



Step by step guide to setting up communication inclusive events

Basics

Inclusive Communication means including as many people as possible in any communication by enabling them to understand and express themselves.

- in **ways**
- on **channels**
- in **situations** they
- **prefer**
- at **every step** of a communication journey

Inclusive Communication good practice at organization and individual level

1. **Recognise** every community includes diverse communication needs and preferences.
2. **Find out** about needs and preferences.
3. **Act** on needs and preferences.
4. **Check and improve** what you do.

This guide

An event can be a meeting, consultation event, working group, conference, or any sort of community engagement event.

This guide focuses on in-person group events. It is also relevant to online events.

Aspire to do it all. Do as much as you can with the capacity you have.

The work you do for one event will be helpful for future events. Work to continuously improve.

Contact [Communication Inclusion People](#) for more help.

Good luck with your communication inclusive events!

Step by step guide to implementing inclusive communication good practice for any event

Step A: Event planning

1. Decide communication channel

- Decide what channel or channels will work best for your target participants. Should the event be online and / or in person?

2. Decide when, where, who, how much

a) When

- Give yourself time to do the steps in this guide.
- Decide the day of week and time of day that works best for your target participants.
- Decide length of the event, and how long you will spend on each activity. Ensure there is enough time for people to understand, think and express themselves. Have breaks. You might need to have a few short events rather than one long one.

b) Where?

- Choose a venue that is communication and physically accessible. For example, a venue that has:
 - signs with symbols and words, inside and outside.
 - a working hearing loop
 - good lighting throughout
 - comfortable seating
 - rooms big enough for you, your kit, participants and their supporters, participants who use wheelchairs.
 - a quiet area where people can go for 'downtime.'

- public transport and parking for people with disability
- accessible toilets, preferably “Changing Places.”

See Communication Inclusion People’s [“Communication inclusive venue checklist.”](#)

c) **People**

- Plan a mix of activities where people can work on their own, in small groups or with the whole group.
- Plan to have staff available to provide people with individual support if they need it.
- Allow people to bring a supporter if they wish.

d) **Budget** for

- Time to do the steps in this guide including accessible venues, staff time, printing costs.
- Specialist communication support.

3. Prepare everyone involved

- a) List everyone who will be involved in setting up, advertising, running, presenting, facilitating and following up the event.
- b) Let them know you want it to be communication inclusive. Tell them why.
- c) Give them communication inclusive writing and speaking guidance to help them make their contribution communication inclusive.

See “**Choosing a communication inclusive venue for in person events**” at [Practical Resources - Communication Inclusion People](#).

4. Prepare Presenters

Ask them to

- use communication inclusive writing guidance in PowerPoint slides, worksheets, and handouts.
- use inclusive speaking guides to plan or script their presentation.
- enable participants to use different ways of communicating during question-and-answer sessions and interactive activities.
- provide an early communication inclusive
 - outline of their presentation or activity and
 - what they will ask or expect participants to do.

See “**Inclusive communication good practice for chairperson and presenters**” at [Practical Resources - Communication Inclusion People](#)

Step B: Advertising

1. Advertise

a) Use communication inclusive speaking and writing guidance to create a communication inclusive advert.

Adverts should tell people as much as possible about your event.

For example,

- who it's for, the format, what it is about, why they should come
- date, place, start, and finish times
- public transport, parking, disabled parking
- physical accessibility of venue including accessible toilets
- communication supports available
- food and drink, childcare,
- any costs – is it free?

Provide a choice of channels to get further information and to register. For example, in person at your office, by phone, text, email or online form.

- b) Use different ways of communicating for your advert
 - Write posters, leaflets, emails, webpages
 - Speak and show people – on videos with captions and BSL signing.

- c) Use different channels to get your advert out there.
 - on paper with posters, leaflets
 - in person through word of mouth
 - online on websites, emails and social media, text, WhatsApp

Step C: Sign up / Registration

1. Sign up form – Find out needs and preferences

- a) Use communication inclusive speaking and writing guidance to create a communication inclusive “sign up” form. Include questions on communication needs and preferences.
- b) Offer different channels for people to receive the form, fill it in, and get back to you. For example, in person at your office, by phone, email or online form.

2. Prepare to act on needs and preferences

Task an appropriate person in the team to

- a) Read completed sign-up forms and store them securely.
- b) Book specialist communication support and any other access support requested. See below.
- c) Tell presenters and others about participant’s communication needs and preferences
- d) Share any guidance from specialist communication support services.

- e) Destroy and delete participants personal data after the event, as appropriate.

Step D: Book specialist communication support

1. Ask individual participants if they have a preferred provider.
2. Identify communication support services available in your area.
3. Ask providers for quotes. Book as early as possible. Lead in time can be long.
4. Ask support providers for any guidance they have for presenters.

Step E: Help participants prepare at least 1 week before event

1. Send a communication inclusive reminder at least one week before the event. Include information on -
 - Date, time, place
 - Event plan or agenda
 - An outline of what participants will be asked to do.

Some participants may have asked for the full set of slides.

2. Use different channels to send the reminder. Check participants communication needs and preferences. Some may want it sent on paper, on the phone, in person or online via email, text or WhatsApp.

Step F: Final event preparation – a few days before the event

1. Visit the venue to check
 - inclusive signs are in the right place
 - physical accessibility
 - building and room layout including seating, table space, flexibility

- working hearing loop
- working laptop to projector connection
- working microphone/s
- working speakers, amplifiers for presenters and / or video content

2. Create communication inclusive events materials

- external and internal signage. You may need large print, pictures, or braille for food and drink labelling.
- sign in sheets
- name badges

3. Get all your materials together.

- Upload presentations to a laptop and a stick. Check they all work.
- Create an electronic folder containing all the materials you and participants will need on the day.
- Print all the materials you and participants will need on the day.

4. Brief everyone involved in running the event

- about participants communication needs and preferences and specialist supports.
- remind them about communication inclusive speaking guidance.
- Ask individual staff to greet and offer support to participants with special communication support needs.

Step G: On the day

1. Set up the venue

- a) Put up any signs outside and inside the building.
- b) Check physical accessibility is clear.
- c) Check the hearing loop is working.

- d) Set up microphone, speakers, projection.
- e) Set up room layout so that
 - Everyone can see and hear presenters.
 - Presenters can see and hear everyone.
 - There is space for communication supporters and personal assistants. Interpreters need to be clearly visible to sign language users.
 - There is easy room access and table space for wheelchair users and people with mobility needs. People need to be able to move round the room, reach flipcharts, get to food and drink, and leave the room easily.

2. Sign-in desk

- a) Give people pre-written name badges. Or offer to write name badges for participants.
- b) Tell and show people where the room is, toilets, food, and drink etc.
- c) Give people time to settle in.

3. Chairperson and presenters

The chairperson and presenters should use communication inclusive slides, question and answer sessions and interactive activities. See below.

Chairperson's introduction

Chairperson should -

- a) Do a communication check in. Ask people if they are comfortable and can hear and see the presentation.
- b) Set communication ground rules. For example,
 - One person to speak at a time

- Give everyone time to speak
 - Say if you don't understand something
 - Listen and respect views of others
- c) Only ask people to introduce themselves to the whole group if you need to and have said you would. Do not spring it on people. Alternatively, the chairperson can say who is represented on the group or provide a list to everyone. Name badges or table signs can help. People may find it easier to introduce themselves during smaller group or pair work.
- d) Remind participants of
- the event aims, plan or agenda
 - an outline of what participants will be asked to do.

Question and answer sessions

Presenters should give participants

- time to ask questions. Some may need more time than others.
- a choice of ways to indicate they have a question. For example, holding up a card, gesture, facial expression.
- a choice of ways to ask questions – using writing, speech, gesture, drawing or writing on post it notes, showing people what they mean.
- a choice of times to ask questions – during individual or small group work, at break time or after the event.

Presenters should use arrange of ways to answer questions - using speech, gesture, drawing, writing, showing people

Interactive activities

Presenters and facilitators should -

- a) Explain activities using speech, writing, pictures, showing people.

b) Give participants

- time to understand and engage in the activity. People who communicate in different ways may need more time than others.
- a choice of ways to communicate during interactive activities. And to feedback afterwards. For example, using speech, writing, drawing, photographs or pictures, showing people what they mean.

c) Give people time to feedback.

4. Participant evaluation survey

The chairperson should -

a) Ask participants to evaluate the event. Ask -

- How easy was it to understand information and express yourself before and during the event.
- Any suggestions for improving communication

b) Use communication inclusive writing guidance to create evaluation forms. Include questions on communication in the general evaluation form.

c) Give the evaluation form out on paper, in person at the event. Use various channels to distribute it after the event. Refer to participants communication needs and preferences. Some may want it sent by email, text or WhatsApp.

d) Offer different channels for people to get evaluations back to you. For example, in person at your office, by phone, email or online form.

Step H: After the event

1. Notes, minutes, reports

- a) Use communication inclusive speaking and writing guidance to produce reports, minutes, consultation results etc.
- b) Use various channels to distribute reports etc. Refer to participants communication needs and preferences. Some may want on paper, in person, by email, text, WhatsApp, or a link via social media.

2. Evaluation for celebrating and planning improvement

- a) Collate and share event evaluation with everyone involved in running the event. It can help embed good practice. And provide great data for social impact reporting and promotion.
- b) Celebrate success! Discuss and act as required to make future events more inclusive.

3. Delete participants' personal data after the event.

Communication Inclusion People help you develop inclusive communication good practice. Contact us any way you prefer.



0771 2525329



Contact us via an online
Sign Language Interpreter
contact**SCOTLAND-BSL**



Relay UK



info@communicationinclusionpeople.com



www.communicationinclusionpeople.com



33 Esplanade Terrace EH15 2ES