



Principles of Inclusive Design: Creating a Better User Experience for Everyone

Topic

Every person who can't use your website or application is another lead you've lost.

Your visitors, whether you know it or not, have a diverse set of needs and preferences when using websites—and not all of those are in their control. Those impairments might be as temporary as trying to play a video inside a noisy office, to something as serious as permanent loss of vision.

In this session, you'll learn:

- Why it's important to consider the needs of more people
- How to test the accessibility of your current website/digital product
- The benefits all users receive from inclusive design

Speakers

[Jon Bailer](#)

Jon is a technical lead at Liquid Interactive. Jon has over a decade of experience implementing custom technology solutions for a wide variety of clients.

[Steve Luvender](#)

Steve has spent over six years at Liquid Interactive as a Senior UX Designer. His digital marketing design and development expertise has helped to promote numerous on-line initiatives.

Date

Wednesday, February 15, 2017

Location & Directions

[Liquid Interactive](#), 7540 Windsor Drive, Suite 100, Allentown, PA. Please enter the building via the main entrance, proceed straight ahead to the elevators, and take the elevator to the 4th floor, Suite 400.

Fee

FREE networking and dinner event – *sponsored by Liquid Interactive*

Association of
Information Technology
Professionals

[AITP Lehigh Valley
Chapter](#)



Schedule:

5:30-6:30 Networking
6:30-7:30 Dinner
7:30-8:30 Presentation
8:30 -- Adjournment

In order to adequately prepare for seating arrangements, please RSVP to either Thiep Pham (Thiep.Pham@MilestoneTS.com) or Tom Emmerth (temmertb@compuserve.com) by Friday, February 10, 2017. ***This is a limited seating event!***

No matter how sophisticated the technology, it still takes people!