

The logo for Excel London is centered on a light blue background with abstract geometric shapes. The word "excel" is in a dark blue, lowercase, sans-serif font, with a small red parallelogram above the 'x'. Below it, the word "LONDON" is in a red, uppercase, sans-serif font.

excel
LONDON

ACCESSIBILITY CHECKLIST

08 10 25

Guest Experience

MAKING YOUR EVENT ACCESSIBLE

Creating an inclusive event experience starts with thoughtful planning. Accessibility isn't just a compliance requirement – it's about ensuring every visitor, exhibitor and delegate can participate fully and comfortably.

By considering a wide range of access needs – from physical and sensory to communication and digital – you can help ensure your event is welcoming to everyone.

This document contains a comprehensive Accessibility Checklist to guide you through the key areas to consider when planning and delivering your event.

The checklist covers:

- ▀ Policies & culture
- ▀ Website & digital
- ▀ Booking, ticketing & registration
- ▀ Event layout
- ▀ Conference & seminar rooms
- ▀ Signage & wayfinding
- ▀ Printing information
- ▀ Customer service

POLICIES & CULTURE

Accessibility considerations	Details	Tick?
Review all event policies for access and inclusion	Allow exceptions for food, drink, or medication; relax rigid entry rules where needed	
Embed accessibility into all planning stages	Include accessibility as a standing agenda item for event planning meetings	
Ensure exhibitors and suppliers uphold accessibility standards	Share this checklist with all partners and require compliance	
Promote a culture of equity and respect	Use positive, inclusive language in marketing, signage, and staff briefings	
Regularly review feedback and update practices	Collect post-event feedback from disabled guests to drive improvement	
Encourage visible leadership commitment to inclusion	Have senior staff communicate and model inclusive behaviour	

WEBSITE & DIGITAL

Accessibility considerations	Details	Tick?
Have an accessibility statement on the website	The statement should be clear and friendly in tone and include contact details.	
Ensure all videos have captions and transcripts	Include closed captions and accessible playback options	
Add alt text to all digital images	Use concise, descriptive text so screen readers can interpret visuals	
Use screen-reader-compatible websites and forms	Check navigation, labels, and form fields for accessibility	
Provide alternative communication channels	Offer phone and email options in addition to online forms	
Share access information clearly and early	Include accessibility details on event websites, booking pages and confirmations or clearly link to Excel's accessibility page	

WEBSITE & DIGITAL

Accessibility considerations	Details	Tick?
Use plain English and avoid jargon or acronyms	Write in a clear, friendly, and inclusive tone	
Use camel case hashtags	Avoid long, unbroken hashtags; instead, capitalise the first letter of each word in a multi-word hashtag, like #CamelCaseExample to make it easier for both humans and screen readers to read	
Provide information on the location of accessible toilets and Changing Places facilities online	Ensure visitors are aware of accessible toilets and Changing Places facilities in advance via pre-event communications as well as on the website to support confident planning and attendance	

BOOKING, TICKETING & REGISTRATION

(INCLUDING ONSITE)

Accessibility considerations	Details	Tick?
Offer simple, accessible booking systems	Ensure compatibility with assistive tech such as screen readers or navigation tools and provide multiple payment options	
Include companion or PA ticketing options	Provide free or discounted companion/PA passes without asking for 'proof'	
Allow flexible booking methods	Offer phone, email, and in-person ticketing for those who can't book online	
Clearly communicate how to request access adjustments	Include this information prominently at checkout and on confirmation emails	
Make entry systems accessible	Ensure kiosks and scanners are usable at multiple heights and by all abilities	
Provide accessible queuing or fast-track entry	Offer alternative queuing options and clear communication about them	

EVENT LAYOUT

Accessibility considerations	Details	Tick?
Ensure all entrances, stages, and seating areas are step-free and accessible	Provide ramps or lifts to all public areas; clearly signpost accessible routes and entrances	
Plan layouts that allow easy movement for wheelchair users and those with mobility aids	Avoid tight aisles or crowded layouts; allow 1.5m minimum aisles	
Provide rest points and quiet areas across the event	Include accessible seating zones for guests who need a break	
Communicate the location of accessible toilets facilities	Clearly highlight the accessible toilets' and Changing Places facility locations on maps and signage	
Provide sensory information before the event	Share what guests can expect (noise, lighting, crowd levels, quiet areas)	

EVENT LAYOUT

Accessibility considerations	Details	Tick?
Consider accessibility needs for busy events with crowds and queuing	Look at flexible queuing and quiet entry times	
Offer sensory-friendly spaces for relaxation or recovery	Provide quiet zones with soft lighting and low noise	
Provide clear guidance for exhibitors on managing sensory impact	Include guidance on lighting, audio, and interaction styles	

CONFERENCE & SEMINAR ROOMS

Accessibility considerations	Details	Tick?
Ensure all stages are step-free and accessible	Provide ramps or lifts to all stages	
Include dedicated spaces for companions or Personal Assistants (PAs)	Designate seating adjacent to wheelchair spaces or viewing platforms	
Plan for use of mobility or medical equipment	Include space for hoists, oxygen, or scooters; avoid blocking access	
Provide BSL interpretation and/or live captioning for sessions	Include interpreters or live captioning for keynotes, workshops and live events. Supply a BSL interpreter when requested by a visitor free of charge	
Offer hearing loops in relevant areas	Test equipment and display signage showing loop availability	

SIGNAGE & WAYFINDING

Accessibility considerations	Details	Tick?
Provide clear, high-contrast signage and directional information	Use large fonts, strong contrast, and pictograms; avoid clutter	
Offer printed and digital maps with accessible routes highlighted	Include wheelchair-friendly paths and facilities on floorplans	
Ensure consistent iconography and language across all signage	Use standard accessibility symbols, visual cues and plain English	
Provide staff or volunteers to assist with navigation	Ensure wayfinding support for guests who are blind or partially sighted	
Communicate the location of accessible toilets facilities	Clearly highlight the accessible toilets' and Changing Places facility locations on maps and signage	

PRINTED INFORMATION

Accessibility considerations	Details	Tick?
Provide clear and accessible printed information	Ensure all printed materials are easy to read, using clear sans serif fonts (minimum 12pt), high contrast, and plain language.	
Ensure large print formats are available.	This is to assist those with poor sight.	

CUSTOMER SERVICE

Accessibility considerations	Details	Tick?
Train all staff in disability awareness and inclusive language	Provide training on communication, etiquette, and support for all impairments	
Ensure guide and assistance dogs can be accommodated in all event areas	Owners of guide of assistance dogs have a statutory right to be granted access with their dog. Staff at points of entry should not be challenging this right unless the dog is not wearing his or her harness or identifying dog jacket.	
Train staff on the Hidden Disabilities Sunflower scheme awareness	Ensure staff are trained to recognise the Hidden Disabilities Sunflower and understand that not all disabilities are visible. Staff should never assume a guest's access needs are apparent and should offer support discreetly and respectfully.	
Encourage proactive, respectful assistance	Staff should offer help sensitively and not make unnecessary prioritisation or assume a hierarchy of disability	

CUSTOMER SERVICE

Accessibility considerations	Details	Tick?
Equip teams to handle a range of access needs confidently	Create quick-reference guides and appoint access champions	
Foster a positive, welcoming environment for all guests	Reinforce inclusion in briefings and performance expectations	
Ensure staff understand the role of carers and PAs	Provide training on how to engage both the disabled guest and their assistant respectfully	
Build confidence in communication with neurodivergent guests	Train staff to recognise and respond calmly to different communication styles	