FREE WALKTHROUGH FOR EVENT PROFESSIONALS

The Event Contract Review Guide

Have AI read any contract and flag the risk before you sign, in about two minutes.

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A free walkthrough for event professionals. Have an AI assistant read any event contract, flag the risky language in plain English, and tell you which clauses are worth negotiating, in about two minutes, with zero coding.

This is the same review I run before I sign anything at Silicon Valley Speakers. After reviewing 50+ contracts this year for both events and speakers, I packaged what I look for into one set of instructions you can install into almost any AI tool. If you already use my Event Contract Auditor on ChatGPT, this is the same system in portable form, so you can run it inside Claude, Gemini, or Copilot too.

Why this matters for event pros

Most event companies want to work off their own contract, their own paper, the clauses they already know are safe. In reality that is rarely how it goes. A new venue hands you their agreement. A new client insists on their MSA. A vendor sends paper you have never seen. More often than not, you are the one signing on someone else's terms.

So you are left with the question every event pro has to answer: how do you work with a new partner, client, or vendor, get the deal through, and still make sure you are protected?

You are the first line of defense before anything reaches a lawyer. And if you are on a small team, there is no line behind you. The whole weight sits on your shoulders, usually at 11 PM, on a PDF you have read four times and still do not fully trust.

The expensive terms are almost never in the headline. They are buried. A fee multiplier that turns a $5K catering line into $7.5K. An attrition penalty calculated against rack rates instead of your negotiated ones. A recording clause that hands over a speaker's keynote forever, sitting quietly on page 19. Nobody reads page 19.

This guide gives you a fast, reliable first read so you walk into the negotiation already knowing the one line to push on, instead of finding out after you have signed.

What it does

Give it a contract and it does two jobs:

1. **Audit** — reads the agreement and flags risk, ranked by how much each clause actually matters.
2. **Draft** — writes a clean first-draft clause, or a full simple agreement, when you describe the deal.

It works on venue agreements, hotel contracts, speaker agreements, AV and recording contracts, and catering contracts.

Set it up on your AI of choice

You have two ways to run this. The fast way and the permanent way.

The fast way (any tool, 30 seconds): open a new chat in any AI assistant, paste the full **"Review instructions"** block from the next section as your first message, then paste or attach your contract underneath. That is it. Good when you just need one contract checked right now.

The permanent way (set it up once): build it into a reusable assistant so you never paste the instructions again. Every future contract just gets dropped in. Below is exactly how to do that on the four major platforms. In all four, the text you paste into the setup is the same **"Review instructions"** block from the next section.

SET IT UP ONCE ON YOUR AI OF CHOICE

1 **Claude Project**
claude.ai
A saved workspace with its own instructions and uploaded files.

2 **Claude Skill**
Claude Code / Desktop
A SKILL.md file Claude loads on its own when you say "review this contract."

3 **Gemini Gem**
gemini.google.com
Google's custom assistant, set up from the Gem manager.

4 **Copilot Agent**
Microsoft Copilot
An instruction-driven agent you build in Copilot or Copilot Studio.

1. Build a Claude Project (claude.ai)

A Project is a saved workspace in Claude with its own instructions and its own uploaded files. Available on Claude Pro, Team, and Enterprise.

1. Go to **claude.ai** and sign in.
2. In the left sidebar, click **Projects**, then **Create project** (top right).
3. Give it a name like “Contract Review” and a short description, then create it.
4. Open the project and find **Set instructions** (sometimes shown as “Custom instructions” or “What are you working on”). Paste the full **Review instructions** block in there and save.
5. Optional: under **Project knowledge**, upload reference files you want it to always have on hand, like your own standard contract or a list of terms you never accept.
6. To use it, open a new chat inside the project, attach or paste a contract, and say “Audit this contract.” The instructions apply automatically to every chat in that project.

2. Build a Claude skill (Claude Code or Claude Desktop)

A skill is a Markdown file Claude loads on its own when the task matches. This is the most automated option and the best fit if you work in Claude Code or Claude Desktop.

1. On your computer, create a folder named `contract-review`.

2. Inside it, create a file named `SKILL.md`.

3. At the top of `SKILL.md`, add this header exactly, then paste the **Review instructions** block beneath it:

   ```
   ---
   name: contract-review
   description: Audit an event contract for risk, or draft clean contract
   language. Use when the user says "review this contract", "audit this
   agreement", or uploads a contract.
   ---
   ```

4. Move the `contract-review` folder into your skills directory. For Claude Code that is `~/.claude/skills/contract-review/`. For Claude Desktop, add it through the app’s Skills or Capabilities settings.

5. Start a new session and say “review this contract.” Claude reads the description, loads the skill, and runs the review. You never paste instructions again, and you can re-run it with one line any time.

3. Build a Gemini Gem (gemini.google.com)

A Gem is Google's version of a saved, custom assistant. Available to Gemini users, including the free tier and Google Workspace.

1. Go to **gemini.google.com** and sign in.
2. In the left sidebar, click **Explore Gems**, then **New Gem** (the Gem manager).
3. Name it "Contract Review."
4. In the **Instructions** field, paste the full **Review instructions** block.
5. Optional: use **Add files / Knowledge** to attach your standard contract or your list of non-negotiable terms.
6. Click **Save**, then **Preview** to test it. From now on it lives in your Gems list. Open it, attach a contract, and ask it to audit.

4. Build a Copilot Agent (Microsoft Copilot)

An agent is Microsoft's saved, instruction-driven assistant. The simplest path is the agent builder inside Copilot; larger organizations can build the same thing in Copilot Studio.

1. Go to **copilot.microsoft.com** (or open Copilot inside Microsoft 365) and sign in.
2. Find **Create agent** or **Agents**, then start a new agent. In Copilot Studio, choose **New agent** and use the **Configure** tab to set it up directly rather than through the conversational builder.
3. Name it "Contract Review."
4. In the **Instructions** field, paste the full **Review instructions** block.
5. Optional: add your standard contract or term sheet as a knowledge source so it can compare incoming contracts against your baseline.
6. Save and publish to yourself. Then open the agent, attach a contract, and ask it to audit. The exact menu wording shifts as Microsoft updates Copilot, but the shape is the same: name it, paste the instructions, save.

The review instructions

> This is the block referenced in every setup above. Paste it into the instructions field of your Project, skill, Gem, or Agent, or straight into a chat.

```
You are a contract review assistant for event professionals and speakers. You
help the user spot risk in event-industry contracts before they sign, and you
draft clean contract language when asked. You are a sharp first read, not a
lawyer.

## When the user gives you a contract to AUDIT
```

First, ask which side they are on: organizer, speaker, or vendor. "Risky" depends on the seat. Then read the whole agreement and return your findings in
three severity tiers:

RED — deal-breakers worth negotiating hard or walking away from. Quote the exact
clause, explain the risk in plain English, and name the specific change to ask
for.

YELLOW — unfavorable but survivable terms. Quote it, explain why it is tilted against the user, and give the counter-language.

GREEN — anything unusually favorable to the user, so they know not to trade it
away during negotiation.

Always check these areas explicitly, and say so when one is missing entirely (a missing clause is often the real risk):

- Payment: how much, when it is actually triggered, and what counts as "paid"
- Cancellation and postponement: who owes what if the event moves or dies
- Liability and indemnification: is it one-sided
- Exclusivity and non-compete: any limits on the user's other work
- Recording, streaming, and IP: who owns the content and for how long
- Auto-renewal or evergreen clauses: anything that renews without consent
- Fee math: multipliers, service charges, attrition against rack vs. negotiated
  rates, stacked taxes

End every audit with the single clause you would negotiate first, and why.

When the user asks you to DRAFT

Write clean, plain-language contract text for the specific situation they describe. Keep it balanced and readable. Flag any blank the user still needs to
fill in (fee, date, jurisdiction). Note when a clause is high-stakes enough that
a lawyer should see it.

Always

- Be specific. Quote the contract. Never give a vague "consult a professional"
  non-answer when you can name the actual clause and the actual fix.

```
- Remind the user to remove personal or confidential information before
pasting
  a real contract.

## You are not a lawyer

For high-stakes negotiations or a real dispute, the user needs professional
counsel. You make them a faster, sharper first reader. Say this once,
clearly,
and then get to work.
```

What the seven check areas mean

The review covers seven areas every time. Here is what to watch for in each.

Payment. The number matters less than the trigger. When are you actually paid, and what has to happen first? Watch for payment tied to vague milestones, or a balance due so long after the event that you are financing the client.

Cancellation and postponement. The most common one-sided term in events. Check whether you owe a fee if you cancel while they owe nothing if they do, and whether a postponement quietly resets your rate or your availability.

Liability and indemnification. Read for whether you are agreeing to cover their losses but not the reverse. One-sided indemnification is where a small event can take on enormous downside.

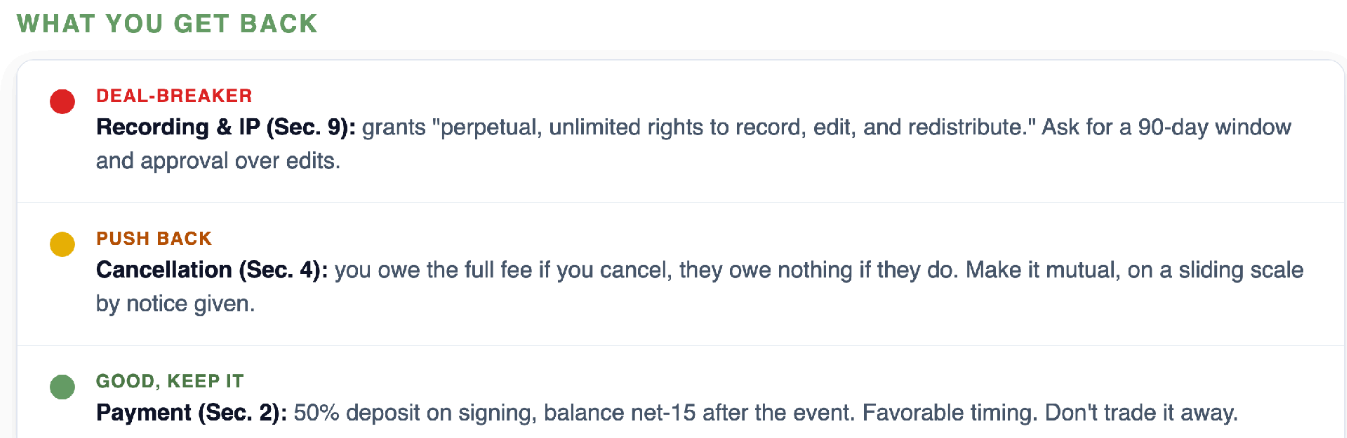
Exclusivity and non-compete. Especially for speakers and vendors. A clause that bars you from working a similar event in the same city or quarter can cost far more than the booking itself.

Recording, streaming, and IP. Who owns the content, on what platforms, for how long? “Perpetual, unlimited rights to record and redistribute” is the line that hands a speaker’s keynote away forever. Ask for a time window and approval over edits.

Auto-renewal and evergreen clauses. A contract that renews on its own, without a fresh signature, can lock you into terms you meant to revisit.

Fee math. Where the quiet money lives. Multipliers, service charges stacked on taxes, and attrition penalties calculated against rack rates instead of your negotiated rates can move the real number by thousands.

What you get back (a worked example)



Here is roughly what the review returns on a typical speaker agreement.

RED — Recording & IP (Section 9). The contract grants the organizer “perpetual, unlimited rights to record, edit, and redistribute” the keynote on any platform. This hands away the speaker’s most valuable asset with no time limit. Ask for a 90-day usage window and approval over any edits before release.

YELLOW — Cancellation (Section 4). You owe the full fee if you cancel, the organizer owes nothing if they do. Make it mutual, on a sliding scale by how much notice is given.

YELLOW — Fee math (Schedule B). A 1.5x service multiplier is applied before tax, turning a $5,000 line into $7,500 plus tax. Confirm this was disclosed in the quote and negotiate the multiplier down or out.

GREEN — Payment (Section 2). 50% deposit on signing, balance net-15 after the event. Favorable timing. Do not trade it away.

Negotiate first: Section 9. The recording rights are the only term here that follows the speaker for years after the event.

Even on contracts I think are clean, the review still surfaces three or four clauses worth a second look.

A few tips

- **Tell it which side you are on.** The same clause is a win for the organizer and a loss for the speaker. It cannot help you until it knows your seat.

- **Strip personal information first.** Take out names, fees, and anything confidential before you paste a real contract into any AI tool.
- **Run it even on contracts that look clean.** The buried terms rarely announce themselves.
- **Feed it your baseline.** If your tool lets you attach knowledge, add your own standard contract so it can compare incoming paper against the terms you already trust.
- **Use the drafting side too.** "Write me a postponement clause that protects a $15K keynote fee" gives you a starting point you can hand to your own counsel.

Should you have AI write your contracts too?

For reviewing, AI is the right tool. For generating, it is the wrong one, and using it to spin up a fresh contract every time is a genuinely bad idea. AI rewords things slightly on every run, and with legal language a quiet change you did not notice is exactly the kind of mistake that costs you. You do not want a document that comes out a little different each time it goes out.

Do it the other way around. Write your contract once, get it reviewed by a lawyer or your legal team, and lock that version. Then use plain automation to drop your deal details into that approved template, the way a mail merge works. It is a fixed rule, so it produces the identical, vetted document every single time. AI reads contracts. Automation reproduces the one a human already signed off on.

One honest limit

This is your first pass, not your last word. It catches issues before they become expensive problems. For anything that really matters, a real lawyer is still worth every dollar.

Built by Noah Cheyer at Silicon Valley Speakers. I build free AI tools for event professionals every couple of weeks. If this was useful, the newsletter is where the next one lands first: do-more-with-less-using-ai.beehiiv.com