Code of Conduct Statement Build Business (2021) 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 digital conference environment 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, , or unsolicited contact.
- Yelling at or threatening speakers

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.

All participants are expected to observe these rules and behaviors in the online venue,. 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.

Please contact Conference Services staff at knowledge@smps.org if you believe you have been harassed or to report a harassment problem exists. All reports will be directed immediately to the SMPS Deputy CEO, who will determine and carry out the appropriate course of action, and who may consult with an engage other SMPS staff, leaders and legal counsel as appropriate. A follow-up report will be made to individuals who report being harassed.

--Report incidents of any sort to Human Resource Management at tina@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.

Frequently Asked Questions (FAQs)

Q: How do I access the Build Business 2021 virtual conference?
A: An invite email from SMPS Knowledge (knowledge@smps.org) will give you access to HUBB, the 2021 Build Business conference portal. This interface is where you will access the conference for all sessions and main stage events.

Q: Will slides and handouts be made available per session?
A: Some sessions will include handouts and slides from their presentations, we encourage you to take notes and attend as many live sessions as possible to benefit from all the questions you can ask and engagement with other attendees. Sessions will be recorded and available on-demand within 24 hours of the live session.

Q: How long will the conference content be available?
A: Content will be available for 60 days after the event. Access will end September 30, 2021.

Q: What is happening on the Main Stage?
A: All Keynotes, MAXTalk and awards programs (MCA & Evening of Excellence), will take place within our live stream on the main stage. Simply click the Main Stage button on the left navigation bar or from the main lobby and you'll be transported there into our digital grand ballroom.

Q: How do I watch the live stream sessions:
A: In the main lobby select *'Concurrent Live Sessions'* and it will take you to all live sessions taking place this year. When a session goes live, the environment will open up and allow you to access that digital room as an attendee.

Q: What if I miss a session? Can I watch it later?
A: Content will be made available to re-watch after the program concludes for sixty days following the live virtual conference. We encourage attendees to watch, participate, and engage in the livestream portion and overall live event as much as possible for a maximum learning experience.

Q: What are on-demand sessions?
A: Pre-recorded session that are available at any time during the conference starting on the first day (August 2, 2021). They do not include interaction with the speakers but are valuable programs with lots of takeaways and handout materials. They will be available for on-demand viewing throughout the entire conference for up to 60 days post conference.

Q: How do I watch on-demand sessions?
A: Click the "Transformation Sessions" (On-Demand) tile from the main lobby and then sort the on-demand environment to select the session you'd like to watch.

Q: How do I ask presenters questions during sessions?
A: You will be able to write in questions and comment during the session via the chat or Q&A box. We cannot guarantee that all questions will be responded to during the live session.

Q: How do I see the answers to my questions about specific sessions?
A: Presenters and speakers will be answering questions in real time during most sessions, sometimes during the session, other times towards the end of the program. Please be sure to type your questions into the Q&A area of the screen to submit your question during live sessions.

Q: Will other attendees be able to see my submitted question?
A: Yes. The Q&A function for all sessions is public. Submitted questions and answers will be visible to all participants, so please be mindful when typing in questions during a session.

Q: Will my comments during a session be seen by others?
A: Yes, all attendees will be able to see all comments being made throughout the conference.

Q: When will presenters answer my questions?
A: We have asked presenters to make themselves available during their sessions to address and answer in real time any questions that may come up. Speakers will do their best to answer questions as they come in, but please understand that due to times of sessions we may not have enough time to address all questions being asked. We thank you for understanding.

Q: How can I view other programs such as Focus Forward, Hackathon, Skills Acceleration Labs, or MLive?
A: From the main lobby, click on the Concurrent Live Sessions button and it will take you to the sessions scheduled for that day.

Q: How can I attend the Networking and Special Experiences this year?
A: From the main lobby you will see a sign titled, "Networking" and another one "R.I.S.E. Experiences" both of those buttons will lead you to networking and experience opportunities that are open this year.

Q: I need help with the platform. What are the Hubb Help Desk Hours?
A: Monday, August 2 – Friday August 6, 2021, 8AM-8PM EDT.

Q: I need help with something related to SMPS. What are the SMPS Help Desk Hours? How do I reach them?
A: Knowledge@smps.org & Monday, August 2 – Friday August 6, 2021, 9AM-7PM EDT.