



Purple 365



Investing in Disability Training

2025 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 14th January, 12:30pm–1:30pm (GMT)

Why we need Purple Tuesday

Join us for a panel discussion featuring Purple Tuesday Ambassadors who bring invaluable lived experiences as customers. The panel will share real-life stories, highlighting the barriers they have faced in everyday customer interactions. Together, we'll explore how Purple Tuesday's mission to improve accessibility and inclusivity is addressing these challenges and transforming negative experiences into positive ones for the disability community.

Tuesday 04th Feb, 12:30pm–1:30pm (GMT)

Cancer Awareness in the Workplace

Join us as we explore how your organisation can support colleagues as they navigate the challenges associated with a cancer diagnosis and treatment. We will address employee needs, legal rights and responsibilities and workplace adjustments alongside communication strategies and support systems.

Tuesday 25th March, 12:30pm–1:30pm (BST)

Creating Accessible Tourism Destinations

In this webinar, our founding members from the tourism industry come together to share their experiences in creating more accessible tourism destinations. The discussion will focus on what has worked well in building inclusive tourism environments, the latest trends in accessibility, and the exciting future of tourism and disability inclusion. Discover practical insights and forward-thinking strategies that can transform travel experiences for people with disabilities.

Tuesday 22nd April, 12:30pm–1:30pm (GMT)

Exploring the impact of noise and Neurodiversity

This session delves into the impact that noise can have on individuals with neurodiverse conditions such as autism, ADHD, and sensory processing disorders. We will explore the challenges faced by neurodiverse individuals in noisy environments, the importance of sensory-friendly spaces, and how businesses can create inclusive experiences by addressing auditory sensitivities.

Tuesday 20th May, 12:30pm–1:30pm (GMT)

Harnessing the Power of Assistive Technology

This session will explore how innovation can drive disability inclusivity. Our experts will discuss breakthrough technologies, creative solutions, and inclusive design practices that are reshaping industries. Learn about the cutting-edge innovations that are making the world more accessible, from assistive technologies to universal design principles.



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

What is PTSD and how to support colleagues in the workplace

This webinar discussion will focus on Post-Traumatic Stress Disorder (PTSD) and its impact on individuals in the workplace. The team will explain what PTSD is, how it can manifest, and the challenges that employees may face. Participants will also learn practical strategies for creating a supportive and empathetic work environment, including accommodations, communication tips, and creating a culture of mental health awareness. Gain valuable insights on how to support colleagues with PTSD, ensuring that they feel safe, respected, and included at work.

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

Supporting Employees With A Visual Impairment

Join us for an enlightening webinar focused on an inclusive workplace environment for employees with visual impairments. In this session, we'll explore the experiences and challenges faced by people with visual impairments in the workplace, and how employers and colleagues can provide meaningful support.

Through discussions led by experts in the field, participants will gain a deeper understanding of the various types of visual impairments and their impact on daily work tasks. We'll also address common misconceptions and barriers faced by visually impaired individuals, and provide practical strategies for creating accessible workplaces and accommodating diverse needs.

Whether you're an HR professional, manager, colleague, or simply interested in promoting inclusivity, this webinar will equip you with valuable knowledge and actionable steps to better support employees with visual impairments, ultimately creating a more diverse and inclusive workplace culture.

Tuesday 22nd July, 12:30pm–1:30pm (BST)

Disability Awareness

This session will provide a comprehensive overview of disability awareness, aimed at building greater understanding and empathy in the workplace and beyond. The discussion will cover the diverse experiences of people with disabilities, common misconceptions, and the importance of inclusive attitudes and behaviors.



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Tuesday 19th August, 12:30pm–1:30pm (BST) **The Young Disabled Experience**

In this session, young people with disabilities will share their personal stories, highlighting the unique challenges and opportunities they face in today's world. The panel will explore how disability intersects with education, employment, and social life, offering insights into what can be done to improve accessibility and inclusion for young disabled individuals.

Tuesday 24th September, 12:30pm–1:30pm (BST) **Supporting customers and colleagues living with hearing loss**

This session focuses on the experiences of individuals living with hearing loss and how organisations can provide meaningful support to their customers. Our expert panel will discuss the challenges faced by those with hearing impairments in both customer service and workplace settings, and offer practical strategies to foster effective communication and inclusivity.

Tuesday 21st October, 12:30pm–1:30pm (BST) **Supporting Employees with Dyslexia**

This webinar will focus on the unique challenges faced by employees with dyslexia and how organisations can create an inclusive and supportive environment. We will discuss the nature of dyslexia, how it affects day-to-day tasks, and the strengths that dyslexic employees can bring to the workplace.

Tuesday 4th November, 12:30pm–1:30pm (GMT) **How to make your work accessible**

In this webinar, learn how to ensure that the content you create—whether written, visual, or digital—is accessible to all audiences, including people with disabilities. We will guide you through best practices for making your content work accessible, from using inclusive language and providing alternative text for images to designing for screen readers and color contrast.

Tuesday 2nd December, 12:30pm–1:30pm (GMT) **Creating Accessible Marketing Campaigns for the Disabled Customer**

This session will explore the essential elements of developing marketing campaigns that are truly inclusive of disabled customers. Our panel of experts will discuss the importance of accessibility in marketing, highlighting successful case studies and common pitfalls to avoid.





Purple Tuesday

Accessibility Everyday, Everywhere for Everyone

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

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