



Your CONFERENCE AND ASSOCIATION MANAGEMENT **NEWS**

[Fitwise Website](#)

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Welcome

Welcome to your first Fitwise newsletter of 2023

Spring is always a busy time of year at Fitwise, as we support clients to realise their plans for the year ahead.

Since our last newsletter, we have a number of updates to share with you, including our continued company-wide work on sustainability, and some key industry news.

Service Improvements

Our first net zero carbon emissions event

Infection 360 was the first event to go through the Fitwise sustainability initiative; Your event's route to net zero.

Net zero carbon emissions were achieved by a dual approach; firstly, examining the event and reducing carbon emissions where possible, and then offsetting the carbon generated at the end.

Find out more about the process and how your event could benefit: [Read more here](#)





Helping you run productive hybrid meetings

For convenience and environmental reasons, hybrid meetings are becoming more popular; offering those who can't attend face-to-face meetings/AGMs the option to join virtually.

As many of our clients are well aware, managing this format has its own challenges which are explored in the Fitwise Blog: [Hybrid meetings potential pitfall or worthwhile asset?](#)

For more information about how Fitwise could help optimise your meetings, contact info@fitwise.co.uk.



The Protect Duty (Martyn's Law) Update

In our [Autumn 2022 Newsletter](#), we provided an update on how Fitwise are preparing for The Protect Duty (Martyn's Law) and what it means for your conference.

As part of this preparation the Events team all since completed ACT (Action Counter Terrorism) Awareness Training to build their knowledge and provide assurances to clients.

If you have any questions please direct them to your usual [Fitwise contact](#).



Staff Training

A priority for Fitwise will, and always has been, the development of our staff. We are pleased to let you know that we currently have the following training planned for 2023:

- Attendance at the PA Show in London for our Senior PAs Lynne and Cheryl, March 2023
- Equality, Diversity & Inclusion (EDI) Training for all staff, March 2023
- Compliance training for senior managers and sales staff
- Tailored courses for all staff to include presentation skills, excel and social media

Following completion, we plan to share relevant updates with clients across our newsletter and blog.

Added Value

We are finalists!

The Fitwise team are thrilled to have been shortlisted as a finalist at the E Awards this year.

Fitwise has been shortlisted for the **Best Agency Event Planner/Team** category due to the resilience and innovation demonstrated over the past few years, through our teamwork and adoption of new technologies.



Updates



Coming Soon: Guidance on charities use of social media

We were in direct contact with a number of the Fitwise clients earlier this year to highlight a GOV.UK consultation from the Charity Commission on "Charities use of social media", which closed on the 14 March.

The final guidance is scheduled for issue in the Summer and we will be back in touch with everyone when it's available.

[Read more here](#)



Digital Excellence (2023/24) Research Project

The MemberWise Network represents over 8,000 professionals working in circa 2,500 membership organisations and associations. As you may be aware, we are a MemberWise Recognised Supplier.

The network has just launched its digital focused research project that will enable membership organisations and associations to benchmark on a number of critical areas.

If you are interested, take part here in the [survey](#) (open until the end of March).

Review request



Can you help us?

As part of the work that we are doing on our Search Engine Optimisation, we have been working on improving our Google Business Profile so we are more discoverable online.

One of things we can do to improve our profile is to have more reviews. If you enjoy working with us, we would be hugely grateful if you would consider providing us with a review [Click Here](#)

Additionally, if you would like to know more about how you can improve the SEO of your website do get in touch with our [marketing team](#).

Next Edition

Fitwise Newsletter Issue 13 due: Summer 2023

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

Latest posts:

- [MAKE YOUR EVENT SUSTAINABLE: INFECTION 360 A NET ZERO EVENT CASE STUDY](#)
- [FREQUENTLY ASKED QUESTIONS IN EVENTS](#)
- [HYBRID MEETINGS – POTENTIAL PITFALL OR WORTHWHILE ASSET?](#)

Contact Us

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