

# Purple Tuesday 2024

## Event Hosting Agreement



### Commitment to Accessibility and Inclusion

Thank you for participating in Purple Tuesday by hosting your own event on November 12th 2024. This global initiative is dedicated to enhancing the experience for customers with disabilities. Your commitment to ensuring your event is accessible and inclusive is crucial. Here are the key commitments you need to make:

#### Our Commitments:

##### 1. Accessible Parking:

- Provide clearly marked accessible parking spaces and consider the accessibility of nearby public transport.

##### 2. Venue Accessibility:

- Ensure the venue is step-free or has ramps, lifts, wide doorways and handrails are available.
- Accessible toilets and amenities should be available and clearly marked.
- Offer an alternative accessible entrance and keep it unlocked during the event.

##### 3. Signage and Communication:

- Use large, high-contrast, and possibly Braille signage.
- Clearly mark accessible features like parking, toilets, and entrances.
- Use clear and simple language in all communications.
- Include event and accessibility information on all pre-event communications including website.

##### 4. Physical Accessibility:

- Check pathways for obstructions and ensure there's enough space for wheelchairs and mobility aids.
- Provide lower tables and registration desks for wheelchair users.
- Designate specific seating areas for people with disabilities, including

spaces for service animals.

### **5. Audio and Visual Accommodations:**

- Ensure audio-visual elements do not trigger conditions like photosensitive epilepsy.
- Provide sign language interpreters if needed and make sure they are visible and well-lit.
- Offer real-time captioning for live content and transcripts for recorded sessions.

### **6. Service Animals:**

- Allow service animals and provide facilities like drinking water and toileting areas.
- Train staff not to distract service animals.

### **7. Virtual and Hybrid Events:**

- Ensure online presentations meet colour contrast ratios and are accessible to screen readers.
- Offer alternative text for images and describe visual content.

### **8. Staff Training:**

- Train all staff in disability awareness and customer service.
- Assign team members to handle accessibility-related tasks.

### **9. Feedback and Continuous Improvement:**

- Ask for feedback from attendees with disabilities and use it to improve future events.

### **Brand and Promotion:**

#### **10. Brand Use:**

- Use the Purple Tuesday logo and branding materials, without changes.
- Remember to tag #Purple Tuesday @PurpleTuesNov in all media coverage and public statements about the event.

#### **11. Event Promotion:**

- Promote your event as a Purple Tuesday event in all communications and marketing materials.

## Compliance:

### 12. Legal Compliance:

- Follow all local laws and regulations for event planning and execution.
- Ensure the event does not discriminate against anyone based on disability, race, gender, age, sexual orientation, or other protected characteristics.

## Acknowledgement:

By completing the online event registration form on the [www.PurpleTuesday.co](http://www.PurpleTuesday.co) website, you agree to the importance of accessibility and inclusion and to follow the terms and conditions listed above. Your commitment helps ensure a successful and impactful Purple Tuesday event for all participants.

# Purple Tuesday

For further information:

Email: [Hello@PurpleTuesday.co](mailto:Hello@PurpleTuesday.co)

Web: [PurpleTuesday.co](http://PurpleTuesday.co)