



INCLUSIVE
COMMUNICATION SERVICES

CONFERENCE CASE STUDY

INTUIT



AT A GLANCE

Event Name

Intuit Connect

Location

ARIA Las Vegas | 3730 S Las Vegas Blvd, Las Vegas, NV 89158

Dates

November 13 – November 15, 2023
October 28 – October 30, 2024
October 27 – October 29, 2025

SERVICES PROVIDED

For each year of the three year conference, Inclusive Communication Services (ICS) coordinated a team of **4 interpreters** to provide Onsite ASL (American Sign Language) Interpreting Services to ensure all keynote sessions are accessible.



ABOUT THE EVENT

In 2023, the QuickBooks Connect conference welcomed a global audience of accounting professionals. In 2024, the event was rebranded as Intuit Connect, continuing its mission to bring multi-service accounting firms together to learn new technology, spark connections, and fuel growth. Each year, the conference brings in more than 2,500 accounting professionals and leaders who come to network, hear high-profile celebrity keynotes, and dive into the latest industry trends.

OBJECTIVE

As a leader in the accounting industry, Intuit ensured their keynote presentations offered general language access services to create an inclusive experience for Deaf and hard-of-hearing professionals. These services included American Sign Language (ASL) interpreters and live CART captioning. *Note CART captioning was not provided by ICS.*

SPECIAL THANK YOU

A special thank you to the technical producers and points of contact we've partnered with over the past three years. Strong collaboration is what makes inclusion possible at large conferences.

Ready to make your next event accessible? **Schedule a quick meet & greet with our team** to discuss your audience, timeline, and accessibility goals – and see what ICS can do for you!



EMAIL ADDRESS

info@inclusiveasl.com



PHONE NUMBER

(347) 927 – 5770



WEBSITE

InclusiveASL.com



ACCOMPLISHMENTS

2023

- Established foundational sign language interpretation support.
- Interpreters remained actively engaged and on standby as needed.

2024

- Scheduling and notice improved from the previous year.
- Smooth communication and collaboration thanks to a dedicated onsite point of contact (POC) from vendor management group.
- Excellent preparation provided by vendor management group, including a slide deck for interpreters.

2025

- Communication and collaboration stayed smooth even with a POC change.
- Detailed preparation materials continued to be provided in advance.
- Headphones supplied to interpreters for direct audio feed to better hear speakers on stage.

BENEFITS

- **Improved Accessibility Awareness:** Visible language access services demonstrated the conference's commitment to inclusivity, signaling a welcome to diverse audiences.
- **Optimal Viewing Experience:** Interpreter placements were optimized with proper lighting, a clear spike mark for positioning, and spots located next to the CART screen for easy visual access.
- **Inclusive Brand Reputation:** By prioritizing high-quality communication access, Intuit Connect reinforced its position as a forward-thinking, inclusive leader and brand in the conference space.
- **Consistent & Reliable Services:** Providing consecutive years of accessibility support ensures reliable, high-quality coverage and allows event organizers to refine processes based on past successes.





INCLUSIVE

COMMUNICATION SERVICES

CHALLENGES

Across three years of collaboration with the Intuit Connect Conference, inclusive access has continued to grow and evolve.

- **Preparation (2023):** Talking points and song names for keynote speakers were not provided. Preparation improved in following years as the partnership developed, with Intuit providing presentation decks to interpreters to support effective interpretation preparation.
- **Technical (2024 & 2025):** Main screen videos were not captioned or shared in advance. In 2024, the CART provider discontinued service access and did not provide live captions for the videos. Best practice is for all videos to be captioned ahead of time. This remains a recommendation for future events.
- **Logistics (2024 & 2025):** Hotel checkout timing overlapped with the final main stage session, creating a logistical challenge for interpreters. Offering a bag check for the interpreters on the final day will ensure a professional and streamlined interpreting environment throughout.



LOOKING AHEAD: RECOMMENDATIONS FOR FUTURE EVENTS

Recommendation 1:

- Leverage a full service language accessibility vendor

How:

- Partner with a single provider, such as ICS, that can manage both ASL interpretation and CART live captioning.

Why:

- Working with one vendor keeps communication streamlined, ensures all services are coordinated, and delivers consistent, high-quality accessibility across the entire event.

Recommendation 2:

- Encourage Deaf & hard-of-hearing attendance

How:

- Promote available accessibility services in event materials and campaigns. Also consider adding a statement of accessibility services provided under the [FAQ section](#).

Why:

- Visibility matters, communicating what access is provided helps reach attendees who rely on these services and signals that they are welcome to attend.

Recommendation 3:

- Confirm 2026 Accessibility Services Early

How:

- After your schedule is set, reach out to ICS to confirm services.

Why:

- Early confirmation secures top-tier talent and service quality, especially in peak conference season.

