

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



Virtual Event

Zoom link provided after registration



5:30 PM | Networking

6:00 PM | Welcome and Opening Remarks

6:15 PM | Speaker Presentations

7:30 PM | Moderated Panel Discussion

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



ACCESSIBILITY PARTNERS



InnoCaption

SPLASH BOX
MARKETING, LLC

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



ad56@nyassembly.gov



(718) 399-7630

Image Description: Accelerating Accessibility as a Competitive Advantage

Promotional flyer for “Accelerating Accessibility as a Competitive Advantage,” a National Disability Employment Awareness Month (NDEAM) event hosted by New York State Assemblymember Stefani L. Zinerman (Assembly District 56, Bedford-Stuyvesant) in collaboration with Safman Consulting.

The flyer features a professional design using dark green, cream, pale green, light blue, and gold accents. A QR code labeled “Scan to Register” appears in the upper left corner. The upper right features a photograph of a diverse group of smiling professionals seated together at an event.

Event Details

Tuesday, October 20, 2026, 5:30–8:30 PM Eastern Time. The program begins at 6:00 PM. The event is entirely virtual via Zoom. There is no in-person component. Any earlier reference to City Tech in Brooklyn as a hybrid venue is outdated.

This practical working session is for entrepreneurs, small-business owners, nonprofits, and business-support organizations seeking to incorporate accessibility into e-commerce, marketing, documents, technology, and everyday business operations.

Moderator

Peter Slatin, Slatin Group.

Featured Speakers

Helen Bowen — Splash Box Marketing

Matthew Elefant — Inclusive Web

Thomas Logan — Equal Entry / A11yNYC

Christopher Campbell — Campbell Consulting

Hiram Kuykendall — Microassist

Marc Safman — Safman Consulting

Program Topics

Document and PDF accessibility; maintaining accessible websites; automated accessibility testing; the business case for accessibility; accessible e-commerce and WCAG standards; vendor VPAT evaluations; assistive technology; and the interactive workplace accommodation process.

Accessibility Services

American Sign Language (ASL) interpretation, professional Communication Access Realtime Translation (CART) captioning, and live AI-assisted Spanish translation.

Accessibility Partners

InnoCaption and Splash Box Marketing LLC.

Registration

https://us06web.zoom.us/join/register/xjjawJv3TRO7sD_hc8ueFg

Additional Accommodations or Questions

Contact Assemblymember Zinerman's office at ad56@nyassembly.gov or (718) 399-7630.