

#WeMakeEvents - Code of Conduct



The #WeMakeEvents community shares a common commitment to protect the movement, the brand, and the people, and aims to uphold the highest possible standards of professional conduct and ethical behaviour.

All activations, campaign and events must comply with the #WeMakeEvents Brand Association Guide, receive approval by the Steering Committee, and reach an agreed plan with the marketing team before commencing. This includes referring to or requesting a 'franchise' with #WeMakeEvents.

#WeMakeEvents expects everyone involved to:

- Ensure all activities are inclusive of and relevant for the entire live events supply chain.
- Deliver events safely by abiding by all applicable laws, codes and current regulations, both locally, nationally and internationally
- Keep the public and the government on side, at all times.
- Present or supply services honestly, without misrepresentation.
- Respect all intellectual property rights and not misuse the #WeMakeEvents brand.
- Provide fair and responsive support to stakeholders.
- Encourage diversity and inclusion and promote dignity and respect for all.
- Provide a working environment that recognises and values individual differences and contributions, that is free of bullying, harassment, victimisation, and unlawful discrimination.
- Provide a safe working environment.
- Share knowledge, expertise and skills while respecting the confidentiality of customers and associates.
- Comply with all lawful contractual obligations.
- Ensure formal agreement with the #WeMakeEvents Steering Committee before using the #WeMakeEvents brand and use appropriate channels when working with third party organisations related to #WeMakeEvents.
- Operate to the highest professional standards and demonstrate the industry's depth and breadth of skills, experience, and expertise.
- Only promote the future success of the industry, in accordance with the core values of #WeMakeEvents as stated in our Brand Association Guidelines.

This Code of Conduct is a guideline and does not represent the entire scope of good conduct and ethical behaviour.

Thank you