



**Let's make  
accessibility  
fashionable**

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# Best-practice ideas to make meeting tourism more inclusive

## Accessibility

When selecting a congress venue, the degree of accessibility of the facilities should be a deciding factor.

During the inspection visit, you must check that the standards set by the organisation are met, such as:

- location and adapted public transport
- reserved parking spaces and accessible toilets
- access and internal circulation
- lighting, acoustics and signage...

## Communication

Regardless of whether the congress is in-person, virtual or hybrid, digital accessibility is key.

It is also necessary to offer the information in different types of media and formats to be accessible to everyone. The person in charge of accessibility must ensure:

- that the website and broadcast channels comply with the [WCAG](#) (Web Content Accessibility Guidelines)
- the use of pictograms
- clear and simple language
- legibility and inclusive graphics

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## Circulation

Ensuring that mobility is easy and safe contributes to a better experience. It is important to plan and check that there are barrier-free itineraries and provide rest areas. The congress venue must be comfortable and have good:

- horizontal circulation in terms of ramps, tactile paving, non-slip and non-reflective floor...
- vertical circulation in terms of lifts and stairs

A raised map in contrasting colours, large print and braille, improves everyone's understanding of the different areas.

Travel is an important part of the logistics of a congress. That's why it is important to be knowledgeable about it, provide information and offer solutions.

Accessible public transport goes beyond adaptation for people with reduced mobility or PRMs; it must also include other signals (sound, visual, tactile...) that are useful for everyone.

The right to mobility is a fundamental right in an advanced society.

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## Evaluation

Guaranteeing the accessibility of an event requires three phases of evaluation:

1. Before: ensure that the space, transport, communication... meet the accessibility standards.
2. During: address, resolve and follow up on the specific needs that arise.
3. After: receive the assessment feedback, both from participants and the internal team, regarding the accessibility measures implemented in order to continue improving for the future.

## Signage

Good signage must meet the needs in terms of location, information and direction. The ephemeral signs specific to the congress reinforce the existing ones and improve circulation. Some examples:

- indicate the programme and times of the day on the door to each space
- it is better to identify the rooms with a number than with a name
- in the auditorium, mark the most suitable locations for people with reduced mobility or hearing loss
- in a buffet menu, specify the ingredients in each dish and possible allergens

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## Sessions

Presentations and working sessions are the core of the congress. Speakers and audiences must get their message across as clearly as possible. That's why it's good to always speak into the microphone and include accessibility resources such as:

- live subtitling
- audio description of the projected images
- sign language interpretation
- induction loop necklace for hearing devices

## Information

Knowing the participants' profile is key to inclusion. The conference website and the registration process are an opportunity to:

- communicate and share the accessibility measures offered to everyone
- identify, through an accessible registration form, the specific needs of the person
- provide the contact information of the appointed access officer

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## Barriers

They can be physical or architectural, communicative or attitudinal.

They are obstacles that deprive people of access to the environment, to transport, to buildings, to products, to information, to communications...

Removing barriers is possible, it is a duty and it improves everyone's experience.

## Interaction

Interacting with people who, for example, cannot see or hear well, can create uncomfortable situations as a result of prejudice or ignorance.

Treating them properly is based on rules as simple as:

- acting naturally and flexibly
- always asking before assuming

To ensure effective interaction, it is essential to train all of the organisation's staff.

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## Laws

Accessibility is fairly well regulated at a Catalan, national and European level.

The legal framework that applies to the MICE industry could be summarised as:

- [Law 13/2014](#) on Accessibility
- [Royal Decree 1112/2018](#) on the accessibility of public sector websites and apps for mobile devices
- [Law 17/2010](#) on Catalan Sign Language
- [Law 19/2009](#) on access to the environment for people accompanied by service dogs

## Inclusion

Promoting an inclusive congress means that all people, regardless of their condition, can access and participate in it with equal opportunities.

Accessibility is essential for 10% of the population, necessary for 40% and convenient for 100%.

If inclusion is the new normal, meetings tourism has the opportunity and social responsibility to incorporate the criteria of universal accessibility into its DNA.

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## Terminology

Words are important. Using inclusive language in the field of accessibility is based on:

- prioritising the person over the disability
- avoiding euphemisms
- avoiding paternalism and outdated or pejorative terms
- highlighting capabilities instead of limitations

## YOU can make a difference

Accessibility are the conditions that must be met so that everyone can make use of the environment and enjoy it safely in the most independent way possible.

When organising an event, it is a good idea to have a plan or roadmap in order to guarantee equal access for everyone, speakers and participants alike.

# Pictograms?



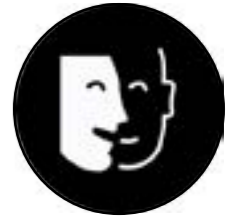
Motor or physical accessibility



Visual accessibility



Auditory accessibility



Intellectual or mental accessibility



Large print or optical aids



Braille system



Tactile element



Subtitling



Audio description



Service dog



Assistive listening system



Induction loop



Sign language

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## Accessibility consulting

- AccessLab [www.accesslab.eu](http://www.accesslab.eu)
- Access Friendly [www.accesfriendly.es](http://www.accesfriendly.es)
- Access Turismo International Consulting [www.accesturismo.com](http://www.accesturismo.com)
- Ilunion [www.ilunion.com](http://www.ilunion.com)
- Proasolutions [www.proasolutions.com](http://www.proasolutions.com)
- Rovira-Beleta [www.rovira-beleta.com](http://www.rovira-beleta.com)

## Digital accessibility

- Tothomweb [www.tothomweb.com](http://www.tothomweb.com)
- Macneticos group [www.tecnoaccessible.net](http://www.tecnoaccessible.net)
- Èmfasi [www.emfasi.com](http://www.emfasi.com)

## Accessibility in communication

- Àgils [www.agilscomunicacio.com](http://www.agilscomunicacio.com)
- Subtil [www.subtil.cat](http://www.subtil.cat)
- Enric Lluch [enric.interprete@gmail.com](mailto:enric.interprete@gmail.com)
- Multisignes [www.multisignes.com](http://www.multisignes.com)
- Avanti Avanti [www.avanti-avanti.com](http://www.avanti-avanti.com)
- Llorenç Blasi [www.llorenclblasi.com](http://www.llorenclblasi.com)

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## Help?

### Raised elements and Braille

- Touch Graphics Europe [www.touchgraphicseurope.com](http://www.touchgraphicseurope.com)
- Indexsign [www.indexsign.com](http://www.indexsign.com)

### Adapted transport

- Taxi amic [www.taxiamic.cat](http://www.taxiamic.cat)
- Iزارو [www.autocaresizaro.com](http://www.autocaresizaro.com)

### Other links of interest

- Tourism Manual for Everyone [www.act.gencat.cat](http://www.act.gencat.cat)
- Video capsules: Catalonia, an accessible destination
- [www.youtube.com](http://www.youtube.com)
- Guide to inclusive language in the treatment of people with disabilities [www.llengua.gencat.cat](http://www.llengua.gencat.cat)
- Sírius Centre for personal autonomy [www.dretssocials.gencat.cat](http://www.dretssocials.gencat.cat)

## More information

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