- My name is Emanuela, I am part of the digital accessibility team at Barclays. So we're a sponsor of Techshare Pro, this is third year I attend the conference, great conference, it's growing every year, there are more and more people coming, which is great, it means we can share knowledge, learn from each other, it's a really, really good conference, I love it.

- [Female Interviewer] You were on the panel earlier today, talking about how to create an accessible champion's network, which is a really popular topic and loads and loads of questions coming through from the audience. Can you share the key points that you took away from it and the points that you shared yourself?

- Sure. We all agreed that without a network of people who are advocates and passionate to be the champion, you can't really achieve the accessibility result you want to achieve. So it's very key to have this network going and growing more and more. I think the key learning from the session was that you really need to find people in your organization who are passionate about accessibility. So no one is who is nominated by someone as to be a champion will ever do a great job. But if you do find those people who are generally passionate about accessibility, then you have partnership in every single team within your organization, that's how you really get accessibility integrated in everything that your organization does.

- [Female Interviewer] And what have you found at Barclays has worked particularly well for encouraging champions to be able to achieve more accessible projects?

- I mean, we have tried different things, which worked pretty well. I think one of things that motivates the most our champions is to share what other champions are doing. So we love to share the success stories, so very specific example, one of our champion let us know that their team had won an award, an accessibility award, for the website they had recently built. So okay, 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 that you're hoping to get. But when you see that someone else has done it, then you understand okay, there is hope, I can do it, I just need to work on it, but I can achieve it.

- [Female Interviewer] Okay and finally, what are the key takeaways that you have learned from Techshare Pro?

- I think the main takeaway for me this year is that it's happening, accessibility is happening. Step by step, small steps. But it is definitely happening. The fact that so many people are coming to this conference, and more and more people are coming to this conference every year, shows that more and more companies care about accessibility and are willing to learn about it and share what they are doing.

- [Female Interviewer] Yeah, momentum is growing.

- Definitely, definitely, there is momentum for accessibility right now, which is great.