

# Organising a conference: putting Communication Support Principles into practice

Go to end of this document for details of each Communication Support Principle

## Before the event

1. Identify the target audience



### Communication Support Principle 1

2. Agree a budget



### Communication Support Principle 5

In your initial budget include any resources that you are going to need to make your conference communication accessible.

3. Book the venue



### Communication Support Principle 5

Choose a suitable venue. This will mean thinking about communication accessibility as well as physical access.

#### 4. Develop the programme



##### **Communication Support Principle 3**



##### **Communication Support Principle 4**



##### **Communication Support Principle 5**

Consider the how long the session will last and the type of activities that will be included.

If you change the timetable you can make all the difference between some people being able to take part or not.

When you design interactive activities, ask yourself: 'If I had a problem with understanding or expressing myself, could I take part?'

#### 5. Advertise the conference



##### **Communication Support Principle 3**

The way you advertise the event may affect who comes.

#### 6. Provide contact details for further information



##### **Communication Support Principle 1**



##### **Communication Support Principle 5**

Offer a range of ways to get further information. Some individuals find different means of communication easier than others.

Brief the people who are identified as contact points to recognise communication support needs.

## 7. Booking process



### Communication Support Principle 2



### Communication Support Principle 5

The ways in which people can book may affect who comes. Use the booking process to identify communication support needs.

Booking form template can be printed from Resources section of toolkit.

## 8. Supply confirmation and information for delegates



### Communication Support Principle 5

Supply all information two weeks in advance. People may not turn up if they have not been given enough time to understand all the information and prepare what they want to say.

## 9. Brief the chairperson and other facilitators



### Communication Support Principle 3



### Communication Support Principle 4



### Communication Support Principle 5

These people play a vital role in making sure everyone has time to take in what is said, and to express their views. They should be aware of the audience's needs.

## 10. Brief the presenters



### Communication Support Principle 3

All presenters should be briefed to make their verbal presentations, PowerPoint presentations and handouts more accessible. Follow key good practice. This will make it easier for everyone in the audience.

## During the event

### 1. Finding the venue



#### **Communication Support Principle 1**



#### **Communication Support Principle 3**



#### **Communication Support Principle 5**

Supply everyone with a clear map. Maps downloaded from the internet are sometimes hard to understand.

Make sure there is good signage at the venue.

### 2. Reception and registration



#### **Communication Support Principle 1**

Brief reception staff to recognise the communication support needs of participants.

For further information see 'The impact of unrecognised communication support needs' document in Practical advice section of toolkit Resources.

### 3. Photographs



#### **Communication Support Principle 5**

When they are speaking, some people with communication support needs will find flash photography very distracting. Check with them beforehand, and brief the photographer accordingly.

### 4. Refreshments



#### **Communication Support Principle 5**

Brief the caterers to minimise distractions.

## 5. Speakers



### **Communication Support Principle 3**



### **Communication Support Principle 4**



### **Communication Support Principle 5**

Remind speakers of the brief that you have given them to make their presentations more accessible.

## 6. Questions and answers



### **Communication Support Principle 4**

Identify an easy way for people to show they want to ask a question. Give people time to ask their question, however they communicate. Consider giving people an opportunity to put their question in writing instead.

For further information see 'Asking questions: how to make it easier for people to answer' document in Practical advice section of toolkit Resources.

## 7. Workshops, discussions and other interactive activities



### **Communication Support Principle 4**



### **Communication Support Principle 5**



### **Communication Support Principle 6**

Make sure that everyone can take part. Recognise all the ways that people communicate and give sufficient time for everyone to respond.

For further information see 'Inclusive communication: using a range of methods to help people get messages in and out' document in Practical advice section of toolkit Resources.

## 8. Evaluation



### **Communication Support Principle 3**

Include questions in your evaluation about communication access. For example: How easy was it for people to take part? Is there anything that could be done differently?

If a printed evaluation form is to be used, produce it in an accessible format. Offer assistance to complete. Allow enough time to do the evaluation. Five minutes at the end will not be enough time for everyone.

Think about other ways of getting feedback.

Evaluation form template can be printed from Resources section of toolkit.

## **After the event**

### 1. Circulate the report



### **Communication Support Principle 3**

Supply the report in the format the person has requested.

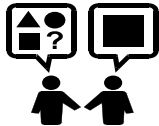
Follow basic good practice in content and design of the written version. This will make it easier for many people to access. Some people may require alternative formats.

## 6 Communication Support Principles



### Principle 1:

Recognise that every community or group may include people with communication support needs



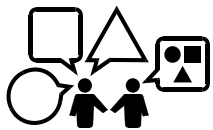
### Principle 2:

Find out what support is required



### Principle 3:

Match the way you communicate to the ways people understand



### Principle 4:

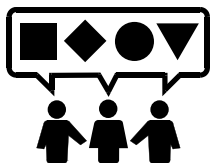
Respond sensitively to all the ways an individual uses to express themselves



### Principle 5:

Give people the opportunity to communicate to the best of their abilities

- Adapt the environment
- Adapt the timing
- Adapt the methods of communication
- Adopt a positive communication style
- Adapt the budget



### Principle 6:

Keep trying

For detailed practical advice print out Communication Support Principles section from toolkit.