

Sales Success Accelerator Masterclass

Programme Agreement

This Agreement is made between **Kershaw Partners Ltd**, a company registered in England and Wales (company registration number 12182274, registered office at Nile House, Nile Street, Brighton, East Sussex, England, BN1 1HW), operating as an Eventrium / Kershaw Partners programme ("the Programme Provider"), and you ("the Client").

By booking a place on the **Sales Success Accelerator Masterclass**, you agree to the following terms and conditions, which form a legally binding agreement between us.

1. Programme Description

You have enrolled in the **Sales Success Accelerator Masterclass**, a **one-day, in-person training programme** designed to develop sales skills for professionals in the UK events industry.

Programme Components include:

- Pre-Masterclass questionnaire to tailor content to participant needs
- Full-day expert-led training covering:
 - Inbound Inquiry Handling
 - Account Development & Repeat Business
 - Proactive Sales Strategies & Pipeline Building
- Comprehensive workbook and supporting materials
- Lunch, refreshments, and venue hire included

Programme Cost:

- £557 + VAT per participant (public session)
- In-house delivery from £4,497 + VAT (for private team training)

Our Responsibilities:

- Deliver the Masterclass as described and provide high-quality content and instruction
- Be prepared and timely for the scheduled event
- Supply all agreed materials and resources
- Comply with the terms of this Agreement

Client Responsibilities:

- Attend the Masterclass punctually and participate fully
- Provide accurate information in the pre-session questionnaire
- Settle payment promptly as agreed
- Treat all participants, trainers, and staff with courtesy and respect
- Maintain confidentiality regarding any participant discussions or proprietary materials

2. Payments

Full payment is required at the time of booking to secure your place. For in-house delivery, a 50% deposit is payable on booking with the balance due 14 days before the scheduled date. All payments are **non-refundable** except where required by law.

3. Cancellations & Refunds

This Masterclass is a business-to-business service. Once booked, no refunds will be issued if you cancel or fail to attend.

If you are deemed a “consumer,” you may have a statutory 14-day cancellation right, but once services have commenced (including access to pre-event materials), you remain liable for the full fee.

4. Confidentiality & Intellectual Property

All materials supplied by Kershaw Partners remain our exclusive property and are provided under a single-user licence for your personal use only. You may not copy, distribute, or use these materials to deliver your own training without our prior written consent.

Any participant discussions during the Masterclass are to be kept strictly confidential.

5. Disclaimer

The Programme Provider makes no guarantee of specific sales results or outcomes. Your success depends on your own application of the training and your individual circumstances. We provide business development and educational content only and do not offer legal, financial, or medical advice.

6. Termination / Removal

We reserve the right to refuse or terminate participation if you:

- (a) engage in disruptive, abusive, or unsafe behaviour, or
- (b) fail to comply with these terms.

No refund will be given in such circumstances.

7. Limitation of Liability

Our total liability to you for any claim arising out of this Masterclass shall not exceed the amount you paid to attend. We shall not be liable for indirect, consequential, or special damages.

8. Disputes

Any concerns should be raised promptly by emailing info@kershawpartners.co.uk. This Agreement is governed by the laws of England and Wales, and the courts of the United Kingdom shall have non-exclusive jurisdiction.

9. Miscellaneous

You agree not to solicit, hire, or attempt to entice any Kershaw Partners employees, contractors, or clients for a period of 24 months following the Masterclass without our prior written consent.

By booking and paying for the **Sales Success Accelerator Masterclass**, you acknowledge that you have read, understood, and agree to be legally bound by these terms and conditions.