Spotlight Event Policy

Updated and approved on 18.08.2026

1. Purpose

Spotlight Events are ZIWC Member-exclusive events offered as part of an approved advertising relationship between ZIWC and an advertising partner.

A Spotlight Event gives an advertising partner the opportunity to host a small, focused event for ZIWC Members who have actively chosen to attend because they are interested in the topic, product, service, venue, brand, or expertise being presented.

A Spotlight Event may include an informative, educational, cultural, wellness, lifestyle, professional, or social element. However, it also includes a promotional or commercial element.

Spotlight Events are intended to offer value to ZIWC Members while supporting the Club's advertising partnerships. They are not intended to turn ZIWC into a general promotional, sales, or marketing events platform.

2. Responsibility

Spotlight Events fall under the responsibility of the **Advertising Chairwoman**.

The Advertising Chairwoman is responsible for organising and overseeing the event in coordination with the advertising partner and, where needed, the Board.

The Advertising Chairwoman may discuss the possibility of a Spotlight Event during advertising negotiations. However, no Spotlight Event may be confirmed, promised, published, or opened for registration until the advertising agreement and event have been approved in line with this policy.

All Spotlight Events must be submitted to the Board for approval before anything is confirmed, announced, promoted, published, or opened for registration.

Because Spotlight Events involve promotional access to ZIWC Members and may have commercial value for the Club, ZIWC must be represented at the event.

Spotlight Event Policy

Updated and approved on 18.08.2026

The Advertising Chairwoman is expected to attend Spotlight Events wherever possible. If she is unable to attend, she must arrange for another Board Member or Board-approved ZIWC representative to be present.

3. Eligibility

A Spotlight Event may only be offered by:

- an existing ZIWC advertising partner; or
- a new advertising partner whose advertising agreement with ZIWC has been approved before the Spotlight Event is published or promoted.

A commercial party may not receive access to a Spotlight Event simply as a trial, favour, informal collaboration, or one-off promotional opportunity.

A ZIWC Member may only promote her own business, her partner's business, her employer's business, a family member's business, or any business in which she has a financial or commercial interest through a Spotlight Event if that business is an approved ZIWC advertising partner.

Any personal, professional, family, financial, employment, or business connection between a ZIWC Member and the advertising partner must be disclosed to the Advertising Chairwoman and the Board before approval.

The Board may approve the event, request changes, postpone the event, or decide that it should not proceed.

4. Member exclusivity

Spotlight Events are exclusively open to registered ZIWC Members.

Non-members may not attend as participants unless the Board grants a specific exception in advance. Such exceptions should remain rare and must not change the Member-exclusive nature of the event.

Representatives of the advertising partner may attend for the purpose of hosting, presenting, or supporting the approved event.

Spotlight Event Policy

Updated and approved on 18.08.2026

5. Costs and hospitality

Spotlight Events must:

- be free of charge for ZIWC Members;
- be at no cost to ZIWC;
- include food and beverages offered by the advertising partner;
- not require Members to make a purchase, place an order, book a service, or enter into any commercial arrangement.

Any optional possibility to buy products, book services, place orders, receive a commercial offer, or arrange a follow-up appointment must be clearly stated in the event description before registration opens.

Suggested wording:

"Optional possibility to purchase products or book services during or after the event."

There must be no pressure selling during a Spotlight Event.

6. Frequency limits

To protect the character of the Club and avoid ZIWC becoming a promotional or marketing events platform, Spotlight Events are limited to:

- a maximum of two Spotlight Events per month;
- a minimum interval of two weeks between Spotlight Events.

The Advertising Chairwoman is responsible for monitoring this limit and coordinating timing with the Board calendar, Connect! Magazine deadlines, the online calendar, and other Club communications.

A Spotlight Event is not an automatic right of every advertising partner. Each event must be approved individually.

A Member-owned or Member-connected advertising partner may normally host only one Spotlight Event per Club year, unless the Board approves a specific exception.

Spotlight Event Policy

Updated and approved on 18.08.2026

7. Board approval

Before anything is confirmed, announced, promoted, published, or opened for registration, the Advertising Chairwoman must submit the event details to the Board for approval.

The information should include:

- name of the advertising partner;
- confirmation of the advertising agreement or advertising package;
- description and purpose of the event;
- date, time, location and expected duration;
- minimum and/or maximum number of participants, if applicable;
- confirmation that the event is free for Members and at no cost to ZIWC;
- confirmation that food and beverages are included;
- details of any promotional, sales, booking, product, service, or follow-up element;
- any personal, professional, family, financial, employment, or business connection between a ZIWC Member and the advertising partner;
- preferred publication channels;
- proposed ZIWC representative at the event.

The Board has the right to approve, reject, postpone, request changes, or add conditions to any proposed Spotlight Event.

8. Communication and publication

Spotlight Events may be communicated through the following Club channels, subject to Board approval, the advertising agreement, and operational deadlines:

- ZIWC online calendar;
- standard Club digital newsletter or regular Member email communication;
- ZIWC social media channels, where appropriate;
- Connect! Magazine, where appropriate.

Spotlight Event Policy

Updated and approved on 18.08.2026

Because Connect! Magazine has strict production deadlines and a longer planning cycle, publication in Connect! Magazine is normally reserved for existing advertisers, established advertising partners, or Spotlight Events planned sufficiently far in advance.

Where an advertising agreement is approved at shorter notice, the Spotlight Event may be communicated through more flexible channels, such as the online calendar, standard digital newsletter, and ZIWC social media channels, subject to Board approval and operational deadlines.

There is no automatic right to publication in Connect! Magazine.

There will be no special standalone email to Members for a Spotlight Event unless specifically approved by the Board.

All event text and images must be submitted to the Advertising Chairwoman by the required deadline. The Advertising Chairwoman may edit the wording to ensure it is clear, accurate, appropriate, factual, and in line with Club standards.

9. Registration, cancellation and no-show policy

Registration for Spotlight Events must take place through the official ZIWC event registration process unless the Board approves a different procedure.

As Spotlight Events are free for Members but places are limited, Members are expected to cancel by the stated cancellation deadline if they can no longer attend.

A place is considered cancelled only when the cancellation is received by the organiser or recorded through the official Club registration system by the stated cancellation deadline.

Any Member who is registered for a Spotlight Event and does not cancel by the stated cancellation deadline will be charged the Club's no-show fee of **CHF 25**.

Informing the organiser after the cancellation deadline does not remove the no-show fee.

Updated and approved on 18.08.2026

After the cancellation deadline, the only exception is where the organiser is able to offer the place to another Member on the waiting list and that Member attends in the original Member's place. In that case, the no-show fee will be waived.

If the place cannot be filled from the waiting list, the no-show fee applies.

10. Use of ZIWC mailing list and Member data

The ZIWC mailing list may not be used by the advertising partner, organiser, host, company, venue, or commercial partner for sales, promotion, follow-up marketing, or future commercial communication.

Participant information may only be used for the practical organisation of the approved event.

External organisers may not add ZIWC Members to mailing lists, newsletters, WhatsApp groups, client databases, sales funnels, promotional campaigns, or commercial follow-up communication unless the Member has given explicit consent directly to that organiser.

11. Liability and insurance

The Club is not responsible for any loss, damage, injury, accident, delay, cancellation, or personal expense suffered during or in connection with a Spotlight Event.

Participation in any Club event is at the participant's own risk.

It is each participant's responsibility to have appropriate personal, health, travel, and accident insurance.

12. Final authority

The Board has final authority over the approval, classification, communication, timing, and conditions of all Spotlight Events.

The Board may decline, postpone, add conditions, or withdraw approval if an event is not in line with ZIWC's purpose, reputation, values, policies, operational capacity, Member interests, advertising strategy, or legal and regulatory responsibilities.