Telekom **MMS**

Seminars 2026
Accessible IT.

New in 2026: Our experts at your event, including AI in digital accessibility, AI in accessibility is a topic covered in many seminar modules, new seminar for product and project managers, digital accessibility maturity workshop

Digital Accessibility remains one of the most important topics.

In 2026, we expect many exciting developments in the field of digital accessibility. With the now complete implementation of the "Barrierefreiheitsstärkungsgesetz" (BFSG) and European Accessibility Act (EAA), which place comprehensive requirements on almost all new digital consumer products and services, inclusion is finally moving from a "nice-to-have" to an unavoidable strategic obligation. Accessibility must therefore be considered in all development and business processes. At the same time, the ongoing integration of artificial intelligence (AI) is influencing the design of digital interfaces: it offers revolutionary opportunities for assistive technologies, but also the risk of new, complex barriers if it is not consciously designed to be inclusive.

In order to prepare specialists for these regulatory and technical innovations, we have restructured our 2026 seminar catalog. In many modules, we address the opportunities and risks of AI, show practical examples, and provide insights into future developments. We focus on the sustainable process integration of accessibility and strengthen the responsibility of each role in the development process. In our maturity workshop, we work with you to analyze your business processes and develop strategies for implementing digital accessibility. For those who want to demonstrate their accessibility skills, we offer an intensive 3-day preparation course for CPACC (Certified Professional in Accessibility Core Competencies) and WAS (Web Accessibility Specialist) certification.

Content

Our experts at your event

Are you planning a symposium, an in-house conference, or looking for a professional highlight for your next staff meeting? Today, accessibility and digital inclusion should be on every agenda. Invite our experienced experts to take to your stage. We offer customized presentations tailored precisely to the scope of your event and the level of expertise of the audience. Whether it's raising awareness, explaining the latest legal standards, or presenting specific solutions, we deliver the right content.

Our formats for your event:

- **Keynotes & presentations:** Inspiring ideas for large audiences.
- **Panel discussions, coffee talks, or Q&A sessions:** Technical expertise for your debates.
- **Learning nuggets:** Short, concise knowledge units for in between.
- **Workshops & Bar Camps:** Interactive exchange on equal terms.
- **Theme days & conferences:** We design entire slots for your in-house conferences or specialist meetings.

We decide together with you what our experts will talk about. We would be happy to work with you to define a focus topic that suits your needs, or you can choose one of our current **trend topics:**

- **AI in accessibility** as an assistive technology, development tool, and testing tool (opportunities and risks)
- Level Up for All – How gamification can break down barriers
- Accessibility in everyday working life – inclusive teamwork
- Designing accessible meetings and communication
- Live demo: Screen readers – more than just voice output
- Usability in the context of accessibility
- Accessible IT in a nutshell – Understanding terms and legal requirements
- Quick tips for accessible documents
- Advantages and benefits of accessibility for companies
- Principles of Design for All
- Accessible customer journey in e-commerce

Preparation Courses for IAAP certifications

The courses are suitable to prepare for the CPACC and WAS certification exams of the International Association of Accessibility Professionals (IAAP) (see IAAP certifications). The preparatory courses are held in German. They are based on the content of the current syllabus and content outline for the respective certification.

The exam is not part of the preparatory course. Participants must register for the exam separately.

Course requirements:

- Webcam and microphone available (remote training)
- A stable internet connection
- Willingness to actively participate in group exercises and interactive sessions

Maximum number of participants: 10

Preparation course	Target group	Brief description	Duration	Order ID
Accessibility Core Competencies to prepare for CPACC certification	All interested parties	Understanding and applying the basics, key terms, and concepts of digital accessibility; knowing and classifying international standards and laws; understanding and distinguishing between models of disability; recognizing the characteristics of disabilities; understanding assistive technologies and adaptation strategies; grasping the principals of universal design; integrating accessibility into organizational structures and processes.	3 days	V-1
Web accessibility in preparation for WAS certification	Web development, quality assurance, and testing	Creating accessible web content, understanding and interpreting accessibility specifications and methods, integrating accessibility into the quality assurance process, creating accessible widgets and single-page applications, identifying accessibility issues, testing with assistive technologies, understanding and prioritizing the impact of issues on people with disabilities, resolving accessibility issues	3 days	V-2

Seminars

On the following pages, select the suitable basic, advanced, and expert modules
to tailor seminars to the requirements of your projects
or to the level of experience or knowledge of your employees.

Basic Modules	**+**	Advanced Modules	**+**	Expert Modules	**=**	**your individual training program**

Notes on the modules

- Our advanced and expert modules require basic understanding and knowledge of user groups and principles of accessibility.
- They are intended for participants who already have the knowledge and expertise or have acquired them in the corresponding basic modules.

Basic Modules

A basic module lays the foundation for the comprehension and understanding of advanced or specialized modules.
The objective is a presentation-based transfer of knowledge, so participants can understand and remember the basics and principles of accessibility.

Experience requirements: none

Prerequisites: working webcam and microphone (remote training)

Maximum participants: 20

Module	Target audience	Summary	Duration	Order-ID
AI in accessibility	Anyone interested	AI as an assistive technology, in testing, software development, and content creation; AI as an accessibility consultant; opportunities, limitations, and risks of AI in accessibility	2 hours	B-1
User Groups with Disabilities	Everyone interested	Differentiating integration and inclusion, knowing, and understanding impairments, assistive technologies (AI as assistive technology), talking about disability	2 hours	B-4

Laws, Standards, Guidelines	Everyone interested (especially purchasing department, management, human resources)	Knowing and understanding laws, standards, and guidelines, as well as their jurisdictions (BGG, BITV 2.0, BFSG, BFSGV, EN 301 549, WCAG 2.1, PDF/UA DIN ISO 14289), AI in research and for creating explanations, overlay tools,
		    Option 1) BITV 2.0 and public bodies
		    Option 2) BFSG and private sector
			2 hours	B-2

Design for All	Everyone interested (especially management, product owner, project management)	Understanding Design for All and associated prospects to accessibility, knowing and understanding the combination of diversity in human-centered technology, usability, and user experience (UX), as well as security	2 hours	B-10
Principles of Accessibility	Everyone interested	Learning, understanding, and practicing the 4 principles of accessibility (Perceivable, Operable, Understandable and Robust)	2 hours	B-5

Module	Target audience	Summary	Duration	Order-ID
Accessible Customer Journey in eCommerce (Online Shops)	Everyone interested (especially management, product owner, project management)	Knowing and understanding which steps of the customer journey in e-commerce must be accessible, learning best practices for improved usability and accessibility	2 hours	B-11
Usability and Accessibility in the Workplace	Everyone interested (especially human resources, process management)	Terminology and fundamental principles of software-ergonomics, usability & user experience (UX), software-ergonomics in context of occupational safety (ArbStättV), digital accessibility as an employer's obligation, AI as a testing tool.	2 hours	B-9
Accessibility for Product Managers	Product owners, project management, management	Planning, implementing, and maintaining accessibility (integrating accessibility into processes), roles and responsibilities, relevant documents and products, shift left, compliance and assessments, maturity models	2 hours	B-12

Advanced Modules

An advanced module offers practical solutions to achieve accessibility regarding certain subject areas, e. g. design, development, or testing.
The objective is to convey and apply accessibility concepts in your own task context.

Experience requirements:

- Compulsory: Completed basic module "User Groups with Disabilities" (B-4)
- Topic-specific competences and skills of the respected target audience required, e. g. from design, development, editing or management

Prerequisites: working webcam and microphone (remote training)

Maximum participants: 15

Module	Target audience	Summary	Duration	Order-ID
Accessible UI-Design	Design, conception	Knowing and applying the requirements of accessible UI-Design, overlay tools, creating alternative texts with AI	4 hours	A-1
Accessible Style Guide	Design, conception	Effectively implementing accessibility in the style guide, accessible color concepts, fonts, and UI components, accessible imagery, text design, navigation and operation concepts	4 hours	A-2
Accessibility for Web Development	Development	Two-part module: Developing accessible HTML and CSS, common issues and solutions, WCAG 2.1, EN 301 549, structure and layout of accessible websites and web applications, complex and accessible UI-elements in-depth, AI as development support	8 hours (2x 4 hours)	A-3-4
Accessibility for Development of Native Mobile Applications	Design, concept, development	Knowing and applying the requirements and development of accessible native mobile application, AI as development support	4 hours	A-14

Module	Target audience	Summary	Duration	Order-ID
Accessibility Self-Check (Web)	Development, quality assurance, management, disabled persons representation, personnel/works council	Simple methods to test essential accessibility requirements during development	4 hours	A-6
Accessibility Self-Check (mobile)	Quality assurance, Design, concept, development	Simple methods to test essential accessibility requirements for native mobile applications during development	4 hours	A-5
Accessibility for Authoring Tools	Development	Knowing and applying the requirements for accessible authoring tools, such as CMS, Social Networks, and development environments (Authoring Tools Accessibility Guidelines - ATAG, EN 301 549)	4 hours	A-15
Planning Accessible Video and Audio Content	Editors, concept, marketing	Planning perceivable and understandable video and audio content, including transcriptions, audio descriptions and captions, formulating and reviewing requirements	4 hours	A-10
Accessible Content Creation and Maintenance	Editors, concept, marketing	Knowing and applying structure types for content, accessible writing, knowing, and applying options for accessible maintenance of content in Content-Management-Systems, designing alternative texts with AI, use of highlighting, creating and integrating accessible media, tips for editorial guidelines	4 hours	A-12
Test Methods and Procedures for Accessibility	Test management, quality assurance	Knowing and evaluating different testing methods (quantitative and qualitative tests, self-assessments, open testing procedures, compliance tests, usage tests, automated tests etc.)	4 hours	A-13
Software Accessibility	Concept, development	Knowing, understanding, applying, and testing of foundational requirements on software accessibility (EN 301 549), AI as development support	4 hours	A-16
Accessible Excel-Documents	Everyone interested	Create and review accessible documents with Microsoft Excel 365, and export as PDF	4 hours	A-17

Module	Target audience	Summary	Duration	Order-ID
Accessibility for Hardware and Products	Design, concept, development	Knowing, understanding, applying, and testing foundational requirements of accessible hardware and products (EN 301 549 and BFSG(V))	4 hours	A-18

Expert Modules

An expert module provides an in-depth insight into a specific topic.
The objective is a reliable, solution-oriented approach to accessibility concerning the specific topic.

Experience requirements:

- Compulsory: Completed basic module "User Groups with Disabilities" (B-4)
- Expertise in applicable technology (e. g. web development) or applicable programs (e. g. Adobe InDesign)

Prerequisites: working webcam and microphone (remote training) or on-site training

Maximum participants: 10

Module	Target audience	Summary	Duration	Order-ID
Using Assistive Technologies	Quality assurance	Knowing assistive technologies and how to use them for accessibility testing, basic utilization of screen readers (JAWS, NVDA) and screen magnifiers	6 hours	S-1
WAI ARIA in Web Development	Development	Understanding semantic extensions in HTML using WAI ARIA, utilize WAI ARIA to enhance compatibility with assistive technologies, AI as development support	6 hours	S-2
Accessible PDF in InDesign	Design, marketing, technical editors	Knowing technical requirements to accessible documents, independently creating, and testing accessible documents in InDesign, abilities to know and use tools for creating and checking accessible documents, designing alternative texts with AI	6 hours	S-3
Accessible Word Documents	Document coordinators, technical editors	Create accessible documents in Microsoft Word 365, self-assess and export as PDF, designing alternative texts with AI	6 hours	S-4
Accessible PowerPoint Documents	Document coordinators	Create and examine accessible documents in Microsoft PowerPoint 365 for presentations and information material, designing alternative texts with AI	6 hours	S-5

Module	Target audience	Summary	Duration	Order-ID
Accessible PDF Forms in InDesign	Design, marketing	Create and analyze accessible forms using Adobe InDesign and Adobe Acrobat, create and examine own accessible practical examples	6 hours	S-9
Accessible PDF Forms Using Word and Acrobat Pro	Editors, design, marketing, purchasing, as well as personnel department	Create and examine accessible forms using Microsoft Word and Adobe Acrobat Pro	6 hours	S-10
Accessible PDF Documents via Remediation in Acrobat	Document coordinators, technical editors (editors, design, marketing, purchasing, as well as personnel department)	Create PDF-documents in Word, InDesign, PowerPoint and editing in Acrobat, create and examine PDF-documents in compliance with PDF/UA-standard	6 hours	S-11

Frequently booked together

Some module combinations are particularly suitable for certain groups of participants. They are often booked together.

"Accessibility and Participation"

Content:
Basic Modules
- User Groups with Disabilities
- Laws, Standards, Guidelines

Target audience: Social partner, inclusion officers, human resource managers, customer service

Duration: 4 hours

"Accessibility in Usability-Engineering"

Content:
- Basic Modules
  – User Groups with Disabilities
  – Laws, Standards, Guidelines
  – Principles of accessibility
- Advanced Modules
  – Accessible UI-Design
  – Test Methods and Procedures for Accessibility
  – Accessibility Self-Check (Web)
- Expert Module
  – Using Assistive Technologies

Target audience: Usability & Requirement Engineering

Duration: 24 hours

"Accessible Web-Development"

Content:
- Basic Modules
  – Principles of Accessibility
  – User Groups with Disabilities
- Advanced Modules
  – Accessibility for Web Development
  – Accessibility Self-Check (Web)
- Expert Module
  – WAI ARIA in Web Development

Target audience: Web-Development

Duration: 22 hours

"Accessible (Marketing-) Content"

Content:
- Basic Modules
  – Principles of Accessibility
  – User Groups with Disabilities
- Advanced Modules
  – Accessible Content Creation and Maintenance
  – Planning Accessible Video and Audio Content
- Expert Modules
  – Accessible PDF Documents with InDesign *or*
  – Accessible Word-Documents *or*
  – Accessible PowerPoint-Documents

Target audience: Design, marketing, technical editors, and content editors

Duration: 18 hours

Coaching and Workshop

Coaching

Our coaching services offer tailored support for specialists and teams who want to make accessibility a permanent part of their everyday work. We particularly support accessibility managers in projects or at the organizational level in effectively fulfilling their role and confidently achieving strategic goals. Through direct exchange, we strengthen your skills, help you navigate complex requirements, and support you as a sparring partner in the implementation of inclusive processes.

Workshops

Our interactive workshops focus on your specific challenges. Moving away from standard seminars, we work together to address the individual questions of your teams or specialists directly on the "living object." We analyze your specific use cases, develop solutions for current barriers, and devise hands-on strategies that are precisely tailored to your project context – for results that can be immediately applied in practice.

One focus, for example, can be on strategic positioning: In our **maturity workshop**, we work with you to determine how far accessibility is already anchored in your business processes. Based on this analysis, we identify areas for action and define concrete measures for further optimization.

Price information

Seminars

The following price scale (net) applies to our seminar modules

Category	Up to 5 participants	Up to 10 participants	Up to 15 participants	Up to 20 participants
Basic modules	575 €	945 €	1,350 €	1,700 €
Advanced modules	1,400 €	2,500 €	3,200 €	-
Special modules	2,700 €	4,600 €	-	-

The prices quoted refer to remote seminars. For in-house seminars, flat rates for travel expenses apply.

Preparation courses for IAAP certifications

The course fees for CPACC & WAS are 1,200 € per person (net).

Coaching and workshops

Coaching sessions, workshops, and lectures are created individually and tailored to the customer's specific needs and are calculated on a customized basis. Please contact us to inquire about the costs for your project.

Found what you're looking for or still unsure? We are happy to help.

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