

Code of Conduct for Presenters

1. Focus on the Talk Topic, Not Promotion

- **Non-Commercial Platform:** Use the platform exclusively for sharing scientific knowledge and advancing the field. Avoid using your presentation as an opportunity to promote your company, institution, or any commercial interests.
- **Branding Limitations:** Minimize the presence of logos, slogans, or other branding elements associated with your organization, ensuring that the content remains focused on the topic.

2. Respect for Competitors

- **Avoid Negative Comparisons:** Refrain from mentioning competitors directly or indirectly in a negative light. Do not present data or comparisons that could make a competitor identifiable or portray them unfavourably.
- **No Identifiable Comparisons:** When discussing comparative data, ensure that the sources are anonymized and do not allow for the identification of specific competitors. The emphasis should be on scientific findings, not on competitive positioning.

3. Objective and Unbiased Presentation

- **Neutral Tone:** Maintain a neutral and objective tone throughout your presentation. Focus on the content and avoid positioning your work as superior to that of others.
- **Data Presentation:** Present your data transparently, without implying that it is better or worse than others in the field. Let the science speak for itself.

4. Ethical Use of Platform

- **No Implicit Endorsements:** Avoid implying that the NSW Stem Cell Network platform or the event endorses your company or its products. The platform is for the benefit of the scientific community, not for commercial gain.
- **Transparency in Disclosures:** Clearly disclose any affiliations or potential conflicts of interest but do so without turning these disclosures into promotional statements.

5. Collaborative Spirit

- **Foster a Collaborative Environment:** Use your presentation to contribute to the collective knowledge and progress of the scientific community. Avoid actions or statements that could create division or competition within the audience.

This Code of Conduct is designed to ensure that presentations for the NSW Stem Cell Network's workshops remain focused on advancing knowledge, maintaining objectivity, and fostering a collaborative and respectful environment.

Presenters are encouraged to contribute positively to the scientific discourse, without including promotion or competitive comparisons.