

# Understanding Demand Avoidance Across Neurodivergent Profiles

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Tuesday 15th September 2026  
Tuesday 10th November 2026

Virtual Masterclass  
Virtual Masterclass



Facilitated by:  
Lindsay Martin  
JMC Consultant

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Tuesday 15th September 2026  
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## OUTLINE

This masterclass offers an extensive examination of demand avoidance behaviours frequently encountered in various neurodivergent profiles, particularly focusing on Autism Spectrum Disorder (ASD) and Attention Deficit Hyperactivity Disorder (ADHD). Participants will delve into the psychological and environmental factors that contribute to these behaviours, gaining a nuanced understanding of how demand avoidance manifests differently across individuals.

The course will cover a range of topics, including:

- **Defining Demand Avoidance:** Understanding the characteristics and triggers of demand avoidance behaviours, and how they relate to neurodivergent conditions.
- **Underlying Factors:** Exploring the cognitive, emotional, and sensory aspects that influence demand avoidance, including anxiety and executive functioning challenges.
- **Person-Centred Approaches:** Emphasising the importance of tailoring support strategies to individual needs, preferences, and strengths.
- **Effective Strategies for Support:** Learning practical techniques for educators and caregivers to support individuals exhibiting demand avoidance, including communication strategies and behaviour management techniques.
- **Creating Inclusive Learning Environments:** Developing skills to foster engagement and reduce anxiety in educational settings, ensuring that all students feel safe and supported.
- **Collaborative Approaches:** Encouraging collaboration among educators, parents, and specialists to create a holistic support network for neurodivergent individuals.

## WHO SHOULD ATTEND

SLT, SENDco, Teachers, Pastoral support

## KEY LEARNING OBJECTIVES

This masterclass will enable you to:

- Identify and define demand avoidance behaviours in the context of neurodivergent profiles.
- Analyse the underlying cognitive, emotional, and sensory factors influencing demand avoidance.
- Apply person-centred approaches to support individuals exhibiting demand avoidance.
- Implement effective strategies for communication and behaviour management in educational settings.
- Design inclusive learning environments that promote engagement and reduce anxiety.
- Facilitate collaborative approaches among educators, parents, and specialists for holistic support.

## VIRTUAL PROGRAMME

<b>09.55am</b>	<b>REGISTRATION</b>
10.00am	Understanding the Demand Avoidance Profile
10.45am	Approaches to Support the Individual
<b>11.30am</b>	<b>COMFORT BREAK AND VIRTUAL NETWORKING</b>
11.45am	The Inclusive Classroom/School
12.30pm	Plenary & final Q&A
<b>1.00 pm</b>	<b>CLOSE OF DAY</b>



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Download

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## Venue

This is a virtual conference, with private login details to further online resources and interactive content. Log in details will be sent one week before the event.

## Date

Tuesday 15th September 2026

Tuesday 10th November 2026

## Virtual Fee

£195 + VAT (£234.00)

## \* Card Discount

10% discount when you book via credit or debit card. This offer is exclusive to card bookings and cannot be used in conjunction with any other Education Conferences UK offer.

## \*\* Group Rates

A discount of 15% is available to all but the first delegate from the same organisation, booked at the same time, for the same conference.

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## Confirmation of Booking

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## Credits

CPD Certified.



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