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Emne: ATT: SOU + UFU | ADORE Final conference 2 October 2023

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Welcome to the ADORE final conference 2 October 2023

Free of charge hybrid event on accessible communication 2 October 15:00-18:00 CET (16:00-19:00 EET), Tallin University and Zoom.

To reach as many as possible, communication must be accessible. This is required for the public sector since 2018, and the private sector from 2025. Still, most university courses do not cover the topic of accessibility.

How can we make sure that students of communication learn how to reach all users, no matter of ability? How can we promote a more inclusive teaching experience for all? This is what the EU-funded ADORE project has aimed to do, by bringing accessibility to the forefront of higher education curricula related to communication.

Welcome to this hybrid event, where we will present the results of the Erasmus-funded ADORE project. The event is free of charge, but you need to register in advance.

Agenda

16:00-16:10 Welcome

Professor Katrin Niglas (vice rector for research at Tallinn University) and Professor Anastassia Zabrodskaja (ADORE project leader and Head of the Master's program in Communication Management)

16:10-16:20 Keynote presentation about the ADORE project

Prof Anastassia Zabrodskaja (Tallinn University, Estonia)

16:20-17:10 Presentation of project results

- **Gap analysis** on accessibility training needs analysis for university teaching and training staff in fields related to communication.

Prof Anastassia Zabrodskaja (Tallinn University, Estonia)

- Mapping of higher education communication **programmes where accessibility training** can be included.
Prof Boštjan Šumak and Dr Maja Pušnik (University of Maribor, Slovenia)
- Co-creation of a needs-based **accessibility training toolkit** for university teaching and training staff working on higher education communication programmes.
Susanna Laurin (Funka Nu AB, Sweden)
- Development of a set of **personas representing professional profiles** in the field of accessible communication.
Darja Ivanuša Kline (Institut za napredno upravljanje komunikacij / Institute for Advanced Communication Management, Slovenia)
- Recommendations on the inclusion of **accessibility in curricula** for higher education communication programmes.
Prof Sergio Sparviero (The Paris Lodron University of Salzburg, Austria)

17:10-17:30 Break

17:30-18:15 Panel discussion

Dr. Christopher J. Jenks, Professor of Intercultural Communication at Utrecht University, Netherlands; Maarja Jõgioja, Disability Coordinator at Tallinn University. Moderator: Susanna Laurin

18:15-18:45 Q&A

18:45-19:00 Closing

[Please register here \(external webpage, opens in new window\)](#)

[How to get to the conference \(room N-207\)](#)

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