



Accessibility Club Summit 2020

Amsterdam, June 13-14, 2020



SPONSORSHIP INFORMATION

| | |
|---------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| DATE | June 13-14, 2020 |
| LOCATION | Barcamp: Saturday, June 13th, 2020 • Amsterdam University of Applied Sciences, Wibautstraat, 1091 GH Amsterdam Workshops: Sunday, June 14th, 2020 • Multiple locations in Amsterdam (tbd) |
| ORGANISATION | Joschi Kuphal, Vasilis van Gemert, Núria Peña, Marjon Bakker, Sergei Kriger and others |
| CONTRACTUAL PARTNER | tollwerk GmbH, Nürnberg, Germany |
| RANGE | 200+ on-site participants (international) Online live streaming of the main presentations (planned) Subsequent publication of the talk videos |
| LANGUAGE | English |
| TOPICS | Inclusion and Accessibility in Design & Education Web Accessibility, Assistive Technologies |
| FORMAT | Full-day barcamp with ~5 main presenters and ~10 additional spontaneous sessions Full- and half-day hands-on workshops |
| TARGET GROUP | Web designers & -developers Website operators and decision-makers in the web environment Content editors, copywriters, bloggers & journalists |
| WEBSITE | https://accessibility-club.org or https://ally.club |
| CONTACT | Email hello@ally-club.org Phone +49 911 959394-5 Twitter @allyclub |



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FORMAT & SPEAKERS

In November 2019, the first **Accessibility Club Summit** took place in Berlin. More than 200 people (barcamp + workshops) from 14 countries came to attend the event which was a first-of-its-kind gathering jointly organised by several accessibility and inclusion related meetups from all over Europe. The official [aftermovie](#) gives an impression of the day.



Accessibility Club Summit 2019 in Berlin | Photo: Jolanta Dworczyk

The reactions to the summit from all sides exceeded the organisers' expectations by far. Not least because of the changing legal situation, accessibility matters get more and more into public and economic focus. Lots of new communities are blooming all over Europe – for instance, spinning off the Accessibility Club alone the very successful [Ally Meetup Berlin](#) and – more recently – the [Accessibility Club Turku](#) (Finland) have emerged.

The **Accessibility Club Summit 2020** will be the next occasion where all these communities from Europe and beyond come together, facilitating exchange of experiences on an international level. The **proven format** combines a [barcamp](#) day with pre-scheduled presentations and spontaneous discussion sessions with hands-on **workshops** on the second day.

The pre-scheduled presentations will be picked via an open, anonymous «**Call for Presentations**» to which especially first-timers and members of typically underrepresented groups will be invited. The winning presentations will range from technical, web-focused topics to more societal questions like how we should prioritise accessibility matters in our teams and projects.

FUNDING

Accessibility Clubs are generally **non-commercial** and organised by volunteers. Revenues from ticket sales are used to carry out the event, to document and make the content as accessible as possible and to care for the attendees during the event. In order to keep the financial barrier for participants as low as possible,

- the ticket prices are based on minimal costs only (Berlin examples: € 25 for the barcamp, € 25 / € 50 for the workshops),
- an opportunity for members of typically under-represented or disadvantaged groups has been created which allows them to apply for [free participation](#),
- the organisers avoid any unnecessary expenses and superfluous decoration,
- the organisers are looking for **supportive sponsors**.

TARGET GROUPS & TOPICS

The Accessibility Club is directed towards everyone who **designs, develops, maintains or is responsible** for online web services. The aim is to point out barrier-free and inclusive approaches and to encourage the creators to focus their work on accessibility.



Community-led hands-on workshops | Photo: Jolanta Dworczyk

A scarce awareness, prejudice and lack of knowledge in the implementation are the main causes of barriers online. Thus, the Accessibility Club aims to create awareness, reduce reservation and provide the opportunity to get in touch with assistive technologies and their users. The focus is on getting to know each other and initiating an active exchange between the «creators» and the «users».



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BACKGROUND & DEVELOPMENT

In 2014, the first Accessibility Club was initiated and organised by [Joschi Kuphal](#) in Nuremberg. Since then, various meetings have taken place in different cities, including Nuremberg, Berlin, Düsseldorf and Munich. In September 2019, the newly founded Accessibility Club Turku (Finland) ran its first meetup. Further local branches are currently being prepared in Vienna and the Netherlands.



Participants of the 1st Accessibility Club, July 2014

Over the years, the event format has adapted to the interest and number of participants: From a conversation-oriented meetup with a handful of web enthusiasts, it first turned into a mix of a small barcamp with collectively planned, open theme discussions and presentations by internationally renowned speakers such as

- [Marco Zehe](#) (Mozilla)
- [Kerstin Probiesch](#)
- [Rodney Rehm](#) (Deutsche Telekom)
- [Karl Groves](#) (Tenon, ehem. The Paciello Group)
- [Heydon Pickering](#) (The Paciello Group)
- [Laura Kalbag](#) (Ind.ie / Small Technology Foundation)
- [Detlev Fischer](#) (DIAS GmbH)
- [Marcy Sutton](#) (Gatsby, ehem. Deque Systems)
- [Robin Christopherson](#) (AbilityNet)
- [Léonie Watson](#) (The Paciello Group, W3C)
- [Holger Dieterich](#) (Sozialhelden)
- [Charlie Owen](#) (Springer Nature)
- [Alistair Duggin](#) (Government Digital Service / Apple)
- [Manuel Matuzović](#) (Stadt Wien)
- [Marc Haunschild](#)

In 2018, the first 1-day **Accessibility Club Conference** with more than 200 attendees took place in Berlin.

ORGANISERS

From 2016 to 2018, [Stefan Judis](#) took the role as a co-organiser and helped Joschi with running the Accessibility Club events in Berlin. Both of them have many years of experience both on and behind the stage, and pursued a matter of heart with this event series.

On the occasion of the **Accessibility Club Summit 2019**, a group of community leaders from Germany, the Netherlands, Belgium, Austria, Finland and other countries gathered around Joschi to form an international team of co-organisers, among them Núria Peña, Radimir Bitsov, Manuel Matuzović, Roel Van Gils, Sarah Wachs and Marcus Herrmann.



International team of organisers 2019 | Foto: Jolanta Dworczyk

The **Accessibility Club Summit 2020** will be the first event in the allyclub series taking place outside of Germany. Credits for bringing the Accessibility Club to Amsterdam go to Vasilis van Gemert, lecturer at the Amsterdam University of Applied Sciences, which will also be the venue for the barcamp day (June 13th).



Theo Thijssenhuis at the Amsterdam University of Applied Sciences



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SPONSORSHIP OPTIONS

Instead of an abstract sponsorship package, participation in the event offers the option of covering a real expense. Primary assignments are:

- Conference catering (Coffee, tea, water, soft drinks; depending on the number of participants): **€ ~3.000**
- Video recordings of the pre-scheduled presentations, incl. equipment & staff: **€ ~2.500**
- Live captioning and transcription of the talks (English): **€ ~1.800**

Furthermore – but secondarily –, the following additions are planned and desirable:

- Lunch for all barcamp attendees (depending on the number of participants): starting at **€ ~5.000 / tbd**
- Sign language interpreters for different languages (Dutch, International, English, German): **tbd**
- Workshop catering: **tbd**
- Video editing incl. subtitling: **tbd**
- Printed info material, miscellaneous stationery: **tbd**

In return for taking over one of these positions, each sponsor can receive:

- Multiple mentions with link or picture / logo on the organiser's Social Media channels (Twitter, Facebook, XING etc.) prior to the event
- Mentions at the event during the opening and closing
- Mentions incl. logo & link on the [event website](#)
- Mentions as exclusive sponsor e.g. of the video recordings or the barcamp catering
- **On request / extra charge:** Possibility of a small info booth during the barcamp

If the ticket sales and sponsorship revenues cover the minimum basic expenses, further suggestions for enhancing the event are more than welcome.

Any questions about possible sponsoring options will be answered by Joschi Kuphal via email (joschi@tollwerk.de) or by phone at +49 911 959394-5.

BECOMING A SPONSOR – WHY?

The Accessibility Club, with its focus on web accessibility, is dedicated to an extremely important and highly relevant topic that, ultimately, all of us will be (or may have already been) affected by. In addition to the personal and social significance of a commitment in this field, sponsors have excellent opportunities to present themselves during the conference:

- Many Accessibility Club participants have a high international reach in social media and are opinion leaders.
- Many participants are highly self-motivated, committed and responsible
- The Accessibility Club is an ideal learning format that covers highly topical issues for the sponsors' own employees.
- With the «Call for Papers», the Accessibility Club offers its sponsors an opportunity to show competence and place themselves in a highly creative, positive atmosphere.
- Accessibility clubs offer excellent recruiting opportunities in an active target group that is constantly evolving.
- The participants' diversity offers perfect conditions for high-quality contacts and new partnerships.

