Worx event content guidelines

Please follow these guidelines when sharing content from the event. You do not need approval for every post. **If anything is unclear, check with your Worx contact before publishing.**

Brand and product names

- Write our brand name as **Worx**, not “WORX”.
- Check official product names and spelling against the materials provided at the event. If unsure, ask staff.

Product information

- Product details are still evolving. Check detailed specifications with staff before publishing.
- Use the official event materials for product descriptions. Do not present unconfirmed features, prices, availability or launch dates as final.
- Keep performance claims accurate and limited to what was demonstrated or confirmed.

Demo footage

- You may film product demonstrations, but **livestreaming demos is not permitted**.
- Share footage in context. Avoid edits or captions that could give a misleading impression.
- Product footage will be provided after the event, so there is no need to worry about capturing every action.

Presentations and interviews

- Obtain consent before posting speaker presentations or interview material, including recordings, slides, screenshots and quotations.
- Permission to record does not automatically mean permission to publish. If unsure, check with staff.

Share in good faith

- Be honest, fair and accurate. Do not present rumours or speculation as facts.
- Bring questions or event concerns to staff so they can clarify or address them.
- Correct factual errors promptly if identified.