



SPOTLIGHT EVENT POLICY

Updated and approved on 11.09.24

Purpose

The primary purpose of these events is for ZIWC members to organise or lead a one-off event exclusively for other ZIWC members. Examples are infotainment events, activities, outings, day-trips, workshops, keynote speech, etc.

Spotlight Events fall under the responsibility of the Interest Groups Chairwoman or in case it's organised within the scope of the Business Network the Vice President is responsible in collaboration with the IG Chairwoman.

All Spotlight Events must be approved by the Board to ensure that they are in line with ZIWC guidelines. This must be done before any promotion takes place.

Guidelines for eligibility

- The event must be organised by a registered ZIWC Member. They are responsible for providing details of the event by the deadline to the respective Board Member to get the information in the Connect!Magazine and on the online calendar, and for organising times, locations, and any potential travel.
- A Sponsored Event is always free and exclusively open to all ZIWC Members and includes food & beverages.
- The Club encourages organisers to extend special offers or discounts to ZIWC members.
- Members may run a Sponsored Event for their own business providing it meets all guidelines **ONLY** once a year. If there is the possibility to buy merchandise at the event it must be clearly stated in the event details. For example: "Option to buy products during event."
- Members can organise Spotlight events for other parties more than once a year.
- The company/person offering the event must agree that the Advertising Chairwoman may contact them for potential further advertising in our Magazine or on our Website.
- The ZIWC mailing list may not be used for active sales or promotion in connection with an event or product. For a Spotlight Event though the information will be shared with the ZIWC Members included in our regular emailing communication.



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- The Interest Groups Chairwoman will be responsible for monitoring the number of Spotlight Events related to product/business promotion to a maximum of 2 per month but with a 2-week interval between each event.
- The member who organises the event must be the contact person for participants and participate in the event.
- Club No-Show Policy for 'Free Events': Any Member who makes a reservation for a free event who has not cancelled within the agreed deadline or has not given notice to the event organiser of non attendance will incur a 25 CHF fine.
- The Club is not responsible for any loss or injury suffered during the course of activities or events.
- Accident Insurance: Participation in any club event is at the Member's own risk. It is each participant's responsibility to have personal and accident insurance.

Publication of Spotlight Events

- Spotlight Events can be published in the Connect!Magazine and on the ZIWC online calendar. The text and/or image must be provided by the organising ZIWC Member to the IG Chairwoman for approval. The text must be finalised by the official cut-off date for the Connect!Magazine. No late submissions will be accepted.
- If the event is planned ahead of time, registration can be set up in the Calendar. This will be done based on the information provided for the Connect!Magazine.
- If the event is planned ahead of time, it will be included in the event posting on our Facebook Page and in the ZIWC Facebook Group, based on the information provided for the Connect!Magazine.
- There will be no special emailing communication to the ZIWC Members for a Spotlight Event, but it may be included in one of the standard emailing communications which take place a maximum of 1 – 2 times per month.