

# Making Events Accessible

Inclusivity and accessibility are key values of the Brighton Digital Festival. As a grassroots festival with an open programme model, it is vital that the huge array of events on offer are open to as many people as possible. So as you start planning your own event, now is the time to think about the various needs of your audiences.

Because from connecting with new audiences in a meaningful way to making sure people can comfortably get to and enjoy your BDF17 event, making your event as inclusive as it can be benefits everyone. Appealing to more people on their terms can help develop new ways of promoting what you do to a wider audience and more effectively.

Follow this short checklist to make sure you are reaching as many audiences as you can.

- **Promote your event in new ways.** If you favour one platform, try another and see if it generates a new following. A countdown to your event is good with visual teasers. Have you included the disability media and disability organisations in your media and communications plan?
- **Be sure to include your contact details.** That means putting a face, a name and/or a number to your event listing so that people can contact someone directly to find out more about your event and if it's going to work for them or not.
- **Be clear about getting to your event.** This includes details of public transport, parking and the physical accessibility of the space. Be honest if there might be access problems for some people and communicate this information in all publicity material.
- **What can people expect to see and do whilst they're with you?** Be clear about options to break out, take a rest, have a drink, eat something. Make it known if an earlier visit or later is likely to be quieter. Can you stage a short experiential visit or tour before the main event? Is there a local eatery who can give your audiences a discount?
- **Ask for feedback.** Find out if people are having a good time whilst they are there, encourage people to share their experiences and take negative feedback on the nose. It's all useful for future planning and promotions.

We highly recommend you also consider Shape Arts resources on [Making Events Accessible](#) and [Marketing Your Accessible Events](#).

If you have any specific access questions you'd like to talk through about your event, then you can contact Sarah Pickthall, coaching and consultancy specialist in the areas of leadership, disability, equality and inclusion. You can reach Sarah on the BDFcommunity slack channel or email her at [sarah@cuspinc.org](mailto:sarah@cuspinc.org).

We will be contacting you after BDF17 to gauge what went well for you, what didn't and what you'd like to build on for the future.