

CODE OF CONDUCT

Workplace Bullying and Culture Shift Summit

Full Potential Consulting (Pty) Ltd

Effective Date: 21 July 2026

1. Our Commitment

The Workplace Bullying and Culture Shift Summit (the “Summit”) exists to help build healthier, safer, and more respectful workplaces across Africa. Full Potential Consulting (Pty) Ltd (“Full Potential Consulting”, “we”, “us”, or “our”) is committed to providing a Summit experience — in person and virtually — that is free from bullying, harassment, discrimination, and any other conduct that undermines the dignity and safety of participants.

This commitment sits at the heart of everything the Summit stands for: an event about ending workplace bullying must itself model the standard of conduct it asks organisations to uphold.

2. Purpose and Scope

This Code of Conduct (“Code”) sets out the standards of behaviour expected of everyone who takes part in the Summit, and explains how to report a concern and what happens when this Code is breached. This Code applies to all Summit-related activity, including:

- the in-person event at The Maslow, Johannesburg;
- the virtual/livestream platform and any associated chat, Q&A, or breakout functionality;
- official Summit social media channels and hashtags; and
- any official pre- or post-event functions, networking sessions, or communications associated with the Summit, such as delegate WhatsApp groups or forums.

3. Who This Code Applies To

This Code applies equally to delegates, speakers, panellists, facilitators, sponsors, exhibitors, media representatives, volunteers, contractors, and Full Potential Consulting staff — everyone who takes part in the Summit in any capacity (“participants”). No participant’s seniority, sponsorship level, or speaking role exempts them from this Code.

4. Our Expected Standards of Behaviour

We ask all participants to:

- treat others with courtesy, respect, and professionalism, regardless of role, seniority, or background;
- engage with differing views and lived experiences with an open mind, particularly given the sensitive and personal nature of workplace bullying as a topic;
- respect personal boundaries, including physical space and the right to decline a conversation, photograph, or contact request;
- exercise care and sensitivity when sharing personal stories or experiences of bullying, and respect the confidentiality of others who choose to do so;
- follow the reasonable instructions of venue staff, Full Potential Consulting staff, and event organisers; and
- comply with all applicable laws, including South African labour and equality legislation.

5. Unacceptable Behaviour

The following conduct is not tolerated at the Summit, whether directed at another participant, venue staff, or any other person, and whether it occurs in person, virtually, or online:

- bullying, harassment, or victimisation of any kind, including conduct that has the purpose or effect of violating a person's dignity or creating an intimidating, hostile, degrading, humiliating, or offensive environment, consistent with the standards set out in the Code of Good Practice on the Prevention and Elimination of Harassment in the Workplace, issued under the Employment Equity Act 55 of 1998;
- unfair discrimination or discriminatory remarks on the basis of race, gender, sex, pregnancy, marital status, ethnic or social origin, sexual orientation, age, disability, religion, belief, culture, or language, or any other ground recognised under the Promotion of Equality and Prevention of Unfair Discrimination Act 4 of 2000;
- sexual harassment, including unwelcome sexual advances, comments, or conduct;
- deliberate intimidation, stalking, or following, whether in person or online;
- unwanted physical contact, or physical or verbal threats;
- disruption of talks, workshops, or sessions;
- sharing, without consent, another participant's personal stories, photographs, or identifying details disclosed in confidence;
- inappropriate or unwelcome recording or photography of another participant (see section 6);

- abusive, threatening, or harassing conduct on the virtual platform, in the event chat or Q&A, or on official Summit social media (see sections 7 and 9); and
- any conduct that would constitute harassment under the Protection from Harassment Act 17 of 2011.

Given the Summit's focus, we recognise that discussions may reference difficult personal experiences of bullying. This Code does not restrict respectful, good-faith participation in these discussions — it protects participants from being bullied, harassed, or made unsafe while doing so.

6. Photography, Recording and Media

The Summit may be officially photographed, filmed, and recorded, as set out in our Privacy Policy. Participants may not photograph, film, or record other participants or their contributions without that person's consent, particularly where someone is sharing a personal or sensitive experience. Please respect requests not to be photographed or recorded, and refer to official media or Full Potential Consulting staff for interviews or press coverage.

7. Social Media Conduct

Participants are welcome to share and discuss the Summit on social media, including using official Summit hashtags. When doing so, please avoid sharing another participant's personal story, image, or identifying information without their consent, refrain from posting abusive, defamatory, or harassing content about other participants, speakers, sponsors, or Full Potential Consulting, and remember that comments made under the Summit's name or hashtags reflect on the Summit community as a whole.

8. Alcohol, Health and Safety

Where alcohol is served at networking functions, participants are expected to drink responsibly and behave appropriately at all times. Participants must comply with venue health and safety requirements and the reasonable instructions of venue and event staff. Participants who are, or appear to be, unable to behave appropriately due to alcohol or substance use may be asked to leave.

9. Virtual and Hybrid Attendee Conduct

This Code applies in full to the virtual and hybrid elements of the Summit. Abusive, discriminatory, or harassing messages in the event chat, Q&A, polls, or breakout rooms will

not be tolerated and may result in removal from the virtual platform without refund, consistent with section 12 below.

10. Reporting an Incident

If you experience or witness conduct that breaches this Code, please report it as soon as possible so we can respond. You can report an incident:

- during the Summit, to any Full Potential Consulting staff member on-site, or to the designated on-site Conduct Contact, [Name / Role of On-Site Conduct Contact], reachable at [On-Site Contact Phone Number] during the event; or
- before, during, or after the Summit, by emailing info@fullpotential.co.za, marked “Code of Conduct Report”.

Reports may be made anonymously where you prefer, though this may limit our ability to investigate or follow up with you. All reports are treated seriously, sensitively, and, to the extent possible while still allowing a fair process, confidentially, in accordance with our Privacy Policy and the Protection of Personal Information Act 4 of 2013 (“POPIA”).

11. How We Handle Reports

When we receive a report, we will acknowledge it promptly, take reasonable steps to understand what happened — which may include speaking to those involved — and take appropriate action, ranging from a private conversation to removal from the Summit, depending on the nature and severity of the conduct. We will share information about a report only with those who need to know it in order to respond appropriately, and will handle personal information disclosed in a report in accordance with our Privacy Policy.

12. Consequences of Breaching This Code

Participants who breach this Code may be given a verbal or written warning, asked to leave the Summit venue or virtual platform without refund, barred from attending future Full Potential Consulting events, and/or, where the conduct may be unlawful, reported to the relevant authorities or venue security. The severity of the response will depend on the nature of the conduct, and Full Potential Consulting reserves the right to take immediate action, including removal from the Summit, where necessary to protect the safety of participants.

13. False or Malicious Reports

Deliberately false or malicious reports made under this Code are themselves a breach of this Code and may result in the consequences set out in section 12. This does not apply to reports made in good faith that are not ultimately substantiated.

14. Protection Against Retaliation

We do not tolerate retaliation against anyone who reports a concern in good faith or participates in an investigation under this Code. Retaliation is itself a breach of this Code.

15. Speakers, Sponsors, Exhibitors and Media Representatives

Speakers, panellists, and facilitators are expected to model the standards of this Code in their presentations and interactions, including when discussing sensitive workplace bullying topics or engaging with audience questions. Sponsors, exhibitors, and their representatives are expected to ensure that their staff and stand conduct comply with this Code, including in how they engage with delegates. Media representatives are expected to seek consent before interviewing or photographing delegates, and to identify themselves as media when doing so.

16. Acknowledgement and Acceptance

By registering for, attending, speaking at, sponsoring, exhibiting at, or otherwise participating in the Summit, you acknowledge that you have read and agree to comply with this Code of Conduct.

17. Review of This Code

We may update this Code of Conduct from time to time. The current version will always be available on our Website, and significant changes will be communicated to registered delegates ahead of the Summit.

18. Contact Us

Full Potential Consulting (Pty) Ltd

Email: info@fullpotential.co.za

Telephone: +27 10 746 3406

Website: <https://bullyingculturesummit.co.za>

For requests relating to how we handle personal information collected through a Code of Conduct report, please see our Privacy Policy and contact our Information Officer.