

Code of Conduct Statement Build Business – Pivot and Focus (2020) SMPS Conference

The Society for Marketing Professional Services ([SMPS](#)) holds professional conferences and meetings to enable its members to receive continuing education, build professional networks, and discover new products and services for professional use. To provide all participants—member and other attendees, speakers, exhibitors, staff and volunteers – the opportunity to benefit from the event, SMPS is committed to providing a harassment-free environment for everyone, regardless of gender, sexual orientation, gender identity, gender expression, disability, physical appearance, ethnicity, religion or other group identity.

As an association, SMPS is strongly committed to diversity, equity and the free expression of ideas. These values have been repeatedly delineated in the SMPS policy. Taken cumulatively, the values and beliefs delineated within SMPS policy describe conduct based on a firm belief in the value of civil discourse and the free exploration of competing ideas and concepts – with a fundamental respect for the rights, dignity and value of all persons.

Within the context of SMPS policy and the professional practices of critical examination of beliefs and viewpoints does not, by itself, constitute hostile conduct or harassment. Similarly, use of sexual imagery or language in the context of a professional discussion might not constitute hostile conduct or harassment.

SMPS seeks to provide a conference environment (*in-person or digitally*), in which diverse participants may learn, network and enjoy the company of colleagues in an environment of mutual human respect. We recognize a shared responsibility to create and hold that environment for the benefit of all. Some behaviors are, therefore, specifically prohibited:

- Harassment or intimidation based on race, religion, language, gender, sexual orientation, gender identity, gender expression, disability, appearance, or other group status.
- Sexual harassment or intimidation, including unwelcome sexual attention, stalking (physical or virtual), or unsolicited physical contact.
- Yelling at or threatening speakers (verbally or physically)

Speakers are asked to frame discussions as openly and inclusively as possible and be aware of how language or images may be perceived by others. Participants may – and do – exercise the “law of two feet.” Exhibitors must follow all SMPS Exhibits rules and regulations and SMPS policies.

All participants are expected to observe these rules and behaviors in all conference venues, including online venues, and conference social events. Participants asked to stop a hostile or harassing behavior are expected to comply immediately. Failure to comply may result in removal from the event. Conference participants seek to learn, network, and have fun. Please do so responsibly and with respect for the right of others to do likewise.



Pivot & Focus

October 5-9 | Virtual Experience
buildbusiness.org



Please contact Conference Services staff at knowledge@smps.org if you believe you have been harassed or to report a harassment problem exists. All such reports will be directed immediately to the Director of Conference Services, who will determine and carry out the appropriate course of action, and who may consult with and engage other SMPS staff, leaders and legal counsel as appropriate. Event security (in-person or online) or local law enforcement may be involved, as appropriate based on the specific circumstances. A follow-up report will be made to individuals who report being harassed.

--Report incidents of any sort to Conference Management at Marci@smps.org

Community Guidelines

This website is sponsored by SMPS as a tool to convey information and generate community discussion about the SMPS Virtual event.

Lively commentary, opinion, and reaction to social media posts are welcome but may be moderated by SMPS staff. Comments should be relevant to the specific post to which they refer. SMPS reserves the right to remove, or not to post, comments unrelated to the mission of the association. Spam, flaming, personal attacks, and off-topic comments are not permitted.