Sorenson

**VRS** 

Company

Resources

Support

# for Better Attendance,

**Enterprise** 

# **Engagement, and Audience** Experience

CaptionCall

Enterprise

April 22, 2025

Provider



accessibility—delivering information in an accessible way. However, communication gaps remain for mixed audiences (including Deaf and hard-ofhearing individuals) at public events such as: Conferences

information in their language preference. This is the definition of communication

 Conventions Seminars

- Open houses
- Townhall meetings
- Orientations Performances and festivals
- Today, more than ever before, we need multilingual communication accessibility to ensure
- that we can effectively communicate with audiences, regardless of their language preference, as our communities and workplaces reflect a range of backgrounds.

Why communication

accessibility must include a multilingual focus

## More than 1 in 5 people living in the U.S. speak a language other than English. As you might expect, Spanish is the most common of those languages, making up 62% of those households. However, the other 38% speak a variety of foreign languages, demonstrating that merely presenting information in only English and Spanish is not adequate for full event accessibility<sup>2</sup>. By embracing and welcoming, multilingual audiences at events, you promote equality,

ability. Multilingual event accessibility benefits

respect, and a sense of belonging for everyone regardless of language preference and

### Increased participation: With language accessibility, attendees can grasp information faster and actively engage. Revenue growth: Broad accessibility can increase attendance, leading to higher ticket sales and sponsorships. Attracting a more expansive audience can also lead to a positive brand reputation.

Better communication: Attendees with access to effective communication can start a conversation with anyone and build relationships.

immensely helpful to your audience.

The benefits of accessible multilingual events are manifold:

- Improved user experience: real-time captioning and audio for all attendees in their preferred spoken language ensures equitable access to information.
- While the benefits of real-time speech translation are obvious for participants whose primary language differs from the speaker, even same language captioning can be
- autism, ADHD, and dyslexia may also benefit from captioning. To better meet the language needs of event audiences, Sorenson offers Sorenson Forum.

Roughly 14% of Americans have some degree of hearing loss and can use captions to avoid

missing statements they don't hear.<sup>3</sup> Neurodivergent individuals — including people with

real-time solutions Multilingual communication accessibility can transform the event experience, allowing full

participation and enjoyment by people of diverse backgrounds and languages. By using

technology to bridge the language gap, you offer attendees a satisfying experience and

Multilingual events accessibility

## access to all aspects of an event without obstacles. The technology now available includes multilingual interpreting, real-time translation, and live captioning.

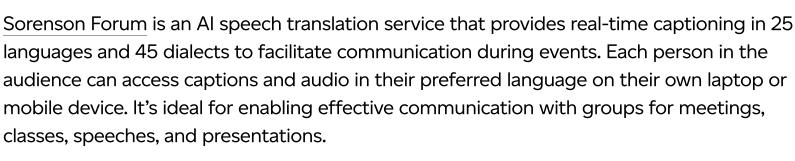
Sorenson Forum

Sorenson Forum provides solutions for event planners before problems have a chance to

Attendance and engagement: Instant access to a language they know encourages a

Budget-minded accessibility: Provide accessibility for dozens of languages at a fraction

Sorenson Forum



wider audience and allows participants to understand and engage.

of what it would cost to staff multiple qualified interpreters.

arise:

access translations and captions on their own devices — they don't even have to download anything. • Single solution compatible with in-person, remote, and hybrid events: Give guests the same great experience however and wherever they're joining.

Unlike traditional captioning and translation services with few language choices and

• Streamlined to avoid technical difficulties: No need for special equipment, and users

- cumbersome equipment requirements, Sorenson Forum is a next-generation Communication Access Realtime Translation (CART) solution that delivers instant access to captioning in 25+ languages and two-way communication for a personalized experience. How to integrate multilingual
- communication accessibility into your event planning

To provide a fully accessible event experience for multilingual guests, consider a variety of

• Include a question about accessibility needs in event sign-up forms. Support

multilingual registration with an event website allowing registrants to select their

preferred language. Gathering this information in advance allows time to prepare

Provide details on where to go on the day of the event and how to access interpreting,

Provide pre-event materials and instructions in attendees' preferred language,

If you're providing on-site interpreters or Video Remote Interpreting services for your

including the accessibility services they can anticipate prior to the event.

accommodations from registration through post-event follow-up.

event materials and line up appropriate services.

event, consult your interpreting provider well in advance to secure adequate staffing. Training and support

Prepare any technology you will use to deliver accessibility services, including microphones,

To provide a seamless experience for your multilingual guests, provide information before

Promote accessibility options on the event webpage and program book.

subject matter details. Well-prepared interpreters can most efficiently deliver the

they take advantage of accessibility services.

Take the next step today

1. American Community Survey

3. Hearing loss statistics and demographics

help you create an inclusive and engaging environment.

2. What Languages Do We Speak in the United States? (census.gov)

presenter's message and enhance the experience for attendees.

## monitors or projectors for displaying media, and setting up accounts and apps. Do test runs for all equipment to detect potential technical problems. Multilingual events accessibility best

practices

and during the event:

Before the event

translation, and captioning.

 Use visual aids and gestures to guide guests to where they need to go and to draw attention to interpreting, translation, or captioning availability. If you've scheduled interpreters, prepare them with all related event information and

To learn more about how multilingual accessibility services can elevate your events, reach

Lumina VP

Mobile App

Sorenson for Zoom

Become a Provider

Home Phone

Mobile App

**Education and Training** 

How to Refer a Patient

**Professional Caregivers** 

911 Emergency Calling

Sound Off Project

CaptionCall Mobile

out to our team to discuss your communication needs and the most fitting solutions to

Use visual signage on the event grounds to help everyone find their way even before

- Request a consultation or demo of Sorenson services  $\rightarrow$ **Sources**
- Sorenson Sorenson VRS Desktop App

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in

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English ~

Support

**Toll Free Numbers** 

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FCC rules permit you to port your telephone number to the VRS provider of your choice. If you request a new number, Sorenson will provide you with one for the geographic area where you live or work. To ensure proper routing of 911 calls, it is important that you provide, and update in the event it changes, the physical address (i.e., the Registered Location) from which you are placing the call. You can update your Registered Location in your device settings or by calling (866) 756-6729. To learn how to update on your device visit Sorenson Account Management. Emergency calls made via internet-based TRS may not function the same as

traditional E911 service. For example, you may not be able to dial 911 if there is an internet-service failure or if you lose electrical power, and your 911 call may not be routed correctly if you have not updated your

Connections **Deaf Interpreter Academy** Synergy Program

**Enterprise** 

Sorenson Forum

Sorenson Express

Teams

Specialized Interpreting

Sorenson Express for Zoom

Sorenson Express Trial

On-site Interpreting

**Schedule Services** 

Industries

**Financial Services** 

Education

Healthcare

Manufacturing

**Public Sector** 

Academy

**Compass Program** 

Media and Events

**Professional Services** 

Sorenson Interpreting

Sorenson Express for Microsoft

Video Remote Interpreting (VRI)

Transparency in Coverage

User Registration Database (URD)

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June 5, 2025 · Enterprise Multilingual Events Accessibility for **Diverse Audiences** 

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Registered Location. Hearing point-to-point video users will not be able to place emergency calls. For more information on the process of obtaining ten-digit numbers and the limitations and risks associated with using Sorenson's VRS to place a 911 call, please visit Sorenson's website: 911 Legal Disclaimer | Sorenson. For information on toll-free numbering, please visit Sorenson Toll Free | Videophone Number Linking