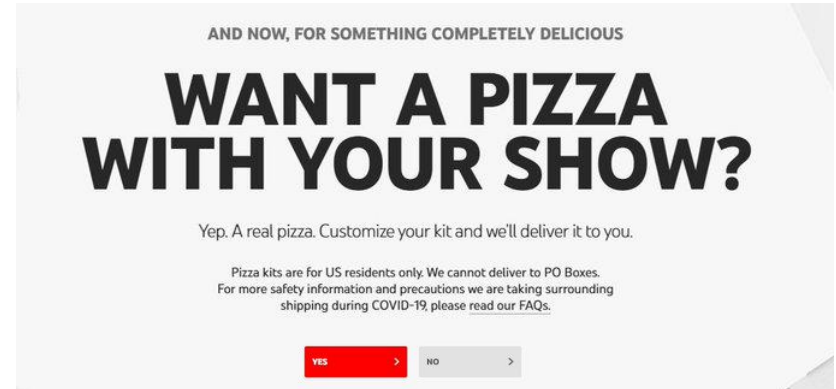● #ESSENTIAL   ● #LGBTQ+   ● #RACE   ● #RELIGION   ● #WOMEN

Code of Conduct

GENERAL CODE OF CONDUCT TIPS

- Implement a Code of Conduct and require that attendees acknowledge an anti-harassment policy before attending.

- Integrate the Code of Conduct on the event website, app, and any pre-event communications such as the registration form.

- Print the Code of Conduct on large signs and post in visible, high-traffic areas across the event (e.g., registration, meal areas, swag pickup, etc.).

COVID-19 Considerations

Website page that has Covid-19 food preparation copy.

COVID-19 TIPS

- Check with the CDC for latest guidelines on mask and vaccine requirements.

- If arranging any deliveries to supplement or enhance your event, be sure to consider a broad range of dietary restrictions (including non-alcoholic options), safe handling procedures, weight and size of the delivery, packaging sustainability.

- Be sure to follow CDC Guidelines for food preparation (see Food & Beverage).

- Avoid required physical contact during any icebreakers.

- Ensure adequate budget is allocated for COVID-19 preventative measures.

Google Launch Night In event kit.

Brandcast Delivered event kit.

Design & Decor
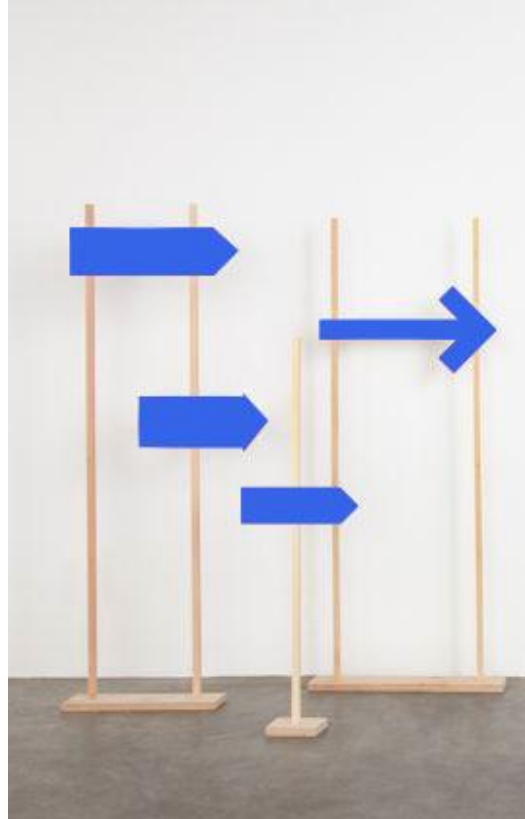
Four blue directional arrows on thin wooden poles, pointing right.

Tabletop sign with wifi information printed in simple, dark gray text to optimize legibility.

A green plant with copper vase on a wooden shelf.

● #ADA   ● #ESSENTIAL   ● #IN-PERSON

Food & Beverage

FOOD TIPS

- Ensure the menu provides options for attendees with dietary restrictions / preferences / allergies, particularly if your event takes place during a religious holiday. Ensure that all meal options are of equal quality and caliber.

- Designate a specific location to pick up special meals (e.g., kosher and halal meals) so that the meals aren't mistakenly taken. Communicate this location to attendees in advance.

- Label ingredients and allergens; staff should be able to describe allergens to blind individuals.

- Provide non-alcoholic beverage options.

GENERAL TIPS

- Ask attendees to provide dietary restrictions on the registration form.

- All tables in meal areas should be 30-34 inches in height, have at least 27 inches of knee clearance, have legs that are not centered, and have chairs that can be moved to accommodate wheelchairs.

- Provide reserved seating in meal areas for attendees with disabilities, particularly during busy meal times.

- Consider accessibility in the food distribution plan (e.g., buffets are reachable by wheelchair users; food is suitable for those with reduced mobility; staff are available to assist those with disabilities, etc.).

Yum! Signage for a portobello mushroom sandwich. The ingredients read: with arugula pesto and pecorino on ciabatta (vegetarian, contains dairy, mushroom).

Three vegan finger food rolls. You can almost taste it.

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Lactation Lounge

Provide at least one lactation lounge / nursing room with supplies and communicate the sign-up process, location, and amenities to attendees and event staff in advance.

LACTATION LOUNGE AMENITIES

- Large gallon-size Ziploc bags - (1) box per room
- Lysol wipes & hand sanitizer - (1) per room
- Tissues - (1) box per room
- Labels - (5-10) sheets per room to label milk bags or bottles
- Sharpies - (2) per room
- Bottled water - (6 to 12) bottles per individual refrigerator
- Magazines - e.g., Time, National Geographic, Kinfolk, Entertainment Weekly, Real Simple, etc.
- Medela Symphony Double Pump System Kit - (2) kits available at the Help Desk for anyone who forgets their equipment
- Wastebasket

LACTATION LOUNGE SETUP

- Comfortable chair, not facing door
- Side table next to the chair to rest the machine/pump
- Door that locks
- Access to power for the machine/pump
- Mini refrigerator with freezer to store ice packs. If the refrigerator does not have a freezer, provide an additional larger freezer.
- Ensure that any security cameras in the room have been deactivated, so there is no recorded footage while rooms are in use.
- Ensure all amenities are within reach range for someone in a wheelchair.

Lactation Lounge
(continued)

LACTATION LOUNGE SIGNAGE (PER ROOM)

- Signup sheet with 30 minute blocks

- Table top sign that says "Please be sure all items left in the refrigerator are clearly marked. The refrigerator will only be accessible during event hours."

- A hanging door sign that can be flipped: Vacant / Occupied

LACTATION LOUNGE NICE-TO-HAVES

- Medela Symphony Pump

- Medela milk bags, (1) box per room

- Microwave and Medela Quick Clean MicroSteam Bags to sanitize bottles and other equipment

- White noise machine

- Nipple pads

- Lactation cookies

- Soft lighting (lamps)

- Mirror

- Lap desk

- Foot rest

Various lactation lounge supplies on a table, including Medela Symphony pumps, nursing pads, milk bags, and tissues.

#IN-PERSON   #WOMEN

Language Do's & Don'ts

Further reading
Ensure your comms align with best practices for inclusive language.

DO

— Use people-first language (e.g., "persons/people with disabilities") or identity-first language (e.g., "disabled person") depending on the individual or group's preference. When you don't know preference, best practice is to use the two terms interchangeably.

— **Take the burden off the person.** If we run out of reserved seating and someone has requested to be seated near an exit, please approach an attendee in those reserved or exit seats, on behalf of the attendee who has an accessibility need.

  ○ Try: "Excuse me, we've run out of accessible seating options. The event organizers are hoping you will give up your seat and sit in an alternate location. I'm happy to escort you to another seat if you'd be willing to move," rather than: "This person has a disability and needs this seat. Can you please move?"

— **Be proactive and ask before you help.** If you see someone who looks like they may need help, please approach them and offer assistance. "Hi, I'm one of the staff members. Let me know if there's anything I can do to help you today."

  ○ Be prepared to hear "no." Some people with disabilities may prefer to remain independent. Don't let this keep you from offering help to the next person you encounter.

● #ADA   ● #ESSENTIAL

Language Do's & Don'ts

DON'T

— Don't use the words "handicapped" or "differently-abled."

— **Don't make assumptions.** Disabilities are not always visible and an individual may not want to disclose a disability. Maintain an open mind about what a person with a disability can/cannot do.

- You may not be able to tell if someone has a disability just by looking at them. Being in a wheelchair does not mean they are incapable of taking a few steps. If you see a person in a wheelchair moving their legs or stand up, do not question their ability or disability, and try not to act surprised.

— **Avoid apologies and help think of solutions**. Ask the person what needs they have and offer alternative solutions. Instead of saying, "No, I'm sorry," try asking, "What types of features do you prefer? Maybe we can find an alternate solution" or "I don't have the answer to that but let me find someone who can help."

— Avoid raising your voice, making strong eye contact, or bending over if someone is in a wheelchair. Speak directly to the person with a disability, not to their attendant/companion. If possible, pull up a chair and sit at eye-level.

Multi-faith Space & Quiet Room

Provide at least one multi-faith room that can be used as a space for prayer, religious reflection, meditation, and as a quiet room for anyone who may experience sensory overload.

Multi-faith space at Engage 2018 with chairs and prayer rugs.

MULTI-FAITH SPACE & QUIET ROOM SETUP

- Recommendation for room name on signage and maps: "Multi-faith Space & Quiet Room."

- A sign in the room that indicates which direction is East.

- Comfortable poufs, beanbags, chairs, rugs, and quiet calming tools such as fidget toys, ideally in muted colors to provide a calming environment.

- Assorted prayer rugs/mats in a basket, with a sign to identify them as prayer rugs.

- Ideally, use room dividers to create separate areas for men and women. Include signage to indicate genders & ensure there is still access to a non-gendered space.

- Space should be a scent-free zone and use neutral/muted colors in design.

- Consider creating a separate quiet room (e.g., an Introverts Lounge or Neurodivergent Lounge), depending on space availability and audience preferences.

#ADA   #ESSENTIAL   #IN-PERSON   #RELIGION

Music

MUSIC TIPS

- Create playlists with music that resonates with the audience and represents a variety of time periods. Avoid songs with obscene, sexist, or disparaging lyrics.

- Consider the diversity of MCs, hosts, and DJs.

- Make an effort to consider artists from underrepresented groups. But remember: music choices can reinforce stereotypes. For example, introducing a Black speaker doesn't mean you should automatically use hip-hop music.

GIF of Joy Oladokun sitting on a stool and playing guitar while singing for the Brandcast Delivered 2021 event.

Neuroinclusivity

Consider these additional integrations to make your event inclusive for neurodiverse attendees.

NEUROINCLUSIVITY TIPS

- ☐ Provide a quiet room (see Multi-faith Space and Quiet Room).

- ☐ Offer a forum for real-time, anonymous questions, such as a chat or questions written on notecards.

- ☐ For those who may need extra time to process information, consider having printed venue maps, printed schedules, and menus at the front of buffet lines.

- ☐ Have conversation cards in social networking spaces.

- ☐ Neutralize smells in spaces.

Further reading
Check out An Event Professional's Guide to Neuroinclusion and the Neuroinclusive Event Checklist, developed by The Neu Project.

Having a quiet room in your venue is one way to make your event more inclusive.

● #ADA

Registration
Basics

Consider asking demographic questions during registration to better understand your attendees and improve future programming. And, in doing so, ensure there is always an option to decline to answer and ideally a blank field to self-identify.

Ask about dietary restrictions and whether accessibility, neurodiversity, or sensory accommodations are needed to successfully participate in the event. If it appears you will be unable to meet a request, follow up with the attendee to determine if an alternative arrangement can be made.

Two people registering for an event on a Google Chromebook.
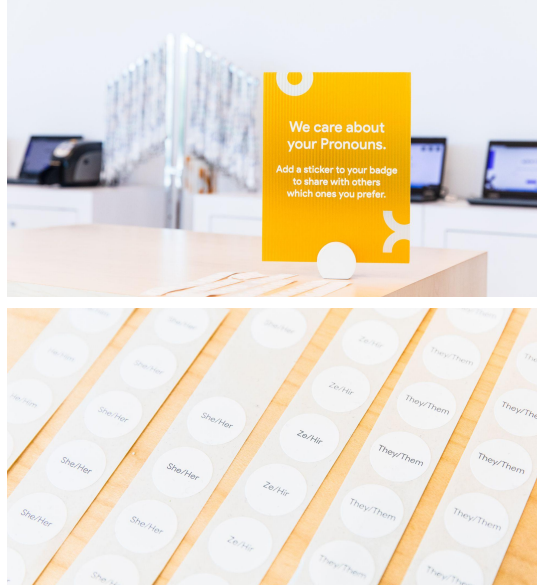
Top photo: Tabletop signage that encourages guests to add a pronoun sticker to their badge.
Bottom photo: Pronoun stickers on top of a table.

● #ADA   ● #ESSENTIAL   ● #LGBTQ+   ● #RACE   ● #WOMEN

Registration
Badges & Pronouns

BADGE TIPS

- Ensure badges are versatile and can be worn in multiple ways (around the neck or the wrist). If using badges with magnet backs, ensure that there is an option for a pinned badge for those who use pacemakers.

- Ensure registration area has an expedited line for people with disabilities and at least one station at a 30" height.

- Provide pronoun stickers at badge pickup. Stickers typically include: he/him, she/her, they/them, ze/hir, and a blank option to fill in.

- Registration form should ask for names that attendees would like to have printed on badges (rather than printing legal names).

- If checking photo ID at badge pickup, explain the purpose to guests and be aware that some in the LGBTQ+ community may not have IDs or documents that match their gender and/or name they use.

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Restrooms

RESTROOM TIPS

- Ensure single occupancy, ADA-compliant, and all gender restrooms are readily available with clear signage. Restrooms should have enough space for a wheelchair to turn around.

  - For large venues, identify all gender restrooms in advance to attendees via the website or pre-event comms.

- All restrooms (whether all gender or otherwise) should be clearly identifiable, on every floor, with doors that are easily opened with a button or push and have braille identifiers.

- Toiletries or amenities are a nice-to-have. If you have toiletries, ensure they are useful for all people.

Photo of inclusive restroom signage that reads: All Gender Restrooms. Anyone can use these restrooms regardless of gender identity or expression.
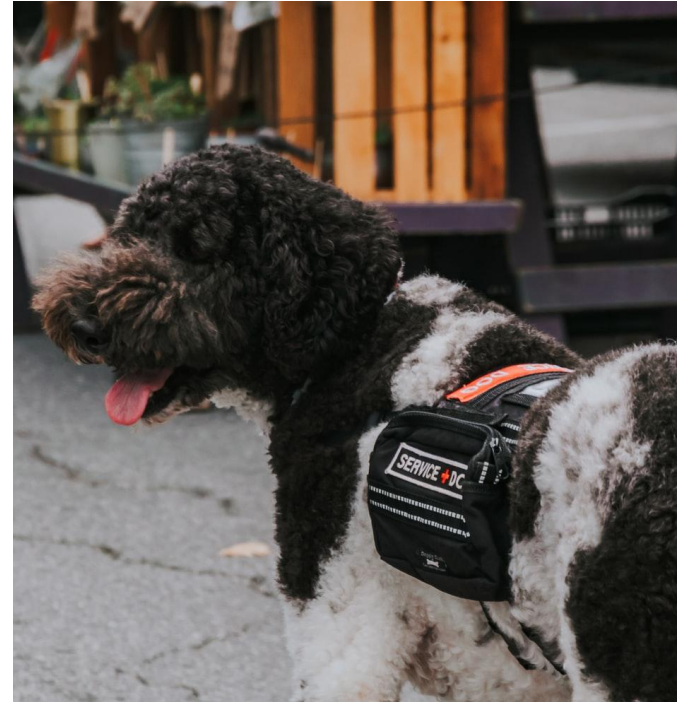
● #ADA   ● #LGBTQ+   ● #IN-PERSON   ● #WOMEN

Service Animals & Guide Dogs

A fluffy, black-and-brown spotted service dog with a black service dog vest.

SERVICE ANIMAL TIPS

- Allow individuals with visible and invisible disabilities to have service animals for various needs that help improve independence (no questions asked).

- Create a space where people can relieve their service animals and guide dogs throughout the day if there is not an area readily available.

Social Activities

Musician playing guitar on stage.

People blowing bubbles at an event.

Two people playing pop-a-shot.

A coloring book and colored pencils on a table at a Google event.

SOCIAL ACTIVITIES TIPS

▢ If implemented, icebreakers and social activities should be optional for attendees. Provide a variety of activities: some that are active (e.g., sports) and some that are passive (e.g., journaling).

▢ Avoid required physical contact as much as possible as some people do not like being touched by strangers.

Speaker Representation

Amplifying a diverse set of voices, perspectives, and experiences will create richer conversations and may contribute to a sense of belonging for attendees who are able to see themselves represented in the audience and on stage.

We hope the following slides help provide a starting point when curating event content and selecting speakers.

Jedidah Isler and Jocelyn Bell Burner speaking at an event

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Speaker Representation

SPEAKER REPRESENTATION TIPS

▫ Aim for a diverse speaker lineup to give voice to the many diverse groups present in your country or region. Be sure to connect with speakers ahead of time to understand what topics are off limits and be cautious not to tokenize them by using their identity as their defining characteristic (unless that is the focus of the content).

▫ Consider intersectionality in your speaker lineup when possible.

▫ Include diverse perspectives, whatever the topic being discussed. Speakers from historically excluded groups should not be invited just to talk about diversity, equity, and inclusion (unless that is their area of expertise).

▫ Seek out diverse perspectives on your planning team, or consult with others who belong to historically excluded groups.

▫ Consider speakers across all professional levels. Do your research and find speakers who have interesting stories and different experiences and perspectives, not just those who appear to be most senior or well known.

▫ Always budget to pay your speakers and be mindful of offering equitable speaking fees. Speakers can command different rates, but very careful attention should be paid to assess the appropriate rate for speakers from similar institutions or professions who bring similar experience and insight.

▫ Work with the moderator to ensure equitable speaking time among panel members.

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Speaker Content & Development

SPEAKER CONTENT: GENERAL TIPS

- Aim for a diverse speaker lineup.

- Connect with speakers ahead of time to understand what topics are off limits and be cautious not to tokenize them by using their identity as their defining characteristic (unless that is the focus of the content).

- If possible, share materials digitally in advance to accommodate individuals with disabilities and those who use text-to-speech accessibility features.

- Consider providing copies of non-confidential presentations upon request.

SPEAKER CONTENT: DESIGN TIPS

- Write presentations and scripts in simple language. Avoid jargon, acronyms, and idioms that can cause confusion with sign language interpretation or captioning. If you must reference an acronym, make sure you define it upfront.

- Ensure presentations meet accessibility standards for text size and color contrast. Visit The National Disability Rights Network presenter guidelines for more details.

- Show each person's pronouns when creating speaker titles and lower thirds graphics, if the speakers are comfortable with this. (e.g. Jane Smith, Director, she/her)

- Steer away from using colors that may be stereotypical for groups of people.

- Avoid using fast, flashing graphics for those who may be sensitive to motion. Consider using a Harding Test to test the speed of graphics.

● #ADA   ● #CONTENT   ● #ESSENTIAL   ● #LGBTQ+   ● #RACE   ● #WOMEN

Speaker Content & Development

SPEAKER CONTENT: MEDIA TIPS

- Ensure that photography, illustrations, videos, and content feature people from underrepresented backgrounds unrelated to their corresponding stereotypes.

- Make images, invitations, surveys, and all videos accessible for all, including adding captions and audio descriptions.

- Make an effort to consider artists from underrepresented groups.

- Add captions and descriptive alt text to allow images in your presentation to be read by screen readers (e.g., "photo of two people walking towards each other on a city street"). Consider mentioning race or gender only if it's relevant to the image, if it's known if the people in the photo have confirmed their identity, and if the description is consistent with other descriptions.

- Ensure music choices are endorsed by the speakers and do not contain offensive terminology or reinforce stereotypes (e.g., introducing a Black speaker doesn't mean you should automatically use hip-hop music).

● #ADA   ● #CONTENT   ● #ESSENTIAL   ● #LGBTQ+   ● #RACE   ● #WOMEN

Speaker Prep
Basics

SPEAKER PREP TIPS

- Ask all presenters to verbally introduce themselves with their name, pronouns, and a self-description (if they are comfortable doing so) before speaking, particularly if there are multiple speakers.

- Describe any slide visuals and text so that attendees with visual disabilities can follow along.

- Summarize responses if you ask the audience to respond to a question (e.g., "Nearly everyone raised their hands just now.").

- Presenters should speak slowly and clearly to make CART transcription or ASL interpretation easier.

- If possible, share materials digitally in advance to accommodate a range of disabilities and those who use text-to-speech accessibility features.

Prabhakar Raghavan, VP of Apps, on stage at Google Cloud Next 2018.

● #ADA   ● #CONTENT   ● #ESSENTIAL

Speaker Prep
## Virtual Events

SPEAKER PREP FOR VIRTUAL EVENTS TIPS

- Speakers should wear solid colors for contrast, avoid windows and backlighting, and keep physical backgrounds as minimal as possible to help those with low vision. Use caution with virtual backgrounds, as they tend not to be inclusive for all hair types.

- Speakers should always have their video turned on for those who are hard of hearing and may be reading lips. Plan for bright, even lighting on your face and upper body that lets people see you clearly when speaking. Using headphones with a mic also tends to create better sound quality.

- Pause between topics and outline expectations for muting mics and how to participate to accommodate neurodivergent people and people with different levels of attention.

- Moderators should periodically read aloud any content from chats, as chat features can be difficult for those who use screen readers.

- Pause after asking a question to help those who may not find the mute button quickly or may need a minute to gather their thoughts.

- Describe slide visuals and text so that attendees with visual disabilities can follow along.

- Give descriptive instruction for participant interaction, and avoid ambiguous prompts like "click here."

● #ADA   ● #CONTENT   ● #VIRTUAL

Supplier Diversity

Consider sourcing suppliers or creative assets from companies, small businesses, agencies, and/or vendors with historically excluded owners and talent pools, such as business certified by Disability:IN and the National LGBTQ Chamber of Commerce
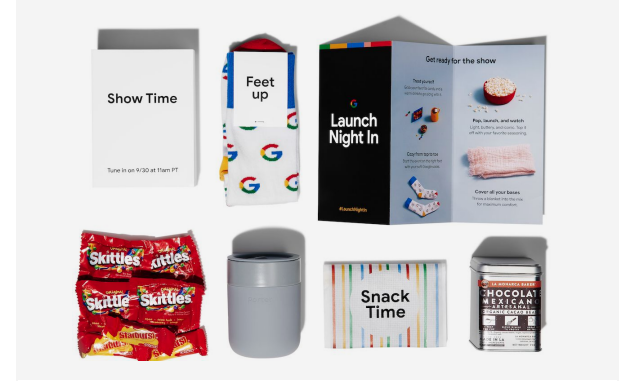
A selection of goodies produced by small businesses for Hardware Launch 2020
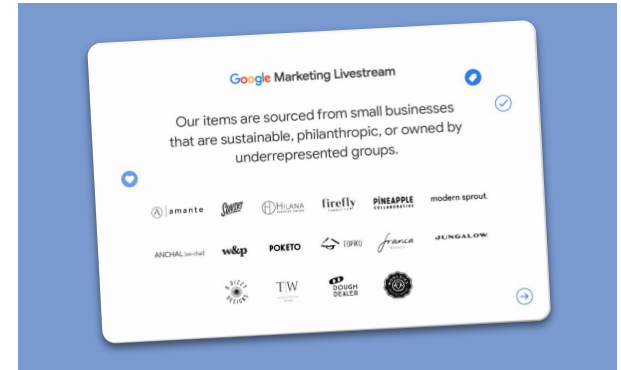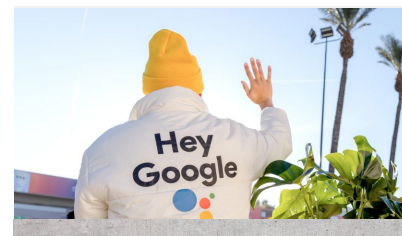

Card denoting small business partners for GML 2021

● #ESSENTIAL   ● #LGBTQ+   ● #RACE   ● #WOMEN

Swag

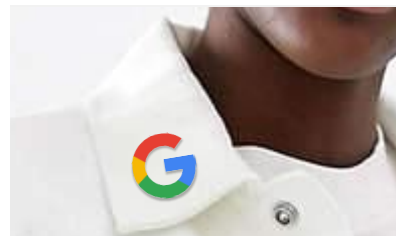Canvas tote bag with super G logo.

Staff uniform with Hey Google on back.

White and red-striped socks.

Four mittens in the Google colors: blue, red, yellow, and green.

Super G pin on white jacket collar.

White cap with the Google logo.

SWAG CHECKLIST

- ▫ Ensure that swag is relevant to the event and its contents, and not attributed to guests' backgrounds, genders, traits, etc.

- ▫ When ordering t-shirts or apparel, make sure to have sizes available for all body types including straight and fitted, unisex and women's.

- ▫ Consider sustainability when selecting swag items.

● #ESSENTIAL   ● #LGBTQ+   ● #RACE   ● #WOMEN

Timeline

Attendees chatting outdoors during a break at Google Marketing Live 2022.

TIMELINE CHECKLIST

☐ Refer to an interfaith calendar to avoid scheduling events on any major cultural and/or religious holidays. Be mindful of prayer times, religious requirements, or family commitments that might create scheduling conflicts for speakers or attendees.

☐ Communicate agenda breaks ahead of time for attendees who have medical conditions such as glucose management.

☐ Allocate adequate time and budget to accommodate inclusive initiatives.

● #ADA   ● #ESSENTIAL   ● #RELIGION

Translation & Localization

Translating your content and finding opportunities to localize your event can help increase inclusivity.

LOCALIZATION CHECKLIST

☐ Consider translating and localizing video content to reach a more global audience.

☐ Look for opportunities to incorporate local artists and musicians to involve the local community.

☐ If hosting a physical event and expecting an international audience, consider providing onsite translation services.

Screenshot of Google I/O livestream video with Korean subtitles.

🔴 #CONTENT