

Organizing Adult Events in Hotels: A Comprehensive Guide



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Introduction

NCSF is often called in by groups and events when a problem arises. In all these cases, NCSF provided advice and directly interfaced with the local authorities and media:

- The state police showed up unexpectedly at a conference and ordered many of the toys and magazines removed from the vendor hall because they were “obscene.”
- A church down the street protested to the host hotel’s parent corporation, which then ordered the hotel to cancel the event.
- Protesters picketed at a hotel on behalf of a social conservative organization that was trying to shut down the event.
- An event was cancelled two days prior to the start after upper management saw online advertising and realized the nature of the event.
- An event had to be evacuated by the police from their host hotel at midnight due to a false report that a bomb had been planted.

Organizing adult events in hotels requires careful planning, clear communication, and understanding of legal and ethical considerations. Here's a structured approach to help you organize such events responsibly:

Initial Planning and Legal Considerations

Understanding Local Laws

- Research local ordinances regarding adult entertainment and gatherings
- Check if permits are required for private events
- Understanding noise regulations and time restrictions-being in a hotel does not exempt you from these
- Be aware of public decency laws that may apply even in private spaces
- Consider consulting with a legal professional familiar with local regulations
- Scout the location! Make sure your hotel isn’t next to a church, school, or public municipal building as that may trigger additional legal concerns or nuisances.

Selecting the Right Venue

- Look for hotels with experience hosting private adult events. Ask other producers if they know anyone.
- Consider hotels with separate event spaces away from main guest areas
- Boutique hotels or those with private wings may offer more privacy
- Hotels in entertainment districts may be more accommodating to adult-themed events

Communication with Hotel Management

Being Transparent

- Be honest about the nature of your event from the beginning

- Use clear, professional language when describing your event
- Provide a written overview of planned activities
- Discuss any specific requirements upfront

Who to Talk To

- Start with the hotel's event coordinator or sales manager
- For larger events, you may need to speak with general management
- Establish a primary contact person for all communications
- Consider requesting a face-to-face meeting to build rapport

Negotiation Points

Contract Elements to Discuss

- Privacy guarantees your event space
- Staff discretion and professionalism
 - Request that an authorized hotel representative sign a non-disclosure agreement that prevents staff from sharing information about the event with others.
- Security arrangements and who provides them
- Cancellation policies and potential penalties
- Liability considerations and insurance requirements
- Pricing structure for rooms, event spaces, and amenities
- Exclusive use of certain areas if needed
- Review the hotel's cancellation rights carefully
- Negotiate for more favorable cancellation terms if possible

Special Considerations

- Room blocks for attendees (negotiate rates and booking procedures)
- Food and beverage minimums and options
- Audio/visual equipment needs
- Special room setups or furniture requirements
- Cleanup procedures and responsibilities

Establishing Event Rules

Public Area Conduct

- Dress code requirements for hotel common areas (appropriate attire required)
- Behavior expectations in lobbies, restaurants, and elevators
- Clear guidelines on when and where themed attire is appropriate
- Procedures for moving between event spaces and guest rooms

Privacy Measures

- Window covering requirements for rooms where adult activities occur
- Soundproofing considerations or quiet hours
- Door security for event spaces
- Signage policies (discreet but clear for attendees)

Attendee Guidelines

- Create a written code of conduct for all participants
- Implement consent policies and enforcement procedures
- Establish consequences for rule violations
- Consider wristbands or other identification for registered attendees
- Develop check-in procedures that maintain privacy
- Make sure you explain clearly what attendees will be exposed to, and registering for the event means they understand and are responsible for removing themselves from any activities they find offensive
- Consider cancellation policies before selling tickets. In some states, the absence of a clear cancellation policy that outlines refunds means you must do full refunds. In some states, staged refunds are recommended. For example: a full refund up to X days before the event 50% up to X days, etc.

Implementation and Management

Communication with Attendees

- Provide clear written guidelines for all participants before the event
- Explain clearly what they will see when they attend
- Create a discreet check-in process
- Establish a point of contact for questions or concerns
- Consider a pre-event briefing for all participants
- Do not release the location of the event until it approaches, and then only to registered attendees

Staffing Considerations

- Designate event monitors/security for each area
- Establish communication protocols between staff members
- Train volunteer staff on handling potential issues
- Create procedures for addressing complaints or problems

Privacy Protection

- Use discreet event names on hotel schedules and signage
- Consider privacy for payment processing
- Maintain confidentiality of attendee information
- Be mindful of photography policies and enforcement

Maintaining Ongoing Communication

Regular Check-ins with the Hotel

- Schedule periodic calls or meetings with your hotel contact
- Establish a communication timeline (monthly, quarterly) leading up to your event
- Request updates on any management changes or staff turnover
- Ask to be notified of any policy changes that might affect your event
- Keep contact information current for key hotel personnel

Monitoring Hotel Changes

- Stay informed about ownership or management company changes
- Follow the hotel on social media for renovation announcements
- Check the hotel website periodically for updates
- Ask about planned renovations or construction during contract negotiations
- Request notification of any significant changes to facilities or services

Building Relationships

- Consider in-person visits if you're planning recurring events
- Send occasional updates about your event planning progress
- Maintain professional relationships even between events
- Consider small gestures of appreciation for helpful staff

Contingency Planning

Backup Venues

- Research and maintain relationships with alternative hotels
- Have a shortlist of backup venues that could accommodate your event
- Understand the logistics of quickly relocating if necessary
- Consider venues with similar layouts and amenities for easier transitions

Press and Local Pushback

- Come up with a plan in the case of protestors or press showing up at your event.
- Media training, IRR, etc.

Cancellation Contingencies

- Create a communication plan for notifying attendees of venue changes
- Consider cancellation insurance for your event
- Understand financial implications of last-minute changes
- Have emergency funds set aside for unexpected venue costs
- Prepare for potential increased costs at alternative venues

Post-Event Considerations

Checkout and Departure

- Arrange for staggered departure times if possible
- Establish clear checkout procedures
- Conduct a final walkthrough of event spaces
- Address any damage or extraordinary cleaning needs promptly

Relationship Maintenance

- Schedule a debrief with hotel management
- Address any issues that arose during the event
- Provide feedback on hotel services
- Maintain professional relationships for future events
- Document what worked well and what needs improvement for next time
- Send a formal thank-you to your hotel contacts

Final Thoughts

Organizing adult events in hotels requires balancing openness with discretion, ensuring all activities comply with local laws while respecting the comfort of other hotel guests. By approaching the planning process professionally and establishing clear guidelines, you can create a successful event that meets participants' needs while maintaining appropriate boundaries.

Remember that the key to success is professional communication, thorough planning, consistent enforcement of established rules, maintaining ongoing communication with the hotel, and always having backup plans ready in case of unexpected changes or cancellations.