

SFIA WEEK 2025 – CODE OF CONDUCT

SFIA Week is designed to foster learning, collaboration and community among SFIA users and interested parties.

Our goal – a community where everyone leaves with practical knowledge, stronger networks, and shared respect between vendors and users.

To ensure a fair and valuable experience for all, vendors and users contributing to SFIA Week agree to the following:

1. **Focus on Knowledge Sharing**
 - Keep sessions centred on industry insights, challenges and solutions.
 - Use product/service references only when directly relevant to illustrating a solution.
2. **Respect the Balance**
 - Vendors are present as experts, not salespeople.
 - Users' voices and experiences take equal priority in discussions.
3. **No Overt Promotion**
 - Marketing and sales activity should remain outside sessions and handouts.
 - Event sessions and panels are not for product demos or pitches.
4. **Fair Participation**
 - All speakers and attendees are expected to contribute constructively and allow equal space for others.
5. **Professional Conduct**
 - Be respectful, collaborative, and transparent about your role.
 - Misuse of sessions for direct promotion may result in moderation or exclusion from future events.

We look forward to welcoming you to SFIA Week 2025!

SFIA WEEK 2025: NZ / AU

10 - 14 November 2025

