

Industry Event Accessibility Guidelines

Introduction and purpose of guidelines

The purpose of this document is to provide best practice guidelines and support pharmaceutical clients, market research and fieldwork agencies in delivering accessible events by considering possible access needs. These efforts help to support equality of access by reducing barriers for participation and providing those with access needs with the opportunity to engage with events. Enabling participation enhances the value of your events and invites perspectives which may not be gained elsewhere.

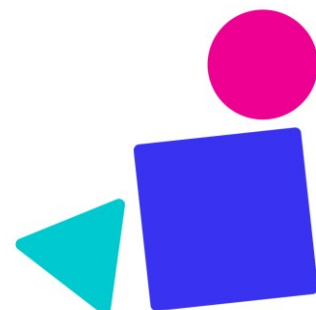
This guide is intended to provide some examples of best practice; not all suggestions made may be relevant or practical to implement in every instance. It is equally important to consider and communicate what is not possible.

Identifying access needs

The most effective way to meet individuals access requirements is to allow them to communicate their needs as early as possible. Many may prefer to call and speak to someone to get answers about the event, for others this could be an obstacle in and of itself. This demonstrates the variability in access needs across your potential attendees. This can be addressed by providing both an email address and telephone number for accessibility queries.

Accessible documentation

1. Provide instructions on how to get event documents in accessible formats.
 - a. Braille
 - b. Electronically
 - c. Audio tape
 - d. Larger font sizes: 14 16 18 20
 - e. High colour contrast
2. Ask for presentations to be prepared in advance to provide alternative formats or digital versions in advance of the event.
3. In presentations use sufficiently large (at least 18pt, no smaller than 12pt) sans-serif e.g. Arial is preferred and left-aligned font for presentations.



4. Brief speakers to read aloud any large sections of text that delegates will be required to read or refer to all items on the screen.
5. Avoid block capitals, where possible.
6. Avoid background fill, where possible.
7. Use high contrast colour schemes, where possible.
8. Consider data labels (e.g. for someone who may be colour blind).
9. Use image descriptions (also called alt text).
10. Create subtitles for videos.
11. Use Camel Case for hashtags #LikeThis not #likethis
12. Avoid writing important information in the Header or Footer sections of the document, these are not accessible to screen readers.

All events:

Avoid using terms like, 'fully accessible', or not including any information at all if access is challenging. Rarely are events truly 'fully accessible'. To ensure individuals can take the right steps to attend it is important to acknowledge what accommodations cannot be provided.

In person events

It is very helpful to provide the following:

1. The location and provision of hearing loops and British Sign Language.
2. Accessible maps and description of your event site, entrance and accessible routes around the venue.
3. Local public transport locations, and directions and distances to the event.
4. Availability and location of event shuttle buses and/or transport.
5. Locations of accessible toilets.
6. Policies about assistance dogs and where to feed and toilet them.
7. Parking information – location of drop-off points, disabled parking bays, and directions from these to the site entrance.
 - a. Is there street parking? Are there single or double yellow lines? Are there any parking spaces for blue badges? Accessible parking bays?
 - b. If parking is only available in a car park, what is the height restriction of the entrance?



8. Provide a printed copy of any information displayed on a screen or digital copy e.g. USB stick.

It is also beneficial to consider the following:

1. Is there enough room for movement around tables, chairs and the spaces used?
2. Is there an accessible toilet on the same floor as the meeting room?
3. If a key is needed for the accessible toilet, do the meeting organisers have one / know where this is kept?
4. Is there adequate lighting in the meeting room to enable people with visual impairments to move around easily and see the speakers?
5. If a stage is being used, is it accessible by ramp?
6. Do lifts have tactile buttons at a height accessible for wheelchair users and/or short people?
7. Is the lift large enough for at least one wheelchair user and one other person?
8. Does the lift make announcements for the current floor number, direction of travel, opening and closing of doors?
9. Does the lift have physical buttons, a touch screen interface or voice activation?
10. Are there heavy doors between the lift and the meeting room – if yes, can the doors be propped open?
11. If there is limited seating, can some of it be reserved for anyone who finds standing for long periods of time difficult?

Virtual events

1. Use accessible software to create registration forms, allowing for screen reader compatibility.
2. Ask participants about their accessibility needs during the registration process or through a pre-event survey.
3. Enable captioning for all presentations and provide transcripts of the event for later review.
4. Provide visual descriptions of speakers and presenters, and explain any visual content presented on screen.
5. Encourage presenters to say their name each time they speak so they are easily identified.
6. Make all event materials, including presentations, transcripts and recordings, available to attendees.



These accessibility guidelines are provided as considerations and delegates/attendees should always be invited to inform the organiser of any specific assistance requirements so that appropriate support can be arranged wherever possible.

**Produced by the BHBIA's Diversity, Equity & Inclusion (DE&I) Committee
October 2025**

