

Inclusive Communications - Reaching a Deaf and Diverse Audience - ACCESS 2024 - 3Play Media

[00:00:00.29] SOFIA LEIVA: Welcome, and thank you for joining us at ACCESS 2024. My name is Sofia Leiva, and I'm on the marketing team here at 3Play Media.

[00:00:10.19] I am a Latina woman with black hair wearing a green and white top, and my pronouns are she/her. I'm happy to welcome you all to the session "Inclusive Communications-- Reaching a Deaf and Diverse Audience." Today, we're joined by Carly Anderson and Brenna Thompson.

[00:00:30.14] Thank you so much Carly and Brenna for being here today. I'll pass it off to you for what will be a wonderful presentation.

[00:00:38.51] CARLY ANDERSON: Thank you so much, Sofia, for just covering those housekeeping items and introductions. We are so excited to be here today, and I welcome all of you, and thank you for joining us, as well.

[00:00:49.55] What an outstanding day and a half it's been. Just, such important conversations and discussions around how all of us and our organizations and our communities can grow and collectively create a better and more inclusive world. I think that's the goal we all have. So thank you, ACCESS 2024, just for this opportunity to be involved and partner with such an impactful couple of days.

[00:01:15.04] We're so excited to continue down that path of inclusivity today and more specifically, how to develop and display inclusive practices as it pertains to communication specifically, and beyond that, a deaf and diverse audience, and what that looks like. Our time together today is going to be spent shared with a presentation and information gathering. We've got our slides and presentations shared with you all today.

[00:01:42.75] And as Sofia mentioned, we will also be leaving plenty of time at the end to go over a Q&A session with you all. So continue to write down your questions and share those with us so we can be sure to hit those at the end. If we don't get to all of the questions today, please know we will be sharing our contact information with all of you. And we do hope to be a continued resource for everybody down the road.

[00:02:06.51] So as we mentioned, we are Deaf Services Unlimited, and at DSU, our primary goal and mission is just to eliminate gaps that exist in communication access for the deaf and hard-of-hearing communities. We, as an organization, are proud to set the bar for a few things-- quality, service, and what we hope is a very positive experience for everybody involved, and I think, something we do is never sacrifice any one of those standards.

[00:02:40.77] So I am our Director of Operations. My name is Carly Anderson. I just celebrated my 11-year anniversary with DSU, and I'm just really excited to be here today and share more about the deaf community and deaf culture and the impact it's made on my life personally.

[00:03:01.04] I work very closely in my role with our coordination department and manage a team of individuals that are our client-facing folks that are working on project management, event management, and just working on getting the services that our clients need in order to be accessible and communication access.

[00:03:19.25] I'm going to go ahead and pass it over to my co-leader Brenna Thompson. Brenna, if you'd like to introduce yourself, and share a little bit more about what your role within DSU is.

[00:03:37.64] OK, I'm doing a check-in. Brenna, I'm not able to hear you. We might be having some audio issues.

[00:03:42.38] BRENNA THOMPSON: I'm so sorry. I was still muted.

[00:03:44.72] CARLY ANDERSON: OK, here we go.

[00:03:45.69] BRENNA THOMPSON: I apologize.

[00:03:46.67] CARLY ANDERSON: No problem.

[00:03:47.42] BRENNA THOMPSON: To echo what Carly said, thank you so much for having us today, and it's a pleasure to share this session with you.

[00:03:53.82] My name is Brenna Thompson, and I am the Director of Business Development at Deaf Services Unlimited. I've been working with DSU for about three years now. I have the pleasure of working with potential clients and addressing their needs for communication access services. I enjoy working together with our clients to find the right solutions for their unique needs.

[00:04:17.66] My favorite part about working at DSU is having the opportunity to partner with other businesses and organizations to come up with a plan on how to make their products or services more accessible to the deaf and hard-of-hearing communities.

[00:04:33.92] Today, I'll be giving some insights into the deaf and hard-of-hearing market, discussing common barriers that make a business's products or services inaccessible to the deaf and hard-of-hearing communities, and introducing some of the many benefits businesses experience when they are proactively inclusive to all communities.

[00:04:56.18] Many people are unaware of just how large the deaf and hard-of-hearing market is. More than 1.5 billion people worldwide have a hearing loss. With an aging population, this number is expected to increase to 2.5 billion by 2050. In the United States specifically, 48 million Americans have some degree of hearing loss.

[00:05:21.92] When businesses fail to include deaf and hard-of-hearing individuals in their marketing or advertising, they are missing out on almost 19% of the global market. For businesses targeting the US market directly, they are failing to reach over 14% of Americans if their marketing, products, or services are inaccessible to the deaf and hard-of-hearing population.

[00:05:46.25] Communication access looks different for every individual. There are many ways to reach the deaf and hard-of-hearing audience, and we will dive into various methods later in the presentation. For now, it's important to note that many individuals who identify as deaf or have a severe hearing loss use sign language as their primary or native language.

[00:06:08.36] Sign languages are distinct languages that use their own grammar and syntax. Many people believe American Sign Language or ASL is a word-for-word translation of the English language, but ASL has its own grammatical rules and structure. Signs in ASL are not expressed in the same word order as words in English.

[00:06:30.98] On the other hand, individuals who identify as hard-of-hearing may have a mild to severe hearing loss. In the United States, these individuals often use English as their primary language, and often use their residual hearing alongside an auditory device, such as a hearing aid or FM system, to process speech. Because of these linguistic differences, communication access can look different for someone who identifies as deaf and someone who identifies as hard-of-hearing.

[00:07:01.22] For a deaf individual who uses sign language as their native language, English captions are not considered an equitable communication accommodation, as they require deaf individuals to receive information in a secondary language. As you can see from this example, there is no one-size-fits-all solution to communication access. That being said, there are best practices we can follow and common barriers we can do our best to eliminate.

[00:07:30.68] For hard-of-hearing individuals, some common barriers are media without captions and audio without transcripts. The ADA requires that captioning be provided for deaf or hard-of-hearing individuals when needed. Section 508 and 504 of the Rehabilitation Act requires electronic communications and information technologies, such as websites, email, or web documents, to be accessible. For video content, closed captions are a specific requirement.

[00:08:01.13] Many businesses and organizations fail to meet these requirements and by doing so make their marketing or educational content inaccessible to the deaf and hard-of-hearing audience. By failing to caption public media, businesses risk legal and compliance, they lessen their reach, and they exclude specific members of their audience.

[00:08:21.74] To create the most inclusive video content, it is best practice to add captions and post-production ASL interpreting. This ensures the video content is accessible for deaf sign language users, as well as hard-of-hearing individuals who use English as their primary language.

[00:08:40.40] Limited customer support options are also a common barrier to deaf or hard-of-hearing individuals being able to utilize a business's products or services. For example, someone who is hard of hearing and has difficulty communicating over the phone, a business that requires you to call to schedule services may be inaccessible.

[00:09:03.33] If this individual can find a competing business that accepts service requests by email, contact form, or another form of written communication, they are likely to choose doing

business with the competing company as they offer services that are more accessible to them and much easier to use.

[00:09:23.00] A lack of sign language interpretation services is another common barrier. The Americans with Disabilities Act requires businesses to provide qualified sign language interpreters when necessary to communicate effectively with deaf or hard-of-hearing clients or employees. Although this is a legal requirement, many businesses do not have an outline process or protocol to provide ASL interpreters when they are needed or requested.

[00:09:49.92] This is a good time to ask yourself, does my business or organization have a plan in place for when a deaf or hard-of-hearing client needs interpreting services? Or if a deaf individual were to walk into my business tomorrow needing services or assistance with customer service, would my colleagues or I be able to properly assist them?

[00:10:11.66] Staff understanding of deaf culture and communication access is imperative to being inclusive to deaf and hard-of-hearing clients, and ensuring all individuals have a positive experience when working with your business or organization. We spoke with Marlene and Diane about barriers they often face as deaf individuals trying to access services in the United States. Let's listen to their stories.

[00:12:05.20] As you heard, the lack of understanding of the deaf community and culture can lead to businesses being dismissive to deaf and hard-of-hearing customers' needs. Although the staff in these stories were not intentionally disrespectful to these customers, they still did not provide a pleasant experience for these customers, who left the interaction feeling hurt or frustrated.

[00:12:27.40] We also spoke to Marlene and Ken about their experiences as deaf individuals trying to secure communication access services. Let's listen to their stories, as well.

[00:13:39.57] SOFIA LEIVA: Hey, Carly and Brenna. Do you mind reading the script along with the video for our visually impaired audience members?

[00:13:49.63] CARLY ANDERSON: Yes, absolutely. We'll be sure to do that.

[00:14:01.36] BRENNA THOMPSON: As you heard, the lack of access to sign language interpreting services, even when requested, is very frustrating for deaf individuals. These businesses missed the mark on making their services accessible to their deaf and hard-of-hearing clients.

[00:14:15.76] To ensure these clients had access, it is imperative for these businesses to have a policy on how to provide communication access, including the scheduling of interpreters, that all staff are well trained on. Having this process in place and followed consistently will completely change the experience of the deaf or hard-of-hearing client and ensure they have equitable access they deserve.

[00:14:39.14] There are many benefits to including the deaf and hard-of-hearing audience in a business's marketing and being proactive in making your products or services accessible to everyone. Accessible businesses demonstrate a commitment to inclusivity and equal opportunities for all individuals. By ensuring accessibility for the deaf community, businesses create an environment that fosters diversity and allows deaf individuals to participate fully in economic activities.

[00:15:08.19] The deaf community represents a significant consumer group with specific needs and preferences. By making businesses accessible to the deaf community, companies can tap into this market and expand their customer base. It allows businesses to attract and retain deaf customers, resulting in increased sales and revenue.

[00:15:28.04] The Americans with Disabilities Act requires businesses to provide effective communication for deaf and hard-of-hearing individuals. This includes customers, employees, and the public. By complying with these legal requirements, businesses avoid potential legal issues and penalties. It also demonstrates their commitment to upholding social responsibility and inclusivity.

[00:15:52.25] When businesses prioritize accessibility and inclusivity, it positively impacts their reputation and brand image. Being known as an inclusive and accessible business can enhance customer loyalty and attract positive attention from both the deaf community and the general public. It can differentiate a company from its competitors and contribute to a positive brand perception.

[00:16:15.87] We spoke with Marlene and Dylan about their experiences working with inclusive businesses in the United States and how being inclusive benefits all businesses. Let's listen to how these businesses got it right.

[00:16:31.00] MARLENE (INTERPRETED): Oh, my gosh, it makes me feel good when an interpreter is provided. I really appreciate that a lot. It makes me feel comfortable, like I can participate. I've got a lot to share. I've got problems, or if I'm sick, it just allows me to be able to participate in the conversation. I have to have an interpreter.

[00:16:52.64] DYLAN (INTERPRETED): Well, with my friends and family and co-workers, they benefit from my being in their lives by the fact that, well, I kind of like to believe that they get to see the world from a different perspective.

[00:17:08.57] That means that they're going through their hearing life, their hearing world, and then they meet me, someone who's deaf, and they're like, hmm. It gives them a much broader way of thinking about life. It enhances their own experience, and it just gives them more diversity in their lives.

[00:17:32.55] CARLY ANDERSON: As Dylan shares, diversity and inclusion don't just enrich the lives of others, but it's going to enrich your own life, as well. And we've talked a lot about, in the beginning here, why we should be inclusive, risks for not being inclusive, major benefits when we are intentional about it.

[00:17:50.86] But now, I'd like to dive into giving you all just some very tangible ways you can begin to create your own inclusive environment at your business, at your organizations. And there are some really simple strategies that we'll cover today to start with so that you can continue to build upon these as you interact and include the deaf and hard-of-hearing communities.

[00:18:13.83] As Brenna touched on, I think, the very beginning of creating inclusivity in your own businesses and organizations is simply starting with an understanding, an openness to learn, and an openness to be understanding to differences.

[00:18:29.61] It's crucial to understand, when we're talking about deaf and hard-of-hearing communities, that these communities do not view being deaf or deafness as a disability or a loss of something that they're missing in their lives. In fact, it's quite the opposite. It's just a different way of experiencing the world.

[00:18:49.71] Deafness, as Brenna also mentioned, is a cultural and linguistic identity. And because of that, American Sign Language or ASL is the primary language that most people in the deaf community use. So because of ASL, because of that language and linguistic component of their communication, and it being a visual language, we've got just some simple communication tips I want to start with today that you can start implementing right away should you contact, be contacted by, or communicate with somebody who's deaf and hard of hearing.

[00:19:26.98] Some simple things to keep in mind are, because ASL is a visual language, we want to use very clear and visual communication when interacting with the deaf community. Maintaining eye contact is incredibly important. Face the person. Make eye contact with them as you're directly communicating with them.

[00:19:48.76] Speak clearly, at a moderate pace. Avoid shouting. That isn't going to help the situation or help them hear. So just speak at your same, moderate pace and at your same normal volume.

[00:20:03.26] Anytime you can use visual aids, gestures, facial expressions-- you're probably seeing in some of the videos we're sharing-- facial expressions are key in a visual language when getting syntax and grammar across. So feel free to mimic that, and use your own facial expressions to support your message.

[00:20:21.58] I think anytime we're learning or interacting with a different community, it's important to just be patient and respectful. Give yourself some grace as you learn and grow through the experience. Be respectful of the other individual as well and their differences. Allow time for that person to process and respond.

[00:20:43.02] When you're using interpreters or ASL services, there's a natural delay that's going to occur through the communication exchange, so avoid interrupting or finishing someone's sentence. Allow that communication to finish before you provide your input.

[00:20:59.88] As Brenna talked about, too, ask the individual for their preferences. Bring the deaf individual or the deaf group or the deaf community in. Ask what they need.

[00:21:11.58] As we mentioned, not all deaf and hard-of-hearing individuals communicate in the same way, the same way hearing individuals don't. There's no one size fits all. So don't feel like you can't ask. Don't assume.

[00:21:26.47] Ask the individual, how do they prefer to communicate? Is it through an interpreter? Is it through another accommodation mode? So ask them. Bring them along for the ride and the plan of how we're going to ensure that communication access.

[00:21:41.89] Accessibility and accommodations, we're going to cover this further on in the presentation today, but simple accommodations that you need to be aware of that may be requested. Providing sign language interpreters, you're seeing that in our session today and throughout the event. For meetings, events, presentations, offer qualified ASL interpreters, making sure they are qualified, credentialed, and certified.

[00:22:08.98] Captioning and transcripts, you're also seeing that throughout the event today, as well. This can be including captions for videos, live streams, providing written transcripts after audio content is provided.

[00:22:24.01] Familiarizing yourself with assistive listening devices. Brenna touched on this a little bit. In the hard-of-hearing community, these are individuals that are using technology like FM systems, loop systems for those that use hearing aids or rely on cochlear implants.

[00:22:41.96] Those are the simple things you can do right now, but as you continue to work towards building an inclusive environment, that's going to require gaining information and doing some planning. And our hope is that you would take that, learn yourself, as an individual, and then pass that down throughout your organizations and businesses.

[00:23:03.17] So educating your staff on what you've learned, educating your participants on how the process is going to work and what the process is. Offer training, whether that's to your staff on deaf culture, on these communication tips that we've dove into, accessible practices, what best practices are, what industry standards are, as well. And then taking that a step further and building in those actual inclusive policies into your organization. Implementing policies that are going to support accessibility and inclusion.

[00:23:37.02] Encouraging feedback from the deaf and hard-of-hearing community. How are we doing? How was your experience? Making sure to continue to include them in the conversation, as well.

[00:23:48.18] That's just going to allow you to promote awareness, respect for everyone involved, and really foster that culture of respect and understanding towards the deaf and hard of hearing. I think of it like a seed. You're planting a seed. You're going to tend to it, watch it grow. But then, how do you foster that plant and make sure it can stay alive and be a real living thing within your organization?

[00:24:15.84] So by implementing some of these practices and fostering that culture, which I think is probably the most important piece, we are going to be able to create and maintain these environments where everyone is feeling valued and understood. And it's a very proactive approach, instead of reactive. And that is what's going to make the difference, as you've even learned from these individual stories.

[00:24:42.30] So as we talk about what the specific communication access services are-- I gave a brief overview, but I'd like to dive into some of these further just so you are aware of what's being introduced to you today, and taking that a step further because by you knowing what's available out there, that's going to be key to knowing how to respond should these accommodations be requested of you.

[00:25:05.63] The first-- we've touched on this-- ASL interpreting, and that could be provided a couple different ways, on site or in person. You might also hear it called face-to-face interpreting. That's where interpreters are there in the same location as an event or a meeting taking place.

[00:25:22.89] Video remote interpreting, also called VRI, this is a virtual element. And as technology has continued to expand, it has widened the reach of accessibility options that are available for deaf and hard-of-hearing communities. So interpreters, like today, they can join virtually when all attendees of an event or a meeting are virtual.

[00:25:43.89] You can have a hybrid approach, where a deaf and hard-of-hearing person are in the same room, and you can still access an interpreter remotely. That widens that reach. You're no longer limited to just the resources that are available in your local area. So that's been a wonderful addition when we talk about communication access accessibility.

[00:26:05.49] CART captioning, CART standing for Communication Access Real-Time Transcription. This is live captioning like you're seeing today, a real-time delivery of caption services. Transcripts can be provided, as well.

[00:26:20.13] You can also see both ASL and captioning provided post-production. This is a big wave, too. It's how do you make your media and your information you're sharing online or through your newsletters or through your different avenues of information, how are you making sure that information is openly accessible for deaf and hard-of-hearing people? So not a specific request for accommodations, but just making the media and the message inclusive. So that can be embedding an interpreter window on your video or providing live captions for all of your content that is shared.

[00:26:59.45] The next two bullet points, I think, are equally as important. Consulting, if you are not a communication access expert, find one who is. These services are available. Allow them to be an extension of your team and of your organization to help you plan for what these best practices are.

[00:27:19.17] And training, that keeps coming up. Knowledge is power. There is so much information out there. How can you obtain it and then share it with others? So finding solutions

to continue to train and develop your staff and your teams to be aware of these very simple solutions that are available.

[00:27:39.92] We often hear from businesses and organizations that they've never had a deaf client. They don't have deaf individuals that use their products or services. So they feel like these kinds of accommodations, they're just not necessary for them right now, we don't need them yet, or it's not something we need.

[00:27:58.33] We spoke with Dylan, again, to address this common misconception, because I can assure you, there are deaf and hard-of-hearing people that are looking into your services and that need the messages that you are providing.

[00:28:15.25] DYLAN (INTERPRETED): One thing that I really wish that hearing people knew or understood about deaf people is that deaf people can do anything. I mean, deaf people, you're meeting me here today, and do I look deaf to you?

[00:28:34.27] But if you come up to me, do I look deaf to you? I just want you to know that deaf people can do anything.

[00:28:47.40] We can work. We can drive. We can play. We can love. We can get married. We can have children. Everything.

[00:28:56.58] We have families, we play sports, and we can ride bikes. We can do everything. We just don't hear, you know?

[00:29:07.98] And not hearing anything isn't the end of the world. It's not the end of the world at all. It's, like, no big deal. We just go through our lives normally, and we're just fine.

[00:29:22.32] CARLY ANDERSON: How simple, and yet powerful is that? I think that every time I see that clip. Deaf people can do everything but hear. And bridging that hearing loss gap in communication is not hard. It starts with understanding, learning, and a little bit of planning and resources.

[00:29:41.95] So we've explored some of the beginning of those resources today. We've outlined some strategies that we hope you will take and implement as your core business strategies and your operations and in your organizations. And I really hope you will see a lasting impact on that not, only opportunities for growth, but just being proactive and truly embracing accessibility measures that are going to foster that inclusive environment for all of us.

[00:30:12.69] I think the key is when we do that, you've seen the difference in some of our testimonials today. Everyone's going to feel valued, everyone's going to feel understood, and there's empowerment that happens with that.

[00:30:27.23] So we've thrown a lot at you today. We'd love to hear from you now. I've seen questions come through, and we're excited to get to those.

[00:30:34.96] If we don't get to all the questions today, Brenna and I are going to be sharing our LinkedIn contact information in the chat, so grab a hold of that. We would really like to continue to connect after the event, as well. But I'll give it back to Sofia, and she'll handle our Q&A session.

[00:30:53.42] SOFIA LEIVA: Thank you so much for such a wonderful presentation with amazing nuggets in it. We have a lot of questions from the audience, so we'll try to get to as many as possible. And we encourage you to continue to ask these questions.

[00:31:06.05] The first one we have here is, "How quickly can an interpreter be secured if someone were to walk into my business needing services?"

[00:31:17.60] CARLY ANDERSON: That's a great question. And because of the technology and the VRI or the Video Remote Interpreting component we shared about, there are pretty much on-demand accessibility options for interpreters.

[00:31:31.19] Now, the very first time you need to use that service, it's something you need to be planning for to get that set up. So that's going to involve contacting vendors and finding the right company and organization to support those services for you.

[00:31:48.27] But once you're onboarded with agencies like ours, you can access on-demand services. So anywhere where life is taking people-- sometimes it's planned, many times it's not, but there are definite options out there to be able to launch an interpreter very quickly, and on-demand is definitely the term. And we-- same-day services. Someone walks in-- having a plan in place for how you can access those services when you need them.

[00:32:20.33] SOFIA LEIVA: That's great to hear. The next question we have is, "What are some ways to tap into the deaf and hard-of-hearing market as a business interested in reaching those communities?"

[00:32:32.83] BRENNA THOMPSON: I think a great way to start is to make sure that the content on your website is accessible so your videos have captions or interpreting or both. And also, one thing that I will say from personal experience is anytime that you can have a deaf or hard-of-hearing individual on your staff, it really helps to have their perspective on how to make your specific services or product accessible to the deaf community.

[00:33:01.07] So one thing I always encourage friends or colleagues to do is to hire deaf individuals. I think their perspective is just imperative. But taking the time to educate yourself and your staff and really making sure any of your content, whether it's video, PDFs, regardless, is accessible to the public really helps.

[00:33:24.02] SOFIA LEIVA: Absolutely. Thank you so much.

[00:33:26.34] The next question we have is, "Are video remote interpreting and on-site interpreting equivalent modes of access?"

[00:33:35.44] CARLY ANDERSON: Oh, that's a great question. The way I would answer that initially is both video remote interpreting and on-site interpreting can be ADA-- Americans with Disabilities Act-- compliant, so they are acceptable modes of accommodations.

[00:33:54.08] Now, when you're looking at the virtual element, it's not always the best suited mode of interpretation for a situation. So DSU, especially, we will work with you to find out is that even an appropriate accommodation for the situation, the logistics of the appointment or the meeting, the setup of the room, the equipment and the acoustics that are all in play.

[00:34:20.97] So while it is and can be in a perfectly acceptable mode, it's not always the most appropriate to provide that virtual element. We're seeing that continue to improve, but again, it's not always the best suited situation in some medical emergencies, or if there are other factors going on in the situation. So that's just important to note. But when you are providing the VRI element, many downfalls to it are technology. People don't know how to use it. They don't know how to access it.

[00:34:55.02] Bandwidth, Wi-Fi connections. With a visual language, as you're seeing our interpreters today, if they're freezing or chopping, they're not getting the interpretation across. So those are some unforeseen issues that can happen, and when you're in person or on site, those typically don't come into play. So just some things to be aware of.

[00:35:19.92] SOFIA LEIVA: Definitely. Do you have any tips for instances where there might be lagging or the connection isn't great?

[00:35:31.38] CARLY ANDERSON: Absolutely. From an agency who provides these services, what we do require of our interpreters is to always have a backup option. So whether that's a hardwire plug-in, we encourage our customers to have those options, too. Simple troubleshooting with Wi-Fi can be, can you try a different network? Is there a non-public or a more private connection you can connect to? You might have to plug-in, like I mentioned, or even just go to a non-utilized Wi-Fi connection.

[00:36:04.14] Internet speeds and fiber, these things are getting better and better, but we do still see these instances occur, so having a backup plan. And in the end, if it's just not working, call our office or call your provider or your vendor that you're working with, and we will do our best to reschedule or get someone there in person or find even somebody else that could come on in the interim.

[00:36:27.72] So we're very familiar with working on the fly like that, but again, just knowing you have a reliable resource that's going to help you through some of those situations, and knowing that they're there to help you get through those challenges.

[00:36:41.24] SOFIA LEIVA: Yeah, that's great. That's great feedback. We have time for one more question, and we've gotten a couple around, how can I plan for budgeting for interpreting services?

[00:36:52.66] CARLY ANDERSON: I saw that included. Yes. Beth who said, please include an ADA budget line item every year. So build this into your plans. And if your plans for the year are already out, it's not too late to secure funds to that. So put a line item in your budgeting and in your planning.

[00:37:12.67] As far as how much, that's really going to depend on the services that your organization provides, the frequency at which you're interacting with, but finding and pricing out vendors and doing your shopping and your research ahead of time are going to be key in that planning and executing process. So just knowing is going to allow you to have a plan in place, but pricing those out.

[00:37:37.87] If you're an events company, taking a look at how many events you have in a year and getting quotes and estimates for those services. It's going to be in your pre-planning stages that are most important. But find a consultant, somebody that can help along with you and a partner that can help you price out these events and know what to budget for, is key.

[00:38:00.43] Brenna, I don't know if you have anything you would add to that, that I might have missed.

[00:38:05.17] BRENNA THOMPSON: I think you covered that really well. I think, we often compare it to you budget out things, like if you're going to have a wheelchair ramp or something like that, and it needs to be approached the same way where you're being proactive, and you know that this is something that is going to be an expense to your business, and you've planned ahead of time, and you have those funds secured in advance.

[00:38:26.99] CARLY ANDERSON: Absolutely.

[00:38:27.60] SOFIA LEIVA: I love that.

[00:38:28.87] Well, thank you so much, Carly and Brenna, for a great presentation. And thank you, everyone, for asking great questions.