



Accessibility Club Summit 2019

Berlin, November 16-17, 2019



SPONSORSHIP INFORMATION

DATE	November 16-17, 2019
LOCATION	Barcamp: Saturday, November 16th, 2019 • Microsoft Atrium, Charlottenstraße 46, 10117 Berlin Workshops: Sunday, November 17th, 2019 • ThoughtWorks, Zimmerstraße 23, 10969 Berlin • ImmobilienScout24, Andreasstr. 10, 10243 Berlin • Henkelhiedl, Urbanstraße 116, 10967 Berlin
ORGANISATION	Joschi Kuphal, Nüría Peña, Radimir Bitsov, Manuel Matuzović, Roel Van Gils, Sarah Wachs, Marcus Hermman and others
CONTRACTUAL PARTNER	tollwerk GmbH, Nürnberg
RANGE (BARCAMP)	150-199 on-site participants (international) Online live streaming of the main presentations (planned) Subsequent publication of the talk videos
LANGUAGE	English
TOPIC	Web inclusion & 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 2018, the first **Accessibility Club Conference** took place in Berlin. More than 200 people from 13 countries came to attend the event which was the first internationally oriented conference in the German-speaking area covering the topic of „web accessibility“. The official [aftermovie](#) gives an impression of the day.



Accessibility Club Conference 2018 in Berlin | Foto: Stefan Nitzsche

The reactions to the conference 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 2019** is the first attempt to gather all these communities from Europe and beyond, facilitating exchange of experiences on an international level. The **new event format** combines a [barcamp](#) day of pre-scheduled presentations and spontaneous discussion sessions with hands-on **workshops** on the second day.

The pre-scheduled presentations have been picked by running an open, anonymous «**Call for Presentations**» to which especially first-timers and members of typically underrepresented groups have been invited. The winner presentations 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 participants' financial barrier as low as possible,

- the ticket prices are based on minimal costs only (€ 25 for the barcamp, € 25 / € 50 for the workshops),
- the organisers avoid any unnecessary expense and superfluous decoration,
- the organisers are looking for supportive sponsors, 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».



Microsoft Atrium in Berlin | Foto: Microsoft



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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.

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, formerly The Paciello Group)
- [Heydon Pickering](#) (The Paciello Group)
- [Laura Kalbag](#) (Ind.ie)
- [Detlev Fischer](#) (DIAS GmbH)
- [Marcy Sutton](#) (Gatsby, formerly Deque Systems)
- [Robin Christopherson](#) (AbilityNet)
- [Léonie Watson](#) (The Paciello Group, W3C)
- [Holger Dieterich](#) (Sozialhelden)
- [Charlie Owen](#) (Springer Nature)
- [Alistair Duggin](#) (Government Digital Service)
- [Manuel Matuzović](#) (City of Vienna)
- [Marc Haunschild](#)

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



Participants of the 1st Accessibility Club, July 2014

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.



Stefan Judis (left) and Joschi Kuphal (right)

It's a first for the **Accessibility Club Summit 2019** that a group of community leaders gather around Joschi to form an international team of co-organisers. At the time of this writing, people from Germany, the Netherlands, Belgium, Austria, Finland and other countries are involved, among them NÚria Peña, Radimir Bitsov, Manuel Matuzović, Roel Van Gils, Sarah Wachs and Marcus Herrmann.

SUPPORTERS

As of September 2019, the Accessibility Club Summit 2019 finds its promotional, organisational and location-wise support by:

- tollwerk GmbH
- mindscreen GmbH
- SOZIALHELDEN e.V.
- Microsoft Corporation
- ThoughtWorks, Inc.
- Immobilien Scout GmbH
- HENKELHIEDL GmbH & Co. KG
- SinnerSchrader Deutschland GmbH
- beyond tellerrand conference



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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): **€ ~2,500**
- Video recordings of the pre-scheduled presentations, incl. equipment & staff: **€ ~2,500**
- Live captioning and transcription of the talks (English): **€ ~1,600**

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

- Lunch for all barcamp attendees at the Digital Eatery (adjacent to the Microsoft Atrium; depending on the number of participants): starting at **€ ~4.000**
- Workshop catering: open
- Video cutting incl. subtitling: open
- Printed info material, miscellaneous stationery: open
- Sign language translators: open

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 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 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.