

Inventures Insights

Two Are Always Better Than One

Are businesses better off by collaborating with others, even with competitors? Are all collaboration approaches equal or are some models of collaboration more effective than others? What are the building blocks of effective collaboration?

Today's most successful businesses, organizations and individuals all thrive on collaboration. Learn more about the value and the critical building blocks needed for effective collaboration in our white paper, [*Benefits of Effective Collaboration for You and Your Organization*](#) written by Steve Crumb, Executive Director at Inventures.



10 Key Attributes of Standards

In order to facilitate the creation of standards, the EU Commission created a list of 10 key attributes that

Inventures uses to help manage our Standards Development Organization clients. We believe this serves as a great reminder and template for standards organizations and collaborations of all kinds to use as they organize their groups and do their work.

1. Openness

The process occurs within a non-profit organization based on open decision making accessible to all interested parties and driven by the relevant stakeholders and reflects user requirements.

2. Collaborative and Consensus Based

The process does not favor any particular stakeholder.

3. Balance

The process is accessible at any stage of development and decision making to relevant stakeholders and participation of all interested stakeholders is sought.



4. Transparency

The process is accessible to all interested parties and all information concerning technical discussions and decision-making is archived and identified.

5. Maintenance

Ongoing support and maintenance of published standards, including adaptation to new developments, is done to guarantee their necessity, efficiency and interoperability over the long term.

6. Availability

Standards are publicly available for implementation and use at reasonable terms and for free or at a reasonable fee.

7. Intellectual Property Rights

IP is licensed on a fair reasonable and non-discriminatory basis.

8. Relevance

Standards are effective, relevant and respond to market needs and regulatory requirements.

9. Neutrality and Stability

Standards are performance oriented rather than based on design or descriptive characteristics and allow implementers to develop competition and innovation based upon them.

10. Quality

The quality and level of detail are sufficient to permit the development of a variety of competing implementations of interoperable products and services and are not hidden or controlled by anyone other than standard setting organizations.

Source:

[Modernising ICT Standardisation in the EU: the Way Forward](#) (03/07/2009), European Commission

How to Avoid Event Contract Gotchas

Careful venue contract negotiation is extremely important to for protection Client from possible liabilities and provide important concessions that can save money. When you select a venue, be it a hotel or special event space, the contracts can vary from 3 - 25 pages. It can be just as dangerous to sign a three-page contract that does not specifically outline responsibilities, as it can be to sign a 25-page contract with too many one-sided clauses only protecting the venue.



With venue contracts, Inventures event managers look for reciprocal protection. Here are a few clauses we require to protect our clients:

- **Force Majeure** (Acts of God, war and other major disasters out of the control of either party) clause must include both parties to ensure the Client is properly covered for disasters that would make it impossible to proceed with the event. It should also include full return of any monies already paid for a deposit.

- **Indemnification** (Compensation for any harm, liability, or loss arising out of the contract) clause is common for hotel contracts are written to protect the hotel. They are now being extended to protect hotels for risks they have been responsible for in the past. We insist this clause protect both the venue and our client, and ensure the Client is not responsible for any losses or repairs to what they are not directly responsible.
- **Attrition** (The number of hotel rooms that must be filled in order to avoid paying a penalty) clauses can ruin an event budget. It is important to have enough hotel rooms for your expected attendees at a negotiated rate, so we select the smallest block possible to meet our client needs. We will then negotiate another 20% of the rooms two weeks prior to the event. Since our meetings are often in great destinations, we extend the group rate three days pre- and post- event dates so that attendees can still enjoy the contracted rate and do some sightseeing.
- **Cancellation** (Protecting you if cancellation is required or if the venue becomes unavailable) clause is recommended at a sliding scale based on defined dates before the event. This protects our clients from paying the full 100% clause most venues want in the contract. We also work to include the ability reschedule the event within a year. In a twist, nowadays it is becoming more common for a venue to cancel your event if they see a bigger piece of business so we will ensure our clients have adequate protection in this scenario.

Concessions

When proposing business to a venue, we negotiate concessions that can be advantageous to our clients. Here are a few areas we focus on to help our clients and attendees save money:

- 20% off of Food and Beverage and/or Audio Visual charges
- Free Wi-Fi in the meeting rooms
- Free parking for the meeting attendees
- One free sleeping room for every 40 sold
- Complimentary sleeping rooms for staff or VIPs
- Complimentary break foods and coffee
- Suite upgrades for VIPs

Contract negotiations for events vary by country, city and venue type. By working with an [Inventures event manager](#), the details will be taken care, setting you up for success even before your event begins.

Client News: SD Association Celebrates 20th Anniversary

The SD Association (SDA) is celebrating its 20th Anniversary after launching 20 years ago with a mission to reinvent the memory card and make life easier for consumers and businesses everywhere. Throughout the years, SD memory cards evolved, expanded capabilities and became the number one card of choice. The SDA is longstanding Inventures client that our team has been proudly supporting for the past 15 years.

Twenty years ago, the [memory card marketplace](#) was a confusing mix of about a half-dozen, mostly proprietary card options incompatible with each other and lacked interoperability across different devices. SD was created to become a technology standard to meet growing consumer electronic demand and continue to foster a robust ecosystem for collaborations and growth among all device manufacturers.



The need for more storage is not going away anytime soon. By 2023 and beyond, enterprises, machines, industries, consumers, science, and more will be generating 103 zettabytes per year, according to [IDC](#). Data generated by consumers and businesses, whether it is from smartphones, tablets, laptops, drones, surveillance cameras, or automobiles, rely on SD memory cards to keep their music, movies, TV shows, games and photos safe and always accessible.

Today, the trusted family of SD memory cards give consumers and business users a choice, increase the usefulness, value and longevity of numerous consumer electronics by offering unprecedented portability, upgradeability and interoperability. SD memory cards are the de facto storage device for billions of products in this mobility era when more storage is required. You can see more details about the last 20 years of SDA innovations on its [infographic](#).

The SDA is a perfect example of international companies working together to create a thriving ecosystem that became an international consumer electronics standard and an enviable brand. The founders of the SDA were Matsushita, now Panasonic, SanDisk Corporation, now owned by Western Digital, and Toshiba Corporation, whose memory division was spun off as KIOXIA Corporation. Over the past 20 years, more than 1,700 companies were involved in SD with membership and participation still high for a mature technology.

Inventures supports the SDA with a variety of management services including membership, finance, meetings, tradeshow, corporate communications and executive director counsel.