

M-Enabling Summit

Promoting Accessible Technologies and Environments

<http://www.ejkrause.com>

FOR IMMEDIATE RELEASE

Contact:

USA:

Pat Tessler

E.J. Krause & Associates
tessler@ejkrause.com

Kara Krause

E.J. Krause & Associates
kl.krause@ejkrause.com

M-Enabling Summit Announces 2021 Year-Long Conference Schedule and Digital Series

BETHESDA, MD (February 18, 2021) – The organizers of the **M-Enabling Summit**, G3ict and E.J. Krause & Associates, are pleased to announce three events for the 2021 conference schedule. After the successful launch of the **M-Enabling Virtual Leadership Briefing**, the organizers will continue to expand the brand's portfolio of digital offerings with two additional Virtual Leadership Briefings. These briefings will take place April 21, and June 22, 2021, followed by the **M-Enabling Summit Conference and Showcase** on October 4-6, 2021.

The 2nd edition of the **M-Enabling Virtual Leadership Briefing** will run under the theme *“The Acceleration of Innovation in Inclusive Virtual Workplaces for Persons with Disabilities.”* The past year has amplified the importance of prioritizing digital accessibility, especially through remote work and virtual learning. The 3rd briefing will cover *“Universities at the Forefront of Digital Inclusion.”* The Virtual Leadership Briefings will be fast-paced, two-hour webinar programs featuring dynamic interviews with thought leaders, engaging discussions, live polls and moderated questions from the audience.

The **M-Enabling Summit Conference and Showcase**, dedicated to promoting innovation in accessible and assistive technology for senior citizens and users of all abilities, will host its signature industry networking event October 4-6, 2021 in Washington, DC. The **M-Enabling Summit** is fully committed to providing a safe and powerful platform in-person this fall with virtual participation options for those still unable to travel or participate in public events by October. Industry leaders, influencers and advocates will be addressing the current issues and strategies surrounding digital accessibility in light of the significant evolutions that occurred since the 2019 **M-Enabling Summit**.

With participants' health security as the top priority, conference logistics will reflect official health guidelines and best practices for conferences and public events and their updated details will be published on the **M-Enabling Summit** website.

With the theme of *“Digital Accessibility, a Driver for Inclusion Strategies,”* key topics that will be explored at this year's hybrid **M-Enabling Summit** include:

- The acceleration of the adoption of virtual environments during COVID-19: What's durable evolution, what's not, perspective from Industry and Persons with Disabilities.
- Spotlight on most impactful newest accessibility features and their benefits for users.
- Multi-modal gaming and virtual entertainment experiences for accessibility.
- Balancing privacy and security with accessibility and assistive services requirements: The need for users' choice options.
- The era of voice as a new platform for digital interaction: Challenges and opportunities.
- The emergence of neurotechnologies for advanced assistive solutions: Risks and opportunities.
- State of Accessibility among business, government, and academia.
- The emergence of Strategic Leaders in Accessibility (SLiA) among large organizations

- Workplace accommodations success stories in a virtual environment
- The best of education accommodations strategies in a virtual environment
- The rise of the accessibility profession: Global footprint, professional development resources and benefits for organizations

“The Virtual Leadership Briefing series allows M-Enabling to use its digital platform to expand its global outreach to advocate for all users. We believe that in-person B2B conferences are critical to developing impactful business opportunities as well as being a vital way to connect communities and foster innovation. By hosting both digital and in-person offerings, we can convey the need for digital inclusion across multiple points of contact resulting in maximizing our inclusive reach and attendee engagement,” said Kara Krause, SVP of Event Marketing at E.J. Krause & Associates.

“It is with great anticipation that we look forward to sharing the progress of digital inclusion on multiple fronts with the M-Enabling program this year. Our community of accessibility advocates, experts, innovators and providers of accessible products, contents and services has never been as energized as it is the case right now with so many new accessibility solutions expanding possibilities,” pointed out Axel Leblois, President of G3ict.

Francesca Cesa Bianchi, G3ict’s Vice President for Institutional Relations added: *“While like everyone else, we thoroughly missed the opportunity during the pandemic to meet as a community. We anticipate reconnecting in a dynamic setting with dear colleagues and friends among speakers, participants, exhibitors and sponsors.”*

For additional information on participating in the event series please visit: www.m-enabling.com

About E.J. Krause & Associates:

For more than 30 years, E.J. Krause & Associates, Inc. (EJK) has been a worldwide leader in exhibition and conference management. EJK is one of the largest privately held exhibition management companies in the world, with offices on three continents. EJK produces a growing portfolio of over 40 events, serving 14 different industries. EJK excels in creating global brand leading events, bringing companies together to network and generate business. For more information please visit www.ejkrause.com

About G3ict:

G3ict, the Global Initiative for Inclusive Information and Communication Technologies, is an advocacy initiative launched in December 2006 in cooperation with the Secretariat for the Convention on the Rights of Persons with Disabilities at UNDESA. Its mission is to facilitate and support the implementation of the dispositions of the Convention on the Rights of Persons with Disabilities (CRPD) promoting digital accessibility and Assistive Technologies. Participating organizations include industry, academia, the public sector and organizations representing persons with disabilities. Through its division IAAP, the International Association of Accessibility Professionals, G3ict offers professional development training and certification to more than 1,300 members in 39 countries. For more information, please visit www.g3ict.org