



Purple 365



Investing in Disability Training

2024 Schedule

What is Purple 365?

Purple 365 is a disability training and development resource for organisations, giving your staff access to training on disability related topics to build knowledge, understanding and practical approaches to provide a better experience for disabled customers.

What's included?

- A monthly exclusive webinar covering a disability related topic to align with national awareness events e.g. Mental Health Awareness Day, Autism Awareness Week, National Inclusion Week etc.
- All webinars are recorded to share with all your staff. Previous webinars will be made available to new subscribers.
- Resources throughout the year to help you engage and communicate with your customers and guide your staff, including top tip guides and practical case studies.
- A bitesize version of webinars to enhance on demand and easy learning.
- Certificates of attendance for all who participate in the live webinars.
- Use of Purple 365 logo and marketing assets to promote your commitment to disabled customers and improving their customer experience.



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Tuesday 16th January, 12:30pm–1:30pm (GMT) Supporting Mental Health in the Workplace Webinar

January is National Mental Wellness Month and a good time for organisations to bring awareness to mental health disorders, break the stigma, and encourage employees to seek help. It is also a time when many people start to realise the consequences of their actions in the lead up to the holidays when they got caught up in the spirit of the season. Credit card bills, weight gain, and seasonal depression are associated with the January blues. Join us for as we look at how you can best support mental health in the workplace, how to recognise the signs someone may be struggling and hear the personal mental health story from one of our Ambassadors, and how his own life was saved.

Tuesday 26th March, 12:30pm–1:30pm (GMT) Understanding Down Syndrome & Unconscious Bias Webinar

This webinar aims to create awareness and promote inclusivity by delving into the unique experiences of individuals with Down syndrome. Participants will gain valuable insights into the challenges and triumphs faced by this community, while also exploring the unconscious biases that may affect our perceptions and interactions. Through expert-led discussions, attendees will deepen their understanding of Down syndrome and learn practical strategies to dismantle unconscious biases.

Tuesday 23rd April, 12:30pm–1:30pm (BST) Supporting ADHD in the Workplace

ADHD (Attention Deficit Hyperactivity Disorder) is a condition that affects people's behaviour. People with ADHD can seem restless, may have trouble concentrating and may act on impulse. It is still often largely misunderstood and although often first diagnosed in childhood, it can go undiagnosed for years.

In this training webinar we will hear from one of our Ambassadors who was diagnosed later in life. They will share their story and how workplaces can better support employees with ADHD.

Tuesday 30th April, 12:30pm–1:30pm (GMT) Creating Accessible Destinations

Accessibility is rightly growing in importance, and for those organisations who get it right, reap the benefits of accessing the disability market. By providing better access to physical destinations and attractions, and better access to website information, you will gain better access to customers. Making your destination accessible will naturally improve visitor satisfaction, encourage repeat bookings and boost positive word-of-mouth.

Information is fundamental, with research showing 83% of people who look for access information when planning a trip will use a destination's websites. But only 39% find this information easily. The key is making access information easily accessible, and this is something we will cover in this interactive workshop session.

Join us for this exclusive workshop session, where leading accessibility experts will guide you how to create more accessible destinations and attract more disabled visitors.



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Tuesday 14th May, 12:30pm–1:30pm (BST)

European Accessibility Act Deadline of 28 June 2025 – what does this mean for my organisation?

In recognition of Global Accessibility Awareness Day we will look in detail at The European Accessibility Act, new legislation brought in by the European Union (EU) in 2019 with the aim to make sure that products and services are more accessible. The deadline to comply with the new legislation is 28th June 2025.

If your organisation provides anything that is a digital device, application or service to customers based in the EU then this legislation refers to you. Join us as we set out what the legislation covers and tips on how you can get ready by the deadline.

Tuesday 18th June, 12:30pm–1:30pm (BST)

Building an Inclusive Workplace

It is of increasing importance to ensure workplaces are accessible for all, with research continuously building to show the positive effect this has on organisations and their employees. Feeling included in the workplace is of high importance and in order for diversity programs and initiatives to be successful, organisations have to be inclusive. Diversity does not exist without inclusion.

When employees feel included, they feel a sense of belonging that drives increased positive performance results and creates collaborative teams who are innovative and engaging. Employees that feel included are more likely to be positively engaged within the organisation. Higher employee engagement drives higher levels of productivity, retention, and a company's overall success. Join us for an engaging workshop where we will explore different approaches to building an inclusive workplace. Reserve your spot as places are limited on this workshop.

Tuesday 9th July, 12:30pm–1:30pm (BST)

Introduction to Inclusive Marketing & Communications Training

When you communicate with your employees, customers and stakeholders you are making a statement about the values and ethos of your organisation. And if you are not approaching your marketing and communications with an inclusive lens, you risk alienating customers and miss out on revenue. Marketing in today is more than just being the first or best product on the market.

Join us for this insightful introductory session where we will explore inclusive language, accessibility considerations, common mistakes and tips on engaging a diverse audience.



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Tuesday 6th August, 12:30pm–1:30pm (BST)

How to Plan an Accessible Event

ADHD (Attention Deficit Hyperactivity Disorder) is a condition that affects people's behaviour. People with ADHD can seem restless, may have trouble concentrating and may act on impulse. It is still often largely misunderstood and although often first diagnosed in childhood, it can go undiagnosed for years.

In this training webinar we will hear from one of our Ambassadors who was diagnosed later in life. They will share their story and how workplaces can better support employees with ADHD.

Tuesday 24th September, 12:30pm–1:30pm (BST)

Purple Tuesday Disability Inclusion Framework

The Disability Inclusion Framework is a unique template created by Purple Tuesday to support organisations take a snapshot of core activities and provides an 'at a glance' review of the gaps to inform next steps decisions. The framework focuses on our 3 Purple Pillars which are:

- Place – The built and digital environment
- People – your organisation's employees and customers
- Policy and Process – how your organisation operates

During this interactive session we will show you how you should use the framework to gather information and identify your current or existing disability inclusion practices and set your plans for future developments.

Tuesday 15th October, 12:30pm–1:30pm (BST)

The Disability Insecurity Gap

New analysis estimates that 27% of disabled workers (1.3 million) are in severely insecure work in the UK, compared to 19% of non-disabled workers. This inequality is reflected at all levels, with even disabled workers in the most senior positions more likely to experience severely insecure work.

Join us to look at the experiences of disabled people in severely insecure work, and how your organisation can work to improve this.

Tuesday 12th November, 12:30pm–1:30pm (GMT)

Why Purple Tuesday Matters to Us – the disabled customer experience

As Purple Tuesday celebrates its 7th year, we will be joined by a number of our Disabled Customer Ambassadors from across the globe who will share their disabled consumer stories and insights on how businesses can better improve their experiences. Do not miss this opportunity to hear the real stories of why Purple Tuesday matters to disabled people.

Tuesday 3rd December, 12:30pm–1:30pm (GMT)

Become a Disability Ally: Advocate for Accessibility

In recognition of International Day for People with Disabilities we will take a look at becoming a Disability Ally. Disability Allyship is a lifelong commitment to support and stand with the disability community.

This session will look at:

- what it is to be an ally and
- why allies are important a
- the best ways to support disabled people as an ally.





Purple Tuesday

Improving the disabled customer experience

**For further information on accessing
these sessions contact:**

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