

1

00:00:01,500 --> 00:00:03,833

Hello, folks, it's Heather Reid here.

2

00:00:03,833 --> 00:00:08,383

I am so excited to be live and with you to today.

3

00:00:08,400 --> 00:00:11,516

My pronouns are she/her I'm coming.

4

00:00:11,516 --> 00:00:14,866

I'm from London, Ontario, and I couldn't be more excited that

5

00:00:14,866 --> 00:00:19,533

so many of you have chosen to join me live and for those that are going to watch on replay.

6

00:00:20,500 --> 00:00:24,949

My mission for doing these monthly live events is really simple:

7

00:00:24,949 --> 00:00:28,116

I want to empower event

8

00:00:28,133 --> 00:00:31,966

professionals to negotiate balanced event contracts.

9

00:00:31,966 --> 00:00:37,416

Future episodes are going to be packed with no holds barred discussions,

10

00:00:37,733 --> 00:00:40,783

actionable takeaways and current day issues

11

00:00:40,799 --> 00:00:46,549

that you, as an event professional and event planner, can apply to your daily work.

12

00:00:46,549 --> 00:00:49,666

And to that point let's put you to work if

13

00:00:49,666 --> 00:00:52,899

you would I would love for you to help

14

00:00:52,916 --> 00:00:55,549

inform and shape future episodes.

15

00:00:56,000 --> 00:00:59,000

If you are willing, could you share your number

16

00:00:59,266 --> 00:01:03,216

one pain point when you're negotiating event contracts?

17

00:01:03,233 --> 00:01:06,349

Because with these comments we want to

18

00:01:06,349 --> 00:01:10,066

create monthly discussions that are a bold and

19

00:01:10,066 --> 00:01:13,783

relevant tool to explore, teach and

20

00:01:13,799 --> 00:01:16,916

expose the complexities of event contracts.

21

00:01:17,500 --> 00:01:20,933

So I appreciate your help with that, and before

22

00:01:20,933 --> 00:01:24,099

we get into the meat and potatoes of today's episode, I need

23

00:01:24,116 --> 00:01:26,266

to highlight two essential items.

24

00:01:26,266 --> 00:01:29,200

First, I am a meeting planner

25

00:01:30,000 --> 00:01:32,000  
not just a meeting planner.

26  
00:01:32,000 --> 00:01:33,733  
I am a meeting planner.

27  
00:01:33,733 --> 00:01:36,583  
I am not legal counsel, though I in

28  
00:01:36,599 --> 00:01:39,900  
no way will be providing or suggesting legal advice.

29  
00:01:39,900 --> 00:01:42,750  
I can't and I won't.

30  
00:01:43,433 --> 00:01:46,483  
and the second item is it is our desire to be

31  
00:01:46,500 --> 00:01:50,033  
as accessible to all viewers as

32  
00:01:50,033 --> 00:01:55,783  
possible, so the replays are going to be available here on LinkedIn  
and on YouTube.

33  
00:01:55,799 --> 00:01:59,099  
We will provide a transcript with each episode.

34  
00:01:59,516 --> 00:02:02,566  
the any viewers can click on the CC button

35  
00:02:02,566 --> 00:02:06,883  
on the lower right corner of a video player for live captioning.

36  
00:02:06,900 --> 00:02:10,016  
We will be describing visuals with

37  
00:02:10,016 --> 00:02:13,783

words, so for me to day I am in my home office.

38

00:02:13,800 --> 00:02:17,333

I am a Waldderall bookcases behind me.

39

00:02:17,333 --> 00:02:19,333

I am wearing a navy blue blouse.

40

00:02:19,333 --> 00:02:23,983

I'm a white 60 year old female with signature red lips and red glasses.

41

00:02:24,500 --> 00:02:27,599

So we will be using alt text in

42

00:02:27,599 --> 00:02:30,900

our marketing and social media, and we aim to provide

43

00:02:30,900 --> 00:02:34,916

high quality and clarity in our audio and technology.

44

00:02:35,866 --> 00:02:38,916

And we are also going to depend on you, our valued listeners

45

00:02:38,933 --> 00:02:42,883

to let us know when and where we can improve your

46

00:02:42,900 --> 00:02:45,833

feedback is going to be so important as we move forward.

47

00:02:46,849 --> 00:02:50,266

So for this very first episode, I am

48

00:02:50,266 --> 00:02:54,099

going to flip the script and put myself in the hot seat.

49

00:02:54,116 --> 00:02:57,583

I want to call upon uh Sue Sutcliffe,

50

00:02:57,599 --> 00:03:02,266

who is our team's digital marketing and technology concierge

51

00:03:02,750 --> 00:03:05,816

to come from behind the scenes, Sue and to

52

00:03:05,816 --> 00:03:10,733

join me in this chat today, so hello, Sue hello and

53

00:03:10,733 --> 00:03:13,300

hello everyone out there in the audience.

54

00:03:13,316 --> 00:03:15,316

I'm very happy to be here today.

55

00:03:15,316 --> 00:03:18,883

I am a 60 year old, uh white female

56

00:03:19,433 --> 00:03:23,566

in a room I wish was mine and uh I'm happy to be here.

57

00:03:23,566 --> 00:03:25,566

Thank you, Heather.

58

00:03:25,566 --> 00:03:28,849

So I have a bunch of questions for you, Heather.

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00:03:28,849 --> 00:03:31,900

First of all, how did you become interested in event contracts?

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00:03:33,250 --> 00:03:36,416

So I'm going to date myself, but the very first event

61

00:03:36,416 --> 00:03:40,133

contract that I received was faxed to me in

62

00:03:40,133 --> 00:03:44,033  
1994 and it was 24 pages long and

63  
00:03:44,033 --> 00:03:46,733  
it scared the out of me.

64  
00:03:47,333 --> 00:03:50,750  
I was hired as an association administrator and

65  
00:03:50,750 --> 00:03:54,816  
was responsible for their association operations,

66  
00:03:54,833 --> 00:03:59,500  
but also their national conference, and immediately

67  
00:03:59,516 --> 00:04:03,833  
I felt incredibly responsible for knowing what

68  
00:04:04,250 --> 00:04:07,416  
everything was in those 24 pages, and

69  
00:04:07,433 --> 00:04:10,733  
so I knew that that volunteer board

70  
00:04:10,733 --> 00:04:15,349  
was looking to me to protect their finances

71  
00:04:15,349 --> 00:04:19,300  
to protect the logistics of the event that they were hosting to

72  
00:04:19,316 --> 00:04:22,183  
protect their reputation that they had worked so hard to build

73  
00:04:22,733 --> 00:04:25,966  
and so that one contract really truly

74  
00:04:25,966 --> 00:04:29,916  
just jumpstarted my journey to learn everything I

75

00:04:29,933 --> 00:04:32,233  
possibly could about event contracts.

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00:04:33,250 --> 00:04:35,816  
And and how did you go about building that expertise?

77

00:04:36,466 --> 00:04:39,516  
Ah, well, I started

78

00:04:39,533 --> 00:04:43,066  
before Google which iside

79

00:04:43,066 --> 00:04:46,233  
to say because it was launched in 96 so I

80

00:04:46,800 --> 00:04:50,399  
here in London, Ontario, I reached out to legal council here in

81

00:04:50,399 --> 00:04:55,733  
London, Ontario. um and as a small business owner, I paid for my own  
professional development.

82

00:04:55,733 --> 00:04:59,566  
I sat with lawyers and I had them go through the contracts with me.

83

00:04:59,866 --> 00:05:03,283  
and it took me a long time to get big investment,

84

00:05:03,300 --> 00:05:06,716  
but I learned that way, so I invested in legal counsel.

85

00:05:06,716 --> 00:05:10,316  
I consumed articles and textbooks.

86

00:05:10,316 --> 00:05:15,233  
I attended live events where there was even just one session on event  
contracts.

87

00:05:15,233 --> 00:05:18,883

And back in COVID,

88

00:05:19,199 --> 00:05:22,199

um I actually decided in the downtime to go

89

00:05:22,199 --> 00:05:25,500

back to school and I did a two year

90

00:05:25,500 --> 00:05:28,966

into one year condensed paralegal studies and

91

00:05:28,966 --> 00:05:32,383

graduated from that program because I really wanted to learn more about the

92

00:05:32,399 --> 00:05:38,149

fundamentals and um how I can help other planners explain what I knew.

93

00:05:38,449 --> 00:05:42,733

And now 30 years later, I am still reading every single article.

94

00:05:43,616 --> 00:05:48,166

I um try to hit every single virtual event that is held.

95

00:05:48,166 --> 00:05:51,166

I try to make it as many live events. uh

96

00:05:51,166 --> 00:05:56,500

so it's still an ongoing passion for me to learn about event contracts.

97

00:05:56,516 --> 00:05:58,516

They're changing all the time.

98

00:05:58,516 --> 00:06:01,616

You must work with a lot of clients on contract reviews.



99

00:06:01,616 --> 00:06:03,616

Can you tell me a bit about that?

100

00:06:03,616 --> 00:06:05,699

Yeah, I for the

101

00:06:05,699 --> 00:06:09,466

first 20 years, I was focused only on my own clients.

102

00:06:09,466 --> 00:06:14,566

In a good year, I had 10 national uh clients association clients.

103

00:06:14,566 --> 00:06:16,733

So I was doing board meeting um contracts.

104

00:06:17,699 --> 00:06:22,616

I was doing um, you know, regional workshops and I was doing national association conferences.

105

00:06:23,000 --> 00:06:26,500

Um But in 2012, I actually overheard

106

00:06:26,750 --> 00:06:30,116

a planner that I just adore, say,

107

00:06:30,116 --> 00:06:33,233

I didn't know you could negotiate force measure.

108

00:06:33,233 --> 00:06:35,233

And I'm like, what?

109

00:06:35,233 --> 00:06:36,966

How could that be true?

110

00:06:36,966 --> 00:06:39,883

And so I started to really pay attention to say,

111

00:06:39,899 --> 00:06:44,033

well, maybe what I love to do, I could offer to

112

00:06:44,033 --> 00:06:49,000

others to support them and to help inform their professional practice.

113

00:06:49,316 --> 00:06:54,233

And so 11 years ago in 2013, I formed plan and Protect.

114

00:06:54,500 --> 00:06:57,766

And since that time, I've been blessed to

115

00:06:57,766 --> 00:07:01,783

work with uh both Canadian and American clients,

116

00:07:01,800 --> 00:07:07,500

um national and regional associations, corporate clients, um tech,

117

00:07:08,100 --> 00:07:10,916

um, uh financial services.

118

00:07:10,916 --> 00:07:15,533

I support a few large incentive planning agencies.

119

00:07:15,533 --> 00:07:18,583

And I am part of the workflow, if

120

00:07:18,600 --> 00:07:22,433

you will, for a couple of large third-party planning agencies.

121

00:07:22,433 --> 00:07:25,433

So date I've worked with about eight

122

00:07:25,433 --> 00:07:29,199

different clients and I've done over 400 contract reviews.

123

00:07:29,516 --> 00:07:31,516

Wow.

124

00:07:31,516 --> 00:07:32,350

And what's your biggest takeaways?

125

00:07:32,350 --> 00:07:35,383

Well, you know, I've I thought about

126

00:07:35,399 --> 00:07:38,866

this one too because it's a great question and how long do you have?

127

00:07:40,016 --> 00:07:44,816

Because, uh, um I there's lots of takeaways.

128

00:07:44,816 --> 00:07:48,050

Um planners today, more

129

00:07:48,050 --> 00:07:51,399

than any time in my 30 years need to be as savvy

130

00:07:51,416 --> 00:07:55,616

and laser focused and empowered to negotiate.

131

00:07:56,033 --> 00:07:59,566

uh, being able to understand, being able

132

00:07:59,566 --> 00:08:03,166

to negotiate, uh strategically, being

133

00:08:03,166 --> 00:08:06,816

able to achieve balanced event contracts takes specific

134

00:08:06,833 --> 00:08:11,083

knowledge that I believe is acquired outside

135

00:08:11,100 --> 00:08:13,666

of today's postsecondary programs,

136

00:08:14,000 --> 00:08:17,633

so contract negotiation skills, contract law are

137

00:08:17,633 --> 00:08:20,800

not being taught in post-secondary programs.

138

00:08:20,816 --> 00:08:23,983

And yet the contracts are

139

00:08:24,000 --> 00:08:28,366

fundamental to every aspect of what

140

00:08:28,366 --> 00:08:30,399

we do in our industry.

141

00:08:30,416 --> 00:08:33,833

We start with venues, we move

142

00:08:33,833 --> 00:08:37,600

through speakers, decor registration services,

143

00:08:37,616 --> 00:08:42,116

audio visual services, catering like everything is founded on

144

00:08:42,766 --> 00:08:44,766

a contract.

145

00:08:44,766 --> 00:08:47,816

And yet the fundamentals are

146

00:08:47,816 --> 00:08:51,533

not readily available to be taught or to be reminded.

147

00:08:51,533 --> 00:08:53,533

Um and so that's one.

148

00:08:53,533 --> 00:08:56,450

So negotiating, sorry, negotiating balanced

149

00:08:56,450 --> 00:08:59,983

event contracts requires a certain level of confidence,

150

00:09:00,000 --> 00:09:03,166

if you will, um, in an empowerment to actually

151

00:09:03,166 --> 00:09:07,066

engage in negotiations, saying like I didn't know you

152

00:09:07,066 --> 00:09:11,266

could do something or feeling like it's a little uncomfortable to be able to push back

153

00:09:11,700 --> 00:09:13,700

um respectfully, of course.

154

00:09:13,700 --> 00:09:16,433

We need to move beyond rate, dates in space and

155

00:09:16,433 --> 00:09:18,700

it's far beyond concessions.

156

00:09:18,716 --> 00:09:22,016

And I think that what I see is that when

157

00:09:22,016 --> 00:09:25,850

planners know and are open and

158

00:09:25,850 --> 00:09:29,316

being taught, they are far more confident and they're

159

00:09:29,333 --> 00:09:33,533

demonstrating that event contract knowledge is one of their professional

160

00:09:33,533 --> 00:09:35,633

core competencies.

161

00:09:35,633 --> 00:09:38,033

And that's ultimately what my whole

162

00:09:38,566 --> 00:09:41,866

uh reason for existing in planner protect

163

00:09:41,866 --> 00:09:45,466

is to share my passion and download

164

00:09:45,466 --> 00:09:49,416

onto other event professionals what will enhance

165

00:09:49,433 --> 00:09:52,850

their knowledge and their negotiation skills.

166

00:09:52,850 --> 00:09:54,850

So

167

00:09:54,850 --> 00:09:55,450

so you must?

168

00:09:55,450 --> 00:09:57,433

Yeah, it totally does.

169

00:09:57,433 --> 00:09:59,049

It totally doesn't.

170

00:09:59,049 --> 00:10:01,533

And uh, you know, I'm curious how much money have you saved clients today?

171

00:10:01,549 --> 00:10:05,016

I mean, that's that's huge your expertise.

172

00:10:05,033 --> 00:10:07,483

So it it is.

173

00:10:07,500 --> 00:10:10,799

I when I first started Planner Protect, uh,

174

00:10:10,799 --> 00:10:14,333

I was encouraged by a colleague to

175

00:10:14,333 --> 00:10:19,549

keep track of, quote, actual savings, monetary savings, and avoided risks.

176

00:10:19,549 --> 00:10:22,850

So things like lessening cancellation damages

177

00:10:22,850 --> 00:10:25,483

or lessening attrition damages.

178

00:10:25,799 --> 00:10:29,750

And so I'm proud to say that I've tracked

179

00:10:29,750 --> 00:10:32,866

over ten million in actual savings and avoided risk.

180

00:10:32,866 --> 00:10:36,399

But it's's actually not a number that I focus too much on anymore.

181

00:10:36,416 --> 00:10:40,133

Because to me, what I'm tracking now is how many

182

00:10:41,100 --> 00:10:44,216

professionals can I impact and can I improve

183

00:10:44,216 --> 00:10:48,766

their professional practice with sharing and teaching what I know?

184

00:10:48,766 --> 00:10:53,500

So, yes, the the savings for a solo entrepreneur.

185

00:10:53,516 --> 00:10:57,883

I'm proud of, but uh it's not something I track so much anymore.

186

00:10:58,750 --> 00:11:02,266

It's kind of hard when your business gets established and everything like that, right?

187

00:11:02,266 --> 00:11:05,983

Tell me, um is there any common things?

188

00:11:06,000 --> 00:11:10,250

Like what would you wish that every event planner knew about supplier contracts?

189

00:11:11,033 --> 00:11:14,149

Well, I think first and

190

00:11:14,149 --> 00:11:20,149

foremost, and and it it seems um obviously,

191

00:11:20,149 --> 00:11:24,283

but supplier contracts are written

192

00:11:24,299 --> 00:11:27,950

by legal counsel with the sole intent

193

00:11:27,950 --> 00:11:30,733

of protecting the supplier.

194

00:11:31,500 --> 00:11:34,850

and everything contained in that draft contract

195

00:11:34,850 --> 00:11:39,049

needs to be vetted with knowledge.

196

00:11:39,049 --> 00:11:41,049

It needs to be um



197

00:11:42,750 --> 00:11:46,016

massaged and negotiated to bring it

198

00:11:46,016 --> 00:11:49,183

back more towards protecting both parties.

199

00:11:49,200 --> 00:11:52,666

It's not the supplier's

200

00:11:52,666 --> 00:11:58,783

responsibility or job to provide us with a contract that is balanced.

201

00:11:59,149 --> 00:12:02,383

Those are our requirements and our needs is

202

00:12:02,399 --> 00:12:06,350

to protect our client or our employer by

203

00:12:06,350 --> 00:12:11,450

really knowing how and where and what to negotiate in those contracts.

204

00:12:11,450 --> 00:12:15,766

And so our legal counsel is absolutely essential.

205

00:12:15,766 --> 00:12:19,000

Um if there's one thing that you planners should advocate

206

00:12:19,016 --> 00:12:22,966

for in their budgets, event budgets, it's legal counsel support.

207

00:12:23,266 --> 00:12:26,566

And alongside of that, I

208

00:12:26,566 --> 00:12:30,033

really believe that event planners should be

209

00:12:30,049 --> 00:12:34,000

able to interpret what the legal needs is.

210

00:12:34,016 --> 00:12:37,133

I love the saying by Alfred Einstein that said, if

211

00:12:37,133 --> 00:12:40,966

you can't explain something in simple terms, you don't understand it well enough.

212

00:12:41,500 --> 00:12:45,233

um and so that to me is the key.

213

00:12:45,233 --> 00:12:48,583

Can you take a term like indemnification or

214

00:12:48,600 --> 00:12:53,566

attrition, or the difference between termination and in cancellation?

215

00:12:53,566 --> 00:12:56,916

And can you explain those inlay terms to

216

00:12:56,933 --> 00:13:00,100

your client or to your employer, so that you know

217

00:13:00,116 --> 00:13:05,750

exactly what the implications are how you can negotiate those terms

218

00:13:06,350 --> 00:13:09,466

and what ideal outcomes you want from the negotiations.

219

00:13:09,466 --> 00:13:12,700

So um I think that is, you know, uh truly

220

00:13:12,716 --> 00:13:16,366

what I want suppliers to or sorry event planners to know is that

221

00:13:17,500 --> 00:13:24,000

we have a huge responsibility to make those contracts um

222

00:13:26,000 --> 00:13:29,149  
balanced for lack of a better word,

223

00:13:29,149 --> 00:13:32,566  
but it be more even to share the risk in the

224

00:13:32,566 --> 00:13:36,983  
reward with the suppliers because they come to us in a format that is  
not balanced.

225

00:13:38,399 --> 00:13:42,649  
makes sense because the lawyer's going to write it for the people that  
are paying for it, right?

226

00:13:42,649 --> 00:13:45,883  
So that makes absolutely yeah, most

227

00:13:45,899 --> 00:13:49,549  
definitely. um and and why do you call this uh

228

00:13:49,549 --> 00:13:51,816  
series event contracts exposed?

229

00:13:53,250 --> 00:13:56,750  
Well, we went through a lot of iterations,

230

00:13:56,750 --> 00:14:00,733  
um Event contract confidence, um event contractorner.

231

00:14:01,000 --> 00:14:03,000  
There were all sorts of them.

232

00:14:03,000 --> 00:14:05,266  
And then I'm, you know, the good old chat GPT

233

00:14:05,266 --> 00:14:10,366  
came up with event contracts exposed and I it hit me.

234

00:14:10,666 --> 00:14:13,966

I want something that's bold and that is sticky.

235

00:14:13,966 --> 00:14:17,133

I I want to use the

236

00:14:17,149 --> 00:14:21,216

word exposed so that it focus it focuses

237

00:14:21,233 --> 00:14:24,983

our team here at Planer protect on creating and

238

00:14:25,250 --> 00:14:30,466

curating discussions that uncover the complexities of event contracts.

239

00:14:30,766 --> 00:14:34,233

I don't think we as an industry giving

240

00:14:34,250 --> 00:14:38,799

that enough um ah respect

241

00:14:38,816 --> 00:14:41,983

to the impact of a really good contract.

242

00:14:43,500 --> 00:14:46,500

I think we know now through COVID the implications of a bad

243

00:14:46,500 --> 00:14:50,866

contract, um ones that weren't so um equally uh written.

244

00:14:51,166 --> 00:14:54,633

So then the other thing from exposed is it

245

00:14:54,649 --> 00:14:58,483

means transparency and a no holds barred approach.

246

00:14:58,616 --> 00:15:01,666  
And with this um virtual

247  
00:15:01,666 --> 00:15:06,466  
event, I want to effect and I want to empower professionals who

248  
00:15:06,466 --> 00:15:09,733  
are responsible for negotiating and managing event contracts.

249  
00:15:10,250 --> 00:15:13,299  
um but on the flip side, when I think about

250  
00:15:13,316 --> 00:15:17,450  
exposed, what I will never entertain at

251  
00:15:17,450 --> 00:15:22,783  
being is abashing or a maligning of our partners.

252  
00:15:22,799 --> 00:15:26,033  
That professionally has never, ever been part of my

253  
00:15:26,033 --> 00:15:28,250  
approach or my philosophy.

254  
00:15:28,549 --> 00:15:32,500  
Our industry is um a dependent

255  
00:15:32,516 --> 00:15:38,383  
on relationships, on collaboration, on partnerships, and we need those.

256  
00:15:38,399 --> 00:15:41,399  
We want them and we must count on them.

257  
00:15:41,399 --> 00:15:44,633  
And so to me, it would be doing all

258  
00:15:44,633 --> 00:15:47,383

of us a disservice if this was used as,

259

00:15:47,700 --> 00:15:51,166

you know, um abashing or a, you know, negative forum.

260

00:15:51,166 --> 00:15:54,883

This is meant to be one that um builds

261

00:15:54,899 --> 00:15:58,549

up uh all of our professional um

262

00:15:59,750 --> 00:16:02,816

knowledge in our expertise and so that we come to

263

00:16:02,816 --> 00:16:06,233

the table prepared to negotiate good contracts.

264

00:16:06,233 --> 00:16:08,566

That's that's amazing.

265

00:16:08,566 --> 00:16:13,000

I you know, I would never even have a thought about renegotiating a contract.

266

00:16:13,016 --> 00:16:15,016

So that's uh really interesting.

267

00:16:15,016 --> 00:16:16,783

We have some questions, uh, Heather.

268

00:16:16,799 --> 00:16:18,799

Yeah.

269

00:16:18,799 --> 00:16:20,083

So, so one from Joan here.

270

00:16:20,399 --> 00:16:25,250

please do enter your questions in my favorite person, Joan, yeah.

271

00:16:26,000 --> 00:16:28,000

Thank you.

272

00:16:28,433 --> 00:16:32,866

Does Canada have laws like the US for litigation and arbitration to resolve disputes?

273

00:16:32,866 --> 00:16:36,033

So I'm I'm not legal counsel and

274

00:16:36,049 --> 00:16:39,816

uh, but my understanding as a layerson is that yes,

275

00:16:39,833 --> 00:16:44,450

there are laws here in Canada that um encourage

276

00:16:44,450 --> 00:16:48,350

ones to use the process of arbitration in

277

00:16:48,350 --> 00:16:51,100

mediation to resolve conflict.

278

00:16:51,116 --> 00:16:53,116

One of the things um

279

00:16:53,250 --> 00:16:56,750

I'm seeing increasingly is that contract

280

00:16:56,750 --> 00:17:02,083

disputes can only be solved in mediation or arbitration.

281

00:17:02,100 --> 00:17:05,516

And that's a great discussion for a topic,

282

00:17:05,516 --> 00:17:09,116

Joan, uh but, you know, and we there's pros and cons to that.

283

00:17:09,116 --> 00:17:12,116  
So, yes, they do exist. um and

284

00:17:12,116 --> 00:17:15,233  
again, that uh that's part of the learning of

285

00:17:16,250 --> 00:17:19,433  
where I am I geographically, what applies, what's

286

00:17:19,433 --> 00:17:23,033  
the law of jurisdiction, uh and then where am I doing the event?

287

00:17:23,033 --> 00:17:27,233  
Because there might be a different uh jurisdiction of of law that will  
apply.

288

00:17:27,233 --> 00:17:29,233  
So great question, Joan.

289

00:17:30,750 --> 00:17:32,933  
And another one from Sharon.

290

00:17:32,933 --> 00:17:35,033  
She she feels exactly how I do.

291

00:17:37,750 --> 00:17:42,116  
So contracts seem overwhelming and written with language that I don't  
understand entirely.

292

00:17:42,116 --> 00:17:44,116  
And I get it.

293

00:17:44,116 --> 00:17:46,666  
The language is, I think

294

00:17:46,666 --> 00:17:49,233  
intended to um



295

00:17:50,450 --> 00:17:55,900  
uh shroud uh some of the meaning.

296

00:17:55,916 --> 00:17:58,016  
And I it's legal terms.

297

00:17:58,016 --> 00:18:01,366  
And that's the thing is that contracts are legal documents.

298

00:18:01,366 --> 00:18:04,416  
And as soon as there are thus the elements required

299

00:18:04,433 --> 00:18:07,599  
to make a binding contract, um that terminology

300

00:18:07,616 --> 00:18:10,066  
is included and it has legal definition.

301

00:18:10,366 --> 00:18:13,833  
and so it's on us to understand, what am I putting

302

00:18:13,849 --> 00:18:16,716  
my client or my employer?

303

00:18:16,733 --> 00:18:18,733  
What am I committing them to?

304

00:18:18,733 --> 00:18:21,283  
And if I don't understand what,

305

00:18:21,299 --> 00:18:24,766  
you know, is is required or what is um implied

306

00:18:24,766 --> 00:18:30,099  
or, you know, uh, what is the responsibility, then that's where it  
gets confusing.

307

00:18:30,116 --> 00:18:33,349  
And so legal planners, in my opinion,

308  
00:18:33,349 --> 00:18:38,316  
should be able to rhyme off what is indemnification.

309  
00:18:38,333 --> 00:18:40,366  
What is termination?

310  
00:18:40,366 --> 00:18:42,633  
What is the difference then between cancellation?

311  
00:18:42,950 --> 00:18:44,950  
insurance?

312  
00:18:44,950 --> 00:18:46,666  
Like there's so many pieces of the contract.

313  
00:18:46,666 --> 00:18:50,566  
We don't need to know how to write language because

314  
00:18:50,566 --> 00:18:54,099  
that's not our domain or our expertise, but we need

315  
00:18:54,116 --> 00:18:57,416  
to know how to drill down, and that's how I teach,

316  
00:18:57,416 --> 00:19:00,716  
I believe, is I've taken clauses

317  
00:19:00,716 --> 00:19:04,849  
that have been recommended by legal counsel by our hospitality  
attorneys

318  
00:19:05,216 --> 00:19:08,450  
as being appropriate or useful

319  
00:19:08,450 --> 00:19:10,783

and kind of reversed engineered them.

320

00:19:10,799 --> 00:19:13,966

So what are the questions that I need to ask

321

00:19:13,966 --> 00:19:18,466

to get to better language in my negotiations?

322

00:19:18,466 --> 00:19:22,000

I just actually just remembered, many,

323

00:19:22,016 --> 00:19:26,983

many years ago, I was sitting with a what was then a Starwood sales representative

324

00:19:27,299 --> 00:19:30,416

and he he dropped the thing that he said, well,

325

00:19:30,416 --> 00:19:33,233

there's 16 pages of attrition clauses.

326

00:19:33,233 --> 00:19:37,599

And I'm like, wha, what do you mean 16 pages?

327

00:19:37,616 --> 00:19:40,733

So my whole thing is, why would we ever

328

00:19:40,733 --> 00:19:45,233

accept the very first draft version when

329

00:19:46,250 --> 00:19:49,849

already there are so many other versions that may be far

330

00:19:49,849 --> 00:19:53,566

more appropriate for your situation in that event,

331

00:19:53,566 --> 00:19:56,566

your client, their threshold for risk, etc.

332

00:19:56,566 --> 00:19:59,083

Why would we accept just what we're given?

333

00:19:59,099 --> 00:20:02,333

We need to hone in, drive down and get to the best

334

00:20:02,333 --> 00:20:04,549

language for each specific event, so

335

00:20:04,966 --> 00:20:08,483

and and we have another question from Sharon.

336

00:20:09,250 --> 00:20:11,250

Okay, Sharon, I love you.

337

00:20:11,250 --> 00:20:14,099

What is the one piece of advice that you would give to a new

338

00:20:14,099 --> 00:20:17,566

planner entering the field of event planning where

339

00:20:17,566 --> 00:20:19,716

they need to be responsible for booking venues?

340

00:20:21,000 --> 00:20:25,799

I okay, um don't be

341

00:20:25,799 --> 00:20:30,533

afraid to say I don't know and say,

342

00:20:30,533 --> 00:20:33,349

I'm going to go find out and I'll get back to you.

343

00:20:33,349 --> 00:20:37,183

There is no shame in saying I don't know.

344

00:20:37,200 --> 00:20:41,150

You are better off to admit a lack of knowledge than to

345

00:20:42,250 --> 00:20:45,299

bullshit or um appear to know and then be

346

00:20:45,299 --> 00:20:48,166

caught in a um uncomfortable situation.

347

00:20:48,166 --> 00:20:51,816

But on the flip side of that, what I'm going to say is um

348

00:20:51,833 --> 00:20:55,599

one of the lines that I I've heard over and over again is that

349

00:20:56,333 --> 00:20:59,083

unfortunately, I don't know is not a legal defense.

350

00:20:59,099 --> 00:21:02,216

So, truly, you

351

00:21:02,216 --> 00:21:05,816

can claim I don't know, and you go away and do your homework and,

352

00:21:05,816 --> 00:21:09,650

uh, you know, um verse yourself, but at the end of the day,

353

00:21:09,650 --> 00:21:13,183

we are expected as event professionals to know,

354

00:21:13,200 --> 00:21:16,616

to understand, to be able to discuss, to be able

355

00:21:16,616 --> 00:21:20,216

to negotiate, and to work with our legal counsel to

356

00:21:20,216 --> 00:21:23,150

acquire good language for our clients and our employers.

357

00:21:23,150 --> 00:21:25,233

So so I would say, I don't know.

358

00:21:27,650 --> 00:21:29,650

okay.

359

00:21:29,650 --> 00:21:32,799

What are the most common areas of misunderstanding or conflict that arise in event contracts?

360

00:21:32,816 --> 00:21:36,583

And how can we proactively address these during the contract negotiation phase?

361

00:21:36,599 --> 00:21:39,000

Thanks, Phil. uh, great question.

362

00:21:39,000 --> 00:21:41,000

Let me just digest that for a second.

363

00:21:41,250 --> 00:21:44,933

Most common areas of misunderstanding or conflict.

364

00:21:44,933 --> 00:21:49,250

um one of the ones that comes top to mind and I love

365

00:21:49,250 --> 00:21:52,849

spontaneous questions so I love uh, you putting me through the rigor here. um

366

00:21:53,750 --> 00:21:58,666

one of one of the things is that I've been

367

00:21:58,666 --> 00:22:02,616

in the industry long enough to know that we um some of

368

00:22:02,633 --> 00:22:07,966

we may expect the world but yet not have a piece of business that is

369

00:22:09,000 --> 00:22:11,250

um fitting of the world.

370

00:22:12,000 --> 00:22:15,233

I know that there are in some cases concessions

371

00:22:15,233 --> 00:22:18,533

that are, you know, paid as long, and yet they don't fit

372

00:22:18,533 --> 00:22:22,066

the the business that we are bringing to the property or to the uh

373

00:22:22,733 --> 00:22:24,733

vendor or supplier.

374

00:22:24,733 --> 00:22:27,533

And so I think it's that is where some friction

375

00:22:27,533 --> 00:22:31,433

exists is that, you know, really we have to be completely

376

00:22:31,433 --> 00:22:33,700

open and um

377

00:22:35,000 --> 00:22:38,333

honest about what our piece of business is worth and

378

00:22:38,333 --> 00:22:41,799

really prioritize what we want

379

00:22:43,750 --> 00:22:46,500

after we prioritize what we need.

380

00:22:47,000 --> 00:22:50,333

And so I think that's I hope that answer is your question because

381

00:22:50,333 --> 00:22:54,466

to me, it's it's expectations meeting reality and

382

00:22:54,466 --> 00:22:58,533

post COVID, um, those are clashing even more.

383

00:22:58,549 --> 00:23:01,599

Our partners were incredibly hurt

384

00:23:02,099 --> 00:23:05,099

and damaged as were our events, like no getting around it,

385

00:23:05,099 --> 00:23:08,450

um but we have to find what makes sense now,

386

00:23:08,450 --> 00:23:12,233

um and it may not just be, you know, a matter of uh,

387

00:23:13,016 --> 00:23:18,233

you know, sending off a list of concessions that really don't fit our  
um our piece of business.

388

00:23:18,233 --> 00:23:20,233

So I hope that answers that, Phil.

389

00:23:21,000 --> 00:23:24,116

And uh we have another one

390

00:23:24,116 --> 00:23:26,516

here from uh, oh, let me see here.

391

00:23:26,516 --> 00:23:30,716

Okay, so we are set for questions unless there's some more that uh  
want to do.

392

00:23:30,716 --> 00:23:32,716

I have a question.



393

00:23:32,716 --> 00:23:33,950

How do we get a hold of you, Heather?

394

00:23:33,950 --> 00:23:37,116

You know, I'm one of those people that you describe

395

00:23:37,133 --> 00:23:40,433

that would rather have a root canal than look at a contract.

396

00:23:40,433 --> 00:23:42,433

So so how can you help us?

397

00:23:43,000 --> 00:23:45,000

Well, you know what?

398

00:23:45,000 --> 00:23:47,266

First of all, I'm going to say, Sue, that I could hope

399

00:23:47,266 --> 00:23:50,983

that I mean, we all work in our areas of genius, and mine just

400

00:23:51,250 --> 00:23:53,633

I love contracts and I love everything about it.

401

00:23:53,633 --> 00:23:57,766

However, um I don't think it's realistic that we all just get to work in that.

402

00:23:57,766 --> 00:24:00,033

I think planners are asked to do so much.

403

00:24:00,349 --> 00:24:03,349

and so, you know, you need to learn about contracts,

404

00:24:03,349 --> 00:24:08,016

in my opinion, enough to be able to, you know, take the first round or whatever.

405

00:24:08,033 --> 00:24:13,250

So, um, you can reach me here on this, uh, virtual event next month.

406

00:24:13,916 --> 00:24:16,733

You can reach out to me on LinkedIn.

407

00:24:16,733 --> 00:24:20,200

It's Heather E. Reed RE ID.

408

00:24:20,216 --> 00:24:22,733

I have a company pageanner protect.

409

00:24:23,250 --> 00:24:26,033

And uh, yeah, uh my email is simple.

410

00:24:26,033 --> 00:24:29,033

It's Heather@anner protect.ca. um

411

00:24:29,033 --> 00:24:33,349

and so so I see that we're coming to the top of our time there, Sue.

412

00:24:33,349 --> 00:24:38,383

Um, and I just want to bring it home if I could, um and so we are really mindful of people's time.

413

00:24:38,700 --> 00:24:41,750

So, um, thank you, Sue, for being on the

414

00:24:41,750 --> 00:24:44,750

uh for coming from behind the scenes to support me today.

415

00:24:44,750 --> 00:24:47,500

You have no idea what our partnership means to me.

416

00:24:47,516 --> 00:24:49,516

Thank you for that.

417

00:24:49,516 --> 00:24:51,883

And thank you for the viewers that are live and

418

00:24:51,900 --> 00:24:54,000

the viewers that will watch a replay.

419

00:24:54,000 --> 00:24:56,000

I hope that they will.

420

00:24:56,000 --> 00:24:58,416

I hope you will take away some excitement in

421

00:24:58,433 --> 00:25:01,733

what we are looking to create here at Planner protect.

422

00:25:01,733 --> 00:25:04,849

I really, truly want this to be a

423

00:25:04,849 --> 00:25:08,566

forum where we can have good, solid, open

424

00:25:08,566 --> 00:25:12,766

discussions, maybe prickly, maybe, um, you know, um a

425

00:25:12,766 --> 00:25:16,183

little thought-provoking, but at the end of the day, really advancing everyone's

426

00:25:16,200 --> 00:25:19,016

uh practice as an event planner.

427

00:25:19,316 --> 00:25:22,366

Let me know in the comments, uh if you have ideas for

428

00:25:22,366 --> 00:25:25,833

future episodes, I know you helped me out with the number one painpoint

429

00:25:25,849 --> 00:25:28,900  
that will certainly help inform how we move forward.

430  
00:25:28,916 --> 00:25:31,916  
I would love if you would like

431  
00:25:31,916 --> 00:25:35,816  
share repost plan or protect information or

432  
00:25:35,816 --> 00:25:38,983  
my posts about this, um, I'd be so grateful.

433  
00:25:39,299 --> 00:25:42,299  
And then finally, and it's so I'm so excited

434  
00:25:42,299 --> 00:25:45,599  
about my first true guest uh next month,

435  
00:25:45,599 --> 00:25:49,066  
uh November uh 13th at two thirty eastern

436  
00:25:49,066 --> 00:25:52,416  
time here on LinkedIn, where I will have the immense

437  
00:25:52,433 --> 00:25:56,033  
honor to spend time with the one and only industry

438  
00:25:56,033 --> 00:26:01,250  
event contract guru and industry icon Joan Eisenstadt.

439  
00:26:01,250 --> 00:26:05,750  
Joan is a hospitality and meeting industry consultant and trainer,

440  
00:26:06,049 --> 00:26:09,766  
a hospitality expert witness, and I'm

441  
00:26:09,766 --> 00:26:13,666  
blessed to say, for me, she's a mentor, a confidant, and a colleague.

442

00:26:13,666 --> 00:26:16,783

So with that, I close, Thank you so much

443

00:26:16,799 --> 00:26:22,016

for showing up here in the comments and knowing that you're here just thrills me.

444

00:26:22,016 --> 00:26:24,650

I look forward to engaging in the months ahead.

445

00:26:24,650 --> 00:26:27,733

Bye for now, folks, and happy contracting.