

SFIA WEEK 2026

16 - 20 November 2026



SFIA WEEK 2026 – 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, except where specifically designated in the programme.

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.

6. Final Day Commercial Sessions

- The final day of SFIA Week (Friday 20 November) includes dedicated sessions for partners, vendors, service providers to showcase products, services and solutions.
- Presentations delivered within these designated sessions may include demonstrations, commercial offerings and marketing content.
- All other sessions remain subject to the principles outlined in this Code of Conduct.

We look forward to welcoming you to SFIA Week 2026!