

SCL Policy on advertising and other involvement in conferences, seminars and other events and activities

Because of its position and the nature and number of its members, the Society periodically receives requests from organisers of conferences, seminars and other events and activities related to construction law to do one or more of the following:

- Sponsor the event or activity i.e. provide money for it.
- Participate in organising the event or activity, which may or may not involve participation in potential losses or profits.
- Provide speakers and/or material for the event or activity.
- Endorse the event or activity i.e. allowing the Society's name to be used in advertising as supporting it.
- Advertise the event or activity. This could be done through the SCL web-site, through the monthly newsletter, through mail-shots, or by allowing the use of e-mail addresses.

The Society has developed a position on each of these types of request through custom and practice. It has been decided to provide an outline statement of policy to assist in the consideration of such requests.

Principles

1. SCL's position is significantly dependent on its reputation for independence from interest groups and especially from commercial interests.
2. The work of the Society would be impaired, potentially seriously harmed, by loss of, or damage to, such a reputation.
3. Agreeing to a request for involvement with an organisation or commercial body is likely to raise demands for similar treatment from competitors. While no system of precedent binds the Society, a perceived lack of even-handedness would invite criticism and damage the perception of independence.
4. While the Society needs income to carry out its work, it is strictly non profit-making.
5. The Society's objectives may be furthered by selective co-operation with other organisations or parties.

Procedure

6. Every such request should be considered and determined by the Chairman, who shall consult with other members of Council as he thinks necessary, and a decision given to the party making the request within two months of receipt, where possible.
7. Any reasons in support of the request or other relevant information supplied as part of the request should be available and should be considered.
8. Any request from a commercial seminar organiser for any involvement in an event or activity, including any of the types set out above, will be considered in accordance with Policy A and with the general context of the Society's objectives.
9. Any request from a non-commercial organisation, such as a professional body or educational institution for any involvement in an event or activity, including any of the types set out above, will be considered in accordance with Policy B and with the general context of the Society's objectives.
10. Any such request from any other party will be considered in accordance with Policy B and the general context of the Society's objectives.

Policy A

There is a presumption against any involvement by the Society in seminars or other events or activities run by commercial organisations. This includes all the examples of forms of involvement contained in this documents but may include others.

Any invitation or request will be considered to see if it contains any reason or reasons which the Council in its absolute discretion considers sufficiently weighty to rebut this presumption.

Such reasons, if any, are likely to relate to the Society's objectives.

No decision affects participation by individual members in their own right.

Policy B

There is no presumption for or against any involvement by the Society with seminars or events or activities run by non-commercial organisations.

Any invitation or request will be considered to see if it contains any reason or reasons which the Council in its absolute discretion considers sufficient to justify the participation requested.

Such reasons, if any, are likely to relate to the Society's objectives.

No decision affects participation by individual members in their own right.