WEBINAR ON ALT TEXT BY CENFOR INTERNATIONAL

The challenge of Alt Text - generating accessible images - the current state and future possibilities.

An update for accessibility professionals, publishers and librarians interested in accessibility.

June 5, 2024, 12:00 CEST

Join us for an inspiring discussion on "Beyond Visibility: Improving Accessibility in Images", a webinar designed to delve deeper into the principles of accessibility in digital content, with particular attention to images and enabling access to all, including people with visual disabilities.

In web language, the term ALT Text indicates an alternative description and is useful for facilitating reading by screen readers, i.e. devices used by people who are visually impaired or have severe vision problems. Through identifying text on the computer, they can reproduce it through speech synthesis or a braille display. Thus, the function of ALT Text is to precisely describe what is illustrated in a photo in the text and is not a simple cut and paste of the caption.

The webinar will address key topics, such as the essential elements of ALT Text; the importance of descriptive captions and the use of AI-assisted technologies to improve the accessibility of content. Also taken into consideration will be the advantages and disadvantages currently under discussion within the accessibility community regarding the adoption of Artificial Intelligence in the description of images.

As part of the promotion of the theme of accessibility which Cenfor has been following since 2013, and in harmony with the guidelines of the 2030 Agenda, we have invited experts who will contribute to an update on this topic.

The webinar is aimed at the documentation sector, publishers, librarians and academic, research and government bodies all of which will have to comply by June 2025 to the EAA.

The seminar will be in English and Italian.

The webinar will be recorded and a certificate of participation will be issued if needed.

To register please email Laura Lentini laura.lentini@cenfor.net who will provide the Zoom Invitation

Speakers

- **Stacy Scott, Head of Accessibility at Taylor & Francis, UK.**

Unveiling the unseen: the critical role of image descriptions.

Her experience as a blind person has transformed Stacy Scott into a renowned thought leader in her professional career. Currently, she is the Head of Accessibility, co-chair of the publisher's Diversity, Equity and Inclusion Council, and co-leader of the Disability, Accessibility and Neurodiversity group for the publisher Taylor & Francis. She is co-leader of the All Informa Illuminate disability colleague network. She is president of the Publishing Accessibility Action Group (PAAG).

- **Gregorio Pellegrino, Chief Accessibility Officer LIA Foundation, Milan, Italy.**

How can AI help publishers with alternative description?

IT engineer and Chief Accessibility Officer of the LIA Foundation. He has experience in accessible digital publishing and actively participates in accessibility working groups of publications and standards. He has collaborated in the drafting of several important publications, including W3C EPUB Accessibility 1.1, User Experience Guide for Displaying Accessibility Metadata 1.0 and EPUB Accessibility - EU Accessibility Act Mapping thanks to his deep knowledge of digital publishing and accessibility for people with visual disabilities. Gregorio, within LIA, deals with consultancy and training services to organizations wishing to improve the accessibility of their production processes.

- **Mike Calvo e Shawn Bever, Pneuma Solutions (Scribe for Documents e Scribe for Meetings).**

Using augmented document remediation with Scribe for Documents.

Co-founder and CEO of Pneuma Solutions. Mike Calvo's vision of making accessible products and services to help people with disabilities began in 2001. Aware of the burden that expensive assistive technologies had on blind and visually impaired consumers, Mike was driven to find an accessible solution. In collaborating with some of the most innovative and passionate members of the gaming community print disabled people, Mike developed a vision to improve their lives. The result has been a suite of accessible, powerful and intuitive cross-platform products and services.

- **Phill Barratt, Ictect Intelligent Content Solution, UK.**

Make accessibility accessible.

Phill Barratt has a long history in the Publishing technology industry. Many, **many** moons ago he was taught to use SGML at the point where loose-leaf publishing was moving to CD-ROM and then via XML and HTML, on to the early internet publishing. He was involved in launching one of the first XML authoring tools into EMEA. He joined Ictect in 2023.

- Discussion and Q and A