



Accessible
and Inclusive
Tourism



Checklist – Accessible & Inclusive Tourism

Business Events



Contents

Introduction	3
Ensure everyone feels welcome at your business events	3
Inclusion and Accessibility	4
Checklist	5
Event Planning	6
Event Schedule	9
Pre-event Visitor Information and Booking	10
Your Website	14
Wayfinding & Navigation	17
Arrival	19
Customer Service Points	21
Physical Environment	24
Audio-visual Communication & Presentations	27
Toilets & Comfort Facilities	29
Food & Beverage	32
Virtual Events	34
Marketing	35
You and Your Team	37
Hiring Staff	39
Feedback & Continuous Improvement	41

Introduction

Ensure everyone feels welcome at your business events



When you are running a business event, a genuine welcome is always a priority. To make sure that everyone who attends feels included and gains the maximum benefit from their event experience, you need to show attention to detail and take a thoughtful, empathetic approach to the varied abilities of all participants and your attendees.

Best practice can help you win repeat event bookings and market effectively to the widest possible audience. However, factors like poor information, inaccessible infrastructure and poor customer service can limit people's ability to participate, eat into the time they have available to network, or even make them feel excluded and unheard.

This checklist is designed to help you assess how ready your event is to provide a welcome for all. You can use it to spot oversights and points of friction in the event experience, as well as identify areas where your welcome is already excellent. For event venues, the information you gather as you work through the checklist will become an asset you can share with event organisers to help you win business. It will also help you to identify areas where there is room to improve your offer and its appeal to a wide audience.



Use the checklist to:

- ✓ For event organisers it can inform decision-making about venue suitability and choices.
- ✓ Guide you through the process of evaluating the accessibility of your event communications, infrastructure and customer service.
- ✓ Identify practical changes you can make (from quick wins to more ambitious changes).
- ✓ Benefit from peace of mind and handy reminders of necessary actions as you work on each event.
- ✓ Maintain standards of excellence.
- ✓ Track your progress as part of a process of continuous improvement.

Please note: This action checklist is part of a wider range of resources provided by Fáilte Ireland, and it is aimed at people who organise business events or venue owners/managers who host business events at their venue. Use it with other resources, including the [Effective Communications Guide](#) and the food and beverage business access checklist, to make sure that you provide an authentic and inclusive welcome.

For more information, visit the [Accessible and Inclusive Tourism Business Support Hub](#).

Inclusion and Accessibility

The terms 'accessible' and 'inclusive' are often used interchangeably, and they should go hand in hand. However, they have quite different meanings, and it is important to keep both in mind when you are developing or hosting events that offer a genuine welcome for all.

'Inclusion' means including and accommodating people so that everyone can participate in and enjoy the experiences we offer.

The word 'accessible' means 'easy to approach, reach, use, and understand'.



Inclusive

An inclusive event organiser/venue goes beyond accessibility to actively welcome and accommodate diverse attendees, presenters, organisers and participants. They provide equal opportunities for all to engage and participate, respecting the fact that adjustments may be required to deliver these equal opportunities.

Accessible

An accessible event is one that is physically, technologically and socially easy to access, approach, attend, experience, and participate in fully.



Improving accessibility and inclusion is a continuous and rewarding process. Some of the actions you identify as you work through the checklist will be quick, simple and affordable fixes. Others – like issues caused by infrastructure or training gaps – may need more time to solve. These more complex actions may also require collaboration with colleagues, managers, event teams and other stakeholders such as disabled people's organisations.

Revisiting the checklist each time you organise/host a business event will help you stay actively engaged in this process. It will also ensure that you are regularly renewing your commitment to continuously improve your welcome for all. Use the checklist and the wider resources available through Fáilte Ireland to spur you on and chart your progress!



Checklist – Accessible & Inclusive Tourism

Business Events

Business Name:

Year:

Event Planning

To ensure good governance, completion and review of these actions is the responsibility of the person who is the Task Owner.

Use the following options to indicate task status in Completed column: **Y = Yes, N = No, P = Partly or A = Active**

If Action is not completed, use the Notes column to provide more detail.

Action	Task Owner	Completed (Y/N/P/A)	Notes
Have you asked the team at potential venues to share their Access Welcome Guide with you?¹ An Access Welcome Guide is a section on your website that provides clear, reliable information about your business's accessibility features, helping visitors with access needs make informed and confident booking decisions. To support you in developing an Access Welcome Guide section on your website, please visit Fáilte Ireland's Access Welcome Guide Hub			
Have you used the Access Welcome Guides and other information shared by potential venues to inform your decision about the best place(s) to host your event?			
Have you contacted your local destination group and checked local destination websites for additional information on accessible services (e.g. accessible taxi services, hotels, attractions)?			

1 If the venue does not have an Access Welcome Guide yet, refer them to [Fáilte Ireland's Access Welcome Guide Hub](#).

Action	Task Owner	Completed (Y/N/P/A)	Notes
If you have attendees travelling from overseas, have you shared a link to airport accessibility information and details about connecting services?			
Are the values of accessibility and inclusion adequately reflected in the content of your event, and have you explained their importance to everyone involved in helping to deliver the event with you?			
Have you asked your own team and other stakeholders (e.g. event managers, presenters, venue staff) if they have any accessibility or inclusion requirements?			
Where you have invited a person with a disability to be part of your programme, have you factored in any necessary extra expenses? These may include (but not always) specialist accessible accommodation, hire of equipment and aids, and the travel and accommodation expenses of the person's carer.			
Are the accessibility and inclusion requirements of your team and other stakeholders factored into the arrangements for your event? For example, have you considered: • Presentation set-up. • Stage access. • Your notes on how to introduce people. • Any social elements surrounding the programme (e.g. after-event restaurant bookings).			

Action	Task Owner	Completed (Y/N/P/A)	Notes
Can your event catering services accommodate a range of dietary requirements at every point where food and/or drink is served?			
Have you ensured that event transport services can accommodate wheelchair users (e.g. shuttle transfers between venues or between the venue and other facilities)?			
Have you hired any additional services necessary to deliver an inclusive event (e.g. Irish Sign Language interpreters)? ² Events including performances, film and presentations should include interpreters and/or live captioning.			
Have you checked that your online event promotion campaign is designed to be accessible? For example, where text is placed on images, are you ensuring that text is also shared alongside to enable screen reader access?			
Have you briefed your event photographer or videographer to capture images of accessibility, inclusion and representation at your festivals and events, and will you include these images in selections you share with festival sponsors (e.g. your Local Authority) and Ireland's Content Pool? Have you also briefed your photographer or videographer about accessibility considerations e.g. reduce or remove flash or click noise?			

2 See [Booking an interpreter – Register of Irish Sign Language Interpreters](#).

Event Schedule

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Have you checked the proposed date of your event against major religious holidays? Ireland's public holidays already ensure business events don't occur on major Christian festivals. You can accommodate people from other religions who would prefer to spend time with family and community during events with similar significance by scheduling around key festival dates (e.g. Eid al-Fitr, Yom Kippur and Diwali).³			
Have you taken accessibility into account when setting your event's start, end and break times? Attendees with accessibility requirements may need longer to travel to and from the venue, as well as move around on site. Regular breaks will support attendees who may not be able to sit down or have difficulty concentrating for long periods. Breaks should ideally take place every 90 minutes and be at least 20 minutes long.			
Have you ensured that your event will run to schedule? Some attendees may have made plans to access medication, food or support during designated break times. It is important to make sure that all presenters understand the importance of keeping to the planned schedule.			

³ For a guide to dates and brief summaries of religious festivals, see [Jesuit Resource](#).

Pre-event Visitor Information and Booking

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Action	Task Owner	Completed (Y/N/P/A)	Notes
Does your website include a dedicated section that outlines your venue's accessibility features and supports visitors in understanding how you provide an accessible experience? An Access Welcome Guide is a section on your website that provides clear, reliable information about your business's accessibility features, helping visitors with access needs make informed and confident booking decisions. To support you in developing an Access Welcome Guide section on your website, please visit Fáilte Ireland's Access Welcome Guide Hub			
Have you gathered or updated your venue's accessibility information in a single document to create a handy Access Welcome Guide for your event team and people who are thinking about booking events with you?			
Is information about your accessible facilities on third-party websites and booking channels up to date?			

Action	Task Owner	Completed (Y/N/P/A)	Notes
Do you share your venue's Access Welcome Guide and your information about accessibility in your local area with people who enquire about holding an event on your premises as part of your information pack?			
Do you invite the potential booker to identify any needs or preferences they or their team members, may have so you can communicate and collaborate with them effectively (e.g. a booker with caring responsibilities may only be available to respond to enquiries on certain days)?			
Have you provided information in a visual format or through a visual guide?			
Does promotional material specify the name and details of the person who can take enquiries about the accessibility of your event? You can incorporate learnings from the enquiries they receive into your general information for presenters and attendees.			

Action	Task Owner	Completed (Y/N/P/A)	Notes
Do you offer a range of contact options and let attendees know they can contact you, and/or the venue, with any queries in the way that suits them best (telephone, email, text messages, or the Irish Text Relay Service)? ⁴			
Do you provide concessions, in the form of free entry for essential companions or a concessionary rate for disabled attendees, for example? ⁵			
Have you asked attendees 'Do you have any accessibility or inclusion requirements?' during the booking process?			

- 4 The Irish Text Relay Service enables people who are D/deaf, hard-of-hearing or speech-impaired, to make and receive calls independently through type and read, type, and speak and type and listen supports. To find out more, visit the [Irish Text Relay Service](#).
- 5 Travelling to an event often takes more time and may involve greater costs for people with disabilities, who are already likely to have higher living costs than your other attendees. According to the Disability Federation of Ireland, 'The average annual extra cost of living with a disability is between €8,700 and €12,300 [...]. These figures were calculated based on data from 2020 and earlier years, so predate the current cost of living crisis'. Find out more at [Disability Federation of Ireland](#).

Action	Task Owner	Completed (Y/N/P/A)	Notes
Have you passed on details of accessibility requirements to relevant team members/venue staff to ensure they are acted on?			
Have you followed up on responses to any queries where you did not immediately have an answer?			
Are attendees informed if any of your accessible facilities and services change or become unavailable between registration and their visit (e.g. if a lift will be undergoing maintenance)?			
Is pre-event content available for those who need more time to digest information?			

Your Website

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Action	Task Owner	Completed (Y/N/P/A)	Notes
Does your website meet the standards set out in the international Web Content Accessibility Guidelines (WCAG2)? ⁶ You may need to seek advice from your site designer here, but simple steps towards compliance include providing alternative text for all images. Training in web accessibility is also available via Fáilte Ireland's Business Supports Hub and learniFI (Fáilte Ireland's learning platform), where live learning and self-paced courses are available. ⁷			
Are the values of accessibility and inclusion clearly reflected in your website's content (text, imagery) and in information you share via third-party websites? How are you making this judgement call (e.g. are you seeking feedback from users)?			
If the venue has its own Access Welcome Guide, do you provide a link to it and is it accessible?			

⁶ WCAG 2 Overview | Web Accessibility Initiative (WAI) | W3C.

⁷ Find resources at: [Live Learning](#) and Fáilte Ireland's learning platform, [learniFI](#).

Action	Task Owner	Completed (Y/N/P/A)	Notes
Does your website or the venue's website provide detailed and accurate information on the event's accessibility, with measurements and photos of the venue to illustrate it? Be sure to include outdoor spaces (include details of paths, terrain, outdoor dining areas, etc. if they will be used during or around your event).			
Does your website share information on accessible transport options to the event venue, including: • Accessible public transport and car hire options. • Licensed taxi services that can reliably accommodate wheelchair users and people with assistance animals, including Autism assistance dogs. • Parking and/or drop-off points (include distances if disabled parking options are not immediately outside the venue entrance. Also indicate where roofed or underground parking and drop-off is available).⁸ • Is this information regularly updated (e.g. when timetables change)?			
Have you published the programme, event documents and practical details online in advance, along with a phone number and other contact details?			
Have you reminded visitors before the event of the different ways they can contact you if they are lost, late or have accessibility issues on arrival or during the event?			

8 For guidance on what sufficient parking means, see the guidelines on 'Access to the Built Environment' by the [Irish Wheelchair Association](#).

Action	Task Owner	Completed (Y/N/P/A)	Notes
Have you shared information on times when the event may be quieter, and have you considered offering dedicated quiet sessions at busy and/or noisy events?			
Have you included hotels that have accessible bedrooms in your accommodation directory? If you link attendees to destination websites for this information, ensure accessible accommodation is available.			
Is the information you provide about the destination in general equally useful to all guests (e.g. in a list of restaurants, playgrounds, or attractions, indicate their levels of accessibility, including factors such as suitability for wheelchair users and people who need to avoid allergens)?			
Do you provide a list of available accessibility equipment and details of reputable suppliers should visitors need to hire specific equipment you do not have? Examples of assistive equipment include ear defenders, walkers, and wheelchairs.			
Do you allow a 30-minute booking window and incorporate an option for people to share information on their accessibility requirements?			

Wayfinding & Navigation

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Action	Task Owner	Completed (Y/N/P/A)	Notes
Is clear external signage provided, including to an accessible entrance if the main one does not provide step-free access? Where possible, the main entrance should be accessible.			
Is signage installed at a height visible to wheelchair users?			
Is signage easy to interpret (adequate font size, strong colour contrast, clear symbols)? ⁹			

9 Centre for Excellence in Universal Design, 'Signage Design', available from [Centre for Excellence in Universal Design](#).

Action	Task Owner	Completed (Y/N/P/A)	Notes
Do you offer to guide disabled attendees to the event space and do you offer an orientation tour?			
Where people have requested additional support in advance, are details, directions, or equipment shared discreetly?			
Have you developed a set of standard Emergency Evacuation Plans (EEPs) for the safe evacuation of people with disabilities? Are they reviewed at regular intervals (e.g. twice a year).			
Do you ask all event attendees, presenters and staff if they require any assistance with evacuation in an emergency? Discuss the standard options available and agree and record any specific arrangements made with individual people.			

Arrival

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Action	Task Owner	Completed (Y/N/P/A)	Notes
Are there sufficient accessible parking spaces to match capacity and is a drop-off point provided in line with Irish Wheelchair Association guidelines? ¹⁰ If the venue doesn't have easily accessible parking, have you located the nearest accessible parking spaces and shared this information with attendees?			
Have you ensured that there is clear internal signage to help visitors orientate themselves throughout the event?			
Are you providing a well-lit and uncluttered area that is easily accessible from your entrance area and offers seating for attendees?			
Where there is an event registration point, or other point where a queue for access is expected, is some rest seating provided in this space for people to use as they queue/wait?			
Will people with Autism and/or mobility challenges be excused from queuing? Priority/fast track registration or quiet registration are good options.			

¹⁰ For guidance on what sufficient parking means, see the guidelines on 'Access to the Built Environment' by the [Irish Wheelchair Association](#).

Action	Task Owner	Completed (Y/N/P/A)	Notes
Do you welcome attendees who have trained assistance dogs? This is a legal requirement even if you have a 'no dogs/pets' policy. ¹¹			
Are staff trained in assistance animal etiquette (e.g. don't touch, talk to, feed or distract)? ¹²			
Do name badges have a large, clear font and there is an option for them to be worn without attendees having to operate a clip or pin (e.g. use lanyards, which can support the sustainability of your event, or stickers)?			
Do you provide a variety of sensory equipment on arrival (free, loan, or hire) that can support your visitors' comfort in a new and potentially stressful environment (e.g. fidget spinners, ear defenders, or weighted blankets)? Have you considered including sensory supports for your event, e.g. use of communication stickers or flappause?			
Do you ensure that venue staff on duty (reception, technical assistance, and catering staff etc.) have a good understanding of the ways they can help deliver an accessible and inclusive event for event teams and delegates?			

¹¹ In Ireland, there are four organisations that have accreditation with Assistance Dogs International, Inc. (ADI). These are: Autism Assistance Dogs Ireland, Irish Dogs for the Disabled, Irish Guide Dogs for the Blind, and My Canine Companion – Autism Service Dogs. For more information, visit [Assistance Dogs International](#).

¹² For more information, see [Guide Dog Foundation](#).

Customer Service Points

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Action	Task Owner	Completed (Y/N/P/A)	Notes
Are all staff aware of, and using the inclusive communication strategies set out in Fáilte Ireland's Effective Communications Guide? Helpful strategies include: • Using plain language and non-discriminatory terms. • Adjusting pace and tone to suit the people you are addressing. • Actively listening to and focusing on the people you are communicating with.			
Do event staff remind attendees about sources of information and support available throughout the event? Steps might include introducing attendees to your Accessibility Champion. An Accessibility Champion is someone who acts as the voice for access and inclusion in your business – they have oversight of all of your accessibility actions and policies (training for Accessibility Champions is available through Fáilte Ireland's Business Supports Hub and learniFI).			
Have you liaised with the event venue's Accessibility Champion (if there is one) and other relevant staff to ensure that visitors will have access to all available customer service supports (e.g. staff who are trained in Dementia-inclusive practices)?			

Action	Task Owner	Completed (Y/N/P/A)	Notes
Are relevant staff trained in the use of the Irish Text Relay Service telephone service and are they confident about using it?			
Do reception areas, information points and/or help desks include a lower-level section for people using wheelchairs? Where this is not available, is an area with lower-level seating and tables available?			
Are your volunteers/staff clearly distinguishable from event attendees so people can identify them easily (e.g. wearing name badges and/or upper-body clothing such as distinctive polo shirts or gilets in bright colours, with a clear title on the back and front indicating any specific assistance they can provide, such as seating assistance, technical support, Dementia-inclusive customer service, Irish Sign Language)?			
Do you refrain from playing music in areas where staff interact with attendees and do you consider the impact of background music on attendees' experience at all stages of your event? Are quiet areas available and clearly identified, and are staff trained to lower music on request?			

Action	Task Owner	Completed (Y/N/P/A)	Notes
Do you provide a means of written communication at key service points to assist D/deaf attendees, if required? A simple pen and paper or handheld white board and wipeable marker pen will be useful.			
Do you provide written information in alternative formats (e.g. digital, large print and easy-to-read versions, QR code) on request? Is information provided in visual format for guests who cannot read or who may have limited fluency in English?			
Will sufficient support staff be available to offer assistance at busy times or transitions between event spaces? When you are evaluating staffing requirements, take into account: - Any specific needs identified in advance (e.g. hearing loop access) or linked to the audience type, where you have a young audience, for example. - Needs that arise on the day (e.g. a person may require help to find their seat or more time with a staff member who can help them to feel relaxed, comfortable, and prepared for an event). - Environmental factors that may drive up demand for support, such as noise levels, how busy an event area is, distances between event spaces; waiting times or limited time for transitions (minimise these factors where you can). - Practical factors (e.g. ticketing checks or safety requirements).			

Physical Environment

Physical environment checks will need to be undertaken in the planning phase for the event, but they will also need to be carried out just prior to and during the event at appropriate intervals.

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Action	Task Owner	Completed (Y/N/P/A)	Notes
Have you checked that external paths are kept clear of obstacles, debris, moss, ice and fallen leaves and have firm, well-maintained surfaces? Have you also checked that any permanent features (e.g. statues) are securely fixed?			
Have you checked that there are no tripping hazards such as loose cables or personal belongings in aisles within the venue?			
Have you ensured that any temporary threshold ramps are suitable for wheelchair users to pass over?			
Do you use doormats with colour contrast? Due to issues with depth perception, people with Dementia can experience a distressing 'visual cliff' effect if you use plain black mats.			

Action	Task Owner	Completed (Y/N/P/A)	Notes
Have you provided adequate space for people using mobility aids to move in between areas, stands and displays? ¹³			
Have you reserved spaces in advance (even if your event does not have allocated seating), for attendees who may be accompanied by an assistance dog or support worker?			
Do you allow attendees to reserve seats if they wish to lipread or be close to an ISL interpreter (in front row/rows), near the toilet or exit?			
Is some seating available in spaces where attendees may be standing for any length of time (e.g. exhibition or gallery spaces)?			
Are hearing loop arrangements made clear in advance? Is it possible for event participants and attendees to reserve access to neck hearing loops if there is no installed loop?			

13 Note that the Government of Ireland advises that a 1800mm turning circle is required for wheelchair users and 1200mm minimum circulation space, as per building regulations. See 'Technical Guidance Document M: Access & Use', available from [Government of Ireland](#).

Action	Task Owner	Completed (Y/N/P/A)	Notes
Have you designated quiet spaces, situated away from the main bustle of the event, and possibly a sensory room? Are these spaces easily accessible from public areas?			
Have you checked with the event organiser/venue about any provisions you need to make for attendees who may need to sit with an assistance animal or support worker?			
Are water bowls available for use by assistance animals?			
Do you provide adequate space for dogs between attendee seating, while not obstructing aisles/walkways?			
Have you designated an assistance animal relief area, and exercise area, ideally within the grounds of the event venue or nearby, along with a handwash station for owners? Have you also provided a biowaste bin and some dog-poop bags or a pooper scooper?			

Audio-visual Communication & Presentations

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Action	Task Owner	Completed (Y/N/P/A)	Notes
Have you informed attendees, pre-event, of any special effects such as flashing lights or photography, strobe lighting or sound effects, as they may affect people with epilepsy and tinnitus?			
Have you ensured that technical support staff (internal and external) will consider the needs of event teams, presenters, and attendees with different requirements? Strategies might include: • Checking that presentation visibility and audio are optimised for all attendees. • Delivering support with consideration for the accessibility needs of presenters as well as attendees.			

Action	Task Owner	Completed (Y/N/P/A)	Notes
Are you providing a roving microphone for questions? If this is not possible, have you ensured that presenters are briefed and will be reminded to repeat questions before answering?			
Have you briefed presenters within and outside your own team to consider attendees with different requirements? For example, presenters should be asked to: • Produce presentations with adequate font sizes and colour contrast. • Describe a graph rather than relying on people's ability to interpret it visually in a short period. • Talk directly into the microphone. • Speak as slowly and clearly as possible to facilitate the work of any interpreters and palantypists (speech to text reporters).			

Toilets & Comfort Facilities

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Action	Task Owner	Completed (Y/N/P/A)	Notes
Have you clearly indicated the availability of accessible and unisex facilities using signage that uses easily understood symbols and Braille as well as words?			
Is equipment such as a track hoist or a height-adjusted changing table available?			
Where an accessible toilet requires a key or code to gain access (e.g. a RADAR key), have staff been briefed on where a key or code can be obtained?			

Action	Task Owner	Completed (Y/N/P/A)	Notes
Have you clearly indicated the availability of baby changing facilities and any private spaces suitable for feeding babies?			
Have you shared information about Changing Places facilities that are available at your venue or nearby?			
Have you designated a quiet space with an electrical outlet that can be used by attendees who need to rest, express breastmilk, or take medication?			
Are support rails provided at urinals, toilets, washbasins, and on the back of toilet doors, in line with the government's current technical guidance on access and use of the built environment? ¹⁴			

14 See 'Technical Guidance Document M: Access & Use', available from [Government of Ireland](#).

Action	Task Owner	Completed (Y/N/P/A)	Notes
To assist blind or partially sighted venue users, do any support rails contrast in colour to the wall and do toilet seats have colour contrast with the toilet and floor?			
Have you ensured that emergency pull-cords hang to the floor, and have they been tested as part of a regular schedule?			
Do you provide storage, when requested, for mobility devices, care equipment, medication, or other essential items? For example, staff may be asked to store crutches or a walker or to refrigerate certain medication. • Do staff have training, as well as facilities, so they can respond appropriately to related requests? • Do you provide clear signage to public areas and clear instructions and/or support so a person can retrieve stored items when needed? • Are there any issues or procedures around the storage of expensive items or equipment?			

Food & Beverage

The following actions are specific to informal business event catering. For information on actions related to dedicated catering spaces or formal dining, such as gala dinners, see the separate food & beverage business action checklist. Note that asking people to identify their food requirements before the event can support the sustainability of your event and help to reduce costs and food waste, as well as improving your service to guests.

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Have you made the venue's food and beverage team and/or any external contractors aware of your accessibility and inclusion standards and any relevant information that will ensure good service for all?			
Have waiting staff been briefed on the food being served and can they accurately describe options and allergens to attendees?			
Do you offer table service and/or is assistance with reading dietary information available, where required?			

Action	Task Owner	Completed (Y/N/P/A)	Notes
At bars or shops within or around the venue, are there lower counter tops for wheelchair users and people of short stature?			
Are easy-grip cutlery, beakers, and straws provided on request?			
Are allergen/diet-friendly options available and presented safely for people with food intolerances and auto-immune diseases every time food is offered to other attendees? (i.e. do you ensure that food at risk of cross-contamination is served separately and/or wrapped safely, and that serving staff understand the risks throughout the chain from delivery to consumption?).			
Where buffets and open trays of food will be served, are allergen-friendly options available, and is proper care taken to avoid cross-contamination (e.g. for coeliacs)?			

Virtual Events

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Action	Task Owner	Completed (Y/N/P/A)	Notes
Do presentation slides follow accessibility guidelines and have adequate colour contrast and font sizes? ¹⁵			
Are attendees for virtual events given early access to your online platform so they can familiarise themselves with its features? Consider producing a user guide and send this in advance to all attendees rather than asking people to multitask at speed during an event.			
Are live captions provided for online events, and is a recording shared afterwards?			

¹⁵ Centre for Excellence in Universal Design, 'Customer Communications Toolkit', available from the [Centre for Excellence in Universal Design](#).

Marketing

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If Action is not completed, use the Notes column to provide more detail.

Action	Task Owner	Completed (Y/N/P/A)	Notes
Have you ensured that the marketing channels you use are reaching people with accessibility requirements? For example: • Have you ensured your marketing materials are accessible to people with disabilities, such as those who are blind or have low vision, by including alt text and captions? • Have you mentioned your Access Welcome Guide, or used information about the accessibility and inclusivity of your event, in your online listings on third-party websites?			
Is information provided in online forms readable by screen readers (i.e. you do not rely on people being able to read text on images, and you ensure adequate levels of contrast between text and background)?			

Action	Task Owner	Completed (Y/N/P/A)	Notes
Are all print materials designed to meet high standards of accessibility?¹⁶ • Prepare print materials with care, ensuring colour contrast and legibility. • Avoid using small font for details such as allergens, and consider providing a QR code to link to an online, accessible version of the same information. • Ensure all information (e.g. PDFs) is accessible before sharing it with others.¹⁷			
Do you regularly promote your accessible facilities and services through your communication channels, including social media?			
Have you let disabled people's organisations and groups (e.g. Autism support groups), and groups with a special interest in your type of event know about any recent improvements in your offer?			
Do you integrate representation of all disabilities naturally in the imagery and text used in your marketing communications? Avoid representing people with disabilities as heroic when they are simply taking part in your events.			

¹⁶ Centre for Excellence in Universal Design, 'Customer Communications Toolkit', available from the [Centre for Excellence in Universal Design](#).

¹⁷ You can easily make sure a PDF is accessible by running Microsoft's Accessibility Checker before you generate or save your document as a PDF. After you've addressed any issues found by the Accessibility Checker, Microsoft 365 will use that information to create accessibility tags in the PDF. For more information, see [Microsoft Support](#).

You and Your Team

To ensure good governance, completion and review of these actions is the responsibility of the person who is the Task Owner.

Use the following options to indicate task status in Completed column: **Y = Yes, N = No, P = Partly or A = Active**

If Action is not completed, use the Notes column to provide more detail.

Action	Task Owner	Completed (Y/N/P/A)	Notes
Have you given all staff and people involved in receiving visitors a copy of your Access Welcome Guide so they can see immediately the facilities and services that are available?			
Do you regularly check that all staff, including part-time and seasonal team members, have been provided with tips and guidance on inclusive customer service practices, such as inclusive language use? It is important to ensure that everyone receives a copy of Fáilte Ireland's Effective Communications Guide.			
Do you regularly discuss workplace adjustments with your team to ensure you are all responding to each other's needs and identify issues that need to be addressed through more accessible and inclusive policies and procedures.			

Action	Task Owner	Completed (Y/N/P/A)	Notes
Does the communication in your team reflect best practice (e.g. do you ask a person what is the best way to help, treat each person with dignity, use respectful language, and use the communication channels and strategies that suit each person best)?			
Have you identified a member of staff as an Accessibility Champion and do you encourage other team members to be ambassadors for accessibility?			
Do disabled staff members have personal evacuation plans? Are they reviewed at regular intervals (e.g. twice a year)?			
Do you identify, monitor and address knowledge gaps and training needs in your team, and regularly review opportunities for upskilling?			
Do all staff wear name badges, and do they make it clear if they can provide specific types of support (e.g. wearing a Dementia-inclusive badge, if they have received appropriate training to show that they can support people with Dementia)?			

Hiring Staff

To ensure good governance, completion and review of these actions is the responsibility of the person who is the Task Owner.

Use the following options to indicate task status in Completed column: **Y = Yes, N = No, P = Partly or A = Active**

If Action is not completed, use the Notes column to provide more detail.

Action	Task Owner	Completed (Y/N/P/A)	Notes
Do you ensure that roles at every level of your business, including leadership roles, are accessible to people with disabilities?			
Are your job adverts and job descriptions accessible and inclusive?			
Do you encourage applications from people with disabilities?			
Are job adverts posted via inclusive websites such as the site for the <u>Open Doors Initiative</u> ?			

Action	Task Owner	Completed (Y/N/P/A)	Notes
Do you provide several ways in which applicants can contact you?			
Do you ensure that evaluation procedures for applicants (e.g. interviews) are fair and inclusive?			
Do you provide an onboarding service so you can learn about employees' needs and identify ways to help them thrive in their roles? Is an onboarding manual used to streamline the sharing of basic information that is useful for all?			
If you hire seasonal or temporary staff, do you ensure that you have a strategy and procedures in place so that they understand the importance of, and how to deliver, accessible and inclusive services?			

Feedback & Continuous Improvement

To ensure good governance, completion and review of these actions is the responsibility of the person who is the Task Owner.

Use the following options to indicate task status in Completed column: **Y = Yes, N = No, P = Partly or A = Active**

If Action is not completed, use the Notes column to provide more detail.

Action	Task Owner	Completed (Y/N/P/A)	Notes
Do you use an event evaluation survey to gather feedback, and do you include the option for people to receive an update from you? Both positive and negative feedback will give you opportunities to improve your offer for future events.			
Do you ask your staff to make note of questions or issues they encounter in relation to accessibility. You can use the data you gather to: • Improve pre-visit information. • Identify practical changes that need to be made (e.g. improved interior signage). • Identify training needs and information gaps. • Inform inclusive policies and procedures.			
Have you made 'accessibility and inclusion' a standing item in your post-event review meeting with your own staff, as well as your end-of-year reviews and reports?			

Action	Task Owner	Completed (Y/N/P/A)	Notes
Do you use your findings to update your event plans and practices and inform things like training and staff development plans?			
Do you share relevant feedback with venue teams to support their improvement processes?			
Where requested, do you provide feedback to attendees about how you have responded to their queries? Improving accessibility and inclusion is a process that depends on ongoing dialogue with users and showing that you are willing to listen and learn is a great way to demonstrate a real commitment to providing a welcome for all.			
Are accessibility and inclusion embedded in your governance practices through inclusive policies and procedures and do you monitor standards and progress?			

This action checklist is aimed at event organisers who hire third-party venues. If you manage your own events venue, please also read the business and community events venue checklist. For actions that relate to dedicated catering areas and formal dining, see the food & beverage checklist.

Consider sharing the Access Welcome Guide and any feedback you have received with the venue to help improve the accessibility and inclusivity of future events. For training opportunities and further information, visit the [Accessible and Inclusive Tourism Business Support Hub](#), and visit [learniFI](#) for resources, Live Learning and self-paced courses.

