ACCESSIBILITY, INCLUSION & UNIVERSAL DESIGN CONFERENCE

Rotman School of Management

February 10, 2018

accesstosuccess.ca

AGENDA

8:30AM   Breakfast and Registration

9:30AM   Welcome and Introduction
Tiff Macklem, Dean, Rotman School of Management

10:00AM   Remarks by Presenting Sponsor
Shannon McGinnis, Senior Vice President, TD Bank

10:30AM   The Access to Success Challenge
Top 3 Case Presentations

11:30AM   Keynote Presentation
Michael Nesmith, Lead Designer, Amazon

12:30PM   Lunch

1:30PM   Inclusive Design Workshop
Co-hosted by SenseAbility & Business Design Club

2:30PM   Panel Discussion: Universal Design in Action
Ricardo Wagner, Microsoft
Tom Babinszki, IBM
George Zamfir, Slack
Melissa Kargiannakis, Skritswap (Heuristext)

3:45PM   Keynote Presentation
Unstoppable Tracy

4:45PM   Closing Remarks and Awards Ceremony
Honorable Tracy MacCharles, MPP

5:00PM   Networking and Mixer

KEYNOTE SPEAKERS

Michael Allen Nesmith, a Chicago native, is a Lead Designer at Amazon HQ in Seattle, a TEDx speaker, and a Universal Design practitioner. He was born into a deaf-culture family using ASL as the primary language. Throughout his career, Michael's visual/conceptual way of thinking and problem solving have served him both as an asset and a challenge.

Unstoppable Tracy is an internationally renowned speaker, athlete, and a former management consultant who was born a 4-way amputee. She is a Rotman MBA alumna and recently published a book, 'Unstoppable YOU; Exceed Uncertainty, Embrace Possibilities, Earn Independence'.

INCLUSIVE DESIGN WORKSHOP

In a practical workshop on inclusive design, **Canadian Business SenseAbility** and **Rotman's Business Design Club** will walk attendees through a simple methodology to create great solutions for the largest number of people. The workshop will address challenges around exclusion and how to actively including people with disabilities in the design process to derive a unique perspective that leads to innovation.

PANEL: UNIVERSAL DESIGN IN ACTION

Experts from **Microsoft**, **IBM**, **Slack** and **Skritswap** (formerly Heuristext) will shed light on why their organizations are doubling down on universal design, how it has led to exciting new innovations in products and services, and most importantly, why we need to care.

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SPECIAL THANKS

Canadian Business SenseAbility

Rotman School of Management
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Access to Success Organization empowers MBA students with disabilities to become successful business leaders by cultivating networks, creating opportunities and building allies.

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