

EVENT MARKETING & BRANDING

Inclusive, Accessible & Neurodiverse Event Engineering

A two-day programme in accessible & inclusive event design, with eight modules and workplace application.



DURATION 2 days

DELIVERY Public or in-house

Why this programme

Focuses on designing fully universal events that accommodate physical accessibility, sensory sensitivities, neurodivergent needs, and inclusive social dynamics across physical and digital formats.

What participants will learn

- 01** Design physical and digital spaces that meet universal accessibility standards.
- 02** Enhance satisfaction for neurodivergent attendees with tailored spatial and agenda design.
- 03** Strengthen brand reputation by embodying authentic diversity, equity, and inclusion principles.

Who should attend

Event planners and managers, marketing and brand teams, communication professionals, venue operators and experience designers.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application.

Detailed programme

Day 1 | Foundations and core skills

01 Universal Design Principles for Modern Events

- Going beyond minimum legal compliance to create universally welcoming physical and digital environments.

02 Designing for Neurodiversity (ADHD, Autism, Sensory Processing)

- Creating quiet recovery zones, low-stimulation agendas, and clear visual navigation systems.

03 Physical & Mobility Accessibility Engineering

- Stage design, seating geometry, wheelchair navigation, and adaptive stage access solutions.

04 Digital & Visual Accessibility Standards (WCAG 3.0)

- Screen reader optimization, adaptive color contrasts, sign language avatars, and live haptic captioning.

Detailed programme

Day 2 | Application and action planning

05 Inclusive Food, Dietary & Cultural Hospitality

- Managing complex dietary requirements, religious observances, and cultural dining customs seamlessly.

06 Psychological Safety & Inclusive Facilitation

- Training event staff, speakers, and moderators to facilitate safe, bias-free Q&A and networking.

07 Feedback Loops & Co-Designing with Diverse Groups

- Engaging community advisory boards to review layouts and programming prior to execution.

08 Accessibility Audit Workshop

- Conducting a total accessibility and neurodiversity audit on a sample event blueprint.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application.

TRAINER PROFILE

Annette Yeo

An entrepreneur, event professional and corporate trainer with more than 20 years of experience. Her work spans event management, branding, marketing and customer engagement across Malaysia, Singapore and Southeast Asia.

Trainer availability is confirmed for each programme.

Confirm HRD Corp (HRDF) eligibility and claim arrangements with ISDS before booking. Where applicable, claims are arranged through Orange Revolution.

Plan your training with ISDS

Discuss fees, delivery options and a programme suited to your team.

admin@isds.com.my | +60 18 392 1671 | Course page

Contact: Daud Ibrahim | ISD Solution