



THE NATIONAL
APPRENTICESHIP
SHOW

Exhibitor Code of Conduct

NAS Media Ltd

Purpose

The purpose of this code of conduct is to:

- ensure the safety and wellbeing of children and young people is paramount when adults, young people or children are using the internet, social media, or mobile devices.
- provide exhibitors with the overarching principles that guide our approach to online safety
- ensure that, as an organisation, we operate in line with our values and within the law in terms of how we use online devices.

The Code of Conduct aims to help us protect children and young people from abuse and reduce the possibility of unfounded allegations being made. It has been formed by the views of children and young people.

NAS Media Ltd is responsible for making sure everyone taking part in our services has seen, understood and agreed to follow the Code of Conduct, and that they understand the consequences of inappropriate and harmful behaviour.

This Code of Conduct applies to all exhibitors involved in any of NAS Media Ltd's virtual events.

Legal Framework

This policy has been drawn up on the basis of legislation, policy and guidance that seeks to protect children in England. Summaries of the key legislation and guidance are available on:

- *online abuse*: <https://learning.nspcc.org.uk/child-abuse-and-neglect/online-abuse>
- *bullying*: <https://learning.nspcc.org.uk/child-abuse-and-neglect/bullying>
- *child protection*: <https://learning.nspcc.org.uk/child-protection-system>

We believe that:

- Children and young people should never experience abuse of any kind.
- Children should be able to use the internet for education and personal development, but safeguards need to be in place to ensure they are kept safe at all times.
- We have a responsibility to promote the welfare of all children and young people, to keep them safe and to practice in a way that protects them.
- The welfare of children is paramount in all the work we do and in all the decisions we take all children, regardless of age, disability, gender reassignment, race, religion or belief, sex, or sexual orientation have an equal right to protection from all types of harm or abuse.

Exhibitor Responsibilities

As an exhibitor, you must:

- Appoint, and make the Event Organisers aware of, somebody who will ensure that conversations between attendees and stand representatives are on-topic and appropriate. They will have the ability to block attendees from the stand and delete any inappropriate comments. This can be someone who is also engaging in conversations with attendees simultaneously.
- Read and understand the summaries of the legislation and guidance regarding children's online safety. Follow the links in the previous page to find this information.
- Accept full responsibility for your stand representatives.
- Acknowledge that stand representatives hold a position of authority over students, regardless of the stand representative or student's age.
- Note that conversation between stand representatives and event attendees must be kept professional at all times. Chat rooms and webinar Q&A sessions will be continuously moderated by the Event Organisers and inappropriate conversation will be flagged, deleted and reported.
- Understand that any inappropriate/sexual/violent language will be flagged, deleted and reported.
- Ensure that stand representatives NEVER ask for an attendee's personal information, including social media handles. The information of all the attendees that visit your stand will be shared with you within 24 hours of the events closure by the Event Organisers.
- Ensure that stand representatives NEVER give out their or their colleague's personal contact information, including personal social media handles. Any company contact information, including stand representative's professional emails, should be visible somewhere within the stand.
- See that if a young person finds a stand representative's social media and uses it to DM them regarding a potential opportunity, it should be reported to somebody else within your organisation who should contact the young person using only the email address provided by NAS media.
- Ensure that links, documents and videos that are attached to your stand are suitable and relevant for an adolescent audience.
- Complete the build of your virtual stand 48 hours before the event goes live to allow time for moderators to check that all stand content is appropriate.
- Understand that the attendee information provided to you by the Event Organisers must only be used professionally to communicate about apprenticeships or enrolment into your organisation.

All exhibitors and stand representatives should note that breaches of this Code of Conduct will be taken seriously to ensure the safety of all attendees at our events. Inappropriate behaviour that contravenes the Code will not be acceptable and will be reported to respective organisations/educational establishments and may have to be reported to either the police, children's social care or the NSPCC