



Webinar on Web Accessibility: The Benefits for Business

Organized in partnership by UN Global Compact, ILO Global Business and Disability Network and G3ict

Agenda

Tuesday, 12 February, 2013
09:30-10:30 EST – 15:30-16:30 CET

9:30-9:40 – Welcome and Introduction

Venu Keesari, **UN Global Compact**
Debra Perry, **ILO Global Business and Disability Network**
Axel Leblois, **G3ict**

The webinar will begin with a brief introduction from the host organizations.

9:40-9:50 – The business case for web accessibility: impacts and benefits

Shadi Abou-Zahra, Activity Lead, WAI International Program Office, **World Wide Web Consortium (W3C)**

Through key examples and case studies, W3C will show how companies are improving the accessibility of their web content and how this has helped to realize benefits at many levels. This presentation will highlight findings from W3C's business case resource.

9:50-10:00 – Exploring solutions, identifying tools

Claire Gilioli-Guillemin, Accessibility Delivery Manager, **Orange**
Olivier Ducruix, Head of Ergonomics and Accessibility Solutions for Everyone, **Orange**

Orange, a telecommunications company, will share the efforts that they have undertaken within the company to increase the accessibility of their products and content. A solutions-oriented presentation, the company will point to some of the tools and resources that proved supportive to the company's efforts.

10:00-10:10 – The future of web accessibility, a review of trends

Nicola Palmarini, Marketing Manager and Director, European Human Centric Solutions Center, **IBM**

IBM, a global software company, will provide an overview of key trends that are leading to an even greater need to provide accessible products and services. IBM will also review their targeted process for addressing disability issues.

10:10-10:30 – Question and Answer/Closing

Moderated by Global Compact