



CAUDS Inclusive Event Guide

Planning an inclusive event is crucial for creating a welcoming environment where all participants feel valued and respected. It also ensures a comprehensive understanding of the diverse needs of a community. Here are some guidelines to ensure inclusivity in event planning:

Understand Your Audience

Consider the diverse demographics and perspectives that exist in your community, including age, family structures, sexual and gender identities, ethnicity, economic status, and cultural backgrounds. Tailor your event for a varied audience and ensure that key players are knowledgeable about inclusivity and cultural sensitivities.

Be mindful of physical accessibility and sensory considerations

Choose a venue that is accessible to those with mobility challenges or physical impairments. This includes a venue that complies with relevant accessibility standards such as parking, ramps, elevators, and restrooms. Avoid perfumes or strong scents. Also consider the adequacy of airflow, lighting, acoustics, and other sensory aspects to ensure the event accommodates the diverse needs of its attendees.

Expand your reach

Try to provide promotional materials in all areas of your community, including those you may not frequent. Engage with local small businesses and community organizations (especially those that work with vulnerable segments). Determine which type of promotion would be most effective and try using a variety of methods. For example: social media may reach younger demographics, but door-to-door promotion may be more effective to engage with seniors.

Communicate Clearly

English may not be the first language for all those wishing to participate. Consider creating promotional materials in various languages and, if available, offer interpretation services for key sessions. Where appropriate, provide signage in multiple languages and include symbols/icons for clarity. Also aim to provide event information in multiple formats (text, audio, video) to accommodate various communication preferences.

Design for Diversity

Invite a diverse range of presenters to represent various backgrounds and experiences. Engage topics from a variety of angles to appeal to broad interests. Offer multiple activities so guests can participate in various ways. Be mindful that participants will have different learning styles and come with varying levels of familiarity and comfort.



Create Low-Pressure Environments

When organizing events or support groups, create low-pressure environments where individuals can attend without feeling compelled to share their experiences. Foster a sense of community without imposing expectations.

For a more thorough inclusive event planning resource, we recommend the [UBC Checklist for Accessibility & Inclusive Planning](#).