



Your CONFERENCE AND ASSOCIATION MANAGEMENT **NEWS**

[Fitwise Website](#)

[Client Resources](#)

Welcome

Welcome to your final Fitwise newsletter of 2022, it is a bumper edition!

We hope you like our revamped look! If your association e-news is in need of an update for the new year, please contact your marketing lead at marketing@fitwise.co.uk.

Christmas Opening Hours

We would like to wish all of our clients a happy festive season.

Fitwise will:

- Close at 3pm on Friday 23rd December
- Reopen at 9am on Wednesday 4th January 2023



Updates



Welcoming familiar faces into new roles!

At Fitwise we have been provisioning our succession planning for a number of years. As such we are delighted to be promoting from within our talented management team.

From January 1st **Paul Harrison** will take over as Managing Director, and **Neil Watt** will take up the position of Chair. Other key appointments include; **Jenny Elliot** as Director of Events, **Connie Hume** as Director of Finance, and **Katie Hill** as Head of Sales and Marketing.

Find out more about the Fitwise team [here](#).

Service Improvements



How are your membership numbers?

Our marketing team have prepared a "Membership Recruitment & Retention toolkit" for clients, which provides practical advice for non-marketers. Packed with tips and ideas we hope that you find this document useful.

We are happy to discuss any of the aspects in more detail, and advise on how Fitwise can help support your organisation's membership goals, contact us: marketing@fitwise.co.uk.

[View and Download Here](#)



Newcastle Convention Bureau

We value the city partnerships we have in place with **Liverpool, Edinburgh, Glasgow** and **Dundee**, and are pleased to announce that we have recently joined **Newcastle** Convention Bureau.

Joining specific city bureaus, gives our clients access to additional city support for events, which can include accommodation services, marketing, and venue searching.

Added Value



Innovation & Resilience Award Winners!

Innovation is something which is core to the Fitwise values, and the team is always striving to improve our client service.

We are delighted that our pioneering work has been recognised with the West Lothian Chamber of Commerce **Innovation & Resilience Award 2022**.

[Watch our video](#) to learn more about why we were selected as winners.



FINALIST 2022



Fitwise shortlisted for the Best Association Events Team!

Our event team was also shortlisted for the Association of British Professional Conference Organisers **Best Association Events Team**.

We are delighted that the work of our team has been recognised in this way. Not only do they display amazing teamwork, but they also show great innovation which can be seen in the improvements they have made to systems and processes for our clients, such as sustainability, badging, and budgets.

Why conferences are more relevant than ever!

Did you know that in-person meetings foster greater buy-in and are almost 30% more productive?

In this article by the **EICC** they provide a closer look at why conferences are more relevant than ever.

[**Read it here!**](#)



Building your confidence in Fitwise



Why it is relevant to you that Fitwise is employee owned?

We would like to remind you why working with an employee-owned company will add value to your service:

- **We work harder:** We are not just employees but also co-owners which means we have a vested interest in Fitwise and the success of your organisation / event
- **We offer stability:** 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.

- **We care more:** As an employee-owned business, we have a strong commitment to corporate social responsibility and involvement within the communities we operate.
 - **We are secure:** Employee-owned companies offer stability to our clients, large decisions (eg: merger, or buyout) would need to be passed by a 75% staff vote so would be highly unlikely.
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Next Edition

Fitwise Newsletter Issue 13 due: Spring 2023

Make sure you check out our [blog](#)

Latest posts:

- [INNOVATION IN THE EVENTS INDUSTRY](#)
 - [SALES AND EXHIBITOR FREQUENTLY ASKED QUESTIONS](#)
 - [MEET THE TEAM – JENNY ELLIOT](#)
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Contact Us

Fitwise Management Ltd, Blackburn House, Redhouse Road, Seafield, Bathgate, West Lothian, EH47 7AQ marketing@fitwise.co.uk | 01506 811077

Co. registration number SC247380 and co. VAT number 815-7610-31.

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