



Empower your audience.

Truly connect.

Further your brand!



The Event 2.0

Flipping the Switch on the Hidden Side of Inclusion

Are your events really as "inclusive" as you think they are?

How many audience members and attendees are left behind and miss out on your events and the valuable messages that are conveyed through them, simply because considerations such as disabilities, ageing, and other circumstances simply are NOT on your radar? Let's find out!

YOUR AUDIENCE IS MUCH MORE DIVERSE THAN YOU REALIZE!

Every year, organizations and the meeting planners and speakers that work for them inadvertently shut the door in the face of hundreds of thousands of attendees with disabilities and those who are ageing, adding to the stigma of discrimination and exclusion, and leaving millions of dollars of potential revenue on the table in the process.

5.02M

Working-age Canadians identify as having disabilities (20% of the population).

10M

Canadians were aged between 50 and 69 in 2022 (18.5% of the population).

38.5%

Meaning over 1/3 of your audience is either disabled, getting older, or both!

\$55B

Represents the annual after-tax disposable income of Canadians with disabilities.

\$366B

Corresponds to the annual purchasing power of the Canadian disability market.

80%

Of disabilities and conditions people experience are considered to be "invisible".

How might these conditions impact the experience of your attendees, as they join your events?

ARE YOU REALLY AS INCLUSIVE AS YOU THINK YOU ARE?

www.inklusive.ca/the-event

JUST HOW MUCH MIGHT YOU BE LEAVING ON THE TABLE EVERY YEAR BECAUSE OF A LACK OF INCLUSION?

Whether it's for ourselves, or on behalf of the brands we represent, each time we plan for an event or step up in front of an audience to speak, we leave money on the table and we leave people behind, if we're not acutely aware of the needs of audience members who have disabilities.

Find out just how much you might be losing annually as an event planner or a speaker... if you dare!

1 On average, how many attendees are you connecting to per year?



2 On average, what percentage of your audience do you convert into clients?



3 What is the average value in dollars, of a typical client engagement with you?



The estimated projected revenue coming from conversion and sales (in dollars)



4 What is your estimated percentage of attendees left behind (20% baseline)?



Estimated lost revenue, in dollars, that you end up leaving on the table each year.



USE THE INCUSIVE SPEAKING CALCULATOR TO FIND OUT MORE!
www.inklusiv.ca/the-event

Inclusive Speaking Self-Assessment Test

Q1 - Do you (or your speakers) systematically avoid using massive, eye-straining blocks of text that can feel both off-putting and daunting for most people in the audience?

Never Rarely Sometimes Usually Always

Q2 - Do you (or your speakers) systematically use the microphone to address the audience, even when the rooms are smaller or there are fewer people in the meeting room?

Never Rarely Sometimes Usually Always

Q3 - Do you (or your speakers) systematically identify insufficient contrasts by running the content and colour combinations through grayscale filters to make sure no important information is lost?

Never Rarely Sometimes Usually Always

Q4 - Do you (or your speakers) systematically avoid depending on the use of colour alone as a way to convey important information presented on slides, marketing collaterals, etc.?

Never Rarely Sometimes Usually Always

Q5 - Do you (or your speakers) systematically reformulate questions or statements coming from the audience to make sure everyone could hear them before providing your answer?

Never Rarely Sometimes Usually Always

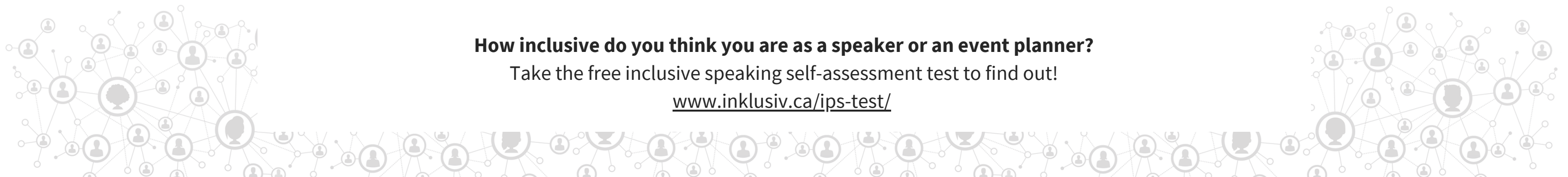
Q6 - Do you (or your speakers) systematically avoid asking for specific forms of audience interactions, such as “stand up if...” or “by show of hands...”, without offering alternatives or ways to opt-out?

Never Rarely Sometimes Usually Always

How inclusive do you think you are as a speaker or an event planner?

Take the free inclusive speaking self-assessment test to find out!

www.inklusive.ca/ips-test/



SO, HOW WELL DID YOU DO?

Time to tally up just how many points you got, throughout all 6 questions!

00 You answered "Never" ...
Sorry, you get no points for this one.

01 You answered "Rarely" ...
Not bad. You get one point.

02 You answered "Sometimes" ...
Nice, you get two points.

03 "You answered Usually" ...
Very good! You get three points.

04 You answered "Always" ...
Look at you! You get four points.



INSTINCTIVE
From 0 - 9pts



INSPIRED
From 10 - 15pts



INVOLVED
From 16 - 19pts



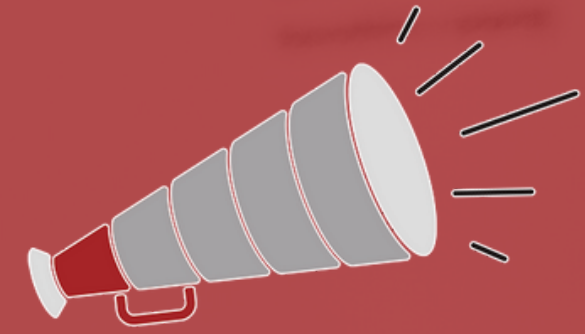
INVESTED
From 20 - 22pts



INCLUSIVE
From 23 - 24pts

TAKE THE FREE, INCLUSIVE SPEAKING SELF-ASSESSMENT TEST TODAY!
www.inklusiv.ca/the-event

SO, WHERE DO YOU FIT ON THE 5INS INCLUSIVE SPEAKING MODEL?



*IN*stinctive

Instinctive speakers and planners hardly know anything about inclusion principles and disabilities, typically don't even know to think about those concepts, and will need a lot of hand-holding, even for the most basic considerations.

*IN*spired

Inspired speakers and planners are growing their understanding of inclusion principles through learning styles and other techniques, but are still mostly clueless about disabilities and what to do about them.

*IN*volved

Involved speakers and planners are integrating basic inclusive communication techniques, tips, and tricks into their content and delivery, but still need help from experts for anything that goes beyond the basics.

*IN*vested

Invested speakers and planners can complete most basic and intermediate inclusive communication tasks independently and are increasingly recognized as people to ask difficult questions to when developing inclusive materials and content.

*IN*clusive

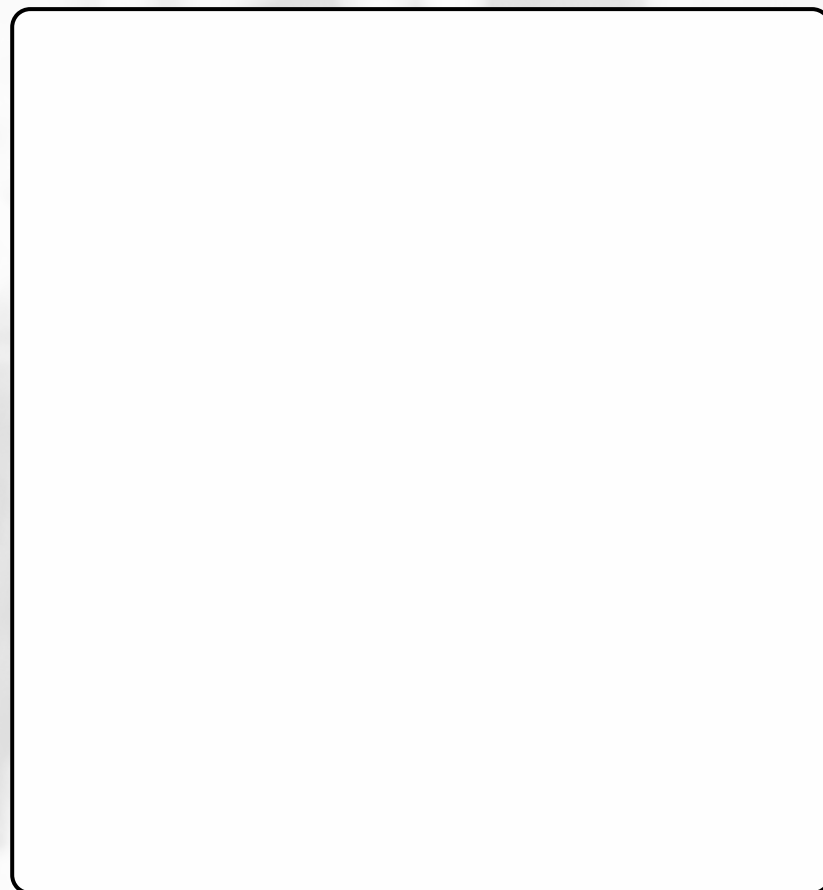
Inclusive speakers and planners are widely recognized as the "Go To" people for anything related to inclusive communication techniques and principles, and often coach others with the design and creation of truly inclusive content and materials.

TAKE THE FREE, INCLUSIVE SPEAKING SELF-ASSESSMENT TEST TODAY!
www.inklusiv.ca/the-event

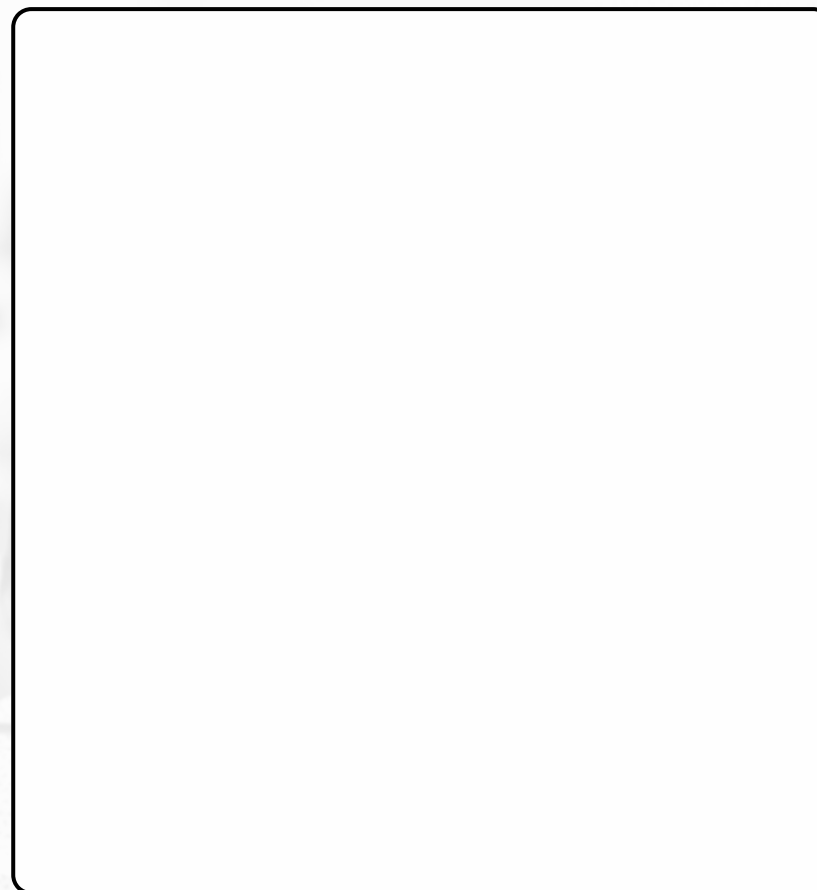
HOW MIGHT WE...

...CREATE MORE INCLUSIVE LIVE IN-PERSON EVENTS?

... be more inclusive in our pre-event planning?



... be more inclusive during our events?



... be more inclusive in our post-event evaluations?



CHECK OUT THIS BLOG POST AND MANY MORE LIKE IT ON MY WEBSITE!

<https://inklusive.ca/seventeen-low-cost-ideas-to-make-your-in-person-events-more-inclusive/>

FLIPPING THE SWITCH ON INCLUSIVE LIVE IN-PERSON EVENTS!

A strong, inclusive start

- Plan for an inclusive registration process
- Plan for an accessible venue

Inclusive support the day of the event

- Plan for accessibility information ahead of time
- Plan for easy-to-read signage
- Plan for easy to identify, helpful volunteers
- Plan for easy to manage schedules

Inclusive room configuration and planning

- Plan for reserved seating
- Plan for room configuration
- Plan for an accessible main stage
- Plan for ventilation system and fragrances
- Plan for lighting and visibility
- Plan for limited distractions and noises

Other inclusive accommodations

- Plan for real-time captioning
- Plan for sign language interpreters
- Plan for promoting the use of microphones
- Plan for service animals and relief areas
- Plan for personal assistance

CHECK OUT THIS BLOG POST AND MANY MORE LIKE IT ON MY WEBSITE!
<https://inklusive.ca/seventeen-low-cost-ideas-to-make-your-in-person-events-more-inclusive/>

WORDS TO THE WISE

The feedback that you **NEVER** hear about...

"Speakers, please use the microphone! You're not as loud as you think you are. Also, why do you have to make the text so small and so hard to read?"

"How hard can it be for speakers to provide sufficient colour contrast for text and graphics, and why do they keep sharing information based on colour alone?"

"Why aren't speakers relying on powerful visuals more to support the message on their slides, instead of boring bullet points and big walls of text?"



INKLUSIV SPEAKING DO'S & DON'TS

Izumi - an audience member who has dyslexia

Dyslexia affects roughly 15 to 20% of the adult population, and Izumi is one of them. As most people with dyslexia, Izumi finds tasks involving reading, spelling, and verbal memory to be challenging. Text-heavy slides are boring, disengaging, and frustrating because they require a lot of undue cognitive effort. As a result, they rarely provide Izumi with any tangible benefits or value. Because it's so hard to listen and read at the same time, Izumi usually opts for one or the other... or just fades out from the conversation entirely! You can discover more about Izumi at www.inklusive.ca/personas/izumi.



✓ Always...

- 01** ALWAYS minimize the text on the screen and consider more visually engaging and compelling ways to tell your story.
- 02** ALWAYS opt for left-aligned text, and avoid columns, blocks, or lines of text that run excessively long on the screen.
- 03** ALWAYS go for bold text when possible, and rely on light grey backgrounds instead of white to minimize glaring.
- 04** ALWAYS choose simple fonts that are clear and legible, such as evenly spaced sans serif fonts that are easier to read.
- 05** ALWAYS use an inclusive writing style that leverages active voice and relies on basic plain language principles.

✗ Never...

- 06** NEVER use massive, eye-straining blocks of text that can feel both off-putting and daunting for most people.
- 07** NEVER depend on centered, right-aligned, or fully justified text that makes processing of information harder.
- 08** NEVER apply underline and italic styles that make reading harder by causing letters and words to run together.
- 09** NEVER rely on uppercase text that feels like yelling and adds undue cognitive burden to information processing.
- 10** NEVER bank on complex, condensed, or cursive fonts that can be harder to interpret and read from a distance.

For more information, reach out to us at info@inklusive.ca
©2023, All rights reserved. Inklusiv Communication.



INKLUSIV SPEAKING DO'S & DON'TS

Izumi - an audience member who has dyslexia

As speaking professionals, we pride ourselves on mastering the ability to engage our audience and change their lives with our thoughts and ideas. But just how inclusive are you really, when it comes to touching the hearts and minds of audience members like Izumi who are dyslexic?

Do you systematically...

- 01 Minimize the text on the screen and consider more visually engaging and compelling ways to tell your story instead?
- 02 Opt for left-aligned text, and avoid columns, blocks, or lines of text that run excessively long on the screen?
- 03 Go for bold text when possible, and rely on light grey backgrounds instead of white to minimize glaring?
- 04 Choose simple fonts that are clear and legible, such as evenly spaced sans serif fonts that are easier to read?
- 05 Use an inclusive writing style that leverages active voice and relies on basic plain language principles?
- 06 Avoid using massive, eye-straining blocks of text that can feel both off-putting and daunting for most people?
- 07 Avoid depending on centered, right-aligned, or fully justified blocks of text that make the processing of information harder?
- 08 Avoid applying underline and italic styles that can make reading harder by causing letters and words to run together?
- 09 Avoid relying on uppercase text that feels like yelling and adds undue cognitive burden to information processing?
- 10 Avoid banking on complex, condensed, or cursive fonts that can be harder to interpret and read from a distance?



For more information, reach out to us at info@inklusive.ca
©2023, All rights reserved. Inklusiv Communication.



INKLUSIV SPEAKING DO'S & DON'TS

Nick - an audience member who is colourblind

Like 10% of men and one out of every 200 women, Nick was born with colour perception deficiency. Being colourblind doesn't mean he can't see colours... but the way that he perceives them is radically different from most. This makes it much harder for him to distinguish one colour from another or perceive certain shades, especially in less-than-ideal lighting conditions. These challenges often lead him to mix colours, overlook visual cues, or miss information that is only supported through the use of colours. Yet, if you asked him, Nick would not consider himself as having a disability. Colour is such a subjective concept! You can discover more about Nick at www.inklusive.ca/personas/nick.



✓ Always...

- 01** ALWAYS identify insufficient contrasts by running your content and colour combinations through grayscale filters.
- 02** ALWAYS use text, visual cues, or other means to support information that is otherwise conveyed through colour.
- 03** ALWAYS make sure colours used for text and icons provide sufficient contrast against their respective background.
- 04** ALWAYS combine text on top of imagery with solid colours, drop shadows, or reduced background opacity.
- 05** ALWAYS emphasize contrast between adjacent objects by combining the use of colours with textures and patterns.

✗ Never...

- 06** NEVER expect other people to be able to perceive colours, or combinations of colours, the way that you do.
- 07** NEVER depend on the use of colour alone to convey information presented on slides, marketing collaterals, etc.
- 08** NEVER go for subtle colour combos, such as light grey text against white, that can make text harder to read.
- 09** NEVER depend on people's colour perception ability to differentiate between objects in close proximity.
- 10** NEVER position text on top of imagery if it makes reading harder due to poor contrast against the background.

For more information, reach out to us at info@inklusive.ca
©2023, All rights reserved. Inklusiv Communication.



INKLUSIV SPEAKING DO'S & DON'TS

Nick - an audience member who is colourblind

As speaking professionals, we pride ourselves on mastering the ability to engage our audience and change their lives with our thoughts and ideas. But just how inclusive are you really, when it comes to touching the hearts and minds of audience members like Nick who are colourblind?

Do you systematically...

- 01 Identify insufficient contrasts by running your content and colour combinations through grayscale filters?
- 02 Use text, visual cues, or other additional means to support information otherwise conveyed through colour?
- 03 Make sure colours used for text and icons provide sufficient contrast against their respective background?
- 04 Combine text sitting on top of imagery with solid colours, drop shadows, or reduced background opacity?
- 05 Emphasize contrast between adjacent objects by combining the use of colours with textures and patterns?
- 06 Avoid expecting other people to be able to perceive colours, or combinations of colours, the way that you do?
- 07 Avoid depending on the use of colour alone to convey information presented on slides, marketing collaterals, etc.?
- 08 Avoid going for subtle colour combinations, such as light grey text against white, that can make text harder to read?
- 09 Avoid depending on people's colour perception ability to differentiate between objects that are in close proximity?
- 10 Avoid positioning text on top of imagery if it makes reading harder due to poor contrast against the background?



For more information, reach out to us at info@inklusive.ca
©2023, All rights reserved. Inklusiv Communication.



INKLUSIV SPEAKING DO'S & DON'TS

Vivian - an audience member who is getting older

Vivian started noticing a deterioration in her hearing and sight about 20 years ago, but she never really gave much thought to it... all she had to do was get new glasses, slowly increase the font size on her devices over the years, and ask people to repeat every now and then. Like most people who are getting older, she just learned to adapt and live with it. In recent years, Vivian's also started feeling acute pain in her joints, due to arthritis and finds herself to be more easily confused lately. "Like most folks my age" she'd probably say with a shrug. You can discover more about Vivian at www.inklusive.ca/personas/vivian.



✓ Always...

- 01** ALWAYS use a microphone when speaking to an audience - you're never as loud or audible as you might think.
- 02** ALWAYS reformulate questions or statements coming from the audience before you provide an answer.
- 03** ALWAYS rely on fonts that are big enough to be read comfortably by someone sitting at the back.
- 04** ALWAYS offer elegant ways to opt-out for audience members who can't physically take part in an activity.
- 05** ALWAYS plan for alternate formats such as electronic or large print versions of your documents or handouts.

✗ Never...

- 06** NEVER presume that you don't need a mic - there's always at least one person in the audience who believes you do!
- 07** NEVER assume everyone in the audience can hear everything that is going on, or is said around the room.
- 08** NEVER rely on fonts that are smaller than 24 or 28 pixels, as they can be hard to read for some people.
- 09** NEVER assume that a one-size-fits-all format is going to work for everyone because in fact, it never truly does.
- 10** NEVER ask for specific interactions, such as "stand up if..." or "by show of hands...", without alternatives.

For more information, reach out to us at info@inklusive.ca
©2023, All rights reserved. Inklusiv Communication.



INKLUSIV SPEAKING DO'S & DON'TS

Vivian - an audience member who is getting older

As speaking professionals, we pride ourselves on mastering the ability to engage our audience and change their lives with our thoughts and ideas. But just how inclusive are you really, when it comes to touching the hearts and minds of audience members like Vivian who are getting older?

Do you systematically...

- 01 Use a microphone when speaking to an audience because you're never as loud or audible as you might think?
- 02 Reformulate questions or statements coming from the audience before you provide an answer?
- 03 Rely on fonts that are big enough to be read comfortably by someone sitting at the far back of the room?
- 04 Offer elegant ways to opt-out for audience members who can't physically take part in a request or activity?
- 05 Plan for alternate formats such as electronic or large print versions of your documents or handouts?
- 06 Avoid presuming that you don't need a mic because there's always at least one person in the audience who believes you do?
- 07 Avoid assuming everyone in the audience can hear everything that is going on, or is being said around the room?
- 08 Avoid relying on fonts that are smaller than 24 or 28 pixels, as they can be hard to read for some people?
- 09 Avoid assuming that a one-size-fits-all format is going to work for everyone because in fact, it never truly does?
- 10 Avoid asking for specific forms of interaction, such as "stand up if..." or "by show of hands...", without alternatives?



For more information, reach out to us at info@inklusive.ca
©2023, All rights reserved. Inklusiv Communication.



START, STOP, CONTINUE
CHALLENGING YOUR OWN IMPLICIT BIASES...

What will you START doing?

What will you STOP doing?

What will you CONTINUE doing?





INKLUSIVCOMM INFO-HUB

Be sure to visit the Info-Hub section of my website regularly to stay up-to-date on the latest blog posts and insights shared on inclusive speaking and inclusive event planning!

www.inklusive.ca/info-hub/

INKLUSIV

Making your event truly accessible to all: a guide to disability inclusion - part II

BLOG POST
Thursday, May 11, 2023

[READ MORE >](#)



www.inklusive.ca

INKLUSIV

Making your event truly accessible to all: a guide to disability inclusion - part I

BLOG POST
Thursday, May 4, 2023

[READ MORE >](#)



www.inklusive.ca

INKLUSIV

Exploring the deadly sins of inclusive speaking - part 4

BLOG POST
Thursday, Apr 27, 2023

[READ MORE >](#)



www.inklusive.ca

INKLUSIV

Exploring the deadly sins of inclusive speaking - part 3

BLOG POST
Thursday, Apr 20, 2023

[READ MORE >](#)



www.inklusive.ca

INKLUSIV

Exploring the deadly sins of inclusive speaking - part 2

BLOG POST
Thursday, Apr 13, 2023

[READ MORE >](#)



www.inklusive.ca

INKLUSIV

Exploring the deadly sins of inclusive speaking - part 1

BLOG POST
Thursday, Apr 6, 2023

[READ MORE >](#)



www.inklusive.ca

INKLUSIV

Inclusion in the speaking industry: why it matters and what we can do to foster more of it

BLOG POST
Thursday, Feb 23rd, 2023

[READ MORE >](#)



www.inklusive.ca

INKLUSIV

Inclusive event planning 101: understanding accessibility barriers

BLOG POST
Thursday, Jan 26th, 2023

[READ MORE >](#)



www.inklusive.ca

INKLUSIV

17 low-cost ideas to make your in-person events more inclusive

BLOG POST
Thursday, Nov 3rd, 2022

[READ MORE >](#)



www.inklusive.ca

INKLUSIV COMM INTERVIEWS

The things we can learn from our audience... if we only ask!

Every Sunday, I invite people who have disabilities who are so willing to share examples from their lived experiences as audience members, attending live, in-person and virtual events. Through these interviews, we all get to learn about how speaking and other communication professionals sometimes leave them behind. So we can all learn to do better. Will you hear them out?



Would you like to be featured as our next guest on the inklusiv interview series?

Every Sunday, I invite people who have disabilities who are so willing to share examples from their lived experiences as audience members, attending live, in-person and virtual events. Through these interviews, we all get to learn about how speaking and other communication professionals sometimes leave them behind. So we can all learn to do better. Will you hear them out?

www.inklusive.ca/the-event



AVAILABLE ON AMAZON!

The Inclusive Speaker

How to truly connect with ALL OF your audience without leaving anyone behind

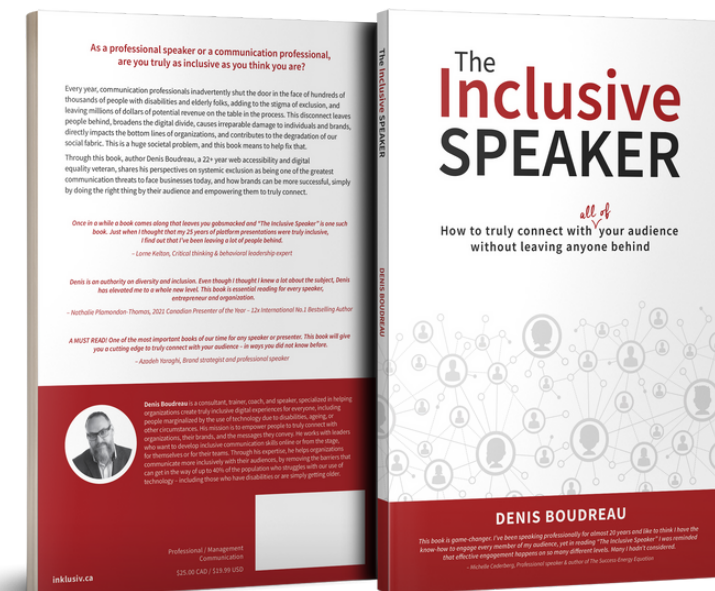
About the book

Every year, communication professionals shut the door in the face of hundreds of thousands of people with disabilities and elderly folks, adding to the stigma of exclusion, and leaving millions of dollars of potential revenue on the table in the process.

This disconnect leaves people behind, broadens the digital divide, causes damage to individuals and brands, directly impacts the bottom lines of organizations, and contributes to the degradation of our social fabric. This is a huge societal problem, and this book means to help fix that.

Through this book, author Denis Boudreau, a 22+ year web accessibility and digital equality veteran, shares his perspectives on systemic exclusion as being one of the greatest communication threats to face businesses today, and how brands can be more successful, simply by doing the right thing by their audience and empowering them to truly connect.

**#1 AMAZON
INTERNATIONAL
BEST-SELLER**



Find out more about the book, grab your own paperback or Kindle copy, and get on my mailing list for more resources and daily tips on inclusive speaking!

www.inklusiv.ca/books

COMMENTS AND FEEDBACK

Let me know what you thought of this session!

How much value did you get out of this session? Will you be walking away from it with new, valuable insights that you can apply in your own business, in your own events, in your own presentations? If so, it would be great to hear from you! Please take a moment to fill out this short form, so I can learn from your feedback. Thank you!

1. On a scale from 1 to 5, how satisfied are you with the overall quality of the presentation?

- 1 - Very Unsatisfied 2 - Unsatisfied 3 - Neutral 4 - Satisfied 5 - Very Satisfied

2. What is the most valuable insight or piece of information you took away from the presentation?

3. What could have been improved in the presentation to make it more valuable for you?

4. Would you recommend this presentation to others? Why or why not?

5. Can I quote you on any of this? If so, please share your name:

SUBMIT



**THANK YOU!
MERCI BEAUCOUP!**

Let's stay in touch!



[/in/dboudreau](#)



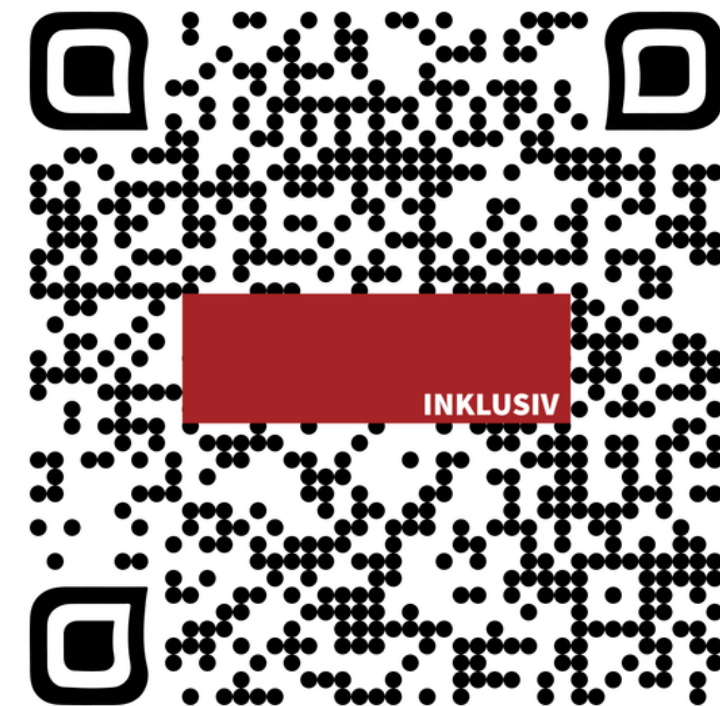
[@inklusivecomm](#)



www.inklusive.ca

FREE 20-MIN DISCOVERY CALL!
Ask me anything about inclusive events!

Do you want clarity on what inclusive speaking is, and how it affects your speaking and/or event planning business? Scan the QR code below to book your free, 20-minute discovery call, so we can explore ways for you to truly connect with ALL OF your audience!



INKLUSIV