

## **Best Practices for Online Events**

### **Promotion**

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- Provide promotional materials in alternative formats: large print, text, Braille, electronic.
- Use accessible design: accessible fonts, color contrast, alt text (see Social Media Accessibility Guideline).
- Include accommodation statements on all materials and forms.
- Example: 'We've made every effort to ensure the event is accessible. ASL and CART will be provided.'

### **Platform Selection**

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- Use familiar platforms to reduce learning barriers.
- Choose simple platforms to avoid overwhelming features.
- Enable auto-captions if CART isn't feasible.
- Ensure screen enlarging and dial-in options are available.
- Review: Canadian Hard of Hearing Association's Virtual Meeting Platform Guide.

### **Standard Services to Provide**

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- ASL Interpreters and CART Captioning for all sessions.
- Share documents and presentations in advance.
- Do not require participants to turn on video.
- Ensure access for screen readers and alternative input methods.

### **Other Things to Consider**

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- Chat functions may disrupt screen reader users-consider pausing or turning off.
- Limit video distractions by controlling spotlighting as needed.
- Be intentional about video use based on event goals.

### **Support Roles**

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- Participant Accessibility Support: assist with accommodations and requests.
- Presenter/Panelist Manager: manage speaker visibility, interpreter spotlighting.
- Tech Support: troubleshoot participant and presenter tech issues.
- Emotional Support: help attendees experiencing distress or sensory overwhelm.

## **Meeting Content & Agenda Planning**

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- Announce accessibility options at the start of the event.
- Ask speakers to introduce themselves and consider brief visual descriptions.
- Include breaks in your schedule.
- Provide presentation materials in advance for alternative formats.
- Caption all videos.
- Ask speakers to verbally describe all visuals.
- Confirm and support the accessibility needs of your presenters.