Accessibility Club Conference 2018

Berlin, November 5, 2018

SPONSORSHIP INFORMATION

DATE	November 5, 2018
LOCATION	»030 Eventloft« at Spreespeicher, Stralauer Allee 2, 10245 Berlin
ORGANISATION	Joschi Kuphal, Stefan Judis
CONTRACTUAL PARTNER	tollwerk GmbH, Nürnberg
RANGE	150-200 on-site participants (international)
	Online live stream of the talks (planned)
	Subsequent publication of the lecture videos (planned)
LANGUAGE	English
TOPIC	Web inclusion & web accessibility, assistive technologies
FORMAT	Full-day conference with 4-5 main speakers and 4-5 additional short presentations
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://a11y.club	
CONTACT	Email	hello@a11y-club.org
	Phone	+49 911 959394-5
	Twitter	@a11yclub

FORMAT & SPEAKERS

In November 2018, the first **Accessibility Club Conference** will take place in Berlin. The event anticipates **150-200 participants** and is the first internationally oriented conference in the German-speaking area that covers the topic of „web accessibility". The Spreespeicher in Berlin serves as centrally located, well-connected and **structurally fully accessible** venue.
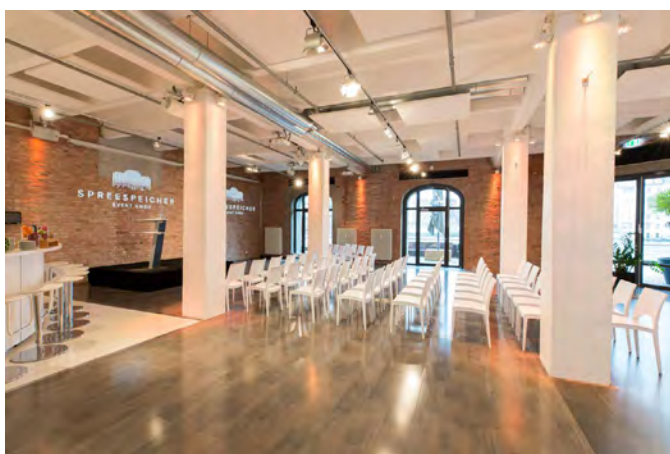
»Eventloft 030« at Spreespeicher, Berlin

Besides the four selected speakers

- Léonie Watson (The Paciello Group, W3C)
- Raúl Krauthausen (Sozialhelden)
- Charlie Owen (Springer Nature)
- Alistair Duggin (Government Digital Service)

4-5 additional speakers will be picked through a public and anonymous «Call For Papers». Further topic proposals can be submitted here until July 15th.

FUNDING

Accessibility Clubs are generally **non-commercial** and are organized by volunteers. Revenues from ticket sales are used to carry out the event and to transport and accommodate the speakers.

In order to keep the participants' financial barrier as low as possible,

- the standard ticket price of 80 € is based on minimal costs,
- the organizers avoid any unnecessary expense / superfluous decoration
- the organizers are looking for supportive sponsors (premiere for the Accessibility Club),
- an opportunity for members of typically under-represented or disadvantaged groups has been created which allows them to apply for free participation.

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.

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».

Accessibility Club #7 with Marcy Sutton & Robin Christopherson
Munich, January 2018

Accessibility Club Conference 2018
Berlin, November 5, 2018

BACKGROUND & DEVELOPMENT

In 2014, the first Accessibility Club was initiated and organized by Joschi Kuphal in Nuremberg. Since then, various meetings have taken place in different cities, including Nuremberg, Berlin and Munich.

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 has 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)
- Detlev Fischer (DIAS GmbH)
- Marcy Sutton (Deque Systems)
- Robin Christopherson (AbilityNet)

Many of the usual participants work in prominent positions of renowned companies themselves.

Participants of the 1st Accessibility Club, July 2014

ORGANIZERS

In order to organize the Accessibility Club in Berlin, Joschi traditionally teams up with Stefan Judis. Both of them have many years of experience both on- and behind the stage, and pursue a matter of heart with this event series. Find further information about the organizers on the event website.

Stefan Judis (left) and Joschi Kuphal (right)

SUPPORTERS

As of July 2018, the Accessibility Club Conference finds its promotional and organizational support by:

- tollwerk GmbH
- Contentful GmbH
- mindscreen GmbH
- Spreespeicher Event GmbH
- AGD Allianz Deutscher Designer
- beyond tellerrand Konferenz

SPONSORSHIP OPTIONS

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

• Rental of the venue including staff: **€ 2,500**
• Conference catering (Coffee, tea, soft drinks, snacks; depending on the number of participants): **€ ~3.000**

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

• video recordings of the talks, incl. equipment &
• staff: **€ ~2.500**
• live captioning and transcription of the talks (English): **€ ~ 2,500**
• video cutting incl. subtitling: open
• video streaming during the conference: open
• printed info material, in Braille where applicable: open

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

• multiple mentions with link or picture / logo on the organizer'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](#)
• **on request / extra charge**: Possibility of distribution of advertising material (brochures, t-shirts, stickers, etc.) to the participants or at the info booth during the event

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