

M-Enabling Summit

Promoting Accessible Technologies and Environments

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M-Enabling Summit's Digital Platform Addresses the Future of Digital Accessibility

BETHESDA, MD (October 13, 2020) – "A New Reality for Digital Accessibility" was the fundamental theme of the **M-Enabling Summit Virtual Leadership Briefing** held on September 15, 2020. Due to the impact of COVID-19, the **M-Enabling Summit** team launched a three-part webinar, with leading innovators and advocates on digital game changers for Persons with Disabilities, in lieu of the annual leading conference on digital accessibility. The digital event successfully brought together over 1,300 participants from 56 countries which ranged from top industry executives, government officials, and community advocates.

The fast-paced, two-hour program featured dynamic interviews with some of the industry's top thought leaders, with engaging discussions amongst peers. The program provided a platform that reinforced better accessibility in the digital space as a key component of inclusion and sustainable success in these new and unprecedented times. Key topics included: Digital Accessibility Innovation - Leapfrogging into the Future, Reimagining Smart Inclusive Communities and The Best of 2020 Digital Accessibility Innovations.

"Clearly, the fact that everything is going virtual due to the pandemic further exacerbates the need for everything digital to be equally accessible to all. This 2020 M-Enabling Leadership Briefing clearly demonstrated the high energy and commitment of leading organizations to further innovate and implement solutions at an accelerated pace. It certainly showed the considerable momentum that digital accessibility is gaining among M-Enabling eco-system participants, a very bright spot in our difficult and uncertain environment" pointed out Axel Leblois, President of G3ict and co-organizer of the conference.

Notable remarks came from Vint Cerf, VP and Chief Internet Evangelist at Google, and Caroline Casey, Founder and Creator of The Valuable 500. Caroline Casey took part in a discussion during part-two of the webinar, stressing that *"we cannot have full inclusion in society if we do not have inclusion in businesses, it's about global representation and the power of influence."* Vint Cerf adding that *"the spirit of collaboration is key for inclusion and accessibility; we need to move from accessibility to usability."*

"This year has amplified the importance of prioritizing digital accessibility. We were thrilled with the high level of engagement and commitment we saw at the Virtual Leadership Briefing. We were able to use the digital platform to expand our global outreach to advocate for all users. We look forward to adding additional digital briefings to the M-Enabling Summit brand series in the future," said Kara Krause, E.J. Krause & Associates, co-organizer of the **M-Enabling Summit**.

The next edition of the **M-Enabling Summit** will be held June 21-23, 2021 in Washington, DC. For more information on the **M-Enabling Summit**, event please visit 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