

Purple Tuesday

Improving the disabled customer experience



Global Sponsor Brochure

PurpleTuesday.Co

Purple Tuesday

Purple Tuesday is a global social movement working to improve the customer experience for disabled people and their families 365 days a year.

The initiative supports organisations to have a better relationship with existing and potential customers by raising awareness and understanding of accessible solutions to practice.

Participating organisations make at least one commitment each year to improve accessibility or practice that will enhance the customer experience of disabled people. These commitments are recognised each year as part of a global disabled customer celebration day.

For more information visit: www.PurpleTuesday.co

Celebrate change

Purple Tuesday has become the #1 global brand for improving the disabled customer experience.

In 2022, over 6000 organisations got involved in Purple Tuesday across five different countries, namely the UK, USA, UAE, Pakistan and Malaysia. The November celebratory day reached over 23 million people; involved nearly 40,000 social media interactions; and received 100 pieces of broadcast and print media.

Testimonial

“At Recite Me we are passionate about opening the conversation about accessibility and inclusion, so we are delighted our Partnership with Purple Tuesday allows us to do just that! Together we can raise awareness and create change. We can support the millions of people worldwide with a disability, who do not have equal access to services, experiences, information and products.”

Ross Linnett, Recite Me Founder and CEO



Why Purple Tuesday is important

1.8 billion people globally have some type of disability
...this is one in every five

The disposable income for the worlds largest minority group
...is \$13 trillion annually

Yet, the number of businesses who have a strategy, plan or resources dedicated to engaging this vastly under-developed and underserved market
...is only 10%.

73% of disabled people prefer brands that allow them to be spontaneous without having to plan before a visit
.... is your business one of them?

70% of disabled people will not return to a business after receiving a poor customer service
... Can your organisation afford to lose their business?

Purple Tuesday is a solution for people with disabilities AND organisations who want to improve their social awareness, market share and performance results.

Support the Movement

Purple Tuesday needs your involvement. Support us and together we will continue to raise awareness, educate and inspire organisations to take steps towards providing better customer experiences for disabled people.

We want the movement to be recognised and celebrated across more industries and in more countries so millions more disabled people and their families benefit from a better customer experience. And to help organisations reap the financial and social rewards of becoming more accessible and inclusive.

The role of a Purple Tuesday Sponsor

Purple Tuesday Sponsor organisations lead by example to deliver greater accessibility to their disabled customers. They are committed to going on the journey.

Each Purple Tuesday Sponsor organisation:

- Commit to make at least one change to practice or accessibility each year that will improve the experiences of disabled customers.
- Implement the change and recognise the improvements as part of the global celebration day in November.
- Get involved in Purple Tuesday organised events including the Global Conference, webinars and national celebration events to share their disability inclusion journey and inspire others.
- Promote their participation in the movement across the year and encourage others in their network to.

Example Commitments

- Awareness training for staff to build confidence and understanding to provide a better customer experience for disabled people.
- An accessibility audit of your premises to better understand the barriers that exist for disabled visitors.
- An accessibility review of your website to put plans in place to remediate the barriers identified.
- Survey your disabled customers and ask how their experiences could be improved.
- Implement disability related initiatives such as Hidden Disabilities Sunflower Scheme, Quiet Hour or Not Every Disability is Visible signage.
- Review customer service policy and process to ensure they are disability inclusive.

Global Sector Sponsor

Fee: £45,000 +VAT

Purple Tuesday is a global brand. We work with organisations as Global Sector Sponsors to help spread the core messages about the disabled customer experience around the world. For Sponsors it provides a global opportunity for brand alignment and engagement with all their staff and other key stakeholders. Work with us to take the Purple Tuesday conversation global.

Brand Alignment:

- Exclusive Purple Tuesday Global Sector Sponsor logo to use on your own marketing collateral
- Organisation's logo, social links and testimonial on dedicated Global Sector Sponsors pages on Purple Tuesday website
- Sector Sponsorship announcement across Purple Tuesday's social media and trade press
- Company logo placement on all Purple Tuesday event marketing collateral and events including Global Conference, webinars, celebration and networking events
- Sector Sponsorship recognition on Purple Tuesday Disabled Consumer 2023 Research Study to be published in November 2023

Events:

- VIP invitation to all national Purple Tuesday celebration events including the USA, UAE, UK, Pakistan and Malaysia; with other countries to be confirmed for 2023.
- Exclusive interview and photo opportunities in front of Purple Tuesday celebratory day moments at famous global landmarks
- Exclusive Purple Tuesday sponsorship announcement and Disability Awareness virtual session for your employees and stakeholders hosted by Mike Adams OBE, founder of Purple Tuesday
- Invitation to be involved in two Purple Tuesday Global Conference 2023 Panel Events
- Invite to Exclusive Purple Tuesday Sponsors 2023 Virtual Networking Event
- Company submission for a Purple Tuesday Recognition Award – winners announced in January 2024

Insights:

- Three questions to be included in Disabled Consumer 2023 Research Survey
- Purple 365 subscription for all employees – monthly online disability training and learning resources
- Enhanced level access to Purple Tuesday Resource Portal including marketing toolkit, handy hints and tips guides and disability inclusion case studies, social media assets and downloadable resources
- Unlimited Virtual Tickets: Purple Tuesday Global Conference

Purple Tuesday Global Sponsors also benefit from 10% discount on Purple Membership packages that offer training, consultancy and auditing services to support implementation of disability inclusion commitments.

Purple Tuesday 2023 Calendar of Events

January–March	Purple Tuesday official launch and key sponsor announcements
March/April	Purple Tuesday Leader Roundtable meetings in participating countries
April–September	Purple Tuesday Masterclass Programme
May	Wider Sponsor Announcements on Social Media and Trade Press
June	Purple Tuesday Global Virtual Conference
September	Purple Tuesday Sponsors Networking Event
November	Purple Tuesday Celebratory Day (7 th November) USA, UAE, UK, Pakistan, Malaysia (others TBC)
January' 24	Purple Tuesday Recognition Awards

Testimonials

“Purple Tuesday has been important to eBay because our purpose as a business is to create economic opportunity for all, and accessibility is a fundamental pillar of that. We’ve taken great strides over the past 10 years or so at eBay, but as technology and the needs of our customers change, so must we. There is always room for improvement and through partnering with Purple we are committed to continually adapting and evolving our site as we progress on the journey. We know that small changes can make a world of difference to people with a disability who use our platform, and we would encourage any retailers with an online presence especially to do the same.”



Eve Williams, Chief Marketing Officer eBay UK



“Zurich in the Middle East is proud to have sponsored Purple Tuesday and support its vision to improve the customer experience for disabled people. Through this partnership, we have started to enable our employees with the skills and tools to better serve people with disabilities, providing an inclusive customer experience while reaffirming our commitment to creating a brighter future together.”

Mufazzal Kajiji, Chief Executive Officer, Zurich Middle East

Purple Tuesday

To sign up as a Purple Tuesday Global
Sector Sponsor, please contact:

COverend@PurpleTuesday.Co

or call

+44 (0)1245 214 027