

## **Speaker Guidance and Conduct Standards – SU Marketing Conference 2026**

The University of Lancashire Students' Union is committed to creating a professional, inclusive and respectful environment for all attendees, contributors and organisers of the Students' Union Marketing Conference 2026.

### **Purpose and status of this guidance**

This Speaker Guidance sets out clear expectations for behaviour, language and content at the conference. It applies to what is said, shown and facilitated during talks, panels, workshops and Q&A sessions.

This guidance operates alongside the Students' Union Equality & Diversity Policy and related policies. Adherence to this guidance is a condition of speaking at the conference, and the organisers reserve the right to take action where expectations are not met.

### **Who this guidance applies to**

This guidance applies to all contributors to the SU Marketing Conference, including but not limited to:

- Guest speakers
- Panellists
- Workshop and session facilitators
- Chairs and moderators

### **Our expectations of speakers and contributors**

All contributors are expected to deliver content that aligns with the values of equality, respect and inclusion. This includes the following requirements.

#### **1. Inclusive and respectful language**

Contributors must:

- Use language that is inclusive and respectful of different identities, backgrounds and lived experiences
- Avoid language, framing or examples that could reasonably be understood as discriminatory, demeaning or exclusionary
- Use gender-inclusive language where appropriate and respect people's stated names and pronouns

#### **2. No negative stereotyping or harmful generalisations**

Contributors must not:

- Reinforce or legitimise negative stereotypes about individuals or groups

- Use humour, anecdotes or imagery that rely on assumptions about protected characteristics, including (but not limited to) race, gender, disability, religion or belief, sexuality, age, or gender reassignment
- Portray students, staff or audiences in ways that are dismissive, derogatory or that invalidate lived experience

### **3. Care and responsibility when discussing lived experience**

When discussing sensitive topics such as mental health, discrimination, inequality or marginalisation, contributors must:

- Approach topics with care and awareness of the diversity of experiences in the room
- Avoid presenting personal experience as universal or definitive
- Avoid language that minimises, trivialises or undermines the experiences of others

### **4. Respectful discussion and disagreement**

The conference welcomes robust discussion and the exchange of ideas. However:

- Disagreement must always remain respectful and professional
- Critique should be directed at ideas or approaches, not individuals or groups
- Contributors must not use inflammatory language, personal attacks, ridicule or dismissive responses during sessions or Q&A

### **5. Appropriate content, tone and delivery**

Contributors are expected to:

- Avoid content that could reasonably be considered discriminatory, harassing or offensive
- Exercise care in the use of humour, case studies, metaphors and visuals
- Consider the broad and diverse conference audience when selecting examples, language and imagery

### **Accessibility and inclusion in delivery**

To support an inclusive experience for all attendees, contributors should:

- Use clear and accessible language wherever possible
- Explain acronyms, technical terms and sector-specific jargon
- Verbally describe important visual content during presentations
- Be responsive to access needs or adjustments identified by conference organisers

## **Managing concerns and breaches**

Discriminatory, harassing or demeaning behaviour is not tolerated at the SU Marketing Conference.

The conference organisers reserve the right to:

- Intervene during a session where content or conduct does not align with this guidance
- Pause, redirect or stop a session where necessary to protect the safety, dignity or wellbeing of attendees
- Address concerns raised by attendees during or after the event
- Take follow-up action in line with relevant Students' Union policies

All concerns will be handled proportionately, sensitively and effectively.

## **Thank you**

We value the expertise, insight and contribution our speakers bring to the SU Marketing Conference. This guidance exists to support high-quality, respectful and inclusive discussion, and to ensure a positive experience for everyone involved.