

## **ASCEND Code of Conduct**

ASCEND Digital Marketing Summit is focused on delivering digital marketing tactics and strategies that cover a range of topics intended to help you create successful, results-driven digital marketing initiatives.

We value the participation of each member of the digital marketing community and want all attendees to have an enjoyable and fulfilling experience. Accordingly, all attendees are expected to show respect and courtesy to other attendees throughout the conference and at all conference events, whether officially sponsored by ASCEND or not.

To make clear what is expected, all delegates/attendees, speakers, exhibitors, organizers and volunteers at any ASCEND event are required to conform to the following Code of Conduct. Organizers will enforce this code throughout the conference.

### **The Short Version**

ASCEND is dedicated to providing a harassment-free conference experience for everyone, regardless of gender, sexual orientation, disability, physical appearance, body size, race, or religion. We do not tolerate harassment of conference participants in any form.

All communication should be appropriate for a professional audience, including people of many different backgrounds. Sexual language and imagery is not appropriate for any conference venue, including talks.

Be kind to others. Do not insult or put down other attendees. Behave professionally. Remember that harassment and sexist, racist, or exclusionary jokes are not appropriate for ASCEND.

Attendees violating these rules may be asked to leave the conference without a refund at the sole discretion of the conference organizers.

Thank you for helping make this a welcoming, friendly event for all.

### **The Longer Version**

Harassment includes offensive communication related to gender, sexual orientation, disability, physical appearance, body size, race, religion, sexual images in public spaces, deliberate intimidation, stalking, following, harassing photography or recording, sustained disruption of talks or other events, inappropriate physical contact, and unwelcome sexual attention.

Participants asked to stop any harassing behavior are expected to comply immediately.

Sponsors and exhibitors are also subject to the anti-harassment policy. In particular, sponsors and exhibitors should not use sexualized images, activities, or other material. Sponsor and exhibitor staff (including volunteers) should not use sexualized clothing/uniforms/costumes, or otherwise create a sexualized environment.

Be careful in the words that you choose. Remember that sexist, racist, and other exclusionary jokes can be offensive to those around you. Excessive swearing and offensive jokes are not appropriate for ASCEND.

If a participant engages in behavior that violates this code of conduct, the event organizers may provide a warning to the offender or ask the offender to leave the conference with no refund.

### **Contact Information**

If you are being harassed, notice that someone else is being harassed, or have any other concerns, please contact a member of conference staff. Conference staff will be wearing bright yellow lanyards. You may also contact hotel staff and ask to be put in touch with the conference coordinator.

Conference staff will be happy to help participants contact hotel or venue security or local law enforcement, provide escorts, or otherwise assist those experiencing harassment to feel safe for the duration of the conference. We value your attendance.

### **License**

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