Neuro Inclusive Events Project

Welcome Smart Meetings Community!! 😍

"What's good for the extreme, benefits the mean."

Neurodiversity is the term for many different healthy human neurotypes. Everyone collectively is neurodiverse - some are neurotypical while others are neuro distinct.

Neuro-inclusive thinking and design is important because it ensures we're creating a sense of belonging in all the online and physical spaces we curate.

Reports suggest that 15-20 percent of the population are neuro-distinct. According to several US-based reports, 1 in 44 children and 5.4 million adults have been diagnosed autistic. Many more of our friends, family, coworkers, neighbors, and acquaintances are undiagnosed.

Neuro inclusion fosters psychological safety, community, well-being and resilience. Only by reflecting and empowering everyone can we create the spaces and experiences we aspire to deliver.

Why is neuro inclusion important?

As the Google Xi team searched for resources to help us (+ event professionals and experience designers) make more neuro-inclusive decisions, we realized there was a gap…and they we wanted to fill it.

This intent of this project is to:

- Demystify and normalize Neurodiversity, starting with in the events industry

- Inspire neurotypical event professionals to embrace new methods of inclusion

- Empower neurotypical event professionals to design events that are more considerate and inclusive of all neuro types

What is this project about?

Crowdsourcing Goals

1 **Get your perspective on how to make this project impactful.**

- How can we best educate an enable?
- What needs to exist for event professionals to feel empowered to make neuro inclusive design choices?
- What barriers or headwinds are we up against?

2 **Get your feedback on the brand and visual identity mock-ups for the project.**

- How do the brand concepts make you feel?
- Which do you prefer?
- Anything unclear or feel too abstract?

3 **Get your feedback on the copy and content outline for the project.**

- How do you feel about the outline and proposed structure?
- What should we lean into?
- What's missing?

4 **Use your feedback to drive project decisions and inform outputs.**

- Phase 1: External website
- Phase 1: Resource guide
- Considerations for Phase 2 and beyond…

To be a part of our work and provide feedback, follow the QR code:

We've partnered with [Meeting Pulse](#) to make feedback capture quick and easy.

We encourage and greatly appreciate honest and unfiltered feedback on the following slides that will provide a preview of the name, branding, and copy for this project.

The following screenshots will help you navigate the tool.

meet.ps/neuprojectfocusgroup

Q+A:

This section offers the opportunity to input open text ideas around how to make this project as successful and impactful as possible.

You can enter your thoughts and ideas into the grey box at the bottom. Pressing the purple arrow submits your response.

Let's Ideate! What needs to exist in order for event leaders & professionals to feel empowered to apply neuro inclusive thinking to their event strategies and design?

TOP	NEWEST	VOTED (1)

▲ TEST
1   Megan Henshall   7 minutes ago   >

Click the button below to contribute. Click on the arrow to vote.

Add a contribution

Q&A   POLLS   PULSE   ABOUT

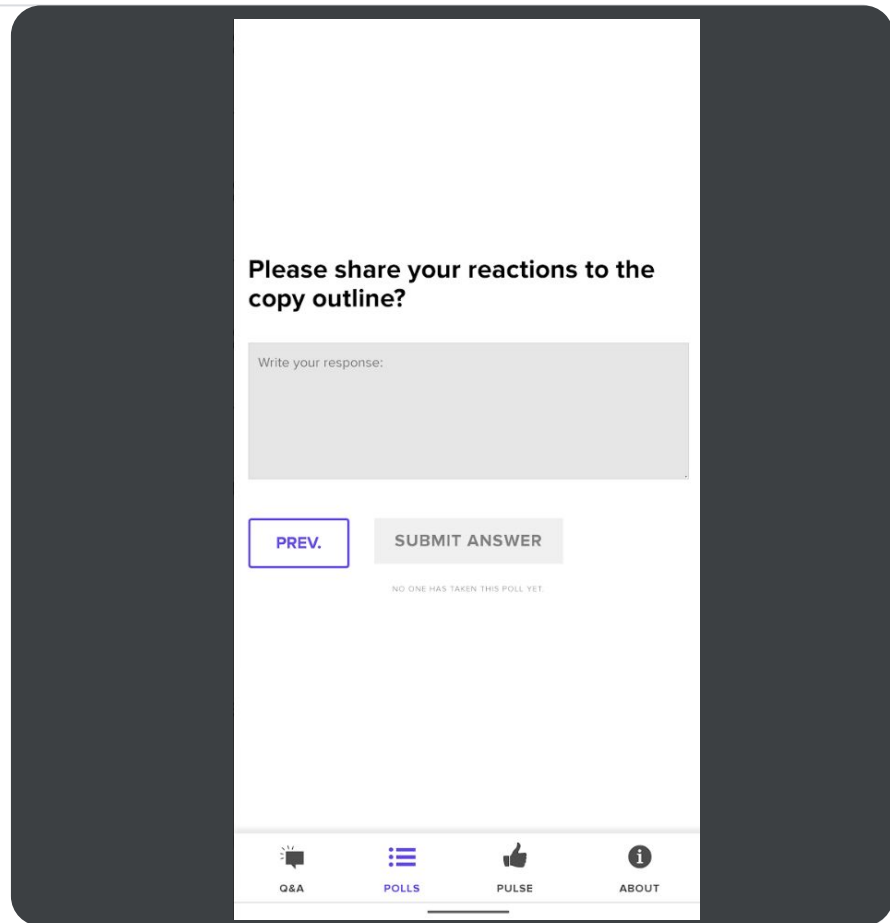## Polls:

You can access this section by pressing the "Polls" icon at the bottom of the screen.

Some of the polls are open text, some of multiple choice.

This section will ask for your responses to the name, brand and copy outline.

Please share your reactions to the copy outline?

Write your response:

PREV.   SUBMIT ANSWER

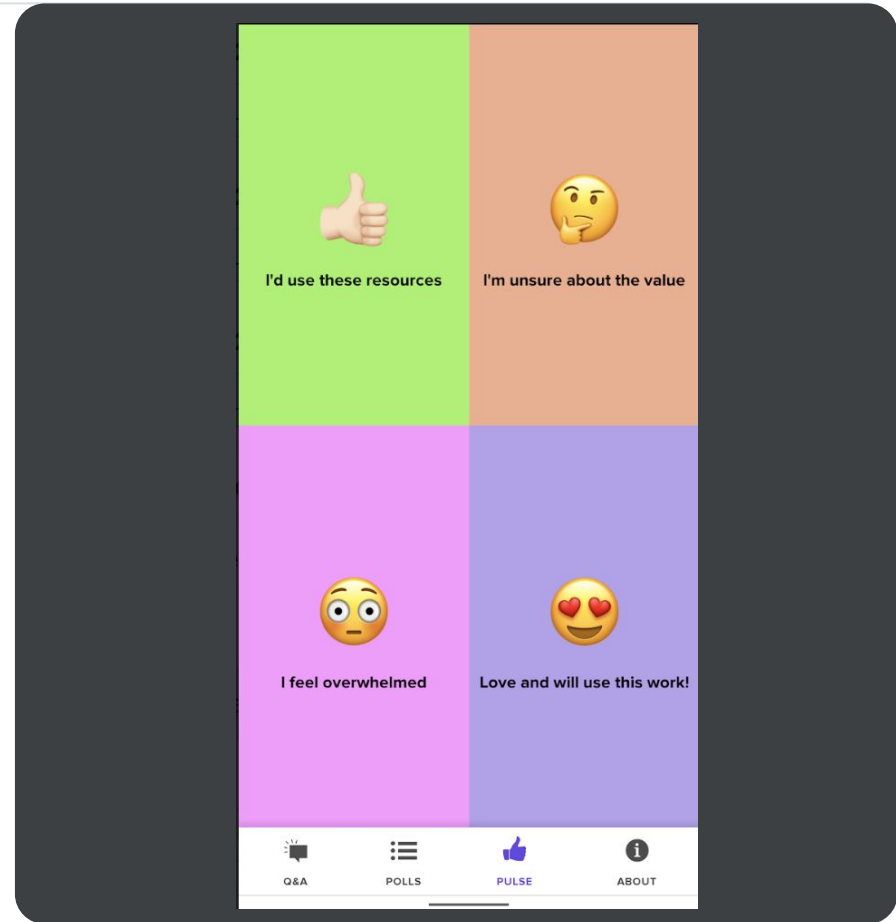NO ONE HAS TAKEN THIS POLL YET.

Q&A   POLLS   PULSE   ABOUT

Pulse:

This section allows you to respond by selecting the emoji that most closely reflects you overall sentiment about this project, as an event professional.

Once you select the emoji, it will submit your response and reset after a moment. You can vote multiple times here, if you have mixed feelings!

Brand & Visual Identity

The Neu Project

The Neu Project aims to be the go-to resource for neuro-inclusive design standards and guidelines. We're a group of event professionals and strategists, designers and writers, parents, and advocates, working to make spaces more welcoming and productive for the neuro-distinct community.

Starting with events—we're pioneering methods to make the neuro distinct community feel welcome, understood, and cared for within the spaces we curate.

Join us as we design a world that helps overcome neuro distinct challenges, empowers voices, and creates a sense of belonging for everyone in a new way.

Google

The
Neu
Project

Content & Copy

- Resource Guide Content Outline - 'sections'
- Writing Samples

Content sample:

Diversity, equity, and inclusion (DEI) are top priorities for event professionals; diverse and inclusive events can cultivate a sense of belonging and create spaces where ideas flourish, boosting engagement and value.

Yet many within the industry still feel out of their depth incorporating DEI into events, especially in lesser-known areas of inclusion like neurological diversity, known as neurodiversity.

This guide explores the topic of neurodiversity and the significance of creating events that are thoughtful of natural brain variations while providing understanding and practical 'how-to' tips on hosting neuro-inclusive experiences.

It is an evolving educational resource, updated regularly through feedback, focus groups, and other engagement tools. We are always looking to improve.

**SECTION 1:
Introduction**

Headline Options

- An Event Professionals Guide to Neuro-inclusive Events
- The Neuro-inclusive Guide for Event Profs

Subsections / topics:

- Project and brand introduction
- To add story thread, mission, vision, values, etc.

Content sample:

A fundamental aspect of event design is understanding the people attending events.

Like stars in the universe, no two minds are alike. Therefore, in creating neuro-inclusive events, event professionals must understand the language and experiences of neuro-variations and minorities is essential.

Here, we explore terms such as neurodiversity, the neurodiversity paradigm, movement, and different neurotypes.

SECTION 2:
No Two: Diversity of Minds and Experiences

Subsections / topics:

- What is Neurodiversity?
- The Neurodiversity Paradigm and Movement
- Neuro minorities
- The Neurodistinct Experience
- Intersectionality

Content sample:

Hosting inclusive events means more people feel heard, understood, and catered for within an event space, translating to increased engagement and overall value.

**SECTION 3:
Making Space**

Subsections / topics:

- Why inclusion is important
- The benefits of inclusion for events
- Potential challenges

Content sample:

Acceptance to Understanding (removing stigma) | Accessibility

Cancellation policies | Code of conduct | Color | Communication

Creativity | Diet *(meals in spaces, dietary requirements, sensory menus)* | Emotional needs | Feedback | Formats | Information | Language

Lighting | Preparation and predictability | Quiet rooms

Session recordings and transcripts | Sight | Smell

Social | Sound | Strategy | Support | Teams

Tools and kits *(stimming, earplugs, sunglasses, etc.)*

Training | What not to do or say

SECTION 4:
The A-Z of Neuro-inclusive Events

Subsections / topics:

- Practical "how-to" tips
- Possible budget estimates

Content sample:

#ActuallyAutistic | Ableism | Accessibility | ADD/ADHD | Asperger's syndrome | Autism | Autist

Condition | DEI | Disability | Disorder | Dyscalculia | Dyslexia | Dyspraxia

Extreme Demand Avoidance (EDA/PDA) | Fidget toys | First-person language | Hyperlexia | Mental health

Mental health condition | Mental health illness

Neurodivergence | Neurodistinction | Neurodiverse

Neurodiversity | Neurominority | Obsessive-compulsive

Spectrum | Stereotype | Stigma | Stimming | Tourette syndrome (TS)

SECTION 5:
Conclusion

SECTION 6:
Links and Resources

Subsections / topics:

- **Section 5:** Conclusion
- **Section 6:** Glossary
  Online Resources
  Partners
  Standards and Training
  Connect with Us