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Who are YOU?

- Enter your choice (really quick)
- You can change your answers
- Answer what is best for you
- Don't take the pad home, that is stealing

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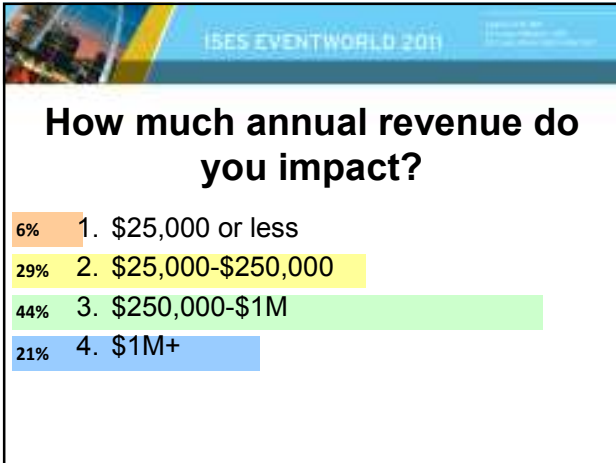
What's the greatest mistake you've made in your career?

8%	1. Coming to this workshop
42%	2. Forgetting checks at an event
35%	3. The keys to the truck
15%	4. My spouse's birthday

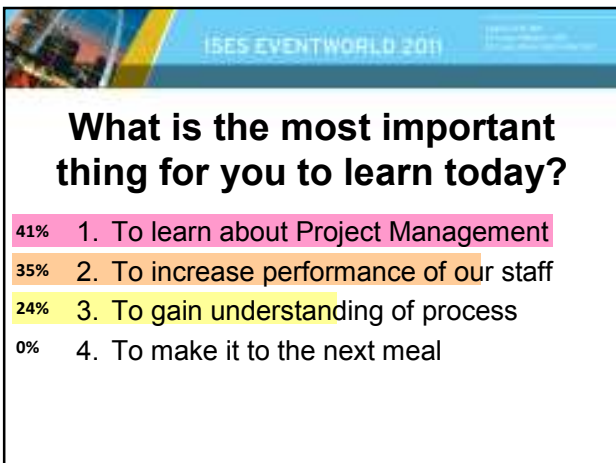
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How many years have you been in business?

8%	1. 3 or less
53%	2. 4-10 years
36%	3. 10-or more years
3%	4. Don't remember







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Project Management
Client Focus

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Effective Communication
Manage Client Expectations
Complete Discovery

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Reporting/Updates
Delivering Bad News
Financial Reporting/Budget


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Avoid Sticker Shock

Hardest Principle of Business


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Q&A Client Management



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THE BLAME GAME



Dr. Death

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Do you think you have the right insurance?

50%	1. Yes
12%	2. No
38%	3. Probably

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You can't be a little pregnant...

- Either you are insured correctly or you are not, get the right insurance
- If they work for you they are employees, not subcontractors

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What insurance do you have?

- General Liability
- Commercial Auto
- Employment Practices Liability Insurance
- Professional Liability,
- Workers Compensation

13%	1. 1 of the above
19%	2. 2 of the above
50%	3. 3 or more of the above
19%	4. None of the above

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What insurance do you need?

- General Liability
- Professional Liability
- Commercial Auto
- Workers Compensation
- EPLI/ Employment Practices Liability Insurance

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What insurance does your client need?

- Event Insurance
- Event Cancellation Insurance
- Weather Insurance
- If they are renting anything, they might need third party damage liability

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What is a Certificate of Insurance?

- Evidence of insurance coverages and limits
- Can show liability, umbrella, property, commercial auto, and work comp
- It verifies that a certain insurance policy is in effect for stated amounts and coverage and names those insured.
- Let's look at what you need to see on a certificate of insurance

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Certificate of Insurance

- Only accept from the agent directly
- Have your insurance agent review all certificates received to verify coverage's are correct
- Do not accept one certificate for all events that year

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The insurance concept

Everyone provides insurance to the General Contractor for the jobs they do

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graph TD
    GC[General Contractor] --- C[Concrete]
    GC --- F[Framing]
    GC --- E[Electrical]
  
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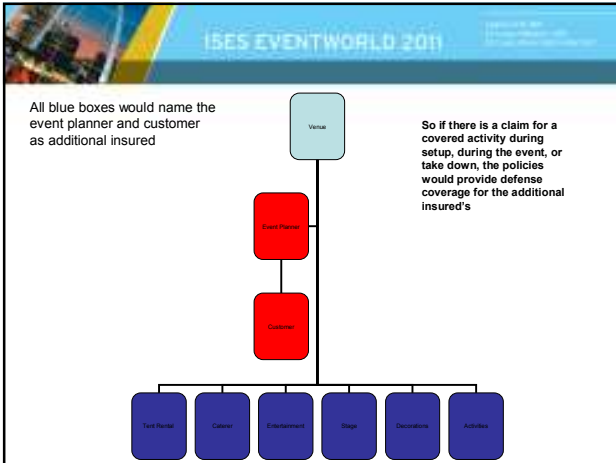
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All red boxes would name the venue as additional insured for General Liability

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graph TD
    Venue[Venue] --- EP[Event Planner]
    Venue --- Customer[Customer]
    EP --- Customer
    Customer --- FS[Food Service]
    Customer --- Catering[Catering]
    Customer --- Entertainment[Entertainment]
    Customer --- Stage[Stage]
    Customer --- Decorations[Decorations]
    Customer --- Artists[Artists]
  
```

So if there is a claim for a covered activity during setup, during the event, and take down, the policies would provide defense coverage for the entity



Business	Cert Rec'd	General Liability	Comm Auto	Work Comp
Tent Rental	7/7/11	X	X	X
Caterer	Need	Need	Need	Need
Entertainment	5/5/11	X	Need	Need
Stage	5/6/11	X	X	X
Lighting	Need	Need	Need	Need
Decoration	Need	Need	Need	Need
Activities	7/1/11	X	Need	Need

Event Cancellation Insurance

- Protects your revenue or expenses from an event against cancellation due to circumstances beyond your control. These circumstances can include, but are not limited to, hurricanes, earthquakes, severe/adverse weather, terrorism, labor strikes, non-appearance of key people, and unavailability of the venue due to fires, floods, or power outages.
- A typical buyer of Event Cancellation Insurance would include Tradeshows, Conferences, Expos, Consumer Shows, Annual Meetings, Conventions, Sporting Events, Festivals, and more.

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Weather Insurance

- Whether you are organizing a sporting event, concert, festival, wedding, or commercial production, your financial success depends on an extended period of good weather. That's where Weather Insurance program comes in to protect your revenues or expenses from adverse weather that could alter the expected results of your event.

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Weather Insurance

- Rain: total accumulation or rain free hours
- Snow
- Lightning
- Fog
- Hurricane / Tornado
- Wind speed
- Temperature: minimum / maximum
- Other adverse weather conditions

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Event Cancellation Insurance

- Gross Revenue: All monies paid or payable to the Applicant from every
- source arising out of the Event.
- Expenses: The total of all costs and charges incurred by the Applicant for, and
- in connection with, the planning, preparation, and staging of the Event.
- Non appearance

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Subcontractor Insurance Needs

- The subcontractor should provide you:
- General liability
- Commercial auto
- Workers compensation
- Make sure that they name you as additional insured
- Checklist for each event

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BRAIN BREAK

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Do not copy someone's mistakes

- In the past planners/producers used their insurance for the venues
- Include your insurance agent in your business plans

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Project Management
Partner Focus

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CONCEPT

- Difference between partner & vendor
- Written = Who, What, When, Where, Why
- Prevents wasted time & money

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CONTRACT

- Do you know what you are selling?
- Manage expectations of me to you
- Line item, bucket and blackbox pricing
- Change order – add and subtract

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CASH

- Budget from your quote
- Cash Flow with cancellation in mind
- Risk/PIA

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CLOCK

- Past-we start at contract
- Present-Deadline - Move same amount ahead as you need moved
- Future-Trickle effect

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CONFLICT

- Your problem vs. our problem
 - Money
 - Time
 - Scope
 - Relationship

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CONTROL

- Protocols-Authority and Control
- Confidential Information
- PR, Awards, Pictures
- Fire Marshall, Police, Inspectors

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COMMUNICATION

- Client-Know your access
- Partners-Know when to copy and NOT
- 24-hour Emergency contact data
- Radio Protocols
- Email with project name in memo!

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COOL

- Love to excite client
- Love new ideas
- Risk vs. reward

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CLARITY

- If it's not clear, ask
- Represent you to client
- Expectations of you and me
- Minutes from meetings


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CONFIDENCE

- Trust
- Manage expectations good and bad
- Your real office/staff/insurance
- Professionalism
- Referrals

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Open Surgery Closing Q&A



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