



## Appendix 2

### Professional Speakers Association of Southern Africa Code of Professional Ethics

Please read PSASA's Code of Professional Ethics before signing.

**Application will not be processed without applicant's signature.**

**Please sign and date both pages.**

To establish and maintain public confidence in the professionalism, honesty, ability and integrity of the professional speaker is fundamental to the future success of the Professional Speakers Association of Southern Africa, its members, and the profession of speaking.

To this end, members of the Association have adopted and, as a condition of membership, subscribe to this Code of Professional Ethics. By doing so, the members give notice that they recognize the vital need to reserve and encourage fair and equitable practices among all who are engaged in the profession of speaking.

Violations of the obligations of this Code shall be determined in accordance to the Bylaws, policies and procedures of the Professional Speakers Association of Southern Africa. Disciplinary actions shall be instituted by the Professional Speakers Association of Southern Africa in accordance with Bylaws and Rules and Regulations established by the Association. Any such disciplinary action shall be final and binding upon the PSASA member and without recourse to the Association, its officers, members or staff.

**Article 1.** The PSASA member shall accurately represent qualifications and experience in both oral and written communications. The PSASA member shall not exaggerate his/her qualifications and experience. Promotional materials in any format must include descriptions that are based in truth and fact.

**Article 2.** The PSASA member shall act, operate his/her business, and speak on a high professional level so as to neither offend nor bring discredit to the speaking profession.

**Article 3.** The PSASA member shall exert diligence to understand the client's organization, approaches and goals in advance of the presentation.

**Article 4.** The PSASA member shall not use the intellectual property of another unless granted written permission by the originator and/or owner of the material, save and except for where the fair usage of material applies under copyright laws.

**Article 5.** The PSASA member shall treat other professional colleagues with the highest standards of professional courtesy, dignity and respect.

**Article 6.** The PSASA member shall maintain and respect the confidentiality of business or personal affairs of clients, agents and other speakers.

**Article 7.** The PSASA member shall be vigilant against fraud or unfair practices and shall attempt to eliminate from the speaking profession all practices that bring discredit to the profession.

**Article 8.** The PSASA member shall not be a party to any agreement to unfairly limit or restrain access to the marketplace by any other speaker, client or to the public, based upon economic factors, race, creed, colour, sex, age, disability or country of national origin of another speaker, in accordance with the Constitution of the Republic of South Africa. Members of the Professional Speakers Association of Southern Africa are dedicated individuals sincerely concerned with the interests of all who come in contact with the profession.

---

Applicant's Signature

---

Date

## Professional Speakers Association of Southern Africa – Code of Professional Ethics

To this end, PSASA members subscribe to this Professional Pledge:

**I pledge** myself to honesty and to honour my commitments; to continuously advance my professional expertise to ensure service to my clients shall always be maintained at the highest possible level.

**I pledge** myself to seek and maintain an equitable, honourable and cooperative association with fellow members of the Association and with all others who may become a part of my business and professional life.

**I pledge** myself to comply with the standards of the Professional Speakers Association of Southern Africa as set forth in its Bylaws and this Code of Professional Ethics.

As a condition of granting membership in PSASA, applicants shall abide by PSASA policies, procedures and Bylaws and shall comply with the Code of Professional Ethics as they are now or may be in the future. Applicants shall cooperate with investigations of member practices, give evidence or testimony as deemed necessary and accept discipline as determined. In consideration of the Professional Speakers Association of Southern Africa’s review of my application, I hold harmless and indemnify and release PSASA, its officers, directors, employees, agents or others acting on behalf of PSASA, from any and all liability arising out of the acceptance or rejection of this application and the suspension or termination of membership for any reason.

---

Applicant’s Signature

---

Date