

GREEN & FORTUNE

OUTSTANDING. NEVER STANDING OUT

INCLUSIVE SPACES AND OUTSTANDING
EXPERIENCES WHERE EVERY VOICE COUNTS





JOHN NUGENT

CHIEF EXECUTIVE,
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At Green & Fortune we celebrate diversity and encourage delegates, speakers and sponsors to feel fully included in the conversation. At Kings Place, our Kings Cross venue, we're putting in to practice our learnings and experience to create spaces that can be accessed by everyone.

We're re-framing the event industry's traditional narrative around disabilities and removing any connotation that delegates are othered, outsiders or that they stand out. We are using our learning and experience to educate and advocate; we're using our experience to gain learnings and to evolve and involve every voice in the conference conversation.

Our focus is to provide OUTSTANDING experiences for everyone where every voice counts.

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Around 14.1 million people, 21% of the population, in the UK reported having physical and mental disabilities or impairments. The survey defines a disability as a long-standing illness, health condition, or impairment that limits a person's daily activities or the work they can do. It covers a broad range of conditions, including mobility difficulties, visual or hearing impairments, learning disabilities, mental health conditions, and others.

UK government's Family Resources Survey 2019-2020



62% of all people with disabilities in the UK, nearly 8.7 million people, reported having a long-standing health condition that is not visible - a hidden disability. These disabilities include conditions such as mental health conditions, learning disabilities, autism, and chronic illnesses, among others.

UK government's Family Resources Survey 2019-2020



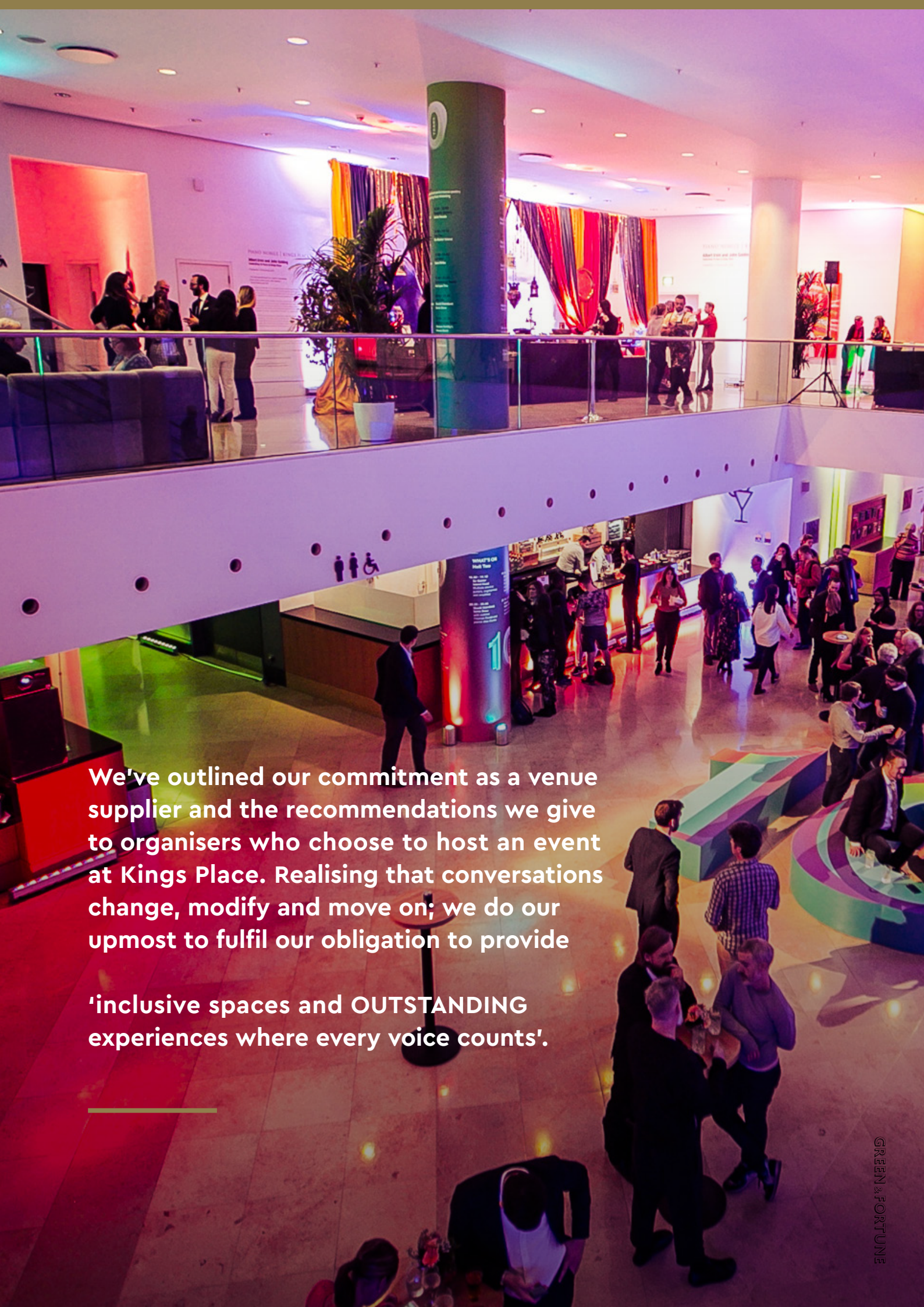
The number of people with disabilities is expected to increase in the coming years due to the UK's aging population and changes in diagnostic criteria.

UK government's Family Resources Survey 2019-2020



Around 20% of the UK's population is considered neurodivergent according to UK Parliament.

Wade, 2022

A high-angle, wide shot of a modern, multi-level event space. The ground floor is a large, open-plan area with a polished floor reflecting the ambient light. People are seen socializing in small groups, some standing near a bar area in the background. A prominent feature is a large, colorful, multi-level seating area in the foreground, with people sitting on it. The upper level is a mezzanine with a glass railing, where more people are gathered. The space is illuminated with a mix of warm and cool colors, including reds, oranges, and blues. A large, cylindrical pillar in the center has a green and blue design. The overall atmosphere is lively and inclusive.

We've outlined our commitment as a venue supplier and the recommendations we give to organisers who choose to host an event at Kings Place. Realising that conversations change, modify and move on; we do our utmost to fulfil our obligation to provide 'inclusive spaces and OUTSTANDING experiences where every voice counts'.

OUTSTANDING for organisers

Check interfaith calendars for key religious holidays that may prevent someone from attending.

Make sure you've chosen a range of dietary options including vegetarian, vegan, and halal options. Think about what drinks you are serving - is alcohol right for all?

Hybrid is here to stay. By providing a virtual conference platform, you ensure that you allow attendees to participate remotely from anywhere in the world. You also open your floor to individuals with disabilities who may have mobility or transportation barriers preventing them from participating fully.

Think about your signage especially for those with visual impairments who may require braille, tactile maps, and tactile diagrams to help access information.

Who is in the audience, and do you need to offer sign language interpretation?

Ditch the waffle and walk the talk. Use plain language in presentations and materials to ensure that everyone can understand the information being presented.

Your presenters and conference team should receive disability awareness training to ensure that they are equipped to support attendees on communication strategies, disability etiquette, etc.

Use inclusive language in all event communication, including advertisements, invitations and signage.

Use diverse images, graphics, and videos in all event materials, including presentation slides, brochures, and marketing materials.

Our commitment to OUTSTANDING

We've gender-neutral restrooms and they are clearly marked and easily accessible.

Our event spaces can be set with accessible seating with considerations for wheelchair accessible seating and space for service animals.

Given the prompt, we will ensure our onsite team use correct pronouns. We've already ensured they are trained to use them correctly.

A busy event space doesn't mean that silence isn't golden. We will provide designated areas for attendees who may need a quiet space or to pray, meditate, or perform other cultural or religious practices.

Many of our events draw a global audience. With this in mind, where it's required, we will work with you to make sure we've covered off the requirements of attendees from different cultural backgrounds.

Our venues have been commended for their design and architecture – it means we have ample and adequate accessibility infrastructures such as ramps and elevators to meet the needs of delegates with disabilities.

We'll advise and help you choose a food and beverage service that's culturally appropriate and caters to different dietary requirements. Where required, we outsource to some of London's best halal and kosher providers. We've got no options for drinks too and love nothing more than sourcing a hyper local menu!

All of our venues' décors are culturally sensitive and avoid any stereotypes that may offend or exclude certain groups.



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OUTSTANDING experiences
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MANY OF THE PARTNERS WE WORK WITH HOLD THE SAME VALUES OF BEING OUTSTANDING AND NEVER STANDING OUT.

Speakers Corner, one of the UK's leading suppliers of speakers, moderators, and topical content, looks at some of the considerations for a neurodivergent audience. Nick Gold, Managing Director of Speakers Corner, chats with our Business Development Director, Rebecca Harris (RH) on how event organisers are addressing the inclusion of every voice in the room.

RH: Will events and their keynote speakers need to change how they address their audience to encompass a neurodivergent audience?

NG: It's great news that event organisers are considering the needs of the neurodivergent audience. The big challenge is the vast diversity among the neurodivergent attendees – one shoe doesn't fit all. At the end of the day a keynote speaker or moderator will always consider their audience and adjust to them in order to deliver the best experience. Also, not everyone will take the same things away from the keynote; most will take 2-3 points, and for some, it'll be more about the experience than the information. The critical part is making it accessible and helping the audience members to do so.

RH: Do we need to reconsider the stage and set norms?

NG: The event organiser's role in this is to provide the most information for the speakers so they can make necessary adjustments - a good brief is the key for any audience, not only a neurodivergent one. Some adjustments can be smaller, e.g., having less, if any, text on the slides, avoiding unnecessary flashes and noises and keeping the presentation at a reasonable length. Further adjustments may be recommended on other occasions, but that should be considered case by case.

RH: As we recognise neurodiverse audience's needs, and corporates try to fulfil their diversity and inclusion policies, are we likely to see further growth in hybrid events?

NG: Yes, in some situations, hybrid events, or at least their option, will be helpful, but it's not a golden solution that should be solely relied on. Another option is to create a series of sessions, rather than just one, to spread the information and make it easier to digest and remember.

RH: How are keynote speakers adapting?

NG: It's important to recognise that many adjustments and nuances to keynotes and presentations will also benefit the neurotypical members of the audience, and it's easy to overanalyse the needs and accommodations. The main focus should be on delivering good content for the audience and choosing the right speaker. A good speaker will move on with the times and always aim to relate to their audience and ensure they get the best experience.

Neurodivergence details the idea that people experience and interact with the world around them in many different ways; that there is no 'right' way of thinking learning, and behaving, and differences are not viewed as deficits. Those who are neurodivergent often have characteristics associated with developmental differences such as autism, ADHD, dyslexia, dyscalculia or Tourette's.





GREEN & FORTUNE

If you'd like to host your event at Kings Place or to learn more about how we are creating inclusive spaces and OUTSTANDING experiences where every voice counts:

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Speakers
Corner

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