

Issue 1: Spring 2020

WELCOME

Welcome to the first Fitwise Newsletter!

We have toyed with the idea of a Newsletter for a while. Following feedback from you, our clients/colleagues, we think it would be a good way to keep you up to date with what we're doing behind the scenes at Fitwise.

We will endeavour to keep it **RELEVANT** (it's about you, not us) **INFORMATIVE** (otherwise what's the point) **CONCISE** (we know how busy you are) **ADAPTABLE** (we welcome feedback) and **REGULAR** (every quarter).

We realise not all content will be relevant to everyone, just pick out the areas of interest to you. If you wish to obtain further information about any topic, please just get in touch with your usual Fitwise contact or use marketing@fitwise.co.uk.

SERVICE IMPROVEMENTS

Head of Finance appointed

We have recently appointed Connie Hume as Head of Finance.

Connie is a fully qualified and experienced Chartered Accountant. She also has an MA(Hons) degree in Accounting and Finance from the University of Aberdeen. Connie has previously worked for a leading accountancy firm, Citibank and a large charity, CrossReach.

This is brand new position at Fitwise and a big investment but one which we are confident will pay significant dividends. Connie is helping to improve our financial governance, systems and process which in turn will benefit you, our client.



Improving event budgets

We're pleased to let you know that we have developed an improved event budget layout which we will be rolling out from 2020 onwards (client underwritten events). The feedback so far has been positive. The main features are:

- **Summary page:** The addition of a summary page which displays key information. There are also colour coded cells to highlight both positive and (hopefully not so) negative news.
- **Clear comparative figures:** We have included comparisons to the previous year as well as original forecast Vs latest forecast.
- **Budget reforecasting:** As standard we will now provide you with a budget reforecast every 3 months. This will be sent alongside the marketing/conference performance report that is sent that month.

We hope you find this new format easy to follow however if you have any questions please do not hesitate to [contact us](#).



Event badging

Despite sounding simple, the issue of badging is a complicated one. We are currently reviewing how we badge at larger conferences. Are badges necessary? Yes, for identification, venue security, check-in, networking etc.

There are factors that are not immediately obvious. Compatibility and cost of registration software, badging software, badging hardware and badge paper all make this a complex project. Fundamentally, there is a reason why companies who specialise in mass badging exist. We are sifting through the options and whatever the solution, we can assure you that we have acted in your best interests. How you can help? Bear in mind that it makes financial sense for you, that we utilise the same system across all our large conferences meaning you benefit from our buying power.

Client resources

We are looking at creating a 'client resource' section of our website (no login details required!). This page would contain useful go-to resources such as guides on topics like GDPR and e-conferences. We'd be interested to hear your thoughts on this.

UPDATES

General Statement Regarding Coronavirus

In line with the advice from Foreign and Commonwealth Office (FCO) and The Department of Health and Social Care at this current time it is deemed appropriate to proceed with all planned meetings and events managed by Fitwise. As you would expect, we are working closely with venues and other providers to ensure sensible measures are taken. The general consensus at this time is that unless government advice forces cancellation, business continues as usual. We are reviewing this information regularly and will keep you informed if the situation changes.

Please also be assured that the Fitwise Senior Management Team (SMT), like most employers, are taking simple precautions and measures that will protect staff and minimise the impact on the business. If you have any specific questions relating to this please liaise with your usual [Fitwise contact](#).

BUILDING YOUR CONFIDENCE IN FITWISE

Update on Fitwise's Investors in People (IIP) Accreditation

In January, we had an interim review from Investors in People and are proud to confirm that we fully meet the requirements of the Gold standard and are on track to retain this accreditation in January 2021 when they conduct the final assessment.

We are immensely proud that we are in the **top 7% of UK companies** that achieve this level.

This mark of excellence means you, our clients/colleagues, can work with Fitwise safe in the knowledge that we are a reputable company look after our people and attract the best talent.

[Read more about what our credentials mean for you](#)



Why it is relevant to you that Fitwise is employee owned

We are not just employees but also co-owners which means we have a vested interest in Fitwise and the success of your association/society/organisation/conference etc. Employee owned businesses like us are better at retaining talented, committed staff (our staff turnover is well below the national average) meaning you are more likely to be dealing with a familiar face.

As an employee owned business, we have a strong commitment to corporate social responsibility and involvement within the communities we operate.

NEXT EDITION

Fitwise Newsletter issue 2 due: Summer 2020

Feedback and comments welcome: marketing@fitwise.co.uk