

1
00:00:31,133 --> 00:00:34,666
Hello everyone, my name is Heather Reid,

2
00:00:34,666 --> 00:00:36,700
and thank you for being here with me today.

3
00:00:36,833 --> 00:00:39,950
I use she pronouns and

4
00:00:39,950 --> 00:00:42,516
for those using accessibility technology.

5
00:00:42,600 --> 00:00:45,116
I'm a 61 year old white female.

6
00:00:45,166 --> 00:00:48,283
I've got ash colored hair, red glasses,

7
00:00:48,299 --> 00:00:52,016
and I'm wearing an AV top, and I'm coming to you from my home office.

8
00:00:52,066 --> 00:00:55,183
As a reminder of every episode

9
00:00:55,200 --> 00:00:58,250
of event contracts exposed, I am not

10
00:00:58,250 --> 00:01:01,483
a lawyer, and nothing I discuss here

11
00:01:01,500 --> 00:01:03,533
should be considered legal advice.

12
00:01:03,600 --> 00:01:06,950
This is all about education, insights,

13
00:01:06,950 --> 00:01:08,450

and practical strategies.

14

00:01:08,516 --> 00:01:11,983

Offered by a seasoned event professional.

15

00:01:12,049 --> 00:01:13,066

That's me.

16

00:01:13,133 --> 00:01:16,433

So, before we begin, I'd like to note that all

17

00:01:16,433 --> 00:01:19,733

content in this presentation is copyrighted

18

00:01:19,733 --> 00:01:22,733

and is the intellectual property of planner protect.

19

00:01:22,799 --> 00:01:26,266

It may not be copied, reproduced, distributed,

20

00:01:26,266 --> 00:01:29,566

recorded, or used in whole or in part without

21

00:01:29,566 --> 00:01:31,066

my explicit written consent.

22

00:01:31,133 --> 00:01:35,083

Thank you for respecting my work and my original content.

23

00:01:35,150 --> 00:01:39,400

So our topic today is micro events.

24

00:01:39,466 --> 00:01:43,000

So what is a micro event?

25

00:01:43,133 --> 00:01:46,483

Well, a micro event is commonly

26

00:01:46,500 --> 00:01:50,033
described as a single, sorry,

27

00:01:50,033 --> 00:01:53,150
as a small scale, highly targeted event

28

00:01:53,150 --> 00:01:56,483
designed for a limited audience, often

29

00:01:56,866 --> 00:02:00,883
delivered more frequently and with a focused objective.

30

00:02:00,950 --> 00:02:04,666
So repeat that again, a micro event is

31

00:02:04,666 --> 00:02:08,433
commonly described as a small scale, highly targeted

32

00:02:08,449 --> 00:02:11,683
event that is designed for a limited audience,

33

00:02:11,699 --> 00:02:15,533
often delivered more frequently and with a focused objective.

34

00:02:15,650 --> 00:02:19,416
So, I'm thinking about a micro event.

35

00:02:19,500 --> 00:02:23,816
Typically, it has anywhere from 10 to 100 attendees.

36

00:02:23,866 --> 00:02:27,933
Some sources say 150, but most sources say 10 to 100.

37

00:02:28,133 --> 00:02:31,300
It usually captures

38

00:02:31,316 --> 00:02:34,316

a specific audience segment, such

39

00:02:34,316 --> 00:02:37,550
as VIP clients, or regional

40

00:02:37,550 --> 00:02:40,783
teams, or niche interest folks

41

00:02:40,800 --> 00:02:42,000
or niche buyers.

42

00:02:42,233 --> 00:02:45,349
The micro event typically has a single

43

00:02:45,349 --> 00:02:49,116
clear objective, such as networking

44

00:02:49,133 --> 00:02:52,550
or education, or sales

45

00:02:52,550 --> 00:02:53,916
activation, something like that.

46

00:02:54,166 --> 00:02:57,516
The microevent is typically a shorter

47

00:02:57,533 --> 00:03:00,949
duration, such as a few hours to

48

00:03:00,949 --> 00:03:04,550
a half a day, and sometimes a full day.

49

00:03:04,666 --> 00:03:07,966
And it often is in a simplified

50

00:03:07,966 --> 00:03:11,133
format, such as there's a massive production,

51

00:03:11,150 --> 00:03:14,266

or there's fewer moving parts than you might expect

52

00:03:14,266 --> 00:03:16,183

from a larger event.

53

00:03:16,250 --> 00:03:19,366

So increasingly, organizations are

54

00:03:19,366 --> 00:03:23,566

incorporating micro events into their marketing playbook.

55

00:03:23,633 --> 00:03:26,800

Microevents are now a primary channel

56

00:03:26,816 --> 00:03:30,116

for organizations to drive both commerce

57

00:03:30,116 --> 00:03:31,916

and community.

58

00:03:33,750 --> 00:03:37,199

So, what are the types of micro events?

59

00:03:37,199 --> 00:03:40,800

Well, they're unlimited in both format and approach, but

60

00:03:40,800 --> 00:03:44,150

some popular formats are private and

61

00:03:44,150 --> 00:03:47,983

intimate gatherings such as private dinners, fireside

62

00:03:48,000 --> 00:03:50,500

chats, networking meetups.

63

00:03:51,000 --> 00:03:54,166

It could also be gatherings based on niche

64

00:03:54,166 --> 00:03:57,233
topics or industry challenges, and

65

00:03:57,750 --> 00:04:01,133
maybe hosted by, for example, local chapters of national

66

00:04:01,133 --> 00:04:04,183
organizations, hobbyist groups,

67

00:04:04,199 --> 00:04:07,250
or special interest-based communities.

68

00:04:07,849 --> 00:04:10,849
Uh, a microevent might be presented

69

00:04:10,849 --> 00:04:14,383
by um, a brand or a corporation and

70

00:04:14,400 --> 00:04:17,449
be a branded product launch at which a company

71

00:04:17,449 --> 00:04:21,050
may unveil a new offering in a more interactive

72

00:04:21,050 --> 00:04:22,183
and controlled setting.

73

00:04:22,733 --> 00:04:26,333
A microevent might be a VIP

74

00:04:26,333 --> 00:04:29,866
experience and a pop-up kind of activation.

75

00:04:29,933 --> 00:04:32,983
And here we think of brand activations,

76

00:04:33,000 --> 00:04:36,116
personalized demos, limited time,

77

00:04:36,116 --> 00:04:37,550
immersive experiences.

78

00:04:37,733 --> 00:04:41,033
And also, it's not just in person.

79

00:04:41,100 --> 00:04:44,216
Hybrid and virtual microevents can

80

00:04:44,216 --> 00:04:47,333
be undertaken in which you're connecting

81

00:04:47,333 --> 00:04:49,966
virtual and in-person participants.

82

00:04:52,250 --> 00:04:55,250
So then we think about, well, where are these

83

00:04:55,250 --> 00:04:57,050
micro events being held?

84

00:04:57,116 --> 00:05:00,116
So just like micro events can be

85

00:05:00,116 --> 00:05:03,583
unlimited in their format and in their approach, so

86

00:05:03,600 --> 00:05:07,616
too are the possibilities for locations in

87

00:05:07,616 --> 00:05:09,583
which to host micro events.

88

00:05:09,649 --> 00:05:12,649

And here there's like the possibilities are

89

00:05:12,649 --> 00:05:16,066

unlimited, but we think about creative spaces and

90

00:05:16,066 --> 00:05:19,300

studios, like uh, co-working, uh,

91

00:05:19,316 --> 00:05:22,966

Spaces, boutique hotels

92

00:05:22,966 --> 00:05:27,516

and restaurants, uh, intimate estates or farms.

93

00:05:27,649 --> 00:05:30,649

You could think of a small wedding as

94

00:05:30,649 --> 00:05:33,399

a micro event with, you know, 25 people.

95

00:05:33,466 --> 00:05:36,699

A unique and non-traditional

96

00:05:36,716 --> 00:05:37,966

spaces.

97

00:05:38,033 --> 00:05:41,800

So here we may think of art galleries, clubs,

98

00:05:41,816 --> 00:05:45,649

uh, rooftops, uh, outdoor spaces.

99

00:05:45,716 --> 00:05:47,516

Again, that might be a rooftop.

100

00:05:47,566 --> 00:05:50,616

Uh, it could be um, a garden.

101

00:05:50,699 --> 00:05:51,833

It could be a park.

102

00:05:51,899 --> 00:05:54,466

And then even private homes.

103

00:05:54,600 --> 00:05:58,966

So the location, uh, is unlimited.

104

00:05:59,100 --> 00:06:02,566

However, One of

105

00:06:02,566 --> 00:06:06,399

the most concerning parts of microevents

106

00:06:06,416 --> 00:06:09,949

for me is what happens

107

00:06:09,949 --> 00:06:13,300

with contracting for the venue

108

00:06:13,316 --> 00:06:15,583

for microevents.

109

00:06:15,649 --> 00:06:19,300

So when we think about traditional locations

110

00:06:19,316 --> 00:06:22,733

for events, we think about perhaps hotels,

111

00:06:22,733 --> 00:06:26,199

conference centers, convention centers, perhaps

112

00:06:26,216 --> 00:06:29,033

larger restaurants, art galleries, things like that.

113

00:06:29,100 --> 00:06:32,216

But when we have micro events,

114

00:06:32,216 --> 00:06:35,683
we're also utilizing non-traditional and

115

00:06:35,699 --> 00:06:37,366
unique locations.

116

00:06:37,433 --> 00:06:40,600
And so I often wonder, is there even

117

00:06:40,616 --> 00:06:44,383
a venue contract to be negotiated?

118

00:06:44,516 --> 00:06:47,216
Does one actually exist?

119

00:06:47,266 --> 00:06:50,383
So when you think about using unique and

120

00:06:50,399 --> 00:06:51,716
non-traditional spaces.

121

00:06:51,766 --> 00:06:54,816
Um, really the question is,

122

00:06:54,833 --> 00:06:57,350
is there a venue contract available?

123

00:06:59,250 --> 00:07:02,449
Is the client able to negotiate

124

00:07:02,449 --> 00:07:05,266
the existing terms of the contract?

125

00:07:06,500 --> 00:07:09,600
And are they able to determine if the venue

126

00:07:09,600 --> 00:07:12,833

is willing to negotiate additional clauses

127

00:07:12,833 --> 00:07:14,750

that may need to be added.

128

00:07:15,050 --> 00:07:18,283

And I think of often like hotels and

129

00:07:18,300 --> 00:07:21,833

conference centers and convention centers, they have extensive

130

00:07:21,833 --> 00:07:25,000

contract documents, but quite often what

131

00:07:25,016 --> 00:07:28,016

protects the client has to be added into

132

00:07:28,016 --> 00:07:30,233

that draft contract.

133

00:07:30,300 --> 00:07:34,199

And so just like these non-traditional or micro events.

134

00:07:34,250 --> 00:07:37,483

If there is an existing contract, we

135

00:07:37,500 --> 00:07:41,266

may need to negotiate additional terms into

136

00:07:41,266 --> 00:07:42,933

that draft contract.

137

00:07:43,066 --> 00:07:46,366

Now, if a venue contract is

138

00:07:46,366 --> 00:07:49,366

not available, Is the client

139

00:07:49,366 --> 00:07:52,366
actually willing to proceed with

140

00:07:52,366 --> 00:07:53,733
their microevent?

141

00:07:53,933 --> 00:07:56,933
I, that's a question that would have to

142

00:07:56,933 --> 00:08:00,050
be taken up by the client and their legal team and

143

00:08:00,050 --> 00:08:01,483
their risk management and things like that.

144

00:08:01,616 --> 00:08:04,433
But if a contract is not available.

145

00:08:04,550 --> 00:08:07,783
Um, it needs to be discussed with the

146

00:08:07,800 --> 00:08:11,149
location, is their interest by both parties

147

00:08:11,149 --> 00:08:12,766
to create one.

148

00:08:13,066 --> 00:08:16,183
So, uh, it would

149

00:08:16,199 --> 00:08:19,433
be my risk adverse nature to run from

150

00:08:19,433 --> 00:08:22,966
a venue or location that doesn't have, uh,

151

00:08:22,966 --> 00:08:26,266
an existing contract template or isn't

152

00:08:26,266 --> 00:08:29,983
willing to sign a client drafted contract.

153

00:08:30,050 --> 00:08:33,100
So the client will then need to consult with

154

00:08:33,116 --> 00:08:36,233
their legal counsel if a confirmation email or

155

00:08:37,016 --> 00:08:40,066
a written record summarizing

156

00:08:40,066 --> 00:08:43,299
all of the discussed terms and deliverables

157

00:08:43,316 --> 00:08:46,783
and expectations is sufficient.

158

00:08:46,850 --> 00:08:51,399
And then if and how the venue acknowledges such a document.

159

00:08:51,649 --> 00:08:55,066
But I want to talk about the

160

00:08:55,066 --> 00:08:57,399
contracts, not a confirmation email.

161

00:08:57,466 --> 00:09:00,700
Uh, but contracts, if you are negotiating

162

00:09:00,716 --> 00:09:03,883
an existing draft contract or creating,

163

00:09:03,899 --> 00:09:05,816

uh, co-creating a contract.

164

00:09:05,866 --> 00:09:09,216

I want to give you some considerations today for,

165

00:09:09,233 --> 00:09:11,866

um, uh, micro events.

166

00:09:11,933 --> 00:09:15,766

So just like any other,

167

00:09:15,766 --> 00:09:19,233

uh, event being planned, documenting the intent,

168

00:09:19,250 --> 00:09:22,299

the purpose and the

169

00:09:22,316 --> 00:09:25,483

expectations of the microwave vet should

170

00:09:25,500 --> 00:09:28,366

be included in the venue contract.

171

00:09:28,433 --> 00:09:32,200

So what is the reason for the gathering?

172

00:09:32,266 --> 00:09:35,683

What is the rationale behind the gathering?

173

00:09:35,816 --> 00:09:39,233

What is the expected format of

174

00:09:39,233 --> 00:09:40,433

the micro event?

175

00:09:40,500 --> 00:09:44,100

How many are anticipated to attend?

176

00:09:44,450 --> 00:09:47,566

And what activities and

177

00:09:47,566 --> 00:09:50,733

or components, if you will, make up

178

00:09:50,750 --> 00:09:53,383

this little micro event.

179

00:09:53,450 --> 00:09:56,983

So just like I've taught repeatedly

180

00:09:57,000 --> 00:10:00,950

that we need a purpose of the event, a statement, sentences

181

00:10:00,950 --> 00:10:05,149

that describe and create the big picture of the event.

182

00:10:05,216 --> 00:10:08,333

We need to do the same for micro events,

183

00:10:08,333 --> 00:10:11,500

establishing what this is, why it

184

00:10:11,516 --> 00:10:14,566

is being held, who is coming, any

185

00:10:14,566 --> 00:10:16,299

potential risks, that sort of thing.

186

00:10:16,366 --> 00:10:20,733

So you want to establish that in any location or venue contract.

187

00:10:22,750 --> 00:10:26,333

Now, A contract is

188

00:10:26,333 --> 00:10:29,799

an exchange of consideration.

189

00:10:29,866 --> 00:10:33,033

And typically consideration is in

190

00:10:33,049 --> 00:10:34,299

the format of money.

191

00:10:34,366 --> 00:10:37,600

So the exchange of money is always a

192

00:10:37,616 --> 00:10:41,566

necessary uh, consideration uh, to have in a contract.

193

00:10:41,633 --> 00:10:45,583

So you will most likely be looking at, say, a rental fee.

194

00:10:45,649 --> 00:10:46,716

So you'll,

195

00:10:46,850 --> 00:10:48,583

Oh, sorry.

196

00:10:48,649 --> 00:10:50,200

There we go.

197

00:10:50,266 --> 00:10:51,100

I'm sorry about that.

198

00:10:51,166 --> 00:10:52,116

I pressed the wrong.

199

00:10:52,200 --> 00:10:54,000

So rental fee.

200

00:10:54,049 --> 00:10:57,166

Is it a flat rate versus a

201

00:10:57,166 --> 00:10:59,566
full day or a half day rate?

202

00:10:59,633 --> 00:11:02,450
Isn't even an hourly rate.

203

00:11:02,516 --> 00:11:05,083
Can those rates be negotiated?

204

00:11:05,149 --> 00:11:08,383
Can you come up with something unique for

205

00:11:08,399 --> 00:11:09,600
the rental for this event?

206

00:11:10,016 --> 00:11:13,366
Is there a minimum rental period?

207

00:11:13,500 --> 00:11:16,616
So if you want to have an event for 2 hours, but

208

00:11:16,616 --> 00:11:19,916
the minimum rental is 4 that may be a

209

00:11:19,916 --> 00:11:22,549
cost that you need to carry?

210

00:11:22,733 --> 00:11:25,783
Uh, and then really important, I think,

211

00:11:25,799 --> 00:11:29,700
in the rental fee is documenting and contracting.

212

00:11:29,750 --> 00:11:33,766
What is actually included in the rental fee?

213

00:11:33,833 --> 00:11:36,833

So I know quite often if you go on a site visit, you'll

214

00:11:36,833 --> 00:11:40,483

see all of these things that, oh, that's all comes with part of the package.

215

00:11:40,549 --> 00:11:43,966

Well, be sure to document what

216

00:11:43,966 --> 00:11:45,033

is included.

217

00:11:45,116 --> 00:11:47,516

So are there tables and chairs?

218

00:11:47,750 --> 00:11:51,166

Is there AV, simple AV, be provided?

219

00:11:51,233 --> 00:11:52,850

Does power?

220

00:11:53,033 --> 00:11:56,033

Um, exist and you're able to access that.

221

00:11:56,100 --> 00:12:00,466

Is there internet that you can access food

222

00:12:00,466 --> 00:12:03,883

and beverage needs, food and beverage, service wear, food

223

00:12:03,899 --> 00:12:05,149

and beverage equipment?

224

00:12:05,216 --> 00:12:08,516

Does that exist at the venue, or is that something you're

225

00:12:08,516 --> 00:12:09,649

going to have to bring in?

226

00:12:09,716 --> 00:12:12,766

Uh, the other consideration, not just the hard

227

00:12:12,766 --> 00:12:14,083

things that are included.

228

00:12:14,149 --> 00:12:18,216

What about staff positions that are included with the rental?

229

00:12:18,299 --> 00:12:21,649

So do you have banquet

230

00:12:21,649 --> 00:12:24,166

staff, for example, that are included?

231

00:12:24,233 --> 00:12:27,166

Do you have security personnel that are included?

232

00:12:27,233 --> 00:12:30,649

Do you have a contact person

233

00:12:30,649 --> 00:12:33,466

that's included or a site manager?

234

00:12:33,533 --> 00:12:35,266

All of those kinds of things.

235

00:12:35,333 --> 00:12:38,733

What's included in the rental fee?

236

00:12:39,600 --> 00:12:42,716

And then just like we're talking about money,

237

00:12:42,716 --> 00:12:45,833

we also want to talk about payment terms

238

00:12:45,833 --> 00:12:47,149
in a contract.

239
00:12:47,266 --> 00:12:50,500
So you want to be negotiating if the

240
00:12:50,516 --> 00:12:54,533
venue or the location requires full payment right up front.

241
00:12:54,600 --> 00:12:57,950
So is that at the time of contract signing?

242
00:12:57,950 --> 00:13:01,000
Is the full payment required a certain number

243
00:13:01,016 --> 00:13:03,416
of days in advance of the event?

244
00:13:03,466 --> 00:13:06,516
Um, if full payment's not required.

245
00:13:06,600 --> 00:13:10,500
Perhaps it is a deposit and a payment schedule that you're looking at.

246
00:13:10,549 --> 00:13:13,783
So, How much is the deposit?

247
00:13:13,850 --> 00:13:16,366
Is it is it a percentage of the spend?

248
00:13:16,433 --> 00:13:18,233
Is it a flat rate?

249
00:13:18,299 --> 00:13:21,416
Uh, is the deposit required at the

250
00:13:21,416 --> 00:13:22,616
time of signing?

251

00:13:22,666 --> 00:13:25,783

Is the deposit required just a certain

252

00:13:25,799 --> 00:13:28,366

number of days in advance of the event?

253

00:13:30,750 --> 00:13:34,016

If you've made a deposit, you'll have, presumably,

254

00:13:34,016 --> 00:13:38,083

uh, money to still spend an 0 after, so

255

00:13:38,100 --> 00:13:40,616

when are the rest of the payments made?

256

00:13:40,666 --> 00:13:43,833

Are there additional payments made

257

00:13:43,850 --> 00:13:46,416

towards the event date?

258

00:13:46,500 --> 00:13:49,500

Is billing available such that you can pay

259

00:13:49,500 --> 00:13:50,700

after the event?

260

00:13:50,750 --> 00:13:53,983

Um, all of that needs to be squared

261

00:13:54,000 --> 00:13:55,433

away in the contract.

262

00:13:55,500 --> 00:13:58,666

Um, don't make assumptions, uh, get

263

00:13:58,666 --> 00:14:01,666
it locked in as to specific terms

264
00:14:01,666 --> 00:14:05,016
of when money is exchanging hands.

265
00:14:05,333 --> 00:14:08,750
You may also want to know how

266
00:14:08,750 --> 00:14:10,416
is the client's money protected.

267
00:14:10,500 --> 00:14:13,549
Uh, is it going into a separate bank

268
00:14:13,549 --> 00:14:17,383
account for this client that the venue holds?

269
00:14:17,450 --> 00:14:20,799
Is it just going into their everyday

270
00:14:20,816 --> 00:14:22,483
upgrading bank account?

271
00:14:22,549 --> 00:14:25,600
Um, what would happen to your money

272
00:14:25,616 --> 00:14:29,266
if the venue um, finds

273
00:14:29,266 --> 00:14:32,733
itself in um, insolvency or bankruptcy.

274
00:14:32,816 --> 00:14:35,566
So you want to be asking those hard questions.

275
00:14:35,633 --> 00:14:38,866
And then you also, in regards to payment,

276

00:14:38,866 --> 00:14:42,233

you always need to be talking about when are

277

00:14:42,766 --> 00:14:46,416

deposits or payments refundable?

278

00:14:46,433 --> 00:14:49,433

Quite often you'll see languages as deposits

279

00:14:49,433 --> 00:14:50,933

are non-refundable.

280

00:14:51,000 --> 00:14:54,000

Well, there are circumstances where a

281

00:14:54,000 --> 00:14:57,116

client's deposit or payments are

282

00:14:57,116 --> 00:14:59,083

absolutely refundable.

283

00:14:59,149 --> 00:15:02,683

If the venue cancels the contract.

284

00:15:02,750 --> 00:15:05,500

Your money should be returned to you.

285

00:15:06,116 --> 00:15:10,133

If a situation of termination,

286

00:15:10,133 --> 00:15:14,083

such as a force majeure event happens, then the

287

00:15:14,100 --> 00:15:17,100

client's money should be returned to the client.

288

00:15:17,149 --> 00:15:20,383
So all of these things need to be clarified

289
00:15:20,399 --> 00:15:23,500
around your deposits, the, Um,

290
00:15:24,233 --> 00:15:27,833
exchanging of funds from the client to the venue in

291
00:15:27,833 --> 00:15:30,100
promise of hosting the event there.

292
00:15:32,750 --> 00:15:33,416
All right.

293
00:15:36,750 --> 00:15:40,916
We also want to establish really good

294
00:15:40,916 --> 00:15:44,333
and clear timelines and venue

295
00:15:44,333 --> 00:15:46,183
access considerations.

296
00:15:46,250 --> 00:15:49,299
So these are crucial items to document

297
00:15:49,316 --> 00:15:52,366
in a venue contract, especially

298
00:15:52,366 --> 00:15:54,766
when we're talking about shorter events.

299
00:15:54,833 --> 00:15:57,833
They may not be days after days after days in a

300
00:15:57,833 --> 00:16:00,833
24 hour hold, will work at the beginning

301

00:16:00,833 --> 00:16:02,033
of negotiating.

302

00:16:02,100 --> 00:16:04,916
It may be very short durations of time.

303

00:16:04,966 --> 00:16:08,083
So, we want to establish what time

304

00:16:08,100 --> 00:16:11,566
can the client 1st enter the space.

305

00:16:11,700 --> 00:16:14,933
What time must the client have fully

306

00:16:14,933 --> 00:16:16,666
exited the space?

307

00:16:17,149 --> 00:16:20,316
The timeline should establish the

308

00:16:20,333 --> 00:16:21,766
setup start time.

309

00:16:21,833 --> 00:16:25,299
Then it should establish the attendee

310

00:16:25,316 --> 00:16:28,733
arrival time, Then it should establish

311

00:16:28,733 --> 00:16:30,649
the event, end time.

312

00:16:30,766 --> 00:16:34,066
And then the tear down completion time.

313

00:16:34,250 --> 00:16:37,250
So one might think, well, 6

314
00:16:37,250 --> 00:16:38,450
to 9 is fine.

315
00:16:38,516 --> 00:16:42,283
Well, what if it's your setup is 6 to 7.

316
00:16:42,350 --> 00:16:44,383
Your guests arrive at 7.

317
00:16:44,450 --> 00:16:45,816
They're there till 8.30.

318
00:16:46,200 --> 00:16:49,200
And then 830 to 9 is dismantling time.

319
00:16:51,000 --> 00:16:54,116
Then you might think about, well, what happens if I want

320
00:16:54,116 --> 00:16:57,766
to explore early access or even

321
00:16:57,766 --> 00:16:58,899
grace periods?

322
00:16:58,966 --> 00:17:02,083
So can the client access the

323
00:17:02,100 --> 00:17:06,116
space before the official set up start time?

324
00:17:06,166 --> 00:17:10,900
So I know I'm in doing uh, larger events.

325
00:17:10,966 --> 00:17:14,016
Sometimes our document would say we could have the room at

326

00:17:14,033 --> 00:17:17,150
7 AM on Thursday morning, but

327

00:17:17,150 --> 00:17:20,799
quite often we might have been able to squeeze in really

328

00:17:20,816 --> 00:17:21,883
late on Wednesday night.

329

00:17:22,016 --> 00:17:25,250
So you want to establish, are there any

330

00:17:25,250 --> 00:17:27,216
early access opportunities?

331

00:17:27,349 --> 00:17:30,466
Uh, is there a grace period if

332

00:17:30,466 --> 00:17:33,816
the setup, or the tear down, or

333

00:17:33,833 --> 00:17:36,099
the event itself runs late?

334

00:17:37,500 --> 00:17:40,500
You may want to ask about what happens with staff

335

00:17:40,500 --> 00:17:43,500
that are on site to assist during

336

00:17:43,966 --> 00:17:46,783
the setup period and the tear down period.

337

00:17:46,849 --> 00:17:49,966
Uh, if that's over time, then

338

00:17:49,966 --> 00:17:51,766
how is overtime charged?

339
00:17:51,833 --> 00:17:55,549
Is over time strictly prohibited?

340
00:17:55,616 --> 00:17:59,233
You have to be in and out according to the

341
00:17:59,516 --> 00:18:00,533
contracted times.

342
00:18:01,666 --> 00:18:05,200
Who unlocks the space?

343
00:18:05,266 --> 00:18:07,416
Who locks the space?

344
00:18:07,500 --> 00:18:10,966
What happens if the client arrives and no one is there?

345
00:18:11,333 --> 00:18:14,266
Will the staff stay?

346
00:18:14,333 --> 00:18:17,033
if the timeline goes into overtime.

347
00:18:18,750 --> 00:18:21,766
So really thinking about all the angles of,

348
00:18:21,766 --> 00:18:24,033
it may seem like a short event.

349
00:18:24,116 --> 00:18:27,116
But really the logistics are exactly the same

350
00:18:27,116 --> 00:18:30,416
as a larger event in thinking about setup,

351

00:18:30,416 --> 00:18:33,766

the existing event itself and the tear

352

00:18:33,766 --> 00:18:35,083

down and leaving the property.

353

00:18:37,750 --> 00:18:41,566

The other point on this slide is that Often, the

354

00:18:41,566 --> 00:18:44,733

client hosting a micro event will need

355

00:18:44,750 --> 00:18:48,166

the supports of services and products

356

00:18:48,166 --> 00:18:49,599

from other suppliers.

357

00:18:49,666 --> 00:18:52,833

So quite often you might think of audio visual

358

00:18:52,849 --> 00:18:56,083

catering, decor, security,

359

00:18:56,099 --> 00:18:57,349

power, internet.

360

00:18:57,416 --> 00:19:00,716

It is imperative that the client

361

00:19:00,716 --> 00:19:04,016

establish the venue's rules and

362

00:19:04,016 --> 00:19:07,433

their expectations around 3rd party suppliers.

363

00:19:07,549 --> 00:19:12,049
So does the venue have any exclusive

364
00:19:12,049 --> 00:19:16,000
relationships established for specific services,

365
00:19:16,016 --> 00:19:19,233
such as the common ones are audio visual power,

366
00:19:20,000 --> 00:19:21,349
internet catering.

367
00:19:21,650 --> 00:19:24,700
Then, if there are

368
00:19:24,716 --> 00:19:27,466
exclusive relationships, who are they?

369
00:19:27,533 --> 00:19:28,000
What are they?

370
00:19:28,066 --> 00:19:31,599
And then are there some that are on a preferred basis?

371
00:19:31,666 --> 00:19:35,316
So in other words, the venue is recommending them to you?

372
00:19:35,400 --> 00:19:39,166
Um, or can the venue bring in whoever,

373
00:19:39,166 --> 00:19:40,483
uh, they want to?

374
00:19:40,549 --> 00:19:42,766
Are there limitations around that?

375
00:19:42,900 --> 00:19:46,016
So if the client wants to bring in

376

00:19:46,016 --> 00:19:49,483

their own 3rd party service providers, what

377

00:19:49,500 --> 00:19:52,616

are the financial implications of that kind of an arrangement?

378

00:19:52,666 --> 00:19:56,916

What fees or charges or surcharges,

379

00:19:56,933 --> 00:19:58,900

commissions, penalties.

380

00:19:58,966 --> 00:20:02,316

There's all sorts of names for what kinds of costs

381

00:20:02,333 --> 00:20:05,450

there may be when wanting to bring in your own

382

00:20:05,450 --> 00:20:07,849

3rd party suppliers.

383

00:20:07,916 --> 00:20:10,916

So really vetting that aspect

384

00:20:10,916 --> 00:20:14,083

is really, don't make assumptions, if it's not mentioned,

385

00:20:14,099 --> 00:20:17,150

do not assume there may very well be

386

00:20:17,150 --> 00:20:20,983

relationships in place or preferences in place that

387

00:20:21,000 --> 00:20:24,599

you don't want to find out about after contract signing.

388

00:20:24,650 --> 00:20:27,766

So all of these negotiations should

389

00:20:27,766 --> 00:20:31,533

be discussed, negotiated, and documented in the venue contract.

390

00:20:34,616 --> 00:20:37,783

Another one that you may want to really consider,

391

00:20:37,799 --> 00:20:41,033

uh, particularly around micro events

392

00:20:41,033 --> 00:20:44,333

where they're non-traditional or unique spaces.

393

00:20:44,400 --> 00:20:48,049

What about permits and licensing requirements?

394

00:20:48,116 --> 00:20:51,116

So local permitting often depends

395

00:20:51,116 --> 00:20:54,116

on site specific factors, such

396

00:20:54,116 --> 00:20:57,116

as street usage, food vendors,

397

00:20:57,116 --> 00:21:00,716

amplified sound, temporary structures,

398

00:21:00,716 --> 00:21:04,183

liquor licenses, special event permits,

399

00:21:04,200 --> 00:21:07,250

a gathering, assembly, permit,

400

00:21:07,250 --> 00:21:10,366

music licensing, fire department,

401

00:21:10,366 --> 00:21:13,483
permits, or inspections, occupancy

402

00:21:13,500 --> 00:21:16,549
load, compliance, tent permits, stage

403

00:21:16,549 --> 00:21:18,516
permits, electrical permits.

404

00:21:18,833 --> 00:21:21,833
And I actually have even 3 or 4 more options here.

405

00:21:22,016 --> 00:21:25,250
Licensing and permits are a

406

00:21:25,250 --> 00:21:26,450
big deal.

407

00:21:26,516 --> 00:21:30,416
And if one is hosting a number of micro events.

408

00:21:30,466 --> 00:21:34,233
Obviously, the systemization and the tracking

409

00:21:34,250 --> 00:21:38,083
of local permits and licenses

410

00:21:38,099 --> 00:21:40,066
will become a critical responsibility.

411

00:21:40,133 --> 00:21:43,250
So in addition to knowing what

412

00:21:43,250 --> 00:21:46,416
permits and licensing requires, requirements

413

00:21:46,433 --> 00:21:49,783
may be necessary, it is also imperative

414
00:21:49,799 --> 00:21:53,516
to establish, who applies

415
00:21:53,516 --> 00:21:55,133
for these permits and licenses?

416
00:21:55,200 --> 00:21:57,166
Is it the venue?

417
00:21:57,233 --> 00:21:58,250
Is it the client?

418
00:21:58,366 --> 00:22:01,366
Is it the client's intermediary planner?

419
00:22:01,799 --> 00:22:04,916
Who pays for which license

420
00:22:04,916 --> 00:22:06,833
is, who pays for which permits?

421
00:22:06,900 --> 00:22:10,016
And who is liable if

422
00:22:10,016 --> 00:22:13,133
one or more of these licenses or end or

423
00:22:13,133 --> 00:22:14,150
permits are missing?

424
00:22:16,500 --> 00:22:19,849
And then speaking along that same line is talking

425
00:22:19,849 --> 00:22:24,049
about indemnification and insurance in

426

00:22:24,049 --> 00:22:27,950

a unique or non-traditional venue contract.

427

00:22:28,016 --> 00:22:31,133

Every contract should address

428

00:22:31,133 --> 00:22:33,466

indemnification and insurance.

429

00:22:33,766 --> 00:22:37,299

Even with 20 to 50 attendees,

430

00:22:37,316 --> 00:22:40,549

someone can slip and fall, alcohol, sorry,

431

00:22:40,549 --> 00:22:42,516

alcohol can create liabilities.

432

00:22:42,599 --> 00:22:44,816

Property damage can be done.

433

00:22:45,233 --> 00:22:48,349

Your liabilities don't scale

434

00:22:48,349 --> 00:22:52,066

down just because the attendee

435

00:22:52,066 --> 00:22:53,566

count goes down.

436

00:22:55,250 --> 00:22:58,616

Indemnification means if something goes wrong,

437

00:22:58,616 --> 00:23:02,750

and it's your fault, you will cover the cost instead

438

00:23:02,750 --> 00:23:05,799
of the non-harming party.

439

00:23:05,866 --> 00:23:09,099
So if something goes wrong and the client is

440

00:23:09,116 --> 00:23:12,116
found to be at fault, the client

441

00:23:12,116 --> 00:23:15,166
will cover the cost incurred by the victim

442

00:23:15,166 --> 00:23:16,666
and or the venue.

443

00:23:18,500 --> 00:23:22,366
If something goes wrong and the venue, for example, is found to be at
fault.

444

00:23:22,500 --> 00:23:25,549
The venue will cover the costs

445

00:23:25,549 --> 00:23:27,400
incurred by the victim and or the client.

446

00:23:27,466 --> 00:23:30,466
So that indemnification language

447

00:23:30,466 --> 00:23:33,816
helps to decide in advance

448

00:23:33,833 --> 00:23:37,483
who protects who if something goes wrong.

449

00:23:37,849 --> 00:23:40,900
And then to back that up,

450

00:23:40,916 --> 00:23:42,833

we want reference to insurance.

451

00:23:43,016 --> 00:23:46,133

It is the client's responsibility

452

00:23:46,133 --> 00:23:49,366

to ensure that the venue for their micro

453

00:23:49,366 --> 00:23:53,316

event carries proper and appropriate insurance.

454

00:23:53,816 --> 00:23:56,933

And we may find often in

455

00:23:56,933 --> 00:24:00,233

that venue contracts will ask the client

456

00:24:00,233 --> 00:24:02,933

to carry appropriate insurances.

457

00:24:03,049 --> 00:24:06,700

But it is also our right to

458

00:24:06,716 --> 00:24:09,883

ask for the venue, to show

459

00:24:09,900 --> 00:24:11,750

proof of insurances.

460

00:24:11,816 --> 00:24:15,233

Uh, just like we don't want to do business without a contract.

461

00:24:15,500 --> 00:24:18,833

We probably don't want to do business with a venue that

462

00:24:18,833 --> 00:24:21,700

is not appropriately and properly insured.

463

00:24:24,766 --> 00:24:27,816

Uh, In microevent

464

00:24:27,833 --> 00:24:31,000

venues, particularly those non-traditional options,

465

00:24:31,016 --> 00:24:34,316

the operations or the infrastructure may

466

00:24:34,316 --> 00:24:37,483

be informal or at least less structured, than

467

00:24:37,966 --> 00:24:41,266

the ones that we might expect, expect from a more

468

00:24:41,266 --> 00:24:45,099

traditional option such as a hotel or conference center.

469

00:24:45,166 --> 00:24:48,283

So the client hosting a micro

470

00:24:48,299 --> 00:24:53,816

event should be prepared to ask, then negotiate,

471

00:24:53,816 --> 00:24:57,650

and then contract for what happens

472

00:24:57,650 --> 00:24:59,383

if something goes wrong?

473

00:25:01,000 --> 00:25:03,116

Who is responsible for evacuation?

474

00:25:03,166 --> 00:25:06,516

Who is responsible for emergency services

475

00:25:06,533 --> 00:25:07,666

or calling them?

476

00:25:08,099 --> 00:25:11,750

Is there anyone on site to administer 1st aid?

477

00:25:12,000 --> 00:25:16,016

Who is responsible for guest flow on site?

478

00:25:16,133 --> 00:25:19,433

Who is monitoring exits and

479

00:25:19,433 --> 00:25:20,683

entries?

480

00:25:21,500 --> 00:25:24,533

Who else is on site at the venue over

481

00:25:24,533 --> 00:25:25,783

the same time period?

482

00:25:26,266 --> 00:25:29,616

Who is monitoring attendee behavior,

483

00:25:29,633 --> 00:25:32,383

especially if alcohol is involved?

484

00:25:34,000 --> 00:25:37,133

And equally important is understanding and

485

00:25:37,133 --> 00:25:41,633

adhering to occupancy or capacity limits.

486

00:25:41,700 --> 00:25:44,816

So does this include the

487

00:25:44,816 --> 00:25:45,883

venue staff?

488

00:25:45,950 --> 00:25:49,066

Does this include your 3rd

489

00:25:49,066 --> 00:25:51,983

party supplier provider's staff?

490

00:25:53,250 --> 00:25:55,316

How is capacity monitored?

491

00:25:55,366 --> 00:25:59,316

Who has the final authority to determine capacity?

492

00:25:59,400 --> 00:26:02,566

And we need those things documented

493

00:26:02,566 --> 00:26:04,483

in the contract?

494

00:26:06,250 --> 00:26:09,500

And then I also, uh, knowing that you can't

495

00:26:09,599 --> 00:26:12,466

cover everything in, you know, 28.5 minutes.

496

00:26:12,533 --> 00:26:15,766

I would not be true to myself if I also didn't

497

00:26:15,766 --> 00:26:18,766

mention that cancellation and termination must

498

00:26:18,766 --> 00:26:20,500

always be included.

499

00:26:20,633 --> 00:26:24,400

Um, we don't have enough time to get into those today.

500

00:26:24,466 --> 00:26:27,466

Uh, but please know, you, you can't have a

501

00:26:27,466 --> 00:26:30,099

checklist that doesn't have cancellation and termination.

502

00:26:30,166 --> 00:26:33,166

So, I want you

503

00:26:33,166 --> 00:26:36,333

to remember that micro events may be small in

504

00:26:36,349 --> 00:26:37,483

attendance.

505

00:26:37,549 --> 00:26:39,583

They may be short in duration.

506

00:26:39,650 --> 00:26:42,766

They may be singular in focus,

507

00:26:42,766 --> 00:26:46,599

but they are not low risk.

508

00:26:46,799 --> 00:26:49,966

Micro events are just risks that

509

00:26:49,966 --> 00:26:52,966

are often repeated over and over again.

510

00:26:54,000 --> 00:26:59,099

And as such, they require more intentional

511

00:26:59,099 --> 00:27:00,233

contracting.

512

00:27:00,349 --> 00:27:01,183

Not less.

513

00:27:02,750 --> 00:27:06,116

If a venue has a contract, negotiate,

514

00:27:06,116 --> 00:27:09,166

negotiate, negotiate, it is the client's

515

00:27:09,166 --> 00:27:12,166

responsibility to ensure that their

516

00:27:12,166 --> 00:27:15,883

needs, their expectations, their

517

00:27:15,900 --> 00:27:18,900

logistical operations, or needs, and

518

00:27:18,900 --> 00:27:22,549

their financial risks are adequate, adequately

519

00:27:22,549 --> 00:27:23,566

protected.

520

00:27:23,816 --> 00:27:26,816

If the venue does not have a

521

00:27:26,816 --> 00:27:28,483

contract, make one.

522

00:27:28,549 --> 00:27:31,783

Collaborate with the client's legal

523

00:27:31,799 --> 00:27:35,216

counsel, the venue and the venue's

524

00:27:35,216 --> 00:27:36,766

legal counsel to create one.

525

00:27:38,750 --> 00:27:42,116

Remember that everything published and experienced

526

00:27:42,116 --> 00:27:45,283

in relation to micro events states that the

527

00:27:45,299 --> 00:27:48,416

same fundamental premise exists,

528

00:27:48,416 --> 00:27:52,733

and that is micro events are not simpler.

529

00:27:55,000 --> 00:27:57,599

There's simply smaller in attendance.

530

00:27:57,650 --> 00:28:01,000

So despite their size, micro

531

00:28:01,016 --> 00:28:04,666

events introduce many of the same legal and

532

00:28:04,666 --> 00:28:07,666

logistical complexities as larger events.

533

00:28:07,733 --> 00:28:10,900

And as a result, they require the same level

534

00:28:10,916 --> 00:28:12,416

of due diligence.

535

00:28:12,466 --> 00:28:15,633

What you might think of instead of micro event is

536

00:28:15,650 --> 00:28:18,700

macro level attention when it

537

00:28:18,716 --> 00:28:19,916

comes to venue contracting.

538

00:28:20,333 --> 00:28:21,883

All right.

539

00:28:21,950 --> 00:28:25,000

Before you leave today or I

540

00:28:25,016 --> 00:28:26,450

leave or both leave.

541

00:28:26,516 --> 00:28:29,633

I have free reminders, one, if you want to

542

00:28:29,633 --> 00:28:32,683

learn more about this or event

543

00:28:32,700 --> 00:28:36,000

contracting, um, you know, specifics

544

00:28:36,000 --> 00:28:39,299

or in general, please check out CECP

545

00:28:39,299 --> 00:28:42,650

dot plannerprotect.ca about the certification

546

00:28:42,650 --> 00:28:45,650

program, that is where we teach not just the

547

00:28:45,650 --> 00:28:48,650

what and the why, but more critically

