



## Creating and Marketing Sensory-Friendly Cultural Events for Audiences & Visitors with Autism and Sensory Processing Disorders

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### LEAD Conference and Training - Chicago, IL

Sunday, August 3, 2014: 1:00 – 5:00 p.m.  
Gleacher Center - Room 602

#### AGENDA

- 1:00 – 1:20 Welcome and Self-Introductions
- 1:20 – 1:45 Video: ["A is for Autism"](#): *Phillip*
- Discussion: *Phillip / Beth*
- 1:45 – 2:30 Understanding Sensory Processing and Autism Spectrum Disorders: *Beth / Phillip*
- How environmental sensory inputs affect the visitor experience: *Judy / Phillip*
- 2:30 – 2:45 Break
- 2:45 – 3:30 [Guidelines and Best Practices for Cultural Organizations](#): *Francine / Judy*
- Pre-visit Planning
    - [Going to the Show / Going to the Museum](#) Guides
    - [Imagination Stage Pre-Visit Video](#)
  - Designing Modifications and Accommodations
  - Marketing Your Sensory-Friendly Cultural Event
    - Understanding the Sensory-Friendly disability access symbol and how to use it effectively
    - Engaging audiences and collaborative marketing strategies
  - Resources
- 3:30 – 4:00 Case Scenario: *Beth*
- Video: [Autism "Awareness" - Ten Things You Should Know](#)
- 4:00 – 4:45 Evaluating the success of your Sensory-Friendly cultural event: *Roger / Francine*
- [Sensory-Friendly Audience Survey](#)
- 4:45 – 5:00 Reflection: *Phillip*
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The Sensory-Friendly toolkit for cultural organizations containing all of today's workshop materials can be found online at: <http://www.miamidadearts.org/sensory-friendly-toolkit-cultural-organizations>