

An abstract graphic consisting of several thin, black, overlapping lines that form various geometric shapes and polygons, primarily located in the upper-left and central portions of the page.

**ADM5008**  
**Represent your**  
**own organization**

# Learning outcome 1

- Seek authorization to represent your organization
- Define the scope of decision making and authority when representing the organization
- Conduct activities that represent the organization
- Follow the professional code of conduct



# List of Events you can represent your organization

## **Industry & Professional Events:**

- Trade shows and expos
- Conferences and summits
- Seminars and workshops
- Networking events

# List of Events you can represent your organization

## **Business Development & Client Focused:**

- Client meetings or presentations
- Product launches or demonstrations
- Partnerships or vendor meetings
- Business forums or roundtables

# List of Events you can represent your organization

## **Community & CSR Events:**

- Charity fundraisers
- Community outreach programs
- Environmental sustainability campaigns
- Volunteer Events

# List of Events you can represent your organization

## **Academic & Knowledge sharing events:**

- University career fairs
- Research symposiums
- Guest lectures or panel discussions
- Training or certification events

# List of Events you can represent your organization

## **Internal & Cross Company Events**

- Corporate anniversaries or milestone celebrations
- Employee aware ceremonies
- Joint ventures or collaboration events with partner organization.

## **Government and Regulatory Events:**

- Public consultations or hearings
- Industry regulatory meetings
- Policy forums

# Example

A **Marketing Officer** might represent their company at an **International Trade Show** to promote services, while an **HR Manager** could represent the company at a **University Career Fair** to recruit new talent.

# Seek authorization when representing your organization



Review company  
policy



Prepare a formal  
Request



Highlight alignment  
with company goals



Request formal  
Approval



Follow up

# Review company policy



Check if your organization has a policy on external representation.



Come companies require prior approval from HR, PR or senior management

# Prepare a formal Request

Draft a short-written request (Email, memo) to your supervisor/manager.

Clearly state:

1. What the event is (name, date, organizer)
2. Purpose of attendance (Why you want to go?)
3. Benefits to the company (Exposure, networking, learning, partnerships)
4. Your role (speaker, Delegate, observer, panelist)
5. Any travel costs involved (registration, travel)

# Sample Email

**Subject:** Request for Authorization to Represent [Company Name] at [Event Name]

Dear [Manager's Name],

I would like to seek authorization to represent **[Company Name]** at the upcoming **[Event Name]**, scheduled on **[Date]** at **[Venue]**.

The event will bring together [briefly describe relevance, e.g., industry leaders and potential partners], and I believe it presents an excellent opportunity to:

Strengthen our organization's visibility and network.

Stay updated on industry trends relevant to our work.

Build connections with potential clients and partners.

I will ensure that our organization is represented professionally and will prepare a brief report on insights, contacts, and opportunities gained from the event.

Kindly let me know if I may proceed with attending this event as a company representative.

Best regards,  
[Your Full Name]  
[Your Job Title]

# **Highlight alignment with company goals**

**Show how your participation supports organizational objectives, such as business growth, brand visibility, staff development..**

# Example of company goals

**Example: Tech Company Attending a Trade Show**

**Context:**

**Sarah, a Business Development Manager at *InnoSoft Technologies*, wants to attend the GITEX Global Technology Conference in Dubai. She needs authorization from her CEO to represent the company.**

**Link to Company Goals:**

**Company Goal: Expand into the Middle East market and increase brand visibility.**

# Request formal Approval



End your request by politely asking for authorization (written confirmation).



If approval is given, confirm your responsibilities and any company guidelines on representation (what to say, branding, dress code, reporting back).

# Define the scope of decision making when representing your organization

The **scope of decision-making** refers to the **extent and limits of authority** an employee has when acting on behalf of their organization in external settings (such as conferences, client meetings, or negotiations).

It defines **what decisions they can make independently** and **what requires higher-level approval** to ensure consistency with organizational policies, goals, and reputation.

# Example:

## Scenario:

Ahmed, a Sales Manager at *GreenEarth Packaging*, is authorized to represent his company at a sustainability trade fair.

## Scope of Decision-Making:

### Within Scope (Independent Authority):

- Share company mission, vision, and products.

- Network with potential clients and exchange business cards.

- Commit to sending product brochures, price lists, or arranging follow-up meetings.

- Collect competitor intelligence and market trends.

### Outside Scope (Requires Senior Approval):

- Signing contracts or binding agreements.

- Committing to specific discounts, partnership terms, or delivery timelines.

- Making public statements on company policy beyond approved talking points.

## Outcome:

At the fair, a client asks Ahmed for a bulk discount. Ahmed politely explains:

“I can share our standard pricing today, but for customized bulk discounts, I’ll need to confirm with our senior management. I’ll connect you with the right person after the event.”

This ensures he **represents the company confidently** while staying **within his decision-making scope**.

# Conduct activities that represent your organization



**Networking and building relationships:** engaging with clients, partners or peers to promote collaboration.



**Presenting at conference or events** – speaking on panels, giving presentations, or showcasing products/services.



**Demonstrating products/services** – setting up booths, sharing samples, or explaining offerings to potential clients



**Collecting and sharing information** – gathering market insights, competitor updates, or industry trends.

# Follow the professional code of conduct

- **Integrity & Honesty** – Provide accurate information, avoid misleading statements.
- **Confidentiality** – Do not disclose sensitive company data without permission.
- **Respect & Courtesy** – Treat all stakeholders with professionalism,  
• regardless of rank or background.
- **Accountability** – Take responsibility for your words and actions,  
• stay within your authority limits.
- **Professional Appearance & Behavior** – Dress appropriately,  
• be punctual, and use polite, clear communication.
- **Alignment with Company Values** – Ensure that all actions reflect the  
• organization’s mission, vision, **and ethical standards.**