Terms and Conditions

Marketing Festival s.r.o. · tickets to Marketing Festival 2027, workshops, online stream and the Video Library

Effective from 4 November 2026. The Privacy Policy forms part of these Terms.

I. Who we are and what these Terms cover

1. The seller is **Marketing Festival s.r.o.**, Company ID 23416416, VAT ID CZ23416416, registered office Renneská třída 393/12, Štýřice, 639 00 Brno, Czech Republic, registered with the Regional Court in Brno, file no. C 145834, e-mail info@marketingfestival.cz ("we" or the "Company").
2. These Terms govern the sale of (a) tickets to the **Marketing Festival 2027** conference held on 20–21 April 2027 at the Janáček Theatre in Brno (the "Conference"), (b) tickets to workshops held as part of the Conference, (c) any tickets to the live online stream of the Conference, and (d) access to the **Video Library** at marketingfestival.cz/video.
3. Customers may be businesses or consumers. If you order under a company ID or for your employer, you act as a business. Article VII applies to consumers only.

II. Order, price and payment

1. The presentation of tickets and the Video Library on our websites is not an offer; Section 1732(2) of the Czech Civil Code (the "Civil Code") does not apply. You place an order through the order form; the contract is concluded when we confirm the order by e-mail.
2. By submitting an order you accept these Terms. Anything agreed differently, for example by e-mail, prevails over these Terms.
3. Prices are shown on the website in CZK and EUR, both excluding and including VAT. VAT is charged at the statutory rate.
4. You can pay by card, Apple Pay or Google Pay through Stripe, or by bank transfer against a proforma invoice due within 14 days. Card payments unlock the ticket or content immediately; bank transfers unlock it once the payment is matched to the proforma invoice, which happens several times a day.
5. After payment we send the tax invoice by e-mail; the ticket and purchased content are available in your user account.

III. Conference and workshop tickets

1. A ticket is linked to the participant – the natural person you name in the order or later in your user account. The participant may be changed free of charge on request no later than 1 month before the Conference.
2. If the participant cannot attend, we refund 80 % of the price paid provided you ask no later than 1 month before the Conference. No refund is made after that date.

3. The ticket includes access to the video recordings of the 2027 talks in the Video Library without time limit for as long as the video portal operates. Recordings are made available after processing. Talks by speakers who do not consent to publication are not included; this gives no right to a discount or to withdraw from the contract.
4. The ticket entitles you to buy one ticket to each workshop of the given year. Workshop capacity is limited; once it is sold out the entitlement lapses without compensation. This Article applies to workshops accordingly.
5. We reserve the right to change the programme and speakers, with or without giving reasons.
6. If we cancel the Conference, we refund the full ticket price. If the Conference cannot be held in person for reasons beyond our control, we may hold it as an online stream; the change of format alone gives no right to withdraw or to a discount unless agreed otherwise.
7. We may remove from the venue, without compensation, a participant who disrupts the Conference or endangers others.

IV. Online stream

1. We may offer a separate ticket covering only access to the live online stream of the Conference; its terms and price will be published on the website. Such a ticket does not include admission to the venue.
2. Articles II and III(1), (2), (5) and (6) apply to online stream tickets accordingly.

V. Video Library

1. The Video Library is access to all recordings from past Conferences available at marketingfestival.cz/video and to bonus content (for example notes or Hack Your Way).
2. You buy access for 12 months from activation. It does not renew automatically. When access ends, you keep only the content you are entitled to on another basis, for example the recordings of a year you held a ticket for.
3. The content of the Video Library changes over time: new years are added on 1 June each year, talks by speakers who do not consent to publication are not included, and bonus content may change. Changes in content give no right to a discount.
4. We grant you a personal, non-transferable, non-exclusive licence to watch the content yourself. Sharing access, downloading, distributing or publicly screening recordings is not permitted. In case of breach we may terminate access without compensation; claims for damages are not affected.
5. Watching requires a current version of a common browser and an internet connection sufficient for video. Short outages or maintenance are not a defect. Unavailability for reasons on our side lasting more than 48 consecutive hours is compensated by extending access for the duration of the outage.

VI. User account

1. You sign in with a one-time code sent to your e-mail; we do not use passwords. You are responsible for securing your e-mail account; we are not liable for access by a person who has gained access to your e-mail.
2. You can link further e-mail addresses to your account. You may ask for several accounts to be merged at info@marketingfestival.cz; merges are carried out by our team.
3. The account is used to manage tickets, access to recordings, the Video Library and any online stream.

VII. Special provisions for consumers

1. A ticket to the Conference, a workshop or the online stream is a service to be performed on a specific date; under Section 1837(j) of the Civil Code there is no right to withdraw within 14 days. The 80 % refund under Article III(2) is not affected.
2. The Video Library is digital content. We make it available immediately after payment, before the withdrawal period has expired. By expressly consenting to immediate access when ordering, you acknowledge that you thereby lose the right to withdraw within 14 days under Section 1837(l) of the Civil Code.
3. Defects in digital content may be claimed at info@marketingfestival.cz. We settle claims within 30 days at the latest.
4. Out-of-court consumer disputes may be brought before the Czech Trade Inspection Authority (Česká obchodní inspekce), Štěpánská 796/44, 110 00 Prague 1, www.coi.cz.

VIII. Final provisions

1. We may amend these Terms. The new wording applies to orders placed after it takes effect; for ongoing Video Library access we give at least 30 days' notice by e-mail, and if you do not agree you may end your access with a pro-rata refund.
2. Claims of businesses against the Company and of the Company against businesses become time-barred after one year.
3. If any provision is invalid, it is replaced by a provision closest to its purpose; the remaining provisions are unaffected.
4. The contract is governed by Czech law and disputes are decided by Czech courts. Consumers retain the protection of mandatory rules of the state of their residence.
5. These Terms are issued in Czech and English; in case of discrepancy the Czech version prevails.