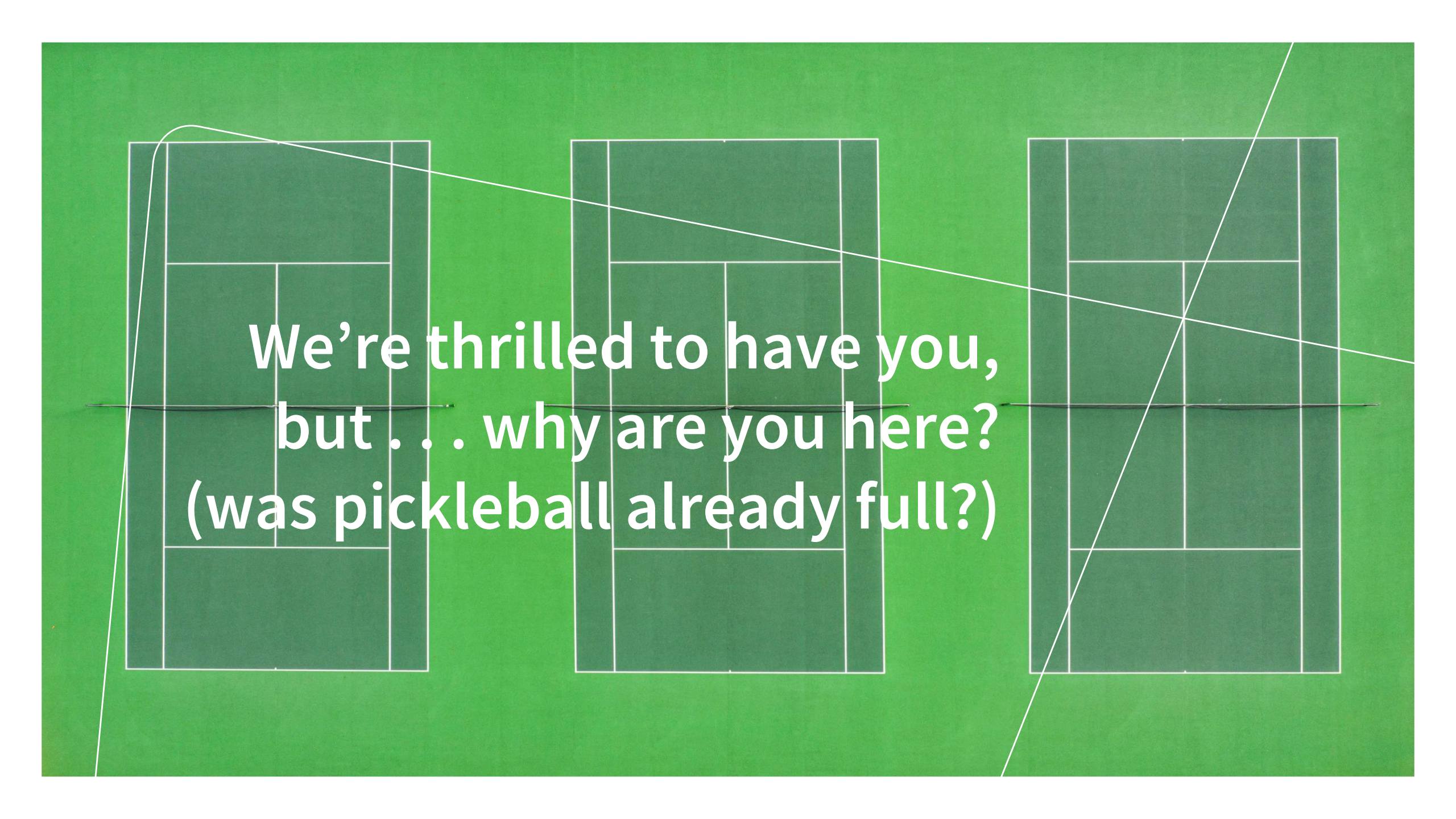




Do We Really Have to Get the Lawyers Involved?

(the short answer is, of course, yes)



**We're thrilled to have you,
but . . . why are you here?
(was pickleball already full?)**

How a contract
becomes an event



Like no other

Why is everything so hard? (It's not your imagination)

In this industry, most things go right most of the time, and everything else can be solved with money, so you don't have anything to worry about.



The pandemic (of course)

- Through the pandemic, everyone in the industry (clients, vendors, attendees) got burned
- For some organizers, cancellation fees and force majeure negotiations caused internal legal, financial and risk management teams to look at meetings and events in a whole new light
- With that scrutiny came more eyes on every part of the planning process, from destination choice, to contracts, to on site activities and activations
- As a result, clients are seeking to offboard the risk associated with their events to third parties, suppliers, and in some cases, to the participants themselves.
- At the same time, third parties and suppliers, also hurt by the pandemic, are hoping to push risk and liability back to meeting organizers

Like no other

But, what else?

Liability





Cancellation Flexibility



Data Privacy & Security



**Political and Social
Concerns**

Natural Disasters





Shorter Lead Times

High Demand/
Low Inventory



What does it mean for the industry?

- Longer, harder negotiations at every stage of the process
- Debates over who holds responsibility for downstream vendors
- More stakeholders in the mix (procurement, legal, finance), some of whom are unfamiliar with the industry or don't see the bigger picture vision or value of the event
- The need for event suppliers to push back on unsustainable or unrealistic demands

Like no other

A “new normal” is
coming, but until
then . . .

What's NOT the answer?

- Event or travel Insurance
- Pushing all risk down (or up) hill
- Virtual events or not holding events at all



What *Might Be* the answer (for clients)

- Education and expectation setting (understanding the “why”)
- Understanding that events will never have zero risk
- Thoughtful, creative meeting design
- Realistic expectations/requests on all sides
- Early and frequent communication of needs and expectations



What *Might Be* the answer (for the industry)

- Stakeholder education and expectation setting (understanding the “why”)
- Shared risk ecosystem
- Realistic expectations/requests on all sides
- Early and frequent communication of needs and expectations
- Responsible, collaborative, well vetted supplier network



Strict Requirements for Downstream Providers



- A long standing, highly risk adverse, client that incurred large cancellation fees through Covid, is now asking for a high level of visibility and oversight into downstream providers.
- Legal is stepping in and making business and design decisions, putting guest experience at risk
- Requirements for ALL vendors include the following:
 - High insurance limits (with documentation and the requirement to name client as an additional insured)
 - Visibility into contracts at all levels
 - Strict specific downstream contract requirements
 - Strict liability waivers for all activities

Questions

- When are you having these discussions/when should the discussion come up? In the RFP or after?
- How do you balance guest experience v. risk mitigation?
- How do you handle these conversations internally?



Injury On Site



Sent: Thursday, August 31, 2023 1:51:39 PM
To: Blood, Jill <Jill.Blood@maritz.com>
Subject: Italy Excursion Liability Question

Hi Jill,

I am working on a program for XX in Italy and the client is in process of choosing excursions to offer. The attendees book excursions through a DMC website rather than Maritz booking directly with the DMC. They are interested in some options that include attendees driving vespas/golf carts and their legal is inquiring about liability. I have provided our [liability release form](#) but in the event that someone does get injured, how will that be handled?

Thank you!

Meeting Event Manager | Maritz Global Events

 Maritz Global Events®



[Join us in the fight to end human trafficking](#)

Questions

- Who should be responsible for an injury on site?
- What types of injuries should different suppliers be liable for
- What's the role of "fault" or negligence in liability
- How can clients and suppliers work together to mitigate the risk for everyone and share the liability in a fair, sustainable way



Questions?

Thank you