

# GainingInsights

## Universal Accessibility in Meetings

“Universal Accessibility in Meetings,” is a research study conducted by GainingEdge, in collaboration with project partners BestCities Global Alliance (BestCities) and Rehabilitation International (RI Global). The goal of this research project is to promote awareness among meeting organizers and the supplier community on the need to remove barriers in meetings and conventions for delegates with disabilities. The study also includes some recommendations on how destinations can make the business events they host more inclusive.

### SCOPE

Although the subject of universal accessibility and inclusiveness is broad, for this project we consider ‘disability’ to cover the following:



SENSES



MOBILITY



COGNITIVE/  
DEVELOPMENTAL



MEDICAL

### BARRIERS

Barriers to universal accessibility can include obstacles in the physical environment as well as communication or attitudinal obstacles in the broader environment:



ATTITUDINAL  
MINDSETS



LEGAL  
ISSUES



ARCHITECTURAL  
OBSTACLES



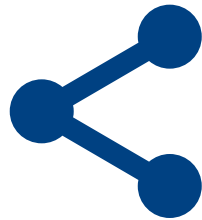
TECHNOLOGICAL  
INEFFICIENCIES

## 5 tips

### Supplier Community

WHAT THE SUPPLIER COMMUNITY CAN DO

#### BEST PRACTICES



Develop and share Best Practices. The compilation of such case studies will spread practical advice on how to make meetings and events more accessible to people with disabilities.

#### VENUE CERTIFICATION



Develop a “Universal Access Friendly” certification for venues. To define the minimum requirements, seek help from experts in this field.

#### ACCESSIBILITY INFORMATION



Provide information on accessibility in your city. Destination marketing organisations (DMOs) and convention bureaus are usually the first point of reference for such information.

#### SPECIAL ADVISORS



Seek guidance from people with disabilities in an advisory capacity to identify areas of improvement in meetings and events. It is important to use a cross sectional group of disabilities.

#### UNIVERSAL ACCESSIBILITY GUIDE



This guide will help people understand what provisions you have made for those with special needs. Having such a guide is usually a minimum requirement in destinations where there is a quality assessment programme.

## 5 tips

### Planner Community

WHAT THE PLANNER COMMUNITY CAN DO

#### IDENTIFY ENABLERS



Identify and understand what enablers are required to promote and encourage universally accessible meetings in our industry.

#### TRAINING AND OPPORTUNITIES



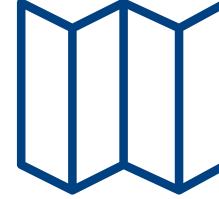
Develop disability awareness and sensitivity training programmes for different disabilities. Engaging, through employment or volunteer programmes, people with disabilities in the workplace.

#### ACCESS AUDIT



Develop a universal access audit checklist and minimum recommended standards for meeting organisers and destination suppliers.

#### ACCESSIBILITY GUIDELINES



Develop an Event Management Guide that incorporates universal accessibility guidelines in order to cater for people of all abilities. Rehabilitation International has prepared some guidelines in the Full Report which can be downloaded below.

#### BID SPECIFICATIONS



Address issues of universal accessibility within your bid specifications and bid evaluations.

[Download Executive Summary](#)



## About the Author

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Jane joined GainingEdge in June 2009. She focuses on GainingEdge's business and relationships in Asia. Jane was honoured with the IMEX Academy Award – Asia Pacific in 2013. She has served two terms as Deputy Chair of ICCA Asia Pacific Chapter. She has co-authored two UNWTO publications on the Asia Meetings Industry (2012, 2017).

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