

NIKE'S INCLUSIVE & ACCESSIBLE EVENT GUIDE



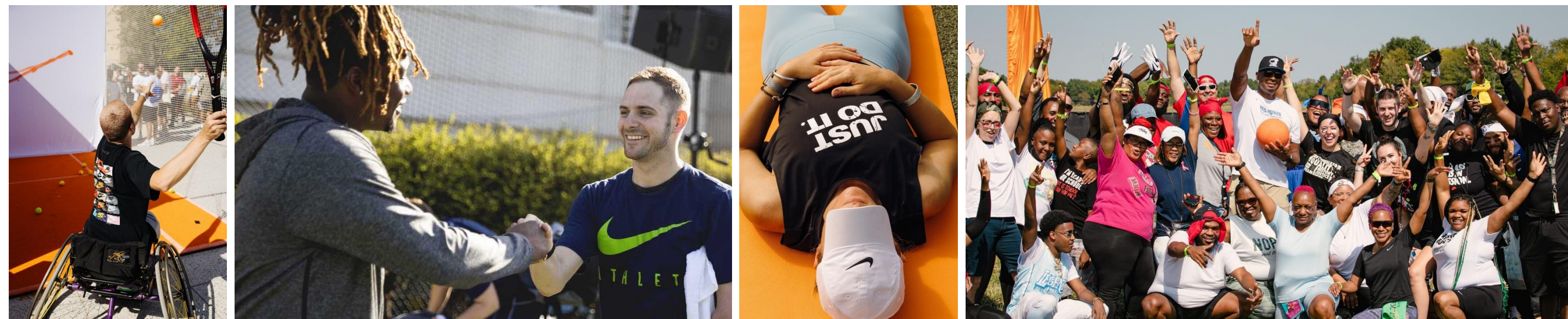
About This Guide

Nike's meetings and events advance collaboration, learning and innovation, and help culture thrive. This guide outlines best practices for executing inclusive and accessible events to ensure all attendees can fully participate and feel like they belong. It was developed by Global Places and Services (GPS) and the Diversity, Equity, and Inclusion (DEI) team.

This guide applies to all Nike events, including onsite and offsite events anywhere in the world, and events for employees, consumers, or customers.

GPS Meetings and Events teams are available to manage your events or provide resources for self-supported events.

[Please reach out!](#)



Priorities at a Glance

Here's a quick start guide to the most critical elements of an inclusive event.
See the following pages for comprehensive content.

Preparation	Venue Selection	Captioning & Sign Language	Inclusion
Provide the agenda and planned accessibility and inclusion features prior to the event. Give attendees the opportunity to submit individual disability accommodation requests at least two weeks ahead of time.	Use the provided checklist as a guide for selecting accessible venues outside of Nike.	ELT all-hands should include live captioning and sign language interpreters. All other events should provide AI captioning as a minimum. Ensure that these are visible to attendees who are in person or virtual – don't forget to include videos, performances, and other media.	<p>It's important to plan breaks and down-time to give attendees time to recharge.</p> <p>Think about how to make everyone feel welcome through language, themes, activities, and who you feature. Consider a broad representation of gender, race, sexual orientation, age and seniority levels, size, and disabilities.</p>

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01 Designing for All

Universal Design

Universal Design is the concept of designing for a broad range of users so everyone can participate. Designing for a specific need can often unlock benefits for everyone.

For example, captions are necessary for someone who is deaf, but may also benefit someone who speaks another language. By planning for a broad range of people from the start, the need for individual accommodations can be reduced.

Universal Design may include considerations for:

- Age
- Allergies
- Body size
- Cultures or religions
- Disabilities
- Gender & sexual orientation
- Languages
- Learning styles
- Preferences
- Situational or temporary conditions (e.g., background noise, carrying boxes, recovering from surgery, pregnant)

Sexual Orientation and Gender Awareness

Despite progress in recent years, all over the world LGBTQ+ people still face harassment, legal and societal discrimination and exclusion, violence, and sometimes death.¹ Nike should be a place where everyone feels safe, comfortable, and welcome.

Globally, adults identify themselves as:

- 3% lesbian or gay

- 4% bisexual

- 1% pansexual or omnisexual

- 1% transgender

- 1% non-binary, gender non-conforming, gender-fluid

- 1% neither male or female ²

Gen Z are about twice as likely as Millennials and four times as Gen X and Boomers to identify as bisexual, pansexual/omnisexual, or asexual.

¹ *The Human Rights Campaign, Global Resources*

² *A 30-Country Ipsos Global Advisor Survey - LGBTQ+ Pride 2023*

Disability Awareness

There are varying types of disability, some may not be visible. These could be permanent, episodic, temporary or situational. At least 1 in 6 people have some form of a disability and an estimated 75% of disabilities are not apparent. You will have attendees with disabilities at your event, whether you know it or not.

Examples of disability include, but are not limited to:

Mobility	Hearing	Vision	Cognitive	Mental Health	Additional
Wheelchair user	Deafness	Blindness	Learning and developmental disabilities	Post traumatic stress disorder (PTSD)	Autoimmune diseases
Arthritis	Auditory processing disorder	Color blindness	Autism	Depression	Speech disabilities
Prosthetic limb	Hard of hearing	Low vision	Traumatic brain injury	Bipolar disorder	Diabetes
Sports injury				Social anxiety	



02 Planning

Site / Venue Checklist

This checklist is meant to help in selecting a site or venue that is inclusive and accessible. You can ask the venue if they're able to provide alternate solutions for any missing elements. You may need to address these or other issues based on specific attendee needs.

Entry	Y/N
Accessible main entrance that doesn't require using stairs or steps	
Entry doors are easy to open with min. width 36" (910 mm); revolving doors should not be the only option	
Clearly marked accessible parking spaces, in the closest proximity to the venue	
Accessible route to public transportation stops, accessible parking and passenger loading zones - includes curb cuts at raised sidewalks	
Guest Rooms (if applicable)	Y/N
Accessible bathrooms with roll-in showers and secure seating in shower	
Door locks and "peep hole" are at accessible levels	
Audible and visual emergency signals in guest room	
Min. 36" (910 mm) wide doorways and paths between furniture	
Service Animals	Y/N
Service animal allowed in venue	
Accessible toilet area for service animals	

Public Spaces	Y/N
Accessible public restrooms	
Accessible all-gender restroom	
Min. 36" (910 mm) wide walkways throughout	
Stairs are not required to get to event spaces, restrooms or amenities	
Accessible room for lactation purposes, includes a lock and power outlet	
Accessible elevators with min. 36" (910 mm) opening, and controls max. height 48" (1220 mm)	
Audible and visual emergency signals in halls, corridors, gathering areas, restrooms	
Front desk has an accessible section with max. height 36" (910 mm)	
Interior doors are easy to open with min. width 36" (910 mm)	
Clear signs make navigation easy from arrival to departure, including maps or directional signs that lead to event spaces	

Event Spaces	Y/N
Clear sight lines for interpreters and signers; raised and lit if necessary	
Large drop-down screens or large monitors with clear sight lines	
Microphones and amplified sound	
Seating for attendees with disabilities in multiple locations (e.g., close to the front, near an exit)	
Comfortable seating for various body types (e.g., heights, widths) and do not use only tall tables or stools for seating	
Food and beverage serving stations with accessible max. surface height 36" (910 mm), max. height reach to supplies etc. 44" (1118 mm)	
Min. 36" (910 mm) wide aisleways without stairs or steps	
Good air circulation with temperature control ability	
Ramp for presentation stage (if applicable)	

Agenda & Activities

It's important to plan breaks and down-time to give attendees time to recharge. Offer activity options with a broad appeal. Recognize that attendees will have different abilities, social energy levels, and interests. Nike is a company based in sport but think about sport activities with varying levels of intensity – don't make everything intense and competitive.



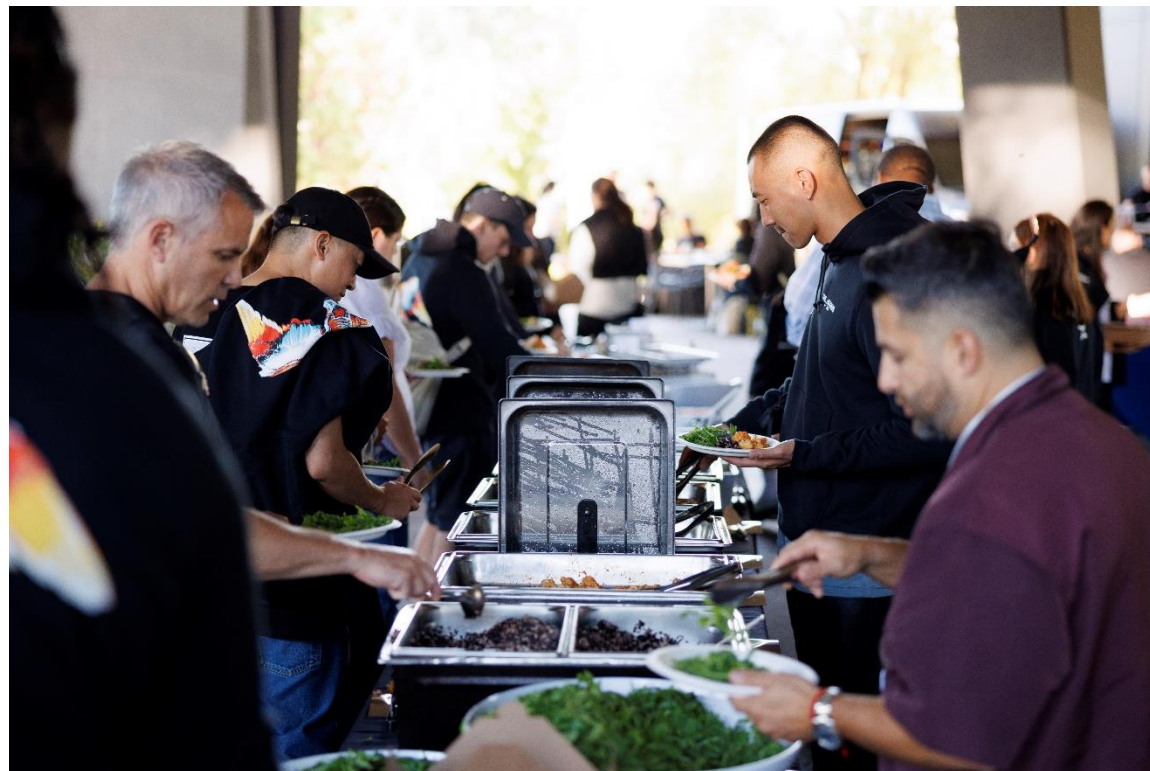
Diversify your events by including activities such as:

- Walk, Run, Roll (instead of just a run)
- Meditation, sound bath, or yoga
- Video games (include adaptive controllers)
- Consider gender, race, sexual orientation, age and seniority levels, size, disabilities.
- Creative activities
- Nature spaces
- Hosting diverse speakers, influencers, or athletes
- Hosting a spectator event with adaptive or inclusive athletes (e.g., wheelchair rugby or body-positive dance troupe)

Food

Food brings people together and allows attendees to refuel and stay focused.

Here are best practices to consider.



- **Dietary Restrictions and Preferences**
Gather information about dietary restrictions and preferences from participants in advance. Provide a variety of food options, including vegetarian, vegan, gluten-free, dairy-free, nut-free, etc.
- **Cultural Sensitivity**
Consider the cultural diversity of your participants when planning the menu.
- **Allergy Alert**
Implement a system to alert participants to the presence of common allergens in food, such as color-coded labels or clearly visible signs. Consider having a designated area for allergen-free options.
- **Beverages**
Include hydration stations with water and non-alcoholic.
- **Customizable Options**
Provide customizable food options, such as build-your-own stations, to allow participants to create meals that meet their specific dietary needs.
- **Assistance**
Ensure someone is present consistently during serving time for attendees who need assistance.

Communications

Ensure all communications are accessible - including the platform (e.g., CVENT, Campaign Monitor) and the content (e.g., alt text). Offer on-site information in various formats to cater to different preferences and accessibility needs, e.g., digital signs, printed handouts.

Registration/Invitation

- Provide a list of which accessibility features will be available.
- Provide a way to submit additional accommodation needs, at least two weeks ahead of time. The CVENT registration form includes this already or provide an email address for who to reach out to directly.

Example:

If gender info is necessary for the event, don't limit options to "male" & "female". Offering a write-in field is more inclusive than selecting "other"

Pre-Event

- Every event should have an agenda and/or schedule which is sent to attendees ahead of time. Surprises may seem fun, but it's more important for people to know what to expect. Note the intensity level for physical activities.
- Provide contact information so attendees know how to communicate with a host if an accessibility need comes up during the event.
- Attendees should feel comfortable and prepared for the event.
- Include maps, and directions if applicable.

Post-Event

- When applicable, provide a follow-up recording that includes closed-captioning and transcripts in attendees' languages.

Miscellaneous

- Avoid scheduling during major holidays for various cultures and religions. (e.g. Ramadan, Rosh Hashanah, Diwali, Lunar New Year, etc.).
- For full day events, it can be helpful to provide a room for prayer and/or a calming, quiet space.
- Offer medical exceptions if there is a no bag policy.
- Think about noise levels, lighting, and scent-free environments to avoid causing discomfort or migraines.
- Consider providing fidget toys at tables (tactile items like play dough, something occupy attendees' hands during presentations) and conversation starters at networking events.
- If attire is specified, avoid gender binary descriptions, e.g. specifying what men and women should wear; instead use general terms like "dress to impress" or "festive".
- If there's an event theme, make sure it's inclusive.
- Provide the AV team with the speakers' pronouns ahead of time so they can be included on screen.
- Attendees should be able to use the restroom that suits their gender identity.
- You can work with Nike's Business Diversity & Inclusion (BDI) team to support diverse-owned businesses when selecting suppliers (food vendors, if not using Nike catering, photo booths, entertainment, swag, etc.) Business.DI@Nike.com



03 Presentations

Inclusive Deck Summary

Typography

- For presentations, 15pt+ text size is a minimum
- Use ALL CAPS sparingly as sentence case is more legible
- Hashtags in #CamelCase, capitalizing each word
- Use sans serif fonts
- Choose legible fonts, avoid script & funky styles
- Avoid centered text, it's harder to read long bodies of it

Imagery

- Alt text is required for all images to make visuals accessible to screen reader users
- Decorative visuals (e.g., accent lines, supporting icons) do not need alt text but should be marked as decorative (Microsoft accessibility checker)
- Include images with a variety of representation

Color

- Contrast is being able to differentiate two (or more) colors for legibility
- Color should not be the primary means of communicating info
- Check your [color contrast](#) for text & graphics and when tied to brand colors, try bolding or increasing text size or utilizing patterns in lieu of using color

Layout

- Avoid dense presentation decks – 5 short, storytelling slides is better than one that's hard to follow
- Left justify text in most cases
- Use brief section headers
- Slide titles should be different for screen reader usage – or do: “1 of 2”
- If there is text on an image, be sure it's clear to read or place a solid bar in the back with good contrast and include with alt text
- Make your file itself screen reader-friendly

Video/Animation

- If under a strict slide count, consider using animations to reveal content slowly
- Do not use flickering, flashing, fast, or distracting visuals
- Videos: do not use autoplay and all videos should have captions and audio descriptions available

Tips for Speakers

Preparation

- Assign a moderator to facilitate the discussion, Q&As, and the chat for hybrid / virtual events.
- Provide agenda and materials in advance to allow attendees to familiarize themselves with the content.
- Build in time and opportunities for feedback, questions and communication from participants.

Introductions

- State your name and pronouns. Only describe your physical appearance, clothing or background if it's relevant or important to you.

Presenting

- Speak slowly so you are easily understood and so that captioning and interpreters can keep up.
- When talking with slides on screen, instead of saying: “as seen here” – speak to what you’re focusing on, “statistically, 76% of youth say...” *[Describe the image only if it's relevant to the conversation.]*
- Make sure to face the audience or your camera.
- Be succinct with the text and language on the slides. Say what’s on the slide to emphasize the main points.
- Use inclusive language to make everyone feel welcome. Instead of "ladies and gentleman", "guys", etc., use words like "everyone", "team", "ya'll", "friends".



04 Production

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Virtual & Hybrid

Offering a virtual or hybrid version of an event can allow more people to participate. Be cognizant of the experience for virtual attendees to make the event interactive and enjoyable.



Some best practices to consider include:

- Promote virtual naming & pronoun identifiers.
- Announce yourself before you speak every time to help people know who is talking.
- Assign someone to monitor the chat for questions and comments and remind participants to use it.
- Use breakout rooms strategically to facilitate smaller group discussions to make it easier for participants to engage and contribute, especially in larger meetings.
- Provide options for diverse ways of presenting information, such as video, audio, and text. This caters to different learning styles and preferences.

Captions

See the “Interpretation & Caption Requirements” page for requirements by meeting type

Captions are helpful for attendees with hearing disabilities, who speak different languages or have different learning styles. They are helpful if the speaker has a heavy accent or is difficult to understand.

Captions can be provided in two ways:

- AI (artificial intelligence) captions can be used for in-person events, or in Zoom, the meeting host can enable. This is typically a free or low-cost option but it will mix up some words, especially if someone is speaking with an accent, etc.
- A CART (Communication Access Realtime Translation) reporter is more accurate. This is a person who will caption in real-time or post-production.

Interpretation

See the following page for requirements by meeting type

Sign Language

Sign language interpreters can be arranged for in-person, hybrid, or virtual events. Ensure the audience can see in-person interpreters with appropriate lighting. For US events and global events, ASL is the preferred language.

Language Translation

Zoom attendees can select their language choice for AI captions. For recordings, provide captions in local languages as needed during post-production. Provide transcripts in multiple languages. Event incurs cost.

Assistive listening devices

Many of Nike's event centers offer assistive listening devices with headphones for people who are hard of hearing.

Miscellaneous

Coordinate captions, sign language, translation, and assistive listening devices through GPS Meetings and Events. Use Nike's preferred vendors.

It's helpful to provide the CART reporter or sign language translators run of show, acronyms, names, and a pre-read ahead of time.

Interpretation & Caption Requirements

Applies to in-person, hybrid, and virtual attendees

ELT or Geo All Hands, High Profile Meetings
<i>Event incurs costs</i>
Captioning: CART Required
Sign Language: US: Required Other locations: Preferred

ALL Other Events
<i>Event incurs costs</i>
Captioning: AI at minimum
Sign Language: Optional

Individual Accommodations
<i>For US only: Funded through accommodations for FTE's with disabilities; must be approved (submit request here). For ETW's, coordinate with the employee's agency or event incurs cost.</i>
<i>All other locations: Event incurs cost</i>
Captioning: As needed for an individual
Sign Language: As needed for an individual
Assistive Listening: As needed for an individual

Audio & Visual Miscellaneous

- Use microphones for speakers and audience questions to make it easy to hear.
- Offer ear protection for loud environments or productions.
- When speaker names are shown on screen, include their pronouns
- Avoid flashing or strobe lights and fog; these can trigger an epileptic episode or can be problematic for people with sensitivities. Alert attendees ahead of time if these will be included.
- Avoid added scents in the environment; these can trigger migraines or can be problematic for people with sensitivities.



05 Additional Resources

05 Additional Resources

GPS M&E

- [Americas Meetings & Events](#)
- [EMEA Meetings & Events](#)
- [Greater China Email \(TBD\)](#)

NIKE Resources

- [Accessibility at Nike](#)
- [Accessibility at Nike \(video\)](#)
- [Accessible Meetings and Events \(video\)](#)

External Resources

- [Microsoft 365 Accessibility](#)
- [Zoom Accessibility](#)

Questions

- [Contact TBD@nike.com](mailto:TBD@nike.com)



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