Accessibility Laws: What You Need to Know to Protect Your Business
WEBINAR OUTLINE
July 27, 2016 1:00-2:00 PM ET

1. An introduction to accessibility laws
   a. Applicable Laws
      i. ADA Title III
      ii. California Unruh Act
   b. Practical implications (ramps, parking, sign language interpretation, etc)
   c. Consequences of non-compliance (private lawsuits, DOJ investigations, treble damages, etc).
   d. Resources on the ADA

2. Applying accessibility laws to the web
   a. Challenges applying accessibility laws to the internet and how the courts have interpreted applying accessibility laws to the internet
   b. How DOJ and private litigants have interpreted applying accessibility laws to the internet
   c. Where is the law heading?
      i. Private litigation and settlement agreements
      ii. DOJ rulemaking
   d. Practical Advice and safe harbors

3. What does it mean for a site to be “accessible”
   a. WCAG 2.0 AA

4. Practical tips
   a. Move towards websites accessibility
      i. Different approaches based on different challenges (types of organizations)
      ii. New content versus existing content
      iii. Training, automated testing, etc.
      iv. Incorporating an accessibility statement
   b. Next steps
      i. Assessing websites for accessibility
      ii. Hiring a developer to ensure your site is accessible
         1. Expertise
         2. Contract provisions
         3. Remediation testing
      iii. Other technologies
         1. Mobile apps
         2. PDFs and other electronic documents
      iv. I’ve been sued!! Now what do I do??
         1. Outside counsel
         2. Develop an accessibility plan
            a. Remediate existing content
            b. Plan for future content
            c. Create an accessibility statement and commit to it.