

1

00:00:32,000 --> 00:00:35,333

Hi everyone, my name is Heather Reid and I can't

2

00:00:35,333 --> 00:00:37,183

thank you enough for being here with me today.

3

00:00:37,250 --> 00:00:40,716

We've got a fantastic chat ahead of us.

4

00:00:40,850 --> 00:00:43,899

I use she her pronouns,

5

00:00:43,916 --> 00:00:46,483

and for those using accessibility technology.

6

00:00:46,549 --> 00:00:49,666

I am a 61 year old white female, and I've

7

00:00:49,666 --> 00:00:52,716

got ash colored hair, red glasses, and wearing

8

00:00:52,733 --> 00:00:56,033

a navy top, and coming to you from my home office.

9

00:00:56,100 --> 00:00:59,266

As a reminder for every episode of event

10

00:00:59,266 --> 00:01:02,316

contracts exposed, I am not a

11

00:01:02,333 --> 00:01:05,983

lawyer, and neither is my esteemed guest today.

12

00:01:06,049 --> 00:01:09,883

And nothing that we discuss here should be considered legal advice.

13

00:01:09,950 --> 00:01:13,000

This is all about education,

14

00:01:13,016 --> 00:01:16,483

insights, and practical strategies offered by

15

00:01:16,500 --> 00:01:20,033

2 seasoned event professionals.

16

00:01:20,150 --> 00:01:23,316

So before we begin, I'd like to note that all

17

00:01:23,333 --> 00:01:26,683

content in this presentation is copyrighted

18

00:01:26,700 --> 00:01:29,866

and that this is the intellectual property of

19

00:01:29,866 --> 00:01:32,916

plan or protect, uh, and uh, it may not be

20

00:01:32,933 --> 00:01:36,466

copied, reproduced, distributed, recorded, or used in

21

00:01:36,466 --> 00:01:40,116

whole or in part without uh, my explicit written consent.

22

00:01:40,200 --> 00:01:43,200

And because we have a guest today, it would

23

00:01:43,200 --> 00:01:47,033

also then require Samantha Evans permission as well.

24

00:01:47,099 --> 00:01:50,216

Thank you for respecting our work and original content.

25

00:01:50,266 --> 00:01:53,866

All right, so today, it

26  
00:01:53,866 --> 00:01:56,983  
is my incredible privilege to welcome

27  
00:01:57,000 --> 00:01:59,450  
my guest, Samantha Evans.

28  
00:01:59,516 --> 00:02:03,116  
Sam is a dynamic leader in association

29  
00:02:03,116 --> 00:02:06,766  
management, accessibility and event planning,

30  
00:02:06,766 --> 00:02:09,883  
and she calls those 3 things, her perfect

31  
00:02:09,900 --> 00:02:11,699  
Venn diagram.

32  
00:02:11,750 --> 00:02:15,516  
So that was association management, accessibility, and event planning.

33  
00:02:15,599 --> 00:02:18,599  
As a disabled professional herself.

34  
00:02:18,650 --> 00:02:21,816  
Sam is both a practitioner and an advocate

35  
00:02:21,833 --> 00:02:23,683  
in the fields that she supports.

36  
00:02:23,750 --> 00:02:26,916  
Sam's contract and event planning

37  
00:02:26,933 --> 00:02:30,233  
experience began more than 25 years ago, when

38  
00:02:30,233 --> 00:02:33,650

her meeting planner mentor, who uses a wheelchair,

39

00:02:33,650 --> 00:02:36,766

introduced Sam to the limiting details that are in

40

00:02:36,766 --> 00:02:40,366

boilerplate contracts, and reinforced

41

00:02:40,366 --> 00:02:43,716

to her that professionals have the ability to

42

00:02:43,733 --> 00:02:46,599

make edits to those boilerplate contracts.

43

00:02:46,666 --> 00:02:49,666

Today, Sam has the role of certification

44

00:02:49,666 --> 00:02:53,916

director at the International Association of Accessibility Professionals.

45

00:02:54,050 --> 00:02:57,349

Before I ask Sam any questions,

46

00:02:57,349 --> 00:03:00,699

I wanted to share a powerful excerpt from

47

00:03:00,716 --> 00:03:02,983

one of her recent LinkedIn posts.

48

00:03:03,050 --> 00:03:07,233

It stated, and I quote, inaccessibility, Procurement

49

00:03:08,816 --> 00:03:11,816

is the ultimate power of the purse.

50

00:03:11,933 --> 00:03:15,400

And that is why understanding, accessibility,

51

00:03:15,416 --> 00:03:18,949  
is key in the contract terms for

52

00:03:18,949 --> 00:03:20,916  
any event, unquote.

53

00:03:21,050 --> 00:03:23,750  
And I thought that was so powerful, so brilliant.

54

00:03:23,816 --> 00:03:26,083  
So thank you, Sam, for joining me today.

55

00:03:26,150 --> 00:03:29,199  
I'm going to just ask that you describe yourself

56

00:03:29,216 --> 00:03:32,333  
for those using accessibility technology, and

57

00:03:32,333 --> 00:03:35,333  
then give us a quick insight as to why you are

58

00:03:35,333 --> 00:03:37,300  
truly an accessibility expert.

59

00:03:37,433 --> 00:03:40,550  
Hi, this is Sam Evans

60

00:03:40,550 --> 00:03:43,666  
and uh, I'm an older white woman

61

00:03:43,666 --> 00:03:46,966  
with silver hair and glasses and I like to think that some of the  
silver

62

00:03:46,966 --> 00:03:50,683  
cane would look tibits of wisdom for each each hair that's gone white  
too.

63

00:03:50,750 --> 00:03:53,983

Um, I am a deaf heart of hearing.

64

00:03:54,116 --> 00:03:55,366

So I read lips.

65

00:03:55,433 --> 00:03:57,983

I have hearing aids when they're useful.

66

00:03:58,250 --> 00:04:01,316

I have a math disability for spatial relations, which makes,

67

00:04:01,316 --> 00:04:03,283

you know, room planning setups fun.

68

00:04:03,349 --> 00:04:06,400

But, um, So I'm coming to you from

69

00:04:06,416 --> 00:04:08,983

the last day in my home office in Atlanta getting ready to move.

70

00:04:09,050 --> 00:04:12,699

Yep, you said you have no furniture and not even curtains.

71

00:04:12,766 --> 00:04:16,000

And I said, did we plan this poorly

72

00:04:16,016 --> 00:04:17,983

and she's like, nope, it was a fast sale.

73

00:04:18,050 --> 00:04:21,283

So thank you, Sam, despite all the chaos that

74

00:04:21,300 --> 00:04:24,350

you, uh, uh, must be in, I really appreciate you

75

00:04:24,350 --> 00:04:25,850  
sharing your very valuable time.

76  
00:04:25,916 --> 00:04:28,133  
So my 1st question to you.

77  
00:04:28,199 --> 00:04:30,000  
Sam, because I'm a firm believer.

78  
00:04:30,050 --> 00:04:31,850  
We need to get to the nitty-gritty right away.

79  
00:04:31,916 --> 00:04:34,916  
When event planners negotiate

80  
00:04:34,916 --> 00:04:37,016  
venue contracts, particularly.

81  
00:04:37,066 --> 00:04:40,899  
If accessibility is considered, it

82  
00:04:40,916 --> 00:04:44,816  
most often focuses on visible mobility needs.

83  
00:04:44,933 --> 00:04:48,100  
From your perspective, what are

84  
00:04:48,116 --> 00:04:51,883  
some commonly overlooked accessibility considerations

85  
00:04:51,899 --> 00:04:55,733  
for attendees with unseen disabilities that

86  
00:04:55,733 --> 00:04:58,966  
planners should be addressing in their venue contracts?

87  
00:04:59,100 --> 00:05:02,100  
I think that most of

88

00:05:02,100 --> 00:05:05,516

us think about accessibility as considering our friends and colleagues

89

00:05:05,516 --> 00:05:08,083

that use wheelchairs is probably what 1st comes to mind.

90

00:05:08,149 --> 00:05:11,149

And most often in facilities, on

91

00:05:11,149 --> 00:05:15,350

the built environment, like the physical spaces and places, that we gauge.

92

00:05:15,416 --> 00:05:18,533

Um, that is where buildings are required to

93

00:05:18,533 --> 00:05:19,983

meet some code requirements.

94

00:05:20,866 --> 00:05:23,916

However, that doesn't equate to usability for

95

00:05:23,933 --> 00:05:27,166

people, even for our friends and colleagues that use wheelchairs.

96

00:05:27,233 --> 00:05:30,583

And so, I think, on the other considerations

97

00:05:30,600 --> 00:05:33,949

is how many people in an audience, on average, are people

98

00:05:33,949 --> 00:05:36,883

who are wheelchair users or mobility or scooter users.

99

00:05:36,949 --> 00:05:38,983

And that's probably not one in 10.

100

00:05:39,233 --> 00:05:43,000

But I will tell you that one in 4 people have a disability.

101

00:05:43,066 --> 00:05:46,116

And that means that you've got a large swath of

102

00:05:46,133 --> 00:05:49,133

your audience that's not the wheelchair user that is probably

103

00:05:49,133 --> 00:05:53,683

the 1st thing that event painters look to meet because they know what that looks like.

104

00:05:53,750 --> 00:05:57,166

So you're going to find a large population of

105

00:05:57,166 --> 00:05:59,800

your audience that is uh, neurodiverse.

106

00:05:59,866 --> 00:06:02,916

And so neurodivergence is going to have a lot of considerations

107

00:06:02,933 --> 00:06:07,133

about uh, input and uh, simple input in considerations.

108

00:06:07,199 --> 00:06:09,949

You're going to find a lot of people who are death part of hearing.

109

00:06:10,016 --> 00:06:13,133

Not everybody whose death signs, so you aren't

110

00:06:13,133 --> 00:06:16,366

always going to be able to tell by them using sign language.

111

00:06:16,433 --> 00:06:17,033

I don't sign.

112

00:06:17,100 --> 00:06:19,433

I know a little bit, but I read lips.

113

00:06:19,550 --> 00:06:21,350

and rely on captions.

114

00:06:21,416 --> 00:06:24,766

So captioning is going to serve a lot of audiences.

115

00:06:24,833 --> 00:06:27,949

It's going to serve people who are depth part of hearing, people

116

00:06:27,949 --> 00:06:32,083

who don't read English as their primary language, people who need auditory and visual input.

117

00:06:32,149 --> 00:06:36,100

So, a lot of accessibility features, lift all of them.

118

00:06:36,233 --> 00:06:39,466

The other considerations, people who are blind or low vision

119

00:06:39,466 --> 00:06:40,966

as a consideration.

120

00:06:41,033 --> 00:06:44,233

Um, and so that's going to mean your spaces, placeage, uh,

121

00:06:44,750 --> 00:06:48,166

braille signage and or auditory maps that are available everywhere.

122

00:06:48,233 --> 00:06:51,466

And probably our biggest, our biggest audience is

123

00:06:51,466 --> 00:06:54,516

going to be our colleagues who have cognitive disabilities, reading

124

00:06:54,533 --> 00:06:58,000  
disabilities, learning disabilities, allergies, and medical needs.

125  
00:06:58,133 --> 00:07:01,183  
That's, it's a far larger audience

126  
00:07:01,199 --> 00:07:03,166  
that just wheelchair access.

127  
00:07:03,233 --> 00:07:05,800  
And that's fascinating, Sam.

128  
00:07:05,866 --> 00:07:09,516  
I appreciate the, the, all the different kinds of scenarios,

129  
00:07:09,533 --> 00:07:11,983  
but what struck me was one in four.

130  
00:07:12,300 --> 00:07:14,449  
So repeat that again.

131  
00:07:14,516 --> 00:07:18,116  
So one in force, a 25% of our potential

132  
00:07:18,116 --> 00:07:21,166  
attendees are impacted with visible

133  
00:07:21,166 --> 00:07:22,233  
or hidden disabilities.

134  
00:07:23,100 --> 00:07:23,933  
And that's what you're saying.

135  
00:07:24,000 --> 00:07:27,000  
In the US in population, in the US in

136  
00:07:27,000 --> 00:07:30,300  
working population and in the EU one in 24 to

137

00:07:30,300 --> 00:07:33,416  
one in 26 adults, has a disability,

138

00:07:33,416 --> 00:07:34,483  
whether it's disclosed or not.

139

00:07:34,550 --> 00:07:37,716  
And most of that is not wheelchair use mobility disability.

140

00:07:37,800 --> 00:07:38,250  
Wow.

141

00:07:39,050 --> 00:07:42,516  
So it really is a paramount consideration because,

142

00:07:42,533 --> 00:07:45,766  
like, even if it was one in 50 with a mobility

143

00:07:45,766 --> 00:07:50,016  
device, that's still important, but thinking about 25% of our attendees.

144

00:07:50,149 --> 00:07:53,616  
So what types of specific accessibility

145

00:07:53,633 --> 00:07:56,866  
and accommodation commitments should planners

146

00:07:56,866 --> 00:08:00,033  
negotiate to include directly in

147

00:08:00,050 --> 00:08:03,216  
venue contracts rather than, say, relying

148

00:08:03,233 --> 00:08:06,350  
on verbal assurances to ensure that

149

00:08:06,350 --> 00:08:09,583

our accommodations are actually delivered on site?

150

00:08:09,649 --> 00:08:12,649

So I think the

151

00:08:12,649 --> 00:08:15,883

things to ask for, and it should be, ideally, we put it in our RFP

152

00:08:15,899 --> 00:08:19,433

before we even get to a contract, is what our hour requirements.

153

00:08:19,750 --> 00:08:22,800

So this power of the person procurement starts with

154

00:08:22,800 --> 00:08:26,333

our RFPs, our request for Tender, depending on what part of the world you're in.

155

00:08:26,399 --> 00:08:29,933

But we put our expectations in our RFPs.

156

00:08:30,250 --> 00:08:33,950

So then a property knows they have to be able to answer those questions, or facility,

157

00:08:33,950 --> 00:08:36,950

or DMO or city, um, to put

158

00:08:36,950 --> 00:08:38,450

in those requirements.

159

00:08:38,516 --> 00:08:41,683

That's going to be if you're talking to a facility, or property,

160

00:08:41,700 --> 00:08:45,299

that they have had of an inspection for usability

161

00:08:45,299 --> 00:08:48,766

for disabled people in the last 2 years, at least.

162

00:08:48,766 --> 00:08:51,816

And they get they get ADA

163

00:08:51,833 --> 00:08:54,883

compliance at build and at major renovations, but that

164

00:08:54,883 --> 00:08:56,433

doesn't mean that every redesign.

165

00:08:56,516 --> 00:08:58,916

It doesn't mean it's soft lines and hard lines.

166

00:08:58,966 --> 00:09:00,333

It doesn't mean it carpet, it doesn't.

167

00:09:00,416 --> 00:09:04,616

So there's a lot of things that don't get rechecked unless you require that.

168

00:09:04,666 --> 00:09:05,316

interesting.

169

00:09:05,333 --> 00:09:05,483

Okay.

170

00:09:06,600 --> 00:09:09,600

Very, so, so within the

171

00:09:09,600 --> 00:09:13,066

last 2 years, you're saying that, that they should demonstrate,

172

00:09:13,066 --> 00:09:16,299

uh, their adherence to

173

00:09:16,316 --> 00:09:18,950  
those accessibility, uh, coaches.

174  
00:09:19,016 --> 00:09:22,549  
Ideally, if they're not doing that, then it's on us to do

175  
00:09:22,549 --> 00:09:25,666  
to hire a qualified accessibility

176  
00:09:25,666 --> 00:09:29,083  
practitioner to come and review the property before we ink the  
contract.

177  
00:09:29,149 --> 00:09:29,733  
Wow.

178  
00:09:30,750 --> 00:09:33,116  
Sales managers will run in fear.

179  
00:09:33,166 --> 00:09:36,166  
If you ask the questions about their

180  
00:09:36,166 --> 00:09:39,466  
accessible rooms, how many, what type, what kind, how plushes

181  
00:09:39,466 --> 00:09:42,633  
your carpet, how high is your marble threshold and your fancy  
bathrooms,

182  
00:09:42,649 --> 00:09:43,716  
how heavy your doors.

183  
00:09:43,799 --> 00:09:45,950  
They aren't going to know the answer to those questions.

184  
00:09:46,016 --> 00:09:46,483  
Right.

185

00:09:47,100 --> 00:09:50,399  
So then, if when that is a priority in

186  
00:09:50,399 --> 00:09:53,399  
our site selection, then bringing on a team

187  
00:09:53,399 --> 00:09:56,450  
member that has some expertise in that area is vital

188  
00:09:56,450 --> 00:09:59,500  
or someone such as yourself that has

189  
00:09:59,516 --> 00:10:02,683  
that kind of education to support the

190  
00:10:02,700 --> 00:10:03,833  
site selection process.

191  
00:10:03,899 --> 00:10:05,266  
Really, really interesting.

192  
00:10:05,333 --> 00:10:08,383  
And for your

193  
00:10:08,399 --> 00:10:11,633  
contract, though, that needs to be in writing that they guarantee

194  
00:10:11,633 --> 00:10:14,750  
it as part of your service level agreement with a

195  
00:10:14,750 --> 00:10:17,866  
penalty if they do not, and how many hours,

196  
00:10:17,866 --> 00:10:19,666  
not days, do they have to resolve?

197  
00:10:19,733 --> 00:10:19,983  
Okay.

198

00:10:21,899 --> 00:10:25,366

So I see Joan just asked a question, do we ask for

199

00:10:25,366 --> 00:10:28,600

the proof and writing of inspection and proof of adherence?

200

00:10:28,666 --> 00:10:31,666

So presumably that's part of the, of the commitment

201

00:10:31,666 --> 00:10:34,666

that they're making is that we're asking for written proof,

202

00:10:34,666 --> 00:10:37,783

um, and then there are penalties if

203

00:10:37,799 --> 00:10:41,033

they don't adhere and what time of they have for remediation.

204

00:10:41,100 --> 00:10:42,166

Interesting.

205

00:10:42,233 --> 00:10:42,833

Thank you, Sam.

206

00:10:42,899 --> 00:10:45,950

So if a venue pushes back

207

00:10:45,950 --> 00:10:49,250

on accessibility, perhaps saying,

208

00:10:49,250 --> 00:10:52,850

well, we're already compliant with accessibility regulations,

209

00:10:52,850 --> 00:10:56,750

other than them citing laws or regulations,

210

00:10:56,750 --> 00:10:59,983

what is the best way for planners to negotiate and

211

00:11:00,000 --> 00:11:03,766

then contract what they require for their attendees?

212

00:11:03,833 --> 00:11:07,066

So whether

213

00:11:07,066 --> 00:11:10,183

you walk or roll through a space on your site inspection before

214

00:11:10,200 --> 00:11:13,316

you get to your considerations, I think we make

215

00:11:13,316 --> 00:11:16,133

a list of requirements and concerns.

216

00:11:16,200 --> 00:11:19,799

Um, when it comes down to,

217

00:11:19,799 --> 00:11:22,433

um, we don't want to go to legal.

218

00:11:22,500 --> 00:11:25,133

We're going to get the solved in our contract in our partnership.

219

00:11:25,200 --> 00:11:26,933

So, but things change.

220

00:11:27,000 --> 00:11:28,733

Hotels change, doors break.

221

00:11:28,799 --> 00:11:31,799

Um, but there needs to be just like you

222

00:11:31,799 --> 00:11:34,366

need safety and evacuation considerations as part of your contract.

223

00:11:34,433 --> 00:11:37,549

Um, you need to have what's the backup

224

00:11:37,549 --> 00:11:39,399

in case something happens and something changes.

225

00:11:39,466 --> 00:11:42,883

not 30 days notice for remodeling, but What is

226

00:11:42,899 --> 00:11:44,450

the, what is the, what is the change?

227

00:11:44,516 --> 00:11:47,383

What is a hotel plan in place and what can they guarantee?

228

00:11:47,450 --> 00:11:50,500

And, and it's that it's something extra

229

00:11:50,516 --> 00:11:53,566

that hotel years are not used to seeing, but I tell

230

00:11:53,566 --> 00:11:57,633

you if they ever took a bid in to host an event for a disabled advocacy group.

231

00:11:57,766 --> 00:11:58,833

They'll be familiar.

232

00:11:58,916 --> 00:12:02,033

Several change know exactly what this means and they will

233

00:12:02,033 --> 00:12:03,533

send all the resources to one property.

234

00:12:03,600 --> 00:12:07,016

But it's not impossible.

235

00:12:07,066 --> 00:12:10,533

Just you may get a look of shock or I don't know what you're talking about.

236

00:12:10,666 --> 00:12:13,833

So this is where you can play the power that you have.

237

00:12:13,916 --> 00:12:15,416

It's your money, it's your event.

238

00:12:15,533 --> 00:12:17,500

They need your dollars.

239

00:12:17,566 --> 00:12:20,683

They need your heads and beds.

240

00:12:20,816 --> 00:12:21,950

They need your seats.

241

00:12:22,016 --> 00:12:23,516

You know, they need your bodies and seats.

242

00:12:23,566 --> 00:12:26,266

So what kind of?

243

00:12:26,333 --> 00:12:28,733

I'm looking at that.

244

00:12:28,799 --> 00:12:29,033

Yeah.

245

00:12:29,100 --> 00:12:33,049

Okay, so what would some of the language in that agenda be like, Sam?

246

00:12:33,116 --> 00:12:36,233

Uh, So if

247

00:12:36,233 --> 00:12:39,233  
we were looking to ensure that, um, anywhere that

248  
00:12:39,233 --> 00:12:42,466  
there's a deep pile carpet, there there be,

249  
00:12:42,466 --> 00:12:45,516  
um, a tread, a safe tread that's

250  
00:12:45,533 --> 00:12:48,649  
more of, uh, that's, that chairs, people won't sink into,

251  
00:12:48,649 --> 00:12:51,883  
um, often like a red carpet that looks like, you know,

252  
00:12:51,899 --> 00:12:54,950  
waterproof on the bottom and in indoor outdoor on the top,

253  
00:12:54,950 --> 00:12:58,066  
anywhere there's deep pile, anywhere there's transitions, that's

254  
00:12:58,066 --> 00:13:01,116  
more than a quarter of an inch, anywhere that there's low lighting

255  
00:13:01,133 --> 00:13:03,466  
that we adjust the lighting so that we don't put people

256  
00:13:03,833 --> 00:13:05,149  
at a disadvantage.

257  
00:13:05,216 --> 00:13:06,583  
Since.

258  
00:13:06,649 --> 00:13:09,950  
Please don't pump your hotel brain incnt into our ballrooms.

259  
00:13:10,016 --> 00:13:13,133  
Um, And so there's,

260

00:13:13,133 --> 00:13:16,133

there's different things that we can lift is our request that are

261

00:13:16,133 --> 00:13:18,233

within reason, that are hotel doing.

262

00:13:18,299 --> 00:13:21,350

I know they can't control their entire air system, but we could ask them

263

00:13:21,350 --> 00:13:24,950

not to pump it into certain parts if you have ballrooms and

264

00:13:24,950 --> 00:13:27,816

events based separate from guest rooms.

265

00:13:27,899 --> 00:13:31,250

So there are ways that we can put in, um,

266

00:13:31,250 --> 00:13:33,100

We can put in those asks.

267

00:13:33,233 --> 00:13:36,466

So plush carpet is a challenge, thresholds,

268

00:13:36,466 --> 00:13:39,633

fancy doors, heavy doors that they are all left open with stops so

269

00:13:39,649 --> 00:13:41,316

that people don't have to turn.

270

00:13:41,399 --> 00:13:44,633

There is a list of things that we could consider that would cover

271

00:13:44,633 --> 00:13:47,933

probably 10 to 15 major types of disabilities upfront.

272

00:13:48,000 --> 00:13:50,450

And they're not hard to do.

273

00:13:50,516 --> 00:13:53,633

You can meet with your back, you're back a house team and they can fix

274

00:13:53,633 --> 00:13:57,649

it all in a short order, but they need to know before you come on property what's expected.

275

00:13:57,716 --> 00:13:57,983

Wow.

276

00:13:59,500 --> 00:14:02,566

Um, this is incredible insights, and I

277

00:14:02,566 --> 00:14:05,616

have to say, I, um, I am not

278

00:14:05,633 --> 00:14:08,933

fully apprised, and I'm, I'm, I'm glad I'm

279

00:14:08,933 --> 00:14:12,583

not fully executing events, because I would have to go back to,

280

00:14:12,600 --> 00:14:14,399

to being really truly educated.

281

00:14:14,450 --> 00:14:17,566

I was just on sight, Sam, uh, about a month ago,

282

00:14:17,566 --> 00:14:20,683

and I posted a picture of, uh,

283

00:14:20,700 --> 00:14:23,866

the only washroom, uh,

284

00:14:23,866 --> 00:14:25,666  
doors on the floor.

285  
00:14:25,733 --> 00:14:29,799  
Uh, and there were 700 people in this lobby area for reception.

286  
00:14:29,866 --> 00:14:32,916  
Um, and 1st of all, there was

287  
00:14:32,933 --> 00:14:34,666  
no overhead signage.

288  
00:14:34,733 --> 00:14:37,733  
And so in a crowded full foyer, the

289  
00:14:37,733 --> 00:14:41,149  
only signs for the washrooms were on the doors at about chest height.

290  
00:14:41,266 --> 00:14:44,500  
And my comment was like, how does that work for

291  
00:14:44,516 --> 00:14:47,566  
even cited people, but there was nothing there for

292  
00:14:47,566 --> 00:14:50,683  
wayfinding for, you know, um, and so

293  
00:14:50,700 --> 00:14:54,000  
you must encounter those kinds of situations all

294  
00:14:54,000 --> 00:14:56,566  
the time where there are limitations.

295  
00:14:56,633 --> 00:14:59,866  
So, um, so my question next is, many

296  
00:14:59,866 --> 00:15:03,216  
venues were built before accessibility

297

00:15:03,233 --> 00:15:04,783  
standards were codified.

298

00:15:04,850 --> 00:15:07,899  
So, first, are they excused from

299

00:15:07,916 --> 00:15:10,133  
accommodating disabled persons?

300

00:15:10,250 --> 00:15:13,299  
And second, what are some creative

301

00:15:13,316 --> 00:15:16,850  
or temporary solutions planners can negotiate

302

00:15:16,850 --> 00:15:20,616  
into venues to ensure that accessibility is

303

00:15:20,633 --> 00:15:23,750  
offered, when the physical space

304

00:15:23,750 --> 00:15:27,649  
isn't ideal, and perhaps an angle that I think

305

00:15:27,649 --> 00:15:30,583  
we probably forget is staff training.

306

00:15:30,649 --> 00:15:33,283  
Are they adequately and appropriately trained?

307

00:15:33,350 --> 00:15:34,966  
So if you could tackle that for us.

308

00:15:35,033 --> 00:15:38,033  
So, in the US,

309

00:15:38,033 --> 00:15:41,033

I can't speak to, I don't remember the full accessible Canada Act and

310

00:15:41,033 --> 00:15:44,750

all the provincial changes that have been coming on board the last couple of years, but

311

00:15:44,750 --> 00:15:47,983

in the US, buildings are not exempt from the ADA, because

312

00:15:48,000 --> 00:15:49,616

they were built before 1986.

313

00:15:49,799 --> 00:15:51,899

So, or 1980.

314

00:15:52,016 --> 00:15:54,716

Sorry, that's a that's a fallacy, the myth.

315

00:15:54,766 --> 00:15:55,600

Okay, yeah.

316

00:15:56,000 --> 00:15:59,450

Historical sites have different adaptations,

317

00:15:59,450 --> 00:16:02,616

but only if they're on historic registers, but they require because they're

318

00:16:02,633 --> 00:16:04,066

public spaces to be accessible to.

319

00:16:04,133 --> 00:16:07,299

So, If we had the old gong show,

320

00:16:07,316 --> 00:16:11,216

Kane, pull us off stage from one way back or buzzer, that's just, that's not true.

321

00:16:11,266 --> 00:16:14,316  
So, um, if a property tells you

322

00:16:14,333 --> 00:16:15,950  
that they are under informed.

323

00:16:16,066 --> 00:16:19,666  
So, right there, push back.

324

00:16:19,733 --> 00:16:21,049  
Yep, push back.

325

00:16:21,116 --> 00:16:24,350  
No, no, you're right as a host and as a planner,

326

00:16:24,350 --> 00:16:27,399  
and that you have the ability to put that in writing and

327

00:16:27,416 --> 00:16:29,266  
get a guarantee on that service level agreement.

328

00:16:29,333 --> 00:16:30,233  
Um, rentals.

329

00:16:31,133 --> 00:16:34,600  
If a hotel, property facility, a vet space has

330

00:16:34,616 --> 00:16:37,366  
steps, even one, we see mezzanine, though it's only 3 steps.

331

00:16:37,433 --> 00:16:40,899  
Well, leave me at the door then because I can't navigate that.

332

00:16:40,966 --> 00:16:43,966  
So if you ever hear it's only 3 steps from someone,

333

00:16:43,966 --> 00:16:45,883

you know you need to investigate further.

334

00:16:45,899 --> 00:16:47,933

Oh, it's only one step at Starbucks.

335

00:16:48,250 --> 00:16:49,500

investigate further.

336

00:16:49,549 --> 00:16:51,700

They would need to rent a ramp.

337

00:16:51,766 --> 00:16:54,766

to put in place, to make their space

338

00:16:54,766 --> 00:16:57,033

accessible, and with handrails.

339

00:16:57,116 --> 00:17:00,416

So not just a ramp because people also need to be able to use handrails for

340

00:17:00,416 --> 00:17:03,483

mobility, if you think somebody who's got, uh,

341

00:17:03,750 --> 00:17:06,533

you know, uh, the stibular differences and challenges.

342

00:17:06,583 --> 00:17:08,433

Um, so they can rip.

343

00:17:09,000 --> 00:17:13,066

Every stage should have a ramp on one side and stairs on the other is not ramps on both.

344

00:17:13,133 --> 00:17:17,083

So, But there are things that properties can do for us.

345

00:17:17,150 --> 00:17:19,250

But steps is a really big thing.

346

00:17:19,316 --> 00:17:20,683  
Lighting is a really big thing

347

00:17:20,816 --> 00:17:24,116  
Um, Think about height, if a

348

00:17:24,116 --> 00:17:28,233  
table is deeper than your elbow, then it's too far for somebody to reach to get to food and beverage.

349

00:17:29,000 --> 00:17:31,366  
I try to give people body spatial things to consider.

350

00:17:31,500 --> 00:17:34,500  
If it's, if it's higher than, if it's higher than

351

00:17:34,500 --> 00:17:36,833  
your rib cage, um, it's too high.

352

00:17:36,833 --> 00:17:40,433  
If it's deeper than your elbow from your shoulder, it's too deep.

353

00:17:40,500 --> 00:17:43,316  
Those are great.

354

00:17:43,316 --> 00:17:46,366  
Um, and if you think about an average of people

355

00:17:46,366 --> 00:17:49,833  
with, if average flesh arms are about 36

356

00:17:49,849 --> 00:17:52,966  
inches unless you're really, really tall, if you hit something when you turn

357

00:17:52,966 --> 00:17:55,533

around, it's too close for passage for 2 people.

358

00:17:55,616 --> 00:17:58,733

Um, so there's spatial things that we can learn.

359

00:17:58,799 --> 00:18:00,950

that help us evaluate the space.

360

00:18:01,016 --> 00:18:01,233

Um,

361

00:18:03,500 --> 00:18:06,833

Those are all things that we can do, but it also needs to be,

362

00:18:06,833 --> 00:18:10,000

we have to inform, we used to go for before

363

00:18:10,016 --> 00:18:13,316

our meetings, 25 plus years ago, and

364

00:18:13,316 --> 00:18:16,483

my mother, with her realtor associations, I grew up with this, daughter

365

00:18:16,500 --> 00:18:19,616

of an association meeting planner, daughter of a

366

00:18:19,616 --> 00:18:22,849

hotel, marketing and sales, my father's teams had

367

00:18:22,849 --> 00:18:26,799

2 days of training with all front and back of house staff before events came in.

368

00:18:26,866 --> 00:18:28,299

My mother required it.

369

00:18:28,366 --> 00:18:29,566

My meeting cleaner required it.

370

00:18:29,633 --> 00:18:32,633

We don't want to come on property without telling

371

00:18:32,633 --> 00:18:35,866

the back of house staff what's required,

372

00:18:35,866 --> 00:18:38,866

what our audience is like, and if you have disabled people in your

373

00:18:38,866 --> 00:18:41,916

audience, what kind of services that means they're going to be,

374

00:18:41,933 --> 00:18:45,533

they're asked of them so that they can tell, so that the

375

00:18:45,533 --> 00:18:46,966

red coats are the banquet captains.

376

00:18:47,033 --> 00:18:50,383

So that concierge services so that bell

377

00:18:50,400 --> 00:18:53,516

bell team, so that everybody knows who's coming and what our

378

00:18:53,516 --> 00:18:55,066

expectations are of their team.

379

00:18:55,133 --> 00:18:58,849

That's, that's really interesting, Sam, because I,

380

00:18:58,849 --> 00:19:02,016

and I know Joe will back me up here, but I, I teach quite

381

00:19:02,033 --> 00:19:05,983

often about, um, having a, uh, a,

382

00:19:06,349 --> 00:19:10,250

a document or like an attachment that describes the purpose of the event.

383

00:19:10,250 --> 00:19:13,299

And one of the questions that you can answer in that

384

00:19:13,316 --> 00:19:16,316

description is what are the special details,

385

00:19:16,316 --> 00:19:19,316

um, or risks, you know, whichever way you want to look at it,

386

00:19:19,316 --> 00:19:22,250

but, That would be full disclosure.

387

00:19:22,316 --> 00:19:25,433

Are these are the needs that we are aware of and the

388

00:19:25,433 --> 00:19:28,483

possible needs that need to be addressed that if

389

00:19:28,500 --> 00:19:31,616

we are coming to your property or using your service or

390

00:19:31,616 --> 00:19:33,166

product, that that's part.

391

00:19:33,233 --> 00:19:34,549

So thank you for reinforcing that.

392

00:19:34,616 --> 00:19:37,066

I had a question from your question.

393

00:19:37,133 --> 00:19:40,433

Your answer was then, who has the financial

394

00:19:40,433 --> 00:19:43,599  
responsibility to be compliant

395  
00:19:43,616 --> 00:19:46,616  
and to fill those needs?

396  
00:19:46,666 --> 00:19:49,833  
Is it the venue has the financial responsibility?

397  
00:19:49,916 --> 00:19:51,950  
Is it a shared responsibility?

398  
00:19:52,016 --> 00:19:53,150  
How does that work?

399  
00:19:53,216 --> 00:19:56,216  
Most so this is a really

400  
00:19:56,216 --> 00:19:59,450  
popular question every year when we talk to attorneys that work with  
associations

401  
00:19:59,450 --> 00:20:02,500  
for legal questions, it's always falls to the property

402  
00:20:02,516 --> 00:20:05,866  
because it's their built environment and they own this space, even if  
they're

403  
00:20:05,866 --> 00:20:07,599  
leasing it, even if it's a property management company.

404  
00:20:07,666 --> 00:20:10,233  
They may defer additional costs to you.

405  
00:20:10,316 --> 00:20:13,316  
For for within

406

00:20:13,316 --> 00:20:14,633  
the meeting space you're using.

407  
00:20:14,750 --> 00:20:17,750  
But if it is for a public space, like in the

408  
00:20:17,750 --> 00:20:20,799  
lobby, at a restaurant, at the pool, at their

409  
00:20:20,816 --> 00:20:23,683  
event spaces, they are required to cover those costs.

410  
00:20:23,816 --> 00:20:26,933  
Okay, so it's a distinction then between what

411  
00:20:26,933 --> 00:20:31,366  
is being used by the client as their private space versus a public,

412  
00:20:31,433 --> 00:20:33,099  
Okay, that's really good to know.

413  
00:20:33,166 --> 00:20:34,533  
I wasn't aware of that distinction.

414  
00:20:34,616 --> 00:20:37,616  
And that comes out of case law, Heather, more than anything else in

415  
00:20:37,616 --> 00:20:41,083  
the states when people sue the association,

416  
00:20:41,099 --> 00:20:45,166  
the event planner at the facility, the facility is where that  
responsibility falls.

417  
00:20:45,233 --> 00:20:48,400  
And we need people like you that read case law and

418  
00:20:48,416 --> 00:20:49,483

I love reading case law.

419

00:20:50,250 --> 00:20:53,450

Um, to really show that these have teeth, right?

420

00:20:53,516 --> 00:20:56,866

That these requirements are, are not to be taken lightly.

421

00:20:56,933 --> 00:21:00,099

Um, I also wanted to, um, ask you,

422

00:21:00,116 --> 00:21:03,416

I was, We had Ottawa Meat Week here,

423

00:21:03,416 --> 00:21:05,633

uh, just a couple of weeks back.

424

00:21:05,700 --> 00:21:08,933

And I went into a room and I was just an attendee, but

425

00:21:08,933 --> 00:21:11,933

if I had been asked to take the stage at any moment,

426

00:21:11,933 --> 00:21:13,966

just, you know, someone didn't show up or whatever.

427

00:21:14,033 --> 00:21:17,683

I looked at the stage and it was a riser

428

00:21:17,700 --> 00:21:20,866

that was about 12 inches high, but no

429

00:21:20,866 --> 00:21:24,033

stair, and I just came from having knees replaced.

430

00:21:24,116 --> 00:21:26,516

Um, that was inaccessible to me.

431

00:21:26,566 --> 00:21:29,683

So my question to you is, when someone sees that kind

432

00:21:29,700 --> 00:21:32,933

of scenario and someone hasn't had the foresight, what

433

00:21:32,933 --> 00:21:37,250

would you suggest to them to, to do proactively

434

00:21:37,250 --> 00:21:39,283

or in response to something that they see?

435

00:21:39,349 --> 00:21:42,349

Because I really didn't know how to handle that situation.

436

00:21:42,416 --> 00:21:46,733

So, oftentimes people disabilities,

437

00:21:46,733 --> 00:21:49,966

we are not monolith, but probably the most creative

438

00:21:49,966 --> 00:21:52,966

people you'll ever encounter in your world because we have

439

00:21:52,966 --> 00:21:55,000

to adapt every day for a world that's not accessible.

440

00:21:55,133 --> 00:21:58,183

So, if you are asked to take the stage, what I

441

00:21:58,200 --> 00:22:01,200

would suggest I go to whoever's in charge of the event, find

442

00:22:01,200 --> 00:22:04,433

the tech people in the back, I need, uh, like a,

443

00:22:04,433 --> 00:22:07,483

if, if you're able to stand, like a cocktail round

444

00:22:07,500 --> 00:22:10,500

or a low round and bring a microphone

445

00:22:10,500 --> 00:22:13,500

and bring it over the table to where you could either roll under the

446

00:22:13,500 --> 00:22:16,616

table and sit as if you were up at the stage with the podium or

447

00:22:16,616 --> 00:22:20,633

stand at a table that's comfortable hype for you, that's an easy fix, it's a quick thing.

448

00:22:20,700 --> 00:22:24,049

Somebody from back of house can bring around and drop a drape with linen

449

00:22:24,049 --> 00:22:26,866

ograte if they want to, but that's an easy fix for offstage.

450

00:22:26,933 --> 00:22:30,166

And sometimes people get injured going on skiing trips or water

451

00:22:30,166 --> 00:22:32,016

sports or they trip down the curb.

452

00:22:32,099 --> 00:22:35,099

They don't, they didn't know to request an accommodation because they

453

00:22:35,099 --> 00:22:36,599

didn't need it at the time they registered.

454

00:22:36,716 --> 00:22:38,383

We have to be really creative too.

455

00:22:38,450 --> 00:22:41,566

Um, so, um, that

456

00:22:41,566 --> 00:22:44,733

you can move things off, but that just means whoever's running lights needs

457

00:22:44,750 --> 00:22:45,766

to have a little flex too.

458

00:22:45,833 --> 00:22:49,133

But we can wire in mics in a tabletop

459

00:22:49,133 --> 00:22:52,849

quickly at a property so that somebody doesn't have to try to climb stairs.

460

00:22:52,916 --> 00:22:53,233

Okay.

461

00:22:54,500 --> 00:22:57,900

Uh, we got a couple of questions and I, um, I don't know if we'll,

462

00:22:57,900 --> 00:23:00,900

uh, one was from Lakisha saying like, hey, we all

463

00:23:00,900 --> 00:23:04,016

inherit contracts in our, in our roles, and what if someone

464

00:23:04,016 --> 00:23:07,733

has had not been perceptive and proactively negotiated.

465

00:23:07,799 --> 00:23:11,450

What can a planner do after the contract is signed?

466

00:23:11,566 --> 00:23:14,983

Should they go back and have a discussion and document these

467

00:23:15,000 --> 00:23:17,816

needs or these adjustments?

468

00:23:17,866 --> 00:23:19,183

I, what, what, what?

469

00:23:19,200 --> 00:23:22,250

Document writing what you found that doesn't meet what should

470

00:23:22,250 --> 00:23:25,416

be delivered so that you have that in writing so that you have expressed

471

00:23:25,433 --> 00:23:29,150

that to the agency, the event owner, the organization,

472

00:23:29,150 --> 00:23:31,416

document for yourself.

473

00:23:31,500 --> 00:23:34,549

Um, and then tell them what

474

00:23:34,549 --> 00:23:37,549

needs to happen and offer creative solutions that you think might be a fix.

475

00:23:37,616 --> 00:23:40,849

Part of any RFP before considering a

476

00:23:40,849 --> 00:23:43,549

city, a location, a town, a destination.

477

00:23:43,616 --> 00:23:46,616

Is there a local accessibility vendor nearby that can

478

00:23:46,616 --> 00:23:49,616

drive stuff over to you on the fly that you could call to

479

00:23:49,616 --> 00:23:50,633

rent stuff on the fly?

480

00:23:50,700 --> 00:23:53,816

Um, and is there an AV company that has some stuff that

481

00:23:53,816 --> 00:23:55,783

can flex if it's not there?

482

00:23:55,916 --> 00:23:59,216

Those are kind of things we should keep in our back pocket, our toolkit, kind of speak.

483

00:23:59,266 --> 00:24:03,166

But that should be part of the R&P before you consider it location.

484

00:24:03,233 --> 00:24:06,400

Just so that when something like that happens, Lakisha,

485

00:24:06,416 --> 00:24:08,150

that you have something in hand.

486

00:24:08,216 --> 00:24:11,750

And the hotel, the DMO, the CBB,

487

00:24:11,750 --> 00:24:15,166

the Chamber of Commerce, should have all of that information available as part of their response.

488

00:24:15,299 --> 00:24:18,349

And if you're not there, the concierge at a decent

489

00:24:18,349 --> 00:24:19,599

hotel should be able to find it for you.

490

00:24:19,666 --> 00:24:19,983

Wonderful.

491

00:24:21,166 --> 00:24:25,366

Uh, and Nikki has a question and just, I think, a clarification.

492

00:24:25,433 --> 00:24:28,783

So a ramp or a lift to a stage in

493

00:24:28,799 --> 00:24:31,500

a session room can be charged to the client.

494

00:24:31,549 --> 00:24:34,716

So it should have been, if your default is

495

00:24:34,733 --> 00:24:38,233

we have a stage, your default should be ramp on one side, stares on another.

496

00:24:39,250 --> 00:24:39,716

The end.

497

00:24:39,766 --> 00:24:40,966

If it didn't happen.

498

00:24:41,033 --> 00:24:43,250

Hey, I need a ramp.

499

00:24:43,366 --> 00:24:46,366

The hotel is going to say, well, we already rented stairs for you

500

00:24:46,366 --> 00:24:48,099

through company X, Y, Z.

501

00:24:48,166 --> 00:24:50,500

You can say, I'm here now.

502

00:24:50,566 --> 00:24:51,633

I need this to be a ramp.

503

00:24:51,716 --> 00:24:54,116

They may charge you for that because it's after the fact.

504

00:24:54,233 --> 00:24:57,400

But yes, that that would be a charge because

505

00:24:57,416 --> 00:24:59,566

it was approved at your room set before the event.

506

00:24:59,633 --> 00:24:59,983

Right.

507

00:25:00,716 --> 00:25:03,833

I know I, I actually got into that scenario and it

508

00:25:03,833 --> 00:25:07,066

was 100s of dollars to put in a ramp after the

509

00:25:07,066 --> 00:25:10,183

fact and it was, uh, it costs a private steps when you're

510

00:25:10,200 --> 00:25:12,166

putting up, when you put your stage together, so.

511

00:25:12,166 --> 00:25:12,483

Okay.

512

00:25:14,400 --> 00:25:17,516

All right, so thanks, uh, uh, Lakisha

513

00:25:17,516 --> 00:25:18,833

and and Nikki for those questions.

514

00:25:18,900 --> 00:25:20,750

So, Sam, another question.

515

00:25:20,816 --> 00:25:24,833

If event planners could make just one and I

516

00:25:24,833 --> 00:25:27,833

hate, well, I shouldn't even ask that question, I would have said 10 things

517

00:25:27,833 --> 00:25:30,833

to change, but I'm going to ask you for just one to

518

00:25:30,833 --> 00:25:34,250

the way that they negotiate venue contracts or supplier

519

00:25:34,250 --> 00:25:37,250

contracts in our industry to be able to better

520

00:25:37,250 --> 00:25:41,016

support our attendees with visible and unseen disabilities.

521

00:25:41,099 --> 00:25:43,849

What would you recommend that they start doing immediately?

522

00:25:43,916 --> 00:25:48,049

So everyone listening should embrace this kind of thinking.

523

00:25:48,116 --> 00:25:49,066

What would you recommend?

524

00:25:49,133 --> 00:25:52,549

When you consider a location,

525

00:25:52,549 --> 00:25:56,383

when you 1st do the video tour, the images, the site,

526

00:25:56,516 --> 00:25:59,633

Look at those images and consider the

527

00:25:59,633 --> 00:26:02,733

needs of people with, like, say, 5 different types of disabilities and

528

00:26:03,533 --> 00:26:04,849  
ask the questions first.

529

00:26:04,916 --> 00:26:08,266  
So, one thing, if you think about, if you were educated

530

00:26:08,266 --> 00:26:11,316  
in the US, UK, somewhere in Europe, speaking English,

531

00:26:11,333 --> 00:26:14,799  
the 5 W's, who, what, where, when, how there's an H at the end.

532

00:26:14,933 --> 00:26:17,566  
1st understand the who and the why.

533

00:26:17,700 --> 00:26:20,750  
And then you can talk about the what and how,

534

00:26:20,750 --> 00:26:22,116  
but understand the people 1st.

535

00:26:22,200 --> 00:26:26,400  
Consider looking at your event options as presented to you.

536

00:26:26,450 --> 00:26:29,450  
As where am I going

537

00:26:29,450 --> 00:26:31,549  
to, where could I possibly encounter challenges?

538

00:26:31,549 --> 00:26:34,483  
And get that, those questions answered at the beginning?

539

00:26:34,549 --> 00:26:37,549  
When do you start shift left all the way back on your time

540

00:26:37,549 --> 00:26:39,049  
lane, all the way back to the beginning?

541

00:26:39,166 --> 00:26:40,983

All the way back to the left?

542

00:26:42,500 --> 00:26:44,216

That's where we have to make the change start.

543

00:26:44,266 --> 00:26:47,383

If we start then, we have the opportunity to find

544

00:26:47,400 --> 00:26:50,750

challenges and fix them along the way before we get to contracts

545

00:26:50,750 --> 00:26:54,349

and then after contracts to find fixes before we get on site.

546

00:26:54,416 --> 00:26:57,533

And when we get on site before our audience gets on site,

547

00:26:57,533 --> 00:27:00,583

there's places along the way that we can intercede.

548

00:27:00,650 --> 00:27:03,283

But start all the way at the beginning, start.

549

00:27:03,349 --> 00:27:06,400

So, Sam, I know you've been around

550

00:27:06,416 --> 00:27:08,266

and Joan will back this up as well.

551

00:27:08,333 --> 00:27:11,383

There is a real um, resistance,

552

00:27:11,400 --> 00:27:14,266

if you will, to lengthy RFPs.

553

00:27:14,333 --> 00:27:17,200

The industry is saying we don't have the time.

554

00:27:17,266 --> 00:27:20,433

We don't have the bandwidth to view these extensive

555

00:27:20,450 --> 00:27:23,483

RFPs, but I know for myself in getting

556

00:27:24,000 --> 00:27:26,150

a great balanced, thorough contract.

557

00:27:26,216 --> 00:27:29,450

It requires a lot of disclosure and request in

558

00:27:29,450 --> 00:27:30,466

the RFP.

559

00:27:30,533 --> 00:27:34,133

And what I'm hearing from you is that a lot of the ground laying,

560

00:27:34,133 --> 00:27:37,733

um, for making our events accessible happens at the RFP.

561

00:27:37,799 --> 00:27:42,000

So how would you encourage planners to,

562

00:27:43,000 --> 00:27:46,433

um, just advocate for more thorough

563

00:27:46,433 --> 00:27:49,549

RFPs despite what our peers are saying, we don't

564

00:27:49,549 --> 00:27:52,900

have the time, we don't have the bandwidth, we don't, like we're looking at, you know, revenue.

565

00:27:52,966 --> 00:27:56,200

So how would you encourage planners?

566

00:27:56,266 --> 00:27:59,916

The revenue happens after you sign the contract.

567

00:28:00,500 --> 00:28:03,599

If they want the contract, they need to answer your questions.

568

00:28:03,650 --> 00:28:05,866

It is your event, it's your audience.

569

00:28:05,933 --> 00:28:07,000

It is your brand.

570

00:28:07,066 --> 00:28:09,883

Your brand deserves foresight.

571

00:28:09,950 --> 00:28:13,000

Do the work on the front end.

572

00:28:13,066 --> 00:28:14,500

You have a lot less work on the back end.

573

00:28:14,566 --> 00:28:14,983

Seriously.

574

00:28:16,433 --> 00:28:19,966

So that means, like, I often say like a dog to a bone.

575

00:28:20,033 --> 00:28:22,066

Or white on rice, right?

576

00:28:22,133 --> 00:28:25,250

Like it's, it's really truly being that you're willing to say,

577

00:28:25,250 --> 00:28:28,966

oh, but you didn't answer my question about this or,

578

00:28:28,966 --> 00:28:32,133

oh, we want to consider your property, but you were not complete

579

00:28:32,150 --> 00:28:34,250

in your response to the proposal.

580

00:28:34,250 --> 00:28:37,599

Uh, or to the, um, request for proposals.

581

00:28:37,666 --> 00:28:40,733

So, uh, it's really then really making, uh,

582

00:28:41,750 --> 00:28:44,750

our planners have some confidence in

583

00:28:44,750 --> 00:28:48,583

saying, we are responsible for this event,

584

00:28:48,599 --> 00:28:52,016

and we have to have partners that are equally invested in

585

00:28:52,016 --> 00:28:54,533

making sure that our events are accessible.

586

00:28:54,599 --> 00:28:58,366

You decline a city or a location for not answering

587

00:28:58,366 --> 00:29:01,783

your RFP or not being able to, you send a letter to the governor,

588

00:29:01,799 --> 00:29:05,266

to the mayor, to the Chamber of Commerce, to the DMO,

589

00:29:05,266 --> 00:29:07,533

to the city, everywhere.

590

00:29:07,616 --> 00:29:11,083

I mean, and the state say, we would have brought this many 1000000s

591

00:29:11,099 --> 00:29:12,650  
of dollars to your city and your location.

592

00:29:12,716 --> 00:29:15,716  
However, your property

593

00:29:15,716 --> 00:29:18,766  
X, Y, Z wasn't able to answer our questions in our

594

00:29:18,766 --> 00:29:20,200  
RFP, so we chose another selection.

595

00:29:20,266 --> 00:29:23,616  
Come back to us when you're ready to host XYZ conference.

596

00:29:23,700 --> 00:29:26,633  
Do I look gobsmack, Sam?

597

00:29:26,700 --> 00:29:31,500  
I'm like, wow, like what a powerful post decision.

598

00:29:32,566 --> 00:29:35,733  
Like, statement to say, like,

599

00:29:36,416 --> 00:29:39,416  
this is what resulted in a, in a not

600

00:29:39,416 --> 00:29:40,849  
a no-go for that event.

601

00:29:40,966 --> 00:29:44,016  
Wow. because it is their revenue.

602

00:29:44,033 --> 00:29:47,500  
And it's not just the facility, it's the restaurants,

603

00:29:47,516 --> 00:29:50,633

it's the, it's the entertainment, the power of the person

604

00:29:50,633 --> 00:29:53,450

procure it is powerful and it starts with that RFP.

605

00:29:53,516 --> 00:29:56,633

Yep, and Robin says here, post it on social.

606

00:29:56,700 --> 00:30:00,116

Well, there's probably truth to that too.

607

00:30:00,166 --> 00:30:01,533

All right, so we're coming to

608

00:30:01,799 --> 00:30:04,849

I know we're the top of the hour and Sam, I think you and I could

609

00:30:04,849 --> 00:30:06,816

spend days, which is so cool.

610

00:30:06,900 --> 00:30:10,066

But what are the best ways to learn more about

611

00:30:10,066 --> 00:30:13,066

accessibility and about accommodations that welcome all

612

00:30:13,066 --> 00:30:14,133

attendees to our events?

613

00:30:14,216 --> 00:30:18,166

We all need to know you, but you can't be everything to everyone.

614

00:30:18,233 --> 00:30:21,283

So where do we as an industry need to

615

00:30:21,299 --> 00:30:22,549

learn from and from who?

616

00:30:22,666 --> 00:30:25,666

So I think, um,

617

00:30:25,666 --> 00:30:28,666

in the US, the ADA regional

618

00:30:28,666 --> 00:30:31,716

centers have regular recurring information about

619

00:30:31,733 --> 00:30:35,799

physical environment, built environments, meetings, communications.

620

00:30:35,866 --> 00:30:38,866

And so they offer free webinars, I would find the

621

00:30:38,866 --> 00:30:41,983

ADA Resource Center, ADA, RC, I think is an

622

00:30:42,000 --> 00:30:45,650

acronym, or say I'll post it to LinkedIn when my brain is functional better.

623

00:30:45,716 --> 00:30:47,933

Um, so I remember to follow Samantha.

624

00:30:48,049 --> 00:30:49,599

There's one.

625

00:30:49,733 --> 00:30:52,733

But consider, um, consider

626

00:30:52,733 --> 00:30:56,233

accessible planning from people who have actually

627

00:30:56,516 --> 00:30:58,849

hosted and delivered events.

628

00:30:58,916 --> 00:31:02,216

Be a little cautious of people that say they're

629

00:31:02,216 --> 00:31:05,750

going to teach event planners how to run an event if

630

00:31:05,750 --> 00:31:07,066

they've never done it themselves.

631

00:31:07,133 --> 00:31:10,366

It's really important for somebody who'll have walked

632

00:31:10,366 --> 00:31:13,666

in your shoes, rolled on your wheels, done the thing, to

633

00:31:13,666 --> 00:31:17,383

understand the soup to nuts, there's not a big audience,

634

00:31:17,400 --> 00:31:20,566

but just be cautious of people that are going to teach accessibility

635

00:31:20,566 --> 00:31:23,200

events that couldn't tell you where it plugged in on your timeline.

636

00:31:23,266 --> 00:31:23,733

Wow.

637

00:31:25,500 --> 00:31:27,599

EIC, Joan, is it connect?

638

00:31:27,650 --> 00:31:29,450

Is that the program we get a book for?

639

00:31:29,450 --> 00:31:32,683

Um, I put, I got some stuff into CMP

640

00:31:32,700 --> 00:31:34,316  
this year for the revision on the blueprint.

641  
00:31:34,366 --> 00:31:35,016  
It took 7 years.

642  
00:31:35,099 --> 00:31:36,349  
We got a little bit in place.

643  
00:31:36,466 --> 00:31:39,766  
Um, but there's lots of really good resources

644  
00:31:39,766 --> 00:31:41,916  
for event planning and accessible events.

645  
00:31:42,000 --> 00:31:45,049  
But Heather, if you're game, we can share with you and

646  
00:31:45,049 --> 00:31:48,049  
Joni how to get some more stuff in for just things to consider

647  
00:31:48,049 --> 00:31:50,083  
along the contract planning.

648  
00:31:50,150 --> 00:31:52,483  
So, thanks, Robin.

649  
00:31:52,549 --> 00:31:53,799  
I see that in there, the ADA data.

650  
00:31:53,866 --> 00:31:56,916  
That's a really good place, but I have to share

651  
00:31:56,933 --> 00:31:58,133  
resources at any time.

652  
00:31:58,200 --> 00:31:58,500  
Wonderful.

653

00:32:00,116 --> 00:32:02,266

And so this is just the start, right?

654

00:32:02,333 --> 00:32:05,683

Like, I know that for myself, this is like

655

00:32:05,700 --> 00:32:08,933

just been an eye opener, the one in four, you know,

656

00:32:08,933 --> 00:32:12,233

guaranteed penalty, if there's not compliance,

657

00:32:12,233 --> 00:32:15,950

having backup plans, it's, you know, the distinction

658

00:32:15,950 --> 00:32:18,466

between is in a public place versus a private place.

659

00:32:18,466 --> 00:32:21,466

Is it, you know, is there a backup supplier of

660

00:32:21,466 --> 00:32:23,433

equipment in the area?

661

00:32:23,516 --> 00:32:25,133

Like, wow, just thank you.

662

00:32:25,200 --> 00:32:27,049

So I can't thank you enough, Sam.

663

00:32:27,116 --> 00:32:29,383

I wish we had 3 hours, but we had 30 minutes.

664

00:32:29,450 --> 00:32:32,566

So for taking precious time from your day,

665

00:32:32,566 --> 00:32:35,683  
especially that you're you're in the room with nothing but

666  
00:32:35,700 --> 00:32:36,750  
your your laptop.

667  
00:32:37,000 --> 00:32:40,016  
Thank you for sharing your expertise with myself

668  
00:32:40,016 --> 00:32:41,266  
and our listeners.

669  
00:32:41,333 --> 00:32:43,549  
I appreciate you very, very much.

670  
00:32:43,616 --> 00:32:47,150  
And before folks leave today, I have 3 reminders.

671  
00:32:47,216 --> 00:32:50,333  
One, register for next month's

672  
00:32:50,333 --> 00:32:51,950  
event, contracts exposed episode.

673  
00:32:52,016 --> 00:32:55,133  
It's on Wednesday, April 15th, called Death

674  
00:32:55,133 --> 00:32:58,783  
by a 1000 contracts, the micro event problem.

675  
00:32:58,849 --> 00:33:03,099  
Uh, which is kind of an interesting new angle I've kind of been  
brewing with.

676  
00:33:03,166 --> 00:33:06,166  
Um, to remember that all event contracts

677  
00:33:06,166 --> 00:33:09,333

exposed uh, episodes are featured on Planer

678

00:33:09,349 --> 00:33:11,233

Protects, uh, YouTube channel.

679

00:33:11,750 --> 00:33:14,816

And three, I'm always remember, and I say

680

00:33:14,816 --> 00:33:17,816

this with every episode, a well-negotiated event contract

681

00:33:17,816 --> 00:33:19,133

isn't just a document.

682

00:33:19,200 --> 00:33:23,450

It's your power, your protection, and your peace of mind.

683

00:33:23,566 --> 00:33:26,683

But I'm actually going to take a note out

684

00:33:26,700 --> 00:33:30,299

of Sam's book and update this to say, a

685

00:33:30,299 --> 00:33:33,049

well-negotiated event contract isn't just a document.

686

00:33:33,116 --> 00:33:33,716

It's your power.

687

00:33:33,766 --> 00:33:37,000

It's your protection, Your power

688

00:33:37,016 --> 00:33:40,066

of the purse and your piece of mind.

689

00:33:40,133 --> 00:33:42,233

So, I pronounce that, folks.

690

00:33:42,299 --> 00:33:43,799

Thank you so much for joining us.

691

00:33:43,849 --> 00:33:45,816

Thanks, everybody.