Improving Digital Accessibility in the Public Sector

TRAINING

Create Inclusive Content That Everyone Can Use

Facilitated by
PADMA GILLEN
CEO
Llibertat

Online → January 19 & 26, 2024

PUBLIC SECTOR NETWORK

Certified B Corporation

Learn How to Create Inclusive Content That Everyone Can Use!

Discover the principles and practices of creating accessible content that meets the four principles of WCAG 2.0: perceivable, operable, understandable, and robust. Our training covers guidelines and success criteria for each principle and provides hands-on practice to ensure you master the techniques for creating accessible text, multimedia, tables, forms, and more.

Our expert trainers will guide you through best practices for creating accessible PDFs and e-books, testing and evaluating WCAG 2.0 compliance, and implementing these practices in the workplace.

Designed for content creators, developers, designers, and project managers, this training will equip you with the knowledge and skills needed to create compliant, inclusive content for all users, including those with disabilities. Don't miss out on the opportunity to make your content accessible to everyone and create a more inclusive digital world!

Learning Outcomes

- **Understand the importance of accessibility of web and online services**
- **Unpack WCAG 2.0 principles and compliance**
- **Think creatively about content design for accessibility**
- **Develop empathy for people with disabilities and promote inclusivity**
- **Increase engagement, satisfaction, and participation for all user**

Who Should Attend

- **Developers and programmers**
- **Web designers**
- **Content writers**
- **Project managers**
- **Web content managers, administrators and/or editors**
- **Digital team members and marketing staff**
- **Internal and external communications specialists and managers**

Why Attend

- **Learn about WCAG 2.0**
- **Accessibility in Government Agency Websites**
- **Understanding Users' Needs**
- **Content Design: Principles and Practices**
- **Designing for Inclusivity**

Meet Your Facilitator

PADMA GILLEN
CEO
Llibertat

Padma Gillen is the author of 'Lead with Content', and CEO of Llibertat, a content-led digital agency that puts users first. He uses his expertise in content strategy and agile to help organisations in the UK, US, Europe and Australia get clear on what they're trying to achieve, build a roadmap to get there and then deliver the change their users are looking for.

Led by Padma, Llibertat provided the team that helped the University of Southampton design, plan and deliver their multimillion pound digital transformation programme, OneWeb. in 2019 Llibertat and the University of Southampton won the ContentEd award for Excellence in Content Strategy. In 2021 they helped the university win 3 out of 6 ContentEd awards – for user focus, collaboration and again for excellence in content strategy.

Previously, Padma was Head of Content Design at the Government Digital Service (GDS), where he had overall responsibility for the quality of content on GOV.UK, the award-winning website of the UK Government.
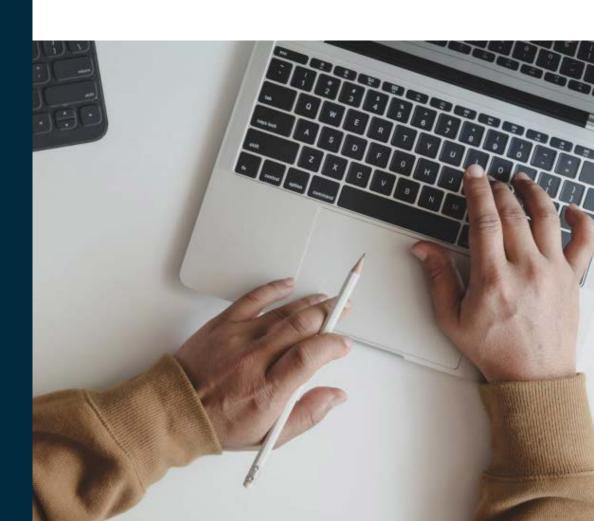
Over the past 10 years he has trained many teams and individuals in content design.

Preparation

This workshop is highly interactive with group activities and discussions throughout. Come prepared with some current challenges you face in your organization.

To participate you'll need:

- A computer with camera and microphone
- Strong internet connection
- Quiet, well-lit space

Module 1: WCAG 2.0 and Accessibility

9:00am **PSN Welcome**

9:05am **Introductions, Objectives and Outcomes**

9:15am **Understanding Web Content Accessibility Guidelines 2.0 (WCAG 2.0)**
- An introduction to WCAG 2.0 and what it means for greater usability
- The difference between General User Experience and Accessibility
- Key Terms and Definitions

10:00am **The Importance of Accessibility in Government Agency Websites**
- Improving participation to help everyone
- Discussing the barriers to WCAG2.0 compliance
- Ensuring web content is Perceivable, Operable, Understandable and Robust

10:45am **Break**

Module 2 – Uncovering your users' needs

11:00am **Building an understanding of Disability and the Challenges of Accessibility**
- Understanding your users' disabilities including visual, auditory, physical and mobility, speech, cognitive, language, learning, neurological
- Uncovering the specific accessibility challenges
- How WCAG 2.0 and enable you to empower your users

11:45am **Who are your Users**
- User insights and analytics
- Evaluating user research
- Identifying your different user groups
- Uncovering their needs and preferences

12:30pm **Closing remarks and end of Day 1**

Module 3 – Content design: principles and practices

9:00am	**PSN Welcome and Recap**
10:00am	**Principles and Practices of Content Design**

- Mapping the user journey
- Creating user personas
- Testing and refining content to improve usability and user experience

10:45am	**Break**

Module 4 – Content design and accessibility

11:00am	**Designing for Inclusivity**

- Creating accessible content for neurodivergent users
- Designing for temporary and contextual disabilities
- Case studies and research

11:45am	**Embedding Assistive Technologies**

- Exploring assistive technologies and accommodations
- How do they enable accessibility
- Testing to ensure digital content is compatible and functional

12:30pm	**Closing remarks and end of Day 2**