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Issue 10: Summer 2022

WELCOME

Welcome to your Summer 2022 Fitwise Newsletter, we have a number of updates to share with you.

As always, 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



Carbon offset your event!

The Fitwise Carbon Offset Your Event initiative enables our clients to deliver more sustainable events. Read about the service in full [here](#).

If you are a member of a conference organising committee you may also be interested in our [blog](#), which looks at why we must all try harder to bring sustainability to the core of our conference planning.

We are delighted that Fitwise event **Infection 360** is our first event going through the process, read more about it [here](#).

One of the most impactful things we can do at our events to help fight climate change is to make more sustainable menu choices. From now on at least 1/3 of catering provided at a

Fitwise event will be plant-based, and we will be encouraging our clients to make similar decisions.

A study carried out by the University of Oxford found that *"Eating a vegan diet could be the single biggest way to reduce your environmental impact on earth"*, [read more](#).

Want to know more about how to make your event more sustainable? Chat to your event manager or contact jenny@fitwise.co.uk.

Badging System

In our very [first newsletter](#), we discussed our plans for event badging, which were then put on hold during the pandemic.

Now physical events are back we are pleased to provide you with an update, having researched and compared different equipment we are now moving onto a testing phase.

The team have been working to ensure the functionality and cost effectiveness of the badging project. We plan to test the badging system in Autumn 2022 and can't wait to let you know how we get on.

For further details speak to a member of our [events team](#).



ADDED VALUE

The Secret World of Hybrid Events Overview & Discussion



Thinking about holding a hybrid event?

We held a webinar in May this year where we discussed "The secret world of hybrid events". During this overview and discussion, we covered what a hybrid event entails, which options are right for you, what technology and support you need, and how to attract your delegates.

We are pleased to be able to share these presentations with you:

- Does your event need to be Hybrid? Jenny Elliot, Fitwise [View here](#)
- The Technical Side of Hybrid: Lewis Stone, Talking Slides [View here](#)
- How to Market Hybrid Events: Katie Hill, Fitwise [View here](#)

UPDATES

Computer Donation

We announced in our [Winter newsletter](#) that Fitwise had secured a digital grant for 50% of a full IT hardware upgrade of our systems.

We can confirm that this upgrade is now complete, with the staff enjoying a more flexible and modern system.

We have donated all old hardware to the [Turing Trust](#).

All computers will be reconditioned and sent to Malawi. In 2016 only 3% of Malawian schools had computers, since then this has grown to 44% thanks to the Turing Trust.



Staff Appreciation Week

As you may have seen on our socials, we have just celebrated our first employee appreciation week, along with our 30th birthday.

It was a fantastic week for staff with different activities on each day and culminating in a BBQ for friends and family. We are thankful for all the nice messages we received throughout from our clients / colleagues.

Pictured, as many of your will know, are our founders, John Matthews and Blair King cutting our 30th birthday cake.

Staffing Update

Last month **Carron Burgess** retired from Fitwise. Carron had been with us for 6 years and provided PA and Administrative Support to [ESPID](#). I'm sure you will join us in wishing her all the best.

We are pleased to have **Fraser Harrison** join us as a sales intern in the office this summer. You may have already guessed, Fraser is Paul's son, and has certainly inherited his talent for sales.

Check out the full team [here](#).



NEXT EDITION

Fitwise Newsletter issue 11 due: Autumn 2022

Here are a selection of photos from Staff Appreciation Week.....

