



Accessibility Summer Camp

Pre-Sessions

ASC 2022

16 June 2022 - 10:00-11:00AM

Topic: Speaking up and Speaking Out – Essential Communication for Accessibility Professionals

Session Information: Words matter, and if you keep choosing the same ones, you'll never be heard, no matter how great your ideas are. When expressing the importance of accessibility, the way you communicate your message makes all the difference.

To be heard by your colleagues, managers, and leaders, you need to have the ability to listen to their objections, communicate your ideas, and influence their decisions.

In this talk, I share my real-world experience from working with the largest, industry-leading tech companies and consulting on digital accessibility advocacy to educate the audience on how to become better communicators as accessibility advocates.

Select this link to join this session.

Presenter: Cam Beaudoin

Owner, Accelerated Accessibility

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Cam Beaudoin is the owner of Accelerated Accessibility, a full-service accessibility consulting firm. Using his experience in sales, software development, and technical consulting, Cam brings a unique and refreshing perspective on how teams can tackle digital accessibility within their organization. People appreciate his hands-on knowledge of planning, executing, and delivering accessible results with practical, real-world solutions.



Cam sticks to down-to-earth stories and engages groups from the moment he meets them, leaving them with a cool confidence in their ability to handle the ambiguities of digital accessibility. Audiences often appreciate that he can speak the same language as their technical teams or senior business leads.

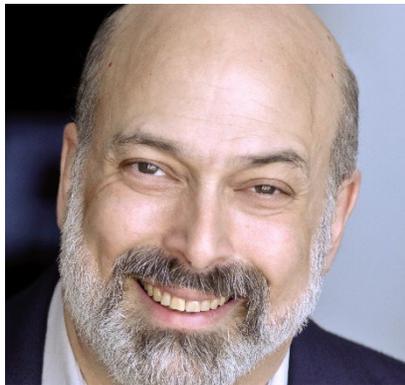
16 June 2022 - 2:00- 3:00 PM

Topic: Audio Description: If Your Eyes Could Speak

Session Information: This presentation will demonstrate how audio description provides access to the arts for people who are blind. Describers observe, select, and then succinctly and vividly use language to convey the visual image that is not fully accessible to a segment of the population—the American Foundation for the Blind notes that 31 million Americans are blind or “have difficulty seeing even with correction”. In the United States the principal constituency for audio description has an unemployment rate of about 70%. With more meaningful access to our culture, people become more engaged with society and more engaging individuals—thus, more employable.

Select this link to join this session.

Presenter: Dr. Joel Snyder
President, Audio Description Associates, LLC
jsnyder@audiodescribe.com



Dr. Joel Snyder is known internationally as one of the world’s first “audio describers,” a pioneer in the field of Audio Description, a translation of visual images to vivid language for the benefit, primarily, of people who are blind or have a vision impairment. Since 1981, he has introduced audio description techniques in over 40 states and 64 countries and has made thousands of live events, media projects and museums accessible. Most recently, Dr. Snyder was named a Fulbright Scholar to train audio describers in Greece over a four-week period in 2019.



In 2014, the American Council of the Blind published Dr. Snyder's book, *The Visual Made Verbal – A Comprehensive Training Manual and Guide to the History and Applications of Audio Description*, now available as an audio book and in Braille from the Library of Congress, in screen reader accessible formats, and in English, Polish, Russian, Portuguese, Spanish, and Chinese print editions; a version in Italian is planned for 2022. His PhD is from the Universitat Autònoma de Barcelona with a focus on audiovisual translation/audio description. Dr. Snyder is the President of Audio Description Associates, LLC (www.audiodescribe.com) and he serves as the Founder/Senior Consultant of the Audio Description Project of the American Council of the Blind (www.acb.org/adp).