Conference Code of Conduct
Conflicts of Interest and Business Promotion

Purpose

The purpose of this Code of Conduct is to ensure that all conference participants engage in a professional, respectful, and collaborative manner that supports the objectives of the event and protects the interests of business partners, sponsors, presenters, delegates, and organisers.

Conflict of Interest

A conflict of interest may arise where a conference attendee is also participating as a business partner, sponsor, presenter, exhibitor, consultant, or representative of a business operating in the same sector or market as a conference sponsor.

Delegates and presenters must disclose any actual, potential, or perceived conflicts of interest to the conference organisers before the event. The organisers reserve the right to determine appropriate measures to manage any identified conflict.

Participation in the conference does not provide any individual or organisation with preferential access to delegates, business partners, sponsors, or attendees for commercial purposes.

Appropriate Conduct

All School Business Manager delegates are expected to:

- Act professionally and ethically at all conference activities.
- Respect the commercial relationships between business partners, conference sponsors, exhibitors, presenters, and organisers.
- Engage in networking and professional discussions in a manner that is respectful and non-intrusive.
- Ensure that presentations, discussions, and interactions remain aligned with the educational and professional purpose of the conference.

Prohibited Conduct

All School Business Manager delegates, must not:

- Use conference attendance, speaking opportunities, or delegate access lists to actively solicit business or generate sales opportunities.
- Promote competing products or services in a manner that undermines, disparages, or directly competes with the School Business Managers' Association business partners and conference sponsors.
- Conduct unsolicited sales pitches, prospecting activities, or commercial recruitment during the conference sessions.
- Use social events organised as part of the formal conference programme, including but not limited to café crawls, networking functions, gala dinners, welcome receptions, or other delegate activities, as platforms for business development or client acquisition.
- Distribute unsolicited promotional materials, marketing collateral, or sales information outside of approved sponsorship or exhibition arrangements.

Networking Expectations

The conference encourages professional networking, relationship building, and the exchange of knowledge. Where a conference delegate and is a;

- **Business Partner (Gold Sponsor)** and has been invited as a **presenter/workshop facilitator**, the presentation is to concentrate on the topic and not to be used to conduct any commercial discussions or actively promote the speaker's business. Commercial discussion should be conducted at the partner presentation; café crawl event; in the exhibition space or outside the formal conference programme and in a manner that does not detract from the experience of other attendees.

- **Conference Sponsor** and has been invited as a **presenter/workshop facilitator,** the presentation is to concentrate on the topic and not to be used to conduct any commercial discussions or actively promote the speaker's business. Commercial discussion should be conducted in the exhibition space or outside the formal conference programme and in a manner that does not detract from the experience of other attendees.

- **School Business Manager Delegate** and has been invited as a **presenter/workshop facilitator** representing a company/entity other than their school but does not have a business partner or conference sponsorship contract with the School Business Managers' Association, any commercial discussions should be conducted outside the formal conference programme and in a manner that does not detract from the experience of other attendees.

Breaches of the Code

Any attendee found to be in breach of this Code of Conduct may be subject to one or more of the following actions at the discretion of the conference organisers:

- A verbal or written warning.
- Removal from specific conference activities or social events.
- Withdrawal of speaking privileges.
- Removal from the conference without refund.
- Exclusion from future conferences or events.

The decision of the conference organisers regarding conduct and conflict-of-interest matters will be final.

Acknowledgement

By registering for or attending the conference, all participants acknowledge and agree to comply with this Code of Conduct and any directions provided by conference organisers for the management of conflicts of interest and professional behaviour.

_____	_____
Signed	*School Business Managers' Association Representative*
_____	_____
Print Name	*Print Name*
_____	_____
Date	*Date*