

Overview and Schedule

2022

Purple 
365

Improving the Customer
Experience for Disabled People
Worldwide

Helping you and
your staff to
improve the
disabled customer
experience 365
days a year

About Purple 365

Purple 365 is a subscription service supporting organisations and their staff to build their knowledge, understanding and practical approaches to provide a better experience for disabled customers all year round.

From just £1 per day you will receive:

- A monthly exclusive webinar covering contemporary disability related topics to align with other national awareness events e.g. Mental Health Awareness Day, Autism Awareness Week, National Inclusion Week etc. All webinars are recorded to share with all your staff. Previous webinars will be made available to new subscribers.
- Resources throughout the year to help you engage and communicate with your customers and guide your staff. During the Covid-19 pandemic we know more support is needed around online accessibility, mental health and staff training. Resources will include Top Tip Guides and practical Case Studies.
- Use of Purple 365 logo and marketing assets to promote your commitment to disabled customers and Purple Tuesday, the #1 brand for improving the disabled customer experience.

12 Month Subscription Fees

For organisations with under 50 staff the fee is £1 per day
(£365pa + VAT)

For organisations with 51 - 249 staff the fee is £5 per day
(£1,825pa + VAT)

For organisations with more than 250 staff the fee is £10 per day
(£3,650pa + VAT)

To discuss how Purple 365 can benefit your business, please contact
Charlene@purpletuesday.org.uk.

January

In recognition of: World Braille Day

Date & Time: 11th January at 12:30pm

Webinar: Engaging with your Visually Impaired Customers

Resources: Top Tips for Engaging with your Visually Impaired Customers

February

In recognition of: World Epilepsy Day

Date & Time: 14th February at 12:30pm

Webinar: Living with Epilepsy as a Customer and Employee

Resources: Top Tips for Helping Customers and Employees with Epilepsy

March

In recognition of: World Consumer Rights Day

Date & Time: 15th March at 12:30pm

Webinar: Meeting your Disabled Customers' Consumer Rights

Resources: Disabled Customers' Consumer Rights Case Studies

April

In recognition of: World Autism Awareness Month

Date & Time: 4th April at 12:30pm

Webinar: Living with an Autism Diagnosis Later in Life

Resources: Case Studies of Individual's Late Diagnoses and Lived Experiences

May

In recognition of: Deaf Awareness Week

Date & Time: 4th May at 12:30pm

Webinar: Supporting Employees and Customers with Hearing Impairments

Resources: Top Tips for Supporting Employees and Customers with Hearing Impairments

June

In recognition of: Social Media Day

Date & Time: 30th June at 12:30pm

Webinar: Is your Social Media Accessible?

Resources: Social Media Accessibility Guide

July

In recognition of: Good Care Month

Date & Time: 21st July at 12:30pm

Webinar: Spotlight on Championing Social Care and Purple Tuesday Partnership

Resources: Our Cross-sector Learning's so far

August

In recognition of: International Youth Day

Date & Time: 12th August at 12:30pm

Webinar: The Importance of Hiring Young Disabled People

Resources: Tips on Engaging with Young Disabled Talent

September

In recognition of: World Tourism Day

Date & Time: 20th September at 12:30pm

Webinar: Making Tourism More Accessible for Disabled Customers

Resources: Guide to Making your Destination Accessible

October

In recognition of: World Mental Health Day

Date & Time: 10th October at 12:30pm

Webinar: Disability and Mental Health

Resources: Mental Health and Wellbeing Guide

November

In recognition of: Purple Tuesday

Date & Time: 1st November at 12:30pm

Webinar: Celebrating Purple Tuesday 2022

Resources: Global Case Studies

December

In recognition of: International Day of Person's with Disabilities

Date & Time: 5th December at 12:30pm

Webinar: Disability as a Global Opportunity

Resources: Guide to Getting Started with Disability Inclusion