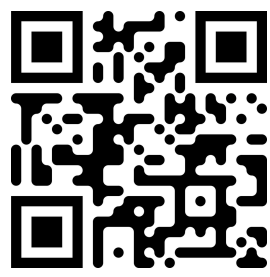


SCAN TO REGISTER



Accelerating Accessibility as a Competitive Advantage

A practical working session for small-business owners on building accessibility into e-commerce, marketing, documents, and technology from day one.



**TUESDAY,
OCTOBER 20**
5:30 – 8:30 PM ET



CITY TECH
300 Jay St.
Brooklyn, NY 11201
**Hybrid:
Onsite & Zoom**



**Join In Person
or Online**
Zoom link provided
after registration

MODERATOR

Peter Slatin
Slatin Group

Peter is the founder of Slatin Group, which has trained thousands of hospitality managers and employees across the U.S. on providing excellent, equivalent service to guests with disabilities. His work focuses on practical disability inclusion, customer experience, and helping businesses better serve an influential but still underserved consumer market.

Featured Speakers

Helen Bowen
Splash Box Marketing

Document accessibility and remediation, including PDFs, forms, and other downloadable materials.

Matthew Elefant
Inclusive Web

Maintaining accessibility over time as websites, content, staff, and vendors change.

Thomas Logan
Equal Entry / A11yNYC

The gap between technical compliance and real-world usability, and what automated testing misses.

Christopher Campbell
Campbell Consulting

The business and marketing case for accessibility — customer acquisition, differentiation, and innovation.

Hiram Kuykendall
Microassist

Accessible e-commerce, Shopify/ WooCommerce, WCAG basics, testing, and vendor VPATs.

Marc Safman
Safman Consulting

The interactive process and assistive technology — where accessibility breaks down and how to get it right from the start.



**Accessibility
at This Event**



ASL
interpretation



Professional
CART captioning



Live AI translation
into Spanish



**Assemblymember Stefani L.
Zinerman · AD56 – Bed-Stuy**



If you need additional accommodations or have questions, please contact:

✉ **ad56@nyassembly.gov**

☎ **(718) 399-7630**

ACCESSIBILITY PARTNERS

