

## Events Are a Risky Business!

Sally Webb Berry | *The Special Event Company*

### SESSION DESCRIPTION

Risk management is not about collecting Certificates of Insurance. Being a practitioner in the event industry makes you responsible for reducing risk for your attendees, institution, stakeholders, and your own reputation. This session is a common sense discussion on how to prepare, ask the right questions, plan for contingencies, and develop your own risk assessment document.

### SPEAKER BIO



Sally Webb, CSEP is Founder and CEO of The Special Event Company (TSEC), based in the Triangle region of North Carolina. She formed the company in 1987 from a background in sports PR and marketing. TSEC is a WBENC certified Woman Owned Business. TSEC delivers essential business communications through live and virtual events and for a diverse clientele in education, financial services, technology, pharmaceuticals, media, manufacturing, sports, and non-profits. Over the past three decades, Sally has produced events in over 30 countries throughout Europe, USA, Africa, South America and Asia. The company has won over 40 international event management awards for their work. Her personal accolades include *International Event Producer of the Year* by Event Solutions Magazine, *Lifetime Achievement Award* from the International Live Events Association (ILEA), Business Leader Magazines *Top 50 Women Extraordinaire Award*, Special Event Magazines *Top 25 Greatest Industry Influencers* of the past 25 years. In January 2018 she was the recipient of the *Special Events Industry Lifetime Achievement Award* for outstanding contributions to the Special Event Industry. In 2021 TSEC expanded their service offerings with a Film and Broadcast Studio, creating Internet TV through a wide range of in-studio and remote services, to support the growing virtual communication business needs. Sally is a founding member and former President of the International Special Events Society in the UK, before moving to the US in 2005. She is a founder of the Triangle British American Business Council Chapter and recently Chaired the Special Event Industry Certification (CSEP) examination restructure committee. As a founding board member of Roger Daltrey & Pete Townshend's *Teen Cancer America* organization [www.teencanceramerica.com](http://www.teencanceramerica.com). She lives in Cary, NC with her husband Grant Berry, who is a professional caddie on the PGA Tour.