

Conflict of Interest Policy

Last updated: **Friday 13th March 2026**

Sentinel Event Advisory is committed to providing independent, objective and professional consultancy services across event planning, event safety, governance, operational delivery and event medical advisory.

Maintaining the confidence of our clients depends upon ensuring that advice is impartial, transparent and free from inappropriate influence. This policy explains how potential conflicts of interest are identified, declared and managed.

Our Commitment

We act solely in the interests of our clients and are committed to providing advice that is evidence-based, proportionate and independent.

Where a potential conflict of interest exists, or could reasonably be perceived to exist, it will be identified, assessed and, where appropriate, declared to the client at the earliest reasonable opportunity.

What Constitutes a Conflict of Interest?

A conflict of interest may arise where Sentinel Event Advisory has existing professional relationships, commercial interests or previous involvement that could influence, or be perceived to influence, the advice provided.

Examples may include:

- Previous or current consultancy work for another organisation involved in the same event.
- Professional relationships with venues, suppliers, contractors or service providers.
- Advising on procurement or supplier selection where an existing relationship exists.
- Previous involvement in the planning or delivery of an event that is subsequently subject to independent review.
- Any financial, commercial or personal interest that could reasonably be perceived as affecting impartiality.

The existence of a potential conflict does not automatically prevent us from accepting an instruction, provided that the conflict can be appropriately managed and independence maintained.

Managing Conflicts

Where a potential conflict is identified, Sentinel Event Advisory will consider the most appropriate course of action, which may include:

- Declaring the conflict to the client.
- Limiting involvement in specific aspects of the project.
- Excluding ourselves from procurement or supplier selection processes.
- Ensuring recommendations are based solely upon objective evidence and recognised good practice.
- Declining or withdrawing from an engagement where independence cannot reasonably be demonstrated.

Each situation will be considered individually according to its nature, significance and potential impact.

Client Transparency

Clients are entitled to ask about any professional relationships or previous involvement that may reasonably be considered relevant to the work being undertaken.

We will respond openly and honestly to such enquiries and will always seek to maintain transparency throughout the consultancy process.

Independence

Sentinel Event Advisory does not provide advice based upon commercial incentives, commission arrangements or preferred supplier agreements.

Recommendations are made solely on the basis of what we believe is appropriate for the client's event, taking account of applicable legislation, recognised guidance, industry standards and operational good practice.

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Questions About This Policy

For questions regarding this policy, please contact:

Sentinel Event Advisory

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