

WEBINAR TO  
400+

ABERDEEN ●

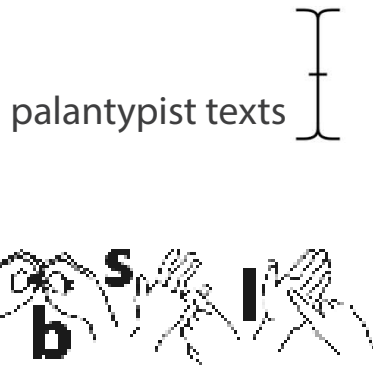
VIDEOCONFERENCE TO  
100+ STAFF

LIVERPOOL ●

BIRMINGHAM ●

CARDIFF ●

BOURNEMOUTH ●



## DISABILITY CONFIDENT LAUNCH EVENT A first for government

Through the Disability Confident campaign, the government is working with employers to remove barriers, increase understanding and ensure that disabled people have the opportunities to fulfil their potential and realise their aspirations. To launch this two year campaign, a major conference was planned to be attended by employers of all sizes, from FTSE 100 companies to SMEs, recruitment agents, entrepreneurs

553  
delegates

## business sponsored disability employment conference

QEII LONDON ●

and members of the media.

We influenced the ambitious agenda on the steering committee, chaired by Esther McVey, which comprised a mixture of keynote addresses, presentations and performances including David Cameron, Vince Cable, Sir Stelios Haji-loannou, Frank Gardner, Chickenshed and Abnormally Funny People. These were all filmed and edited to provide material for employers to download, as a lasting resource to help further instil disability confidence and create a promotional highlights video.

We provided a dual-screen webcast which included sign-language translation alongside the speaker and

THE WHOLE THING WAS DESIGNED AND  
DELIVERED IN A LITTLE OVER 5 MONTHS IN  
WHAT PARTNERS IN THE BUSINESS AGREED  
SHOULD NORMALLY TAKE ONE YEAR...

ANNE KENNEDY



1000  
HIGHLIGHTS  
VIDEO VIEWS



palantypist's texts below the screen. Our live audience engagement technology enabled the audience to be consulted, vote and submit comments and questions during the panel discussion, including the members of the virtual audience.

Despite being the first event of its kind, it was a huge success and reached an audience way beyond the confines of a conference venue thanks to the careful use of digital technology. Its messages were conveyed in a highly engaging way which, as the campaign gathers momentum, will have an even greater impact with employers up and down the country.