

Misrepresentations are newly significant because of the ease of creating electronic scams: a same-name site threatened by a Chinese scam (.cn); plus a link (already ended) by a European facility; plus hitchhike by a similar-name electronics firm, as mentioned. Richard Cavalier does not endorse any enterprise except his own: Briggs & Cavalier.

Any generic- or trade-name of “Cavalier” in relation to any type of meetings/training/conventions/conferences capability, other than our own, could be:

--a) conceivably the legitimate use of a real, originating-person’s legal name in a defensible overlap within the meetings trade; Cavalier is unaware of any such overlap; or

--b) an intended, unapproved trade on this established authority’s name and reputation, by implying an undeserved credence or skill level.

If you believe it’s a possible misrepresentation (item b), then decide to what extent, if any, 1) success with that that particular use might reflect failed due-diligence; or 2) their given ‘service’ name reflects the legitimate name of the parent company; or c) the ‘service name’ might represent a purveyor’s product or service of merely tangential value to meetings management--for opportunism and/or instant, undeserved credibility.

Still can’t decide? Then check complaints.com and search both the service name in question and the ultimate-parent and corporate names.

Key: some telephone companies that offer electronic teleconferencing connections ONLY will list themselves (improperly?) as ‘conference’ service providers, although they lack even the least capability to help with meeting content, as ‘conference’ labels imply. Fraud-merchants hope to attract the unwary buyer. If any limited purveyor will hitchhike or cheat in advance of contract, what might happen later? Caveat emptor!

Still can’t decide? Then check complaints.com and search the service name in question. Key: some telephone companies that offer teleconferences services list them improperly as ‘conference’ capability in order to attract the unwary buyer. If any purveyor will hitchhike or cheat in advance of contract, what might happen later? Caveat emptor!