ACT MULTIPLIER EVENT E1

CONFERENCE

Barcelona, 06.06.2018

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1. Summary of the event

ACT Multiplier Event E1 ("Conference") was held in Barcelona (Residència d'Investigadors) on 6 June 2018, organized by the ACT UAB team. 86 participants took part in the event.

It was disseminated through the project website (**http://pagines.uab.cat/act/content/actunlimited-2-symposium**) and through personal contacts with all relevant stakeholders in the field (email, personal contact, etc.).

To guarantee a wider impact, the ACT multiplier event teamed up with the Unlimited! Conference, whose first edition took place in Antwerp in 2016. This allowed reaching out to a high number of stakeholders interested in live accessible events that had attended the first Unlimited! Symposium.

Additionally, to guarantee an even wider impact, the ACT multiplier event was collocated with two additional conferences organized by TransMedia Catalonia research group at UAB: the UMAQ conference (http://pagines.uab.cat/umaq/umaq-conference), which took place the two previous days (4 and 5 June), and the Fun for All Conference (http://jornades.uab.cat/videogamesaccess/), which was celebrated the two days after ACT/Unlimited! 2 (7 and 8 June).

The aim of ACT/Unlimited! 2 was to present the results of the ACT project as a whole and, more specifically, IO4 results (i.e. the MOOC). In order to fulfill that aim, a specific ACT panel with a focus on presenting the results of IO4 was organized at the beginning of the day. Participants had the opportunity to see the actual MOOC course developed and provide feedback during a lively discussion. Moreover, a specific discussion session at the end of each additional panel was organized and the chairs (who were all ACT partners) took the opportunity to link the discussion with IO4 results and with the ACT project as a whole.

This document presents the Multiplier Event development, and reports on the feedback received from workshop participants through a satisfaction survey.

2. Multiplier event development

The workshop developed as follows:

08:30-09:00 Registration

09:00-09:15 Welcome address by Anna Matamala (TransMedia Catalonia), UAB). Sign language interpreting and live subtitling by a professional were provided by Àgils Comunicació.

Photos of the opening speech with sign language interpreting and live subtitling

09:15-10:30 **ACT panel**, chaired by Pilar Orero (TransMedia Catalonia, UAB), with participants from the ACT project: Sharon Black (QUB), Aline Remael (University of Antwerp), Xiaochun Zhang (University of Vienna), Gabriele Sauberer (ECQA), Fien Van Den Abeele (Inter), Saartja Cauwenbergh (NTGent), Mariana Pfenniger (Trànsit).

Samples of the MOOC as well as the promotional video were shown to the audience.

Photos of the ACT panel

10:30-11:00 Coffee break was offered to all participants, a perfect opportunity to network and learn more about the project.

Photos of the audience

11:00-13:30 **Panel 1. Live events**. Chair: Aline Remael (University of Antwerp)

- **Joel Snyder** (American Council of the Blind/ Audio Description Project, USA): *No problem: We'll Do It LIVE! – Here Comes The Sun and There Goes The President*. Presentation.
- **Nazaret Fresno, Katarzyna Sepielak, Maciej Krawczyk** (The University of Texas at Rio Grande Valley, USA): *Super Bowl for All.* Presentation.
- **Anna Jankowska, Agata Psiuk, Regina Mynarska** (Seventh Sense Foundation, Poland)**, Katarzyna Śmigielska (**Krakow Festival Office, Poland): *Audio Description Live in Concert.* Presentation
- **David Vialard** (Texas Tech University, USA): *Walking the Tightrope, Working without a Net—Audio Description comes to the Gamma Phi Circus.* Presentation.
- **María Olalla Luque** (University of Granada, Spain) **& Silvia Soler** (University of Colorado, USA): *Feeling the Alhambra: An Accessible Project for Visually Impaired Visitors at the Alhambra of Granada.* Presentation.
- **Martin Zwischenberger** (University of Teacher Education, Graz, Austria): *Live Audiodescription Special Olympics 2017.* Presentation.

Photos of Panel 1 speakers

Photos of Panel 1 speakers

13:30-14:30 Lunch break.

Sandwiches and salads were offered to participants in a room where networking opportunities continued. ACT partners replied to many questions from interested participants.

14:30-16:45 **Panel 2. Multiple approaches to AD**. Chair: Sharon Black (QUB)

- **Louise Fryer** (UCL/VocalEyes, UK): *Everything but the AD.* Presentation.
- **Ivan Borshchevsky & Alexey Kozulyaev** (RuFilm LLC, Russia): *Different Approaches to the AD in Russia: How to Improve the AD Quality?* Presentation.
- **Aline Remael, Gert Vercauteren & Nina Reviers** (University of Antwerp, Belgium): *Designing a Modular AD Course: Didactic Challenges and Solutions.* Presentation.
- **Elisa Perego & Christopher Taylor** (University of Trieste, Italy): *Museum Goes to the University: a Sharable Model of Sensitization.* Presentation.
- **Monika Szczygielska** & **Łukasz Stanisław Dutka** (Dostepni.eu, University of Warsaw, Poland) *Making accessibility more accessible.* Presentation

Photos of some speakers in Panel 2

16:45-17:15 Coffee break

17:15-18:45 **Panel 3. Live subtitling**. Chair: Xiaochun Zhang (University of Viena)

- **Zoe Moores** (University of Roehampton, UK): *Respeaking at Live Events – Increasing Access for All.* Presentation.
- **Łukasz Stanisław Dutka** (Dostepni.eu, University of Warsaw, Poland) **& Monika Szczygielska** (Dostepni.eu, Widzialni Foundation, Poland): *Quality in the Eye of the Beholder? Quality measures and user satisfaction in live subtitling.* Presentation
- **Pablo Romero-Fresco** (Universidade de Vigo, Spain/University of Roehampton, UK): *Theatre captions through the looking glasses.* Presentation

Photos of some speakers in Panel 3

18:45-19:00 **Closing remarks** by Pilar Orero.

3. Multiplier event accessibility

In order to increase the accessibility of the multiplier event different measures were taken:

1. Àgils Comunicació acted as an accessibility sponsor and provided live sign language interpreting and also professional live subtitling for the opening session and the ACT panel. The subtitler worked using a QWERTY keyboard in a specific booth, and subtitles were displayed on top of the PPT presentation.
2. All the other sessions were subtitled in English automatically using Webcaptioner (https://webcaptioner.com/). The subtitles were shown on top of the screen where the presentation was projected.
3. All speakers were instructed to prepare an accessible presentation and specific guidelines were provided: http://pagines.uab.cat/umaq/sites/pagines.uab.cat.umaq/files/UMAQ_files/confer ence/gmgreco_guidelines_accessible_presentation_v3.0.pdf
4. All presentations were uploaded online prior to the presentation, so that any users needing to magnify or zoom it could easily do it. See links above next to the paper title.

5. A book of abstracts was made available online prior to the multiplier event: http://pagines.uab.cat/act/sites/pagines.uab.cat.act/files/actunlimited_book_abstracts.pdf
6. All users were specifically asked in the registration form if there had any accessibility needs and all needs were catered for.

Photo of the sign language interpreter and the live subtitling service

4. Participants

A total of 86 participants took part in the event, from the following countries: Canada, Italy, Germany, Russia, Spain, Poland, UK, Austria, the Netherlands, Belgium, USA, New Zealand, Australia, Switzerland, and Ireland.

23 participants were from UAB, 13 participants were from ACT partner institutions and the rest of participants were external to the ACT consortium.

External participants included participants from universities such as Montreal University, University of Torino, Jagellionian University in Krakow, University of Surrey, UNINT in Rome, UNED, University of Salamanca, University of Murcia, University of Vigo, Auckland University, Colorado State University, University of Granada, Hildesheim University, Texas Tech, Murmansk Arctic State University, Pädagogische Hochschule in Austria or Dublin City University.

There were also relevant stakeholders such as user representatives, free-lancers, service providers and NGOs representatives. A non-exhaustive list includes Viacom Internacional, Rufilms, Komt Het Zien, Hörfilm, ACAPPS, Dostepni.eu, Description Victoria, SUB-TI, ORF Austria, American Council of the Blind, among others.

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5. Satisfaction survey

A satisfaction survey was circulated to conference participants by email using the accessible platform Survey Monkey. 33 participants replied it and the following feedback was provided on a 6-point Likert scale in the form of stars.

	1	2	3	4	5	6	No reply	MEAN
Quality of the presentations	0	1	4	8	10	10	0	4.73
Quality of the ACT panel	0	0	3	7	8	15	0	5.06
Information received before conference (mail, website, etc.)	0	1	0	4	7	20	1	5.41
Registration desk support	1	0	0	3	7	22	0	5.45
Networking possibilities	0	0	0	6	9	17	1	5.34
Location	0	0	2	3	8	20	0	5.39
Coffee break	0	1	1	6	11	14	0	5.09
Registration fees	0	0	2	6	10	15	0	5.15
Overall quality	0	0	2	2	14	15	0	5.27

Table 1. Average results for quality indicators

As seen on Table 1, average value for all indicators are high, all above 5 except for one, which still gets a very high mark (4.73/6). The overall quality is assessed with 5.27/6 and the ACT panel is very well received by participants, who mark it with a 5.06.

Participants also provided additional feedback either on the ACT project or on the multiplier event on a last open text field. Ten replies were collected and are reproduced literally:

- Great and insightful conference with wonderful people and an amazing team regarding support and organisation! I am definitely interested and I hope that I can make it to ACT/Unlimited! 3!
- For me it was a little bit cold in the meeting room.
- I would like to see more dynamics in the presentations, more interaction with the audience. Maybe prepared debat opinions. Green and red cards - a mobile host asking for opinions? I am not a fan of the panel set up. It's a bit stiff.
- The room for the coffee gets very noisy
- It was wonderful – thank you all!
- The fruit, fruit juices and sandwiches were lovely!
- Great organisation. Good contents.
- Some of the presentations were not accessible enough.
- I've learned a lot and I have enjoyed it a lot. It's been a great conference!
- Excellent conference, great presenters and overall great experience

6. Conclusions

Overall, the aim of the workshop, which was to present the results of the project with an emphasis on IO4 results, was fulfilled, and the assessments obtained through an online survey show a high satisfaction by participants.

It should be stressed that the multiplier event gathered a high number of interested stakeholders which took the opportunity to engage in a lively discussion on the ACT project in particular and in accessibility in live events as a whole. Many participants showed interest in enrolling in the MOOC that has been produced as part of the ACT project.

As suggested in the application, the multiplier event had a multisectorial approach and four sectors were tackled: academia, scenic arts, cultural policies, and quality certification. Relevant issues related to social integration, user interaction, technologies, inclusion policies, to name just a few, were discussed during the one-day event.

Sustainability of this event has been guaranteed and the next Unlimited! Conference was announced during the closing remarks for 2020. It will be celebrated in Antwerp (Belgium).