



World Summit on Accessible Tourism

# Destinations for All

Brussels 1-2 October 2018

## Make your Destination Inclusive and Accessible to all

Susanna Laurin, CEO of Funka, vice Chair of IAAP Global Leadership Council, G3ict and IAAP Representative to the EU

# Susanna Laurin

- IAAP Founder
- WADex
- ETSI STF 536
- Mandate 376
- WCAG 2.1



# Love at first sight

- Information
- Marketing
- Booking
- Sharing



# Current situation

- Ageing population
- Fast tech development
- Users have less choice
- Increased regulations
- Updated standards



# IAAP – we need to join forces

- Define, promote and improve
- Networking
- Education
- Certification



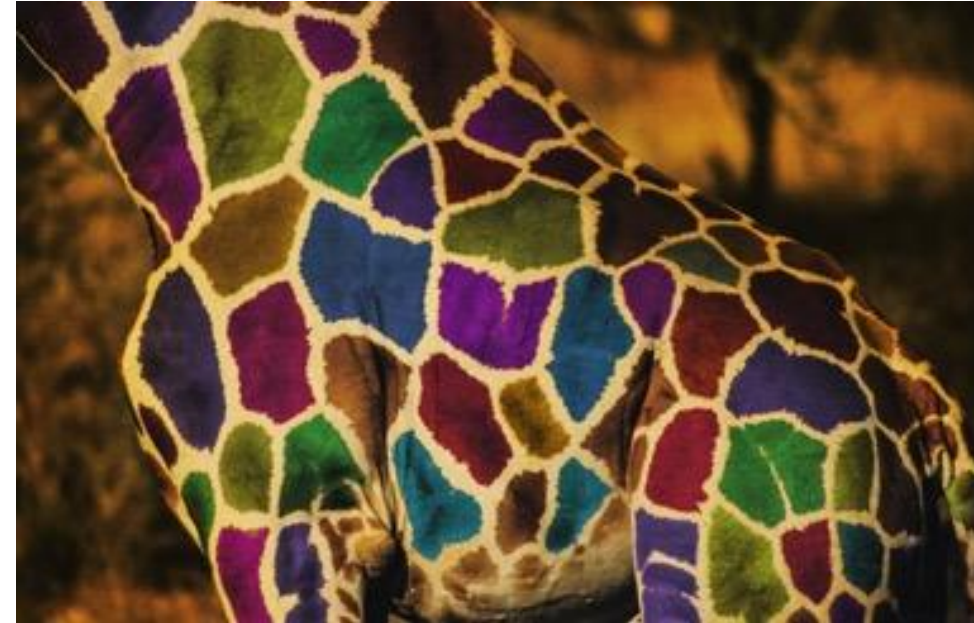
# IAAP today

- Generalist ICT companies
- Specialist in accessibility
- Universities
- Banks
- Public sector
- DPOs



# Membership benefits

- Learn from world leaders
- Open community
- Webinars and training
- Discounts
- Help shape the future



# Do reach out to learn more!

[susanna.laurin@funka.com](mailto:susanna.laurin@funka.com)

[www.accessibilityassociation.org](http://www.accessibilityassociation.org)

