- Hey guys, we are back and we will soon be bringing you audio of the full sessions from TechShare Pro. For today though, we are going to have some additional insights from sponsors and speakers, and let's get kicked off with the event hosts themselves, Google, that's right Christopher Patnoe is back.

- My name is Christopher Patnoe and I'm the Head of the Accessibility Programs at Google. This is my second time coming to TechShare Pro. We came last year trying to expand our understanding of what's important and what is available to help people. What things we could take back into the States, and we liked it so much, we decided that we wanted to host. So I'm really glad to welcome people from literally all over the world to join us here to talk, learn, and share with each other. Inclusive design is really the core, for me it's really the super set of accessibility. Accessibility is an important part of what it means to be inclusive. If you don't design with thought, you're going to accidentally exclude. So what we do at Google is we try to ask the questions of how could we make something more inclusive? How can we make something more accessible early in the process? So we make a choice, and understand what we need and prioritize it and make our products better. So inclusive design is sort of core to how we bring our mission to life, making the world of information universally accessible. I'm really excited to see what people have to say, what we can learn from each other, and how we can move everything forward together.

- So that's Google on the importance of accessibility, couldn't agree more. Another sponsor of the event, Microsoft, let's hear from them now. They feel equally as passionate about accessibility.

- I'm Hector Minto. I'm the Senior Technical Evangelist for Accessibility at Microsoft. We're a headline sponsor this year. We're really delighted to sponsor TechShare Pro. It's an important event in the calendar, frankly because it just brings everyone who's got accessibility in their DNA, to an event to discuss current themes. Accessibility is one of those mega trends. It's not going away, it's just gonna keep growing. We're building a future digital society and if we don't proactively include people with disabilities, we're just gonna bank problems for the future. So it's really important that we're having this discussion across the whole industry. You know I think we should make sure we're doing the rigor of accessibility so how people checking for accessibility, how we're actually making sure that content, software, everything is accessible so some of the current checking tools. But of course you can't talk about accessibility nowadays without looking at AI and the difference that artificial intelligence and machine learning is going to make in the lives of people with disabilities. We have a program called AI for Accessibility which is looking for people to actually come and work with us. Let us know what your tools are for employment. People with disabilities, access to modern life, improving human communication. So we're actually funding a lot of that work through our AI for Accessibility program.

- These guys have got some brilliant insights into how accessibility works and is prioritized within their organizations. Next up is Barclays, another sponsor of the event and the importance of bringing everyone on board when it comes to digital inclusion.

- My name is Emmanula Gorla. I'm part of the Digital Accessibility team at Barclays. So we're a sponsor of TechShare Pro. We all agree that without a network of people who are advocates and passionate to be the champion, you can't really achieve accessibility results you want to achieve. So it's very key to have this network growing and growing more and more. I think the key you really need to find people in your organization who are passionate about accessibility. So no one who is nominated by someone that's to be a champion will do a great job, but if you do find those people who are genuinely passionate about accessibility then you will have partnership in every single team within your organization. That's how you really get accessibility integrated in everything that your organization does. One of the things that motivates most champions is to share what other champions are doing. So we love to share the success stories. Very simply for example, one of our champions let us know they had, the team had won an award, an accessibility award for the website they had recently built. So that was great news and when you share that kind of news with the other champions, it really motivates them because it's so easy to get demotivated and frustrated when you can't get the results you are hoping to get, but when you see someone else has done it then you understand there's hope. I can do it. I just need to work on it, but I can achieve it.

- And we've heard from them before, It's Paul Walsh and Haben Girma of Lenovo, event sponsors and they're back again to talk about accessibility.

- From our Lenovo perspective we're kind of really excited to be partnering with AbilityNet and we talk about the whole area of a smarter technology for all, we are looking to draw a much richer and inclusive environment. To ensure that we can not as an afterthought, but when we think about from a design perspective all the way through to the delivery of product solutions and services that we are truly enabling and building systems for everyone. So we're excited to be here. I think it's our first time that we've partnered and we've sponsored this event. It's been really good so far.

- We still need to educate a lot of organizations to make sure that tech is being designed with access in mind and if we can increase hiring of people with disabilities so that the disabled are participating in all aspects of design from testing and customers to designing the actual products then everyone will have more accessible designs and better products overall.

- One of the reasons why I'm really excited about our partnership with Haben and obviously our partnership with you is to really think about how do we look at inclusivity within the actual culture, part of our DNA that as we're actually designing products that we're looking at those products or designing those products from the beginning with an inclusive point of view. And I'm really not thinking about it as an afterthought. What we'll see with Haben and our relationship is really ensure that one, we're looking at it from a cultural perspective and what do we have to do to ensure that we're really diverse and inclusive and I mean that in a very holistic manner. And two, how when we're thinking about designing products, solutions and services that is very inclusive as well. I think I the only way to truly do that is by having that with our DNA.

- Success would look like a culture where disability is celebrated as a driver of innovation and as people with disabilities as talented. So I really want to help change the culture so that disability is centered at Lenovo in all aspects of design and community helps create that. So we want to build up the disability community at Lenovo.

- I think it's really important for us to look at all of the advancements that we've been making across technology whether it be Cloud, Big Data, or AI, mobile, social, blockchain etcetera and with all those advancements we still see across industries that we still have friction, there's still friction in the system. So the goal is really how do we understand that and remove that friction and that's not going to be, for any organization, a monolithic change, it's continuous improvements. I think what Haben is going to be able to help us with, even within Lenovo, is how do we continuously improve and start getting better and some of that is as we said is in our culture, some of that is gonna be in a products and that's gonna be really important, but at the end of the day you know we believe what we can provide and what we will provide is gonna benefit, it's gonna benefit all.

- Now it's the brilliant Jennison Ascuncion, he's the co-founder of GAAD, G-A-A-D that's Global Accessibility Awareness Day as if you didn't know that already. He works for LinkedIn and he talks about well G-A-A-D and how it came about, but also accessibility in gaming.

- My name is Jennison Ascuncion and I'm visiting London from the San Francisco Bay area. In my day job, I head up Accessibility Engineering Evangelism over at LinkedIn. And I'm here, this is my first TechShare that I've been to. I'm really excited to get an opportunity to network and to interact with folk in the London accessibility scene and from across Europe and elsewhere. It's great to leave the U.S. and Canada area and come out here to see what's going on in the accessibility world here. So the 9th Global Accessibility Awareness Day is going to be on May 21st. I co-founded the event with a good friend of mine now, we didn't know each other then, but his name is Joe Devin. He's out in Silicon Beach out in the Los Angeles area. And he basically wrote a blog post in November 2011 bemoaning the fact that developers didn't know a lot about accessibility and how to use a screen reader and all that kind of stuff and he kind of made a edict or if you will, kind of charged everyone to learn more about accessibility and that there should be a day dedicated to learning about accessibility around the globe. He wrote a blog post, I read it and the rest is history. I think one of the most interesting thing over the last couple of years is the emphasis on gaming and accessibility. Often times the discussion on accessibility is around e-commerce, or banking, government that kind of thing. Forgetting the fact that people with disabilities also wanna have fun. So gaming has certainly become an area that has become a focus on Global Accessibility Awareness Day over the last few years. Also, higher ed as we call higher ed in U.S. tertiary education here, just making sure educational experiences are accessible because obviously without education that kind of leads to unemployment or underemployment which is such an issue still within the community of people with disabilities. So just in general those are our in terms of trends those seem to be the big ones, but in terms of like personal things that I've been thrilled about, in 2017 I was at a Global Accessibility Awareness Day event in Copenhagen and Tim Berners-Lee happened to be there, the father of the Internet. So just to have lunch with him was such a thrill. There was the State Governor of California I'm gonna say two years ago now or last year proclaimed Global Accessibility Awareness Day is something that's actually on the books within the state government in California. Coming towards our 10th Anniversary, Joe and I are still shocked at how much this took off and we're just waiting to see what happens next with it. Of course, I do want to take a minute to acknowledge the big support of billing that has been over the years and having different celebrations to market Global Accessibility Awareness Day so we really appreciate that. I mean it goes without saying the buzz words of the day, machining learning and AI, Artificial intelligence on one side, and then these immersive experiences. XR is what they're calling it. A morph of AR and VR and they're calling it XR so there's so much opportunities in those areas that I think still need to be exploited. I don't know if everyone knows exactly how they're going to apply it for accessibility, but there's certainly a lot of buzz. Hopefully around Global Accessibility Awareness Day next year, maybe there'll be some focus discussions around that.

- We're gonna finish off today's episode with the brilliant Caroline Casey. We have to hear from her again. There's no better way to wrap up. Don't forget, coming soon in the feed will be full session recordings with transcripts of course so watch the feed for that, but for now here's Caroline.

- My name is Caroline Casey. One of the things is that I'm the founder of the Valuable 500 which was launched in Davos of this year and it is the global year long campaign to get 500 of the world's biggest brands and their CEOs to put disability on their leadership agenda. It's really important for me to be here at TechShare Pro because I actually think design for all-inclusive design or accessibility validates everything that we're trying to talk to these global CEOs about. Is that people with disabilities are valuable to business. We're an opportunity for growth, and for innovation, and for brand differentiation and actually that we should not be categorizing our humanity, LGBTQ, and race against disability and actually technology is the democratizer. It's the leveler. It's the most inclusive way we can move forward looking at global human inclusion and it's also really important for me to be here to learn. Because I am a luddite, I am I, myself am visually impaired and registered legally blind and I'm terrified of technology. And I'm so scared of looking stupid and so scared of getting it wrong that I stubbornly avoid it. And yet, technology is so empowering. In doing the Valuable 500 campaign, I couldn't have done it without it, there's no way I could of. And so for me, we're all on a journey together, but I'm absolutely passionate about as we technologically develop, we have to make sure connection and heart is in there. And I really believe that's important and that we need to combine our heart and the advancement in technology because that's the potency. We can never forget the human need to belong, to be seen as equally unique and valuable. For me success looks like that disability is normalized into business, it's integrated into business. That we can turn up, knowing our otherness and accepting difference and that we're all equally unique and valuable not that we eradicate difference, but that we leverage it. That's what makes me excited. 90% of our companies say they are passionate about inclusion yet only 4% include disability. I'm like in 2019 that is bonkers and that is not inclusion. The second statistic that is terrifying to me is 56% of our boards, like our company boards have never had a disability conversation. 7% of our C-Suite have lived and experience disability and four out of five of them are hiding it. Like I hid my disability 20 years ago, like I came out the closet 20 years ago, but it's still happening. So why the tipping point? Well I think there is this extraordinary tipping point now that when I see the Valuable 500 and we've reached that tipping point of 170 companies, when I meet a CEO they go well why wouldn't I? Because why? Actually the digital revolution, the technology advances make it exciting. And also, through social media, the voice of the 1.3 billion people who are consumers and talent and who are suppliers and members of the community, that voice is being heard. I also think a huge tipping point is the younger generation because they are insisting upon full human inclusion and they want to be allowed to be unique. Why should they fit into a box? They want to belong. So if you think about this technology, you're thinking about how we communicate, the raise, the amplifying of the voice. The younger generation coming and I also think we're starting to have real conversations about being human. But I often talk about when Shine Birk, who's a friend of mine, who's small stature and she's Irish on the cover of Vogue Magazine. So when fashion gets onboard, you're starting to think oh my gosh and you know what forget what I've just said, you can feel it. And so what I often say is when you see something and when you hear something, when you're seeing and hearing that changes they way they behave. Look at the IKEA campaign called Disables. Look at Netflix now putting disability programming into their content. They ain't doing that just to be nice, they're doing that 'cause there's consumers. It's happening and you can feel it. And I kind of think is it 18 months away or is it now? And you can't control time, but when time comes we've gotta be ready and we are. Apple is one of the most preferred brands of people with disabilities in their families. They were the first brand in the world to trigger a trillion, look how successful it is! Actually, if you look at Interbrand's top five brands in the world all of them have an inclusion strategy which equally includes disability by the way. So that's amazing. So, why I'm I'm just fascinated that business doesn't see this opportunity. They don't, they're not woken to it just yet. But it is here and it is coming. Because Apple is that example right so it was inclusive design for making beautiful products for everyone. I remember someone telling me years ago that the remote control was designed for visually impaired people and we all use it. Then you look at things like text messaging for people who are hearing impaired. Clipomatic which I now use is not just great for people who are hearing impaired, but for everybody to be able to look at a video and not have ear phones. I often think if you designed airports with people who are visually impaired, with different lived experiences it would be extraordinary. Coming into Google today for this event has been amazing. It's not just for people with disabilities, for everyone. The energy in this room because the obstacles are being taken out of the way. If you take the obstacles and barriers out of the way for people with disabilities, we take them out of the way for everyone. We all know the well-known quote, "If we make buildings "accessible for when we're using wheelchairs, "for buggys as well." How many suitcases do you need? This is not rocket science. Like universal design, design for all, for all customers. Who wants to keep the customers closed out? Why would you do that? I want us to stop this identity politics and I want us to stop competing with each other to have our voices heard. Not only within the disability community, but outside it. There's enough for everyone. If I give to you, I don't take away from myself. We're trying to create a world where everyone belongs so we don't need to compete humanity against each other. The second thing is that I absolutely believe inclusion is a leadership issue. It's a sustainability issue, it is a culture issue. It is not a DNA issue.