

Background....

Origination Global (trading as The Virtual Event Company) has begun to transform the world of events and the workplace, by offering a virtual events platform. The Coronavirus pandemic has redefined the workplace itself, and how we converse with our teams on a daily basis. This inevitably encourages more use of virtual environments. The Virtual Event Company aims to navigate businesses through this new era. The Virtual Event Company helps clients deliver virtual experiences that their customers and colleagues need, helping to maintain customer brand engagement and reach a much wider audience, irrespective of geographical location. They do this by marrying together event experiences and successful delivery with digital technology, hosting events like tradeshow and conferences. We have helped make sure that they are properly protected by having the right contracts in place to deal with this - crucial for such a fast growing and scaling company.

How we helped...

After speaking with John Saunders, founder and CEO of the Virtual Event Company through the 15-minute legal health check, we began helping with their legal documentation, including freelancer agreements, franchise agreements and terms and conditions for in-person and virtual events. Ensuring these crucial legal documents are up to par and fit for purpose reduced the company's risk significantly.

One of the most important things we have assisted with was GDPR - because the company takes details from event participants such as names, contact details, dietary requirements etc, it is important to ensure that they are complying with GDPR and data regulations. Without this protection, fines are almost inevitable under GDPR. We regularly act as the company's on-demand lawyer, helping with ongoing and daily tasks, which ensures further protection from risk and potential liability.

Looking ahead...

By having us draft and review their legal documents and ensure they are GDPR compliant, the Virtual Event Company has ensured they are protected as much as they can be and will continue to prosper safely. We are thrilled to be working with such an innovative company.



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