

ATLAS Business Tourism 2019
 Special Interest Group Conference
 Porvoo, Finland

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Business Events: the application of design and transforming access

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MSc Business Event Management

<https://www.napier.ac.uk/courses/msc-business-event-management-postgraduate-fulltime>

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Overview

- Context
- Changing dimensions of social responsibility
- Considering the Global Criteria and the business case for Business Event Design
- Universal Design as platform
- Case study

Research:

Exploration

- Literature research (see forthcoming paper)
- Published case studies
 - eg www.the-iceberg.org

Current activity

- Interviews with conference venues & convention bureaux

Next

- Interviews with delegates/attendees
- Workshops (issues and applications)

Why ?

Implemented in 2016

Specific reference to disability 11 times, including:

- 4. Education
- 8. Growth and employment
- 10. Inequality
- 11. Accessibility
- 17. Partnership



<https://www.un.org/sustainabledevelopment/news/communications-material/>

UN 2030 Agenda for Sustainable Development



www.un.org/disabilities/documents/sdgs/disability_inclusive_sdgs.pdf



www.un.org/development/desa/disabilities/

These policy drivers demonstrate the increasing emphasis on providing facilities and services which can be accessed and experienced by all members of a community

(Persson, Åhman, Yngling & Gulliksen, 2015).

As workplaces become more diverse, it stands to reason that participants at Business Events will also reflect that diversity.

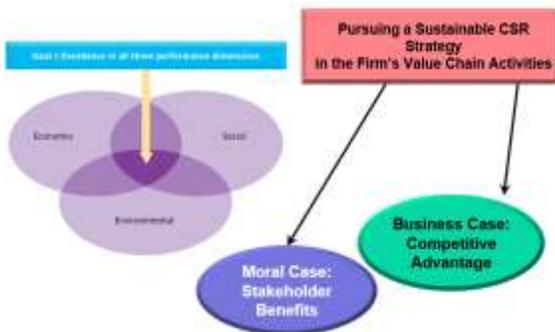


Why Access is important

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CSR Business Case?



In the UK, the potential spending power of people with disabilities is **£12 billion**. Businesses would all like to do the right thing for their **corporate social responsibility** agenda but another great motivator is the **business case**, the revenue they are potentially missing out on. Plus it's engaging for staff; once they start looking at accessibility, they find it really rewarding."

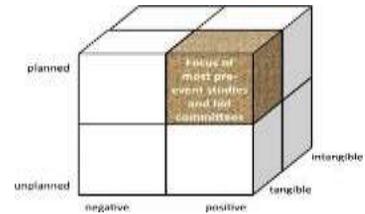
Chris McCoy, Head of Accessible Tourism Visit Scotland (2016)

Business Events & Legacy

Business Event Legacies

- Intrinsic legacies
- Practice legacies
- **Social legacies**
- Economic legacies
- **Attitudinal legacies**

(Foley, Edwards & Schlenker, 2014)



Preuss, 2014

Tourism and disability & access

A business case for accessible tourism

(Darcy, Cameron & Pegg, 2011)

Accessibility as comparative factor for destinations

(Vila, Darcy, & González, 2015; Cloquet, Palomino, Shaw, Stephen, & Taylor, 2018).

Legacy associated with disability considered in disability sports

“Enhancing destination competitiveness through disability sport legacies”

(Dickson, Misener, & Darcy, 2017)



Design and access

- Event design is needfully audience centric
(Robertson and Brown, 2015)
- Often about regulatory process.

Universal design:

“performance and participation” for disabled people, “while mitigating the stigma and segregation that often characterise traditional...”

“high value on both diversity and inclusiveness..”

(Imrie & Luck, 2014,1315)

Design for all is “design for human diversity, social inclusion and equality” (EIDD, 2004, online).



Design and access

Universal design

- A more balanced and equitable base for designed space ensuring designed artefacts are “sensitised to, and accommodating of, diverse bodily, sensory, capabilities” and potentially liberating people who have disabilities from design that may in itself be disabling while also improving their independence.

(Sandford, 2012 in Imrie and Luck 2014)

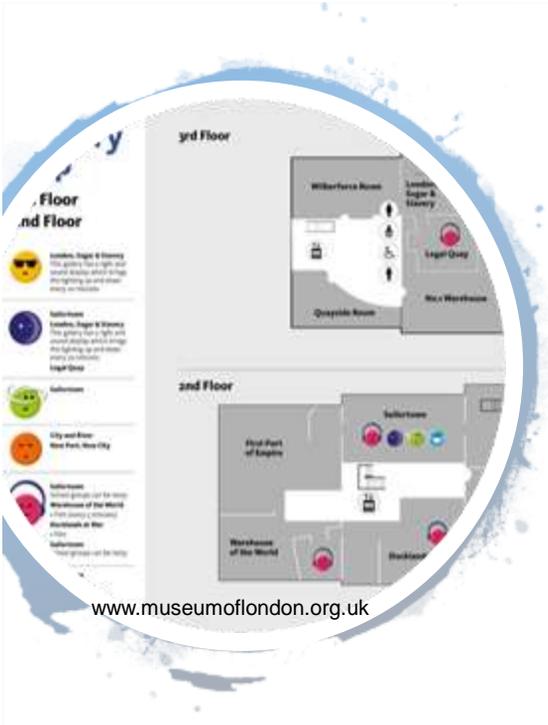
Caveat:

- “Disability safari” (after McGarvey, 2017)

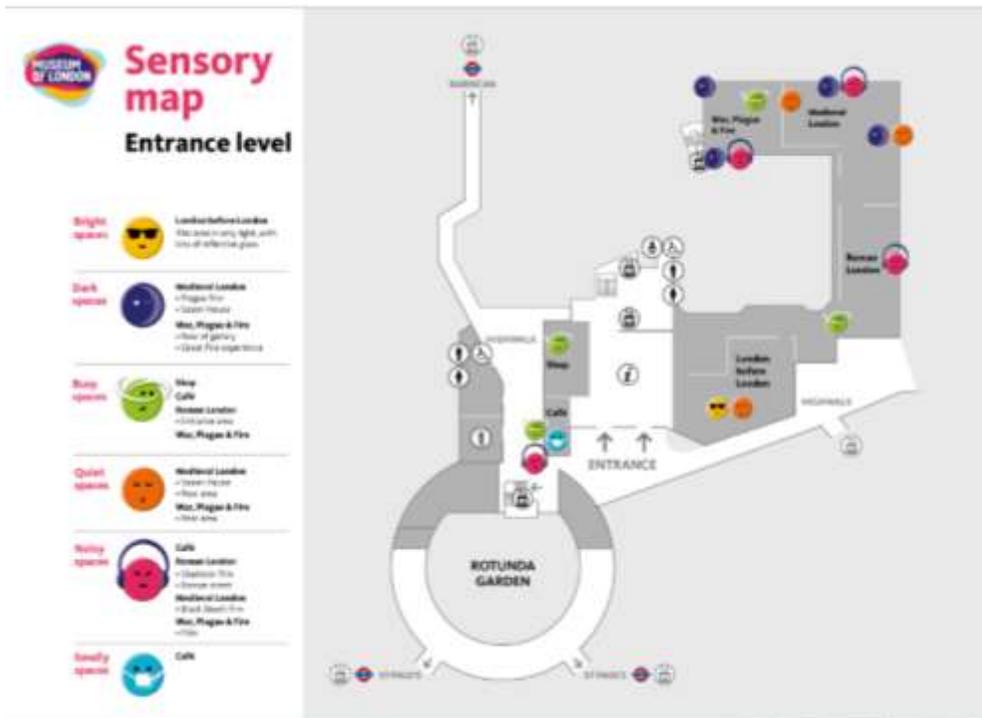
Design and access

Universal design

- The empathetic and co-design process is used increasingly in the museum environment, emphasising a process of co-production (Hesseldahl, McGinley, & Monk, 2018)
- With, for example, inclusion of [sensory maps](#)



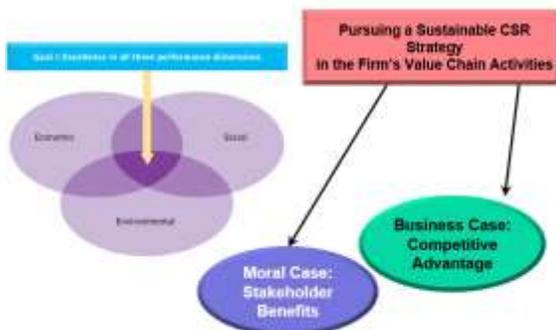
www.museumoflondon.org.uk





Why Access is important for EICC?

CSR Business Case?



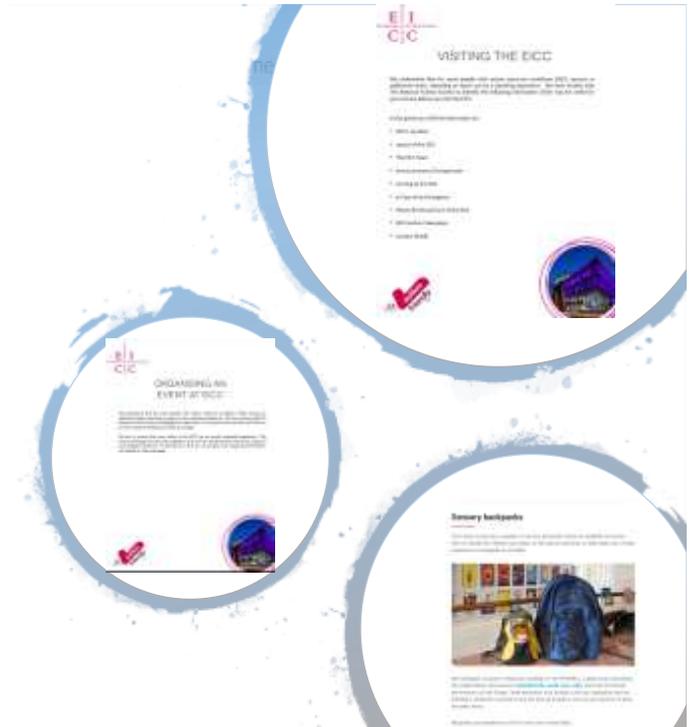
“With some 700,000 people on the autism spectrum in the UK alone, who together with their families make up around 2.8 million people whose lives are touched by the condition every day, the conversation around autism is growing – and so is the Autism-Europe International Congress.

In September the EICC hosted the 11th edition of the Congress. This year’s event welcomed **1,650** professionals, organisations and individuals – far more than initially anticipated.”

<https://conferencecall.eicc.co.uk/2016/winter/case-study/>

EICC: experience design

- Autism Accreditation and having autism champions
- Redesigning website with autism links
- Became one of 4 venues who gave out [autism back packs](#) over the Fringe festival



Design is...
Understanding
needs

Autism

General Notes

- Everyone with autism will display different traits – not one size fits all approach
- 1 out of every 100 people has autism. Much more prevalent in males, but diagnosis in females is increasing.
- Autism is often diagnosed alongside other conditions – e.g. ADHD, Hearing impairment, Down's Syndrome, Dyslexia, Dyspraxia, Epilepsy, Fetal anti-convulsant syndroms (FACS), Fragile X Syndrome, Hyperlexia, Learning disabilities, Social Communication Disorder, Visual impairment
- They will not understand body clues and personal space. Talking volume could be loud and in your personal space. This should not be seen as confrontational.
- Can be very sensitive to light and sound. Muted lighting and not moving LED as could prove stressful.
- Can be sensitive to touch – e.g. my daughter feels a light touch as a thump, but can be stood on and not feel it.
- Can be sensitive to smell – Some like very strong smells and others will find this overwhelming.
- Can be sensitive to taste – For food often will not allow different food items to touch on a plate. Will only take very specific brands of a food and in extreme cases may only eat 4 or 5 different items.]
- Can find co-ordination difficult – eg using knives
- Can take longer to process instructions so additional time should be allowed for tasks
- Dislike eye contact
- May have odd calming strategies – e.g. constant fidgeting, talking to themselves, unusual tone of speech – e.g. baby talk, hand flapping or hand biting
- Often obsessive about their particular interest

Design is... Understanding Environments

Good Environment

- Uncluttered – calming & neutral colours, wide corridors
- Good signage – use of digital signage
- Often cannot process verbal instructions well – Use of written instructions – digital signage and limited use of PA announcements which could prove stressful
- Safe zone – quiet area where if having a meltdown (emotional overload) they can get away from stimuli
- Routine is essential and no surprises. Clear agendas set and written down. Only alter the schedule if essential and with as much notice as possible.
- Some staff who sign would be fantastic
- Only give one instruction / task at a time. Break down large tasks into smaller components.
- For work environment assign a mentor that they can discuss concerns with
- No large social groups – networking or group parties very stressful. One to One or in small groups for training better.
- Schedule a set lunchtime and environment that suits the person. They may want to bring in only their type of food.
- Train on the use of time management tools – e.g. Outlook, have a task calendar on their desks.
- Be very aware of potential for bullying. Mentor should ensure this is identified and dealt with immediately

Forward thinking

- The European Disability Strategy (2010–2020) looked to raise percentage people with disabilities working in the labour market

(Moody, Saunders, Leber, Wójcik-Augustyniak, Szajczyk, & Rebrnik, 2017)

- Here we suggest one route of inclusion in the Business Tourism area too in response to the global goal for inclusive (not just representative) equality

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12th Autism-Europe International Congress
A new dynamic for change and inclusion

We are glad to invite you to the 12th International Congress of Autism Europe, which is organized in cooperation with Autism Europe, in the beautiful city of Padua. Our congresses are held every three years, and we are delighted to do back in Padua, 30 years after the congress of Pavia. It will be a great opportunity to take stock of the progress achieved and look at the opportunities ahead.

The 2019 congress' theme is "A new Dynamic for Change and Inclusion", in keeping with our aspiration that international scientific research in autism should be translated into concrete changes and foster social inclusion for autistic people of all ages and needs. Our congresses therefore stand to be a place where all interested stakeholders can meet to exchange and reflect on how to create better lives for autistic people.

On the occasion of this three-day event people from all over the world will come together to share the most recent developments across the field of autism. The congress will address a wide range of issues, including: diagnostic and assessment, language and communication, access to education, employment, research and ethics, gender and sexuality, inclusion and community living, mental and physical health, interventions, strategic planning and coordination of services as well as sign language participation.

We hope you will enjoy this Congress, unless we will focus on what is needed to foster societies in which autistic people are included wherever their support needs and have happy and fulfilling lives.

With kindest regards,

So what?

What is our challenge as Business Event educators?



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