



*Your* CONFERENCE AND ASSOCIATION MANAGEMENT **NEWS**

[Fitwise Website](#)

[Client Resources](#)

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## Welcome

### Welcome to your Fitwise Autumn 2023 Newsletter

We have a number of updates to share with you including some key industry updates on **Health and Safety at Events**, and **Social Media Guidance**, and what these mean for you.

We also have some exciting Fitwise announcements to include that we are **IIP Awards finalists**, introducing our new **Business Development Manager**, and newly launched **Strapline and Values**.

**We hope you enjoy this edition!**

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## Service Improvements

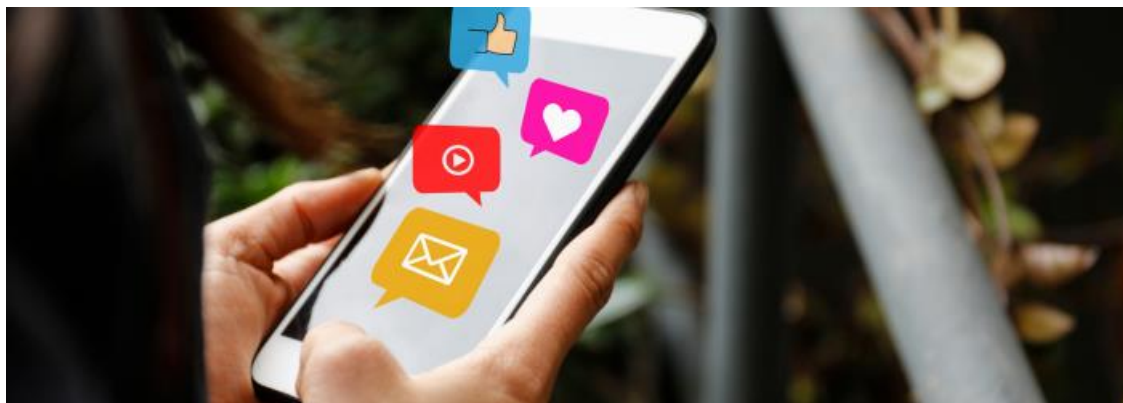
## Health and Safety at Events

The safety of our clients' events is of paramount importance. As such the team are continually looking to access the most up-to-date training and guidance. Our Events and Sales teams recently had Health and Safety refresher training.

### What does this mean for you?

Your Fitwise Event Manager will keep you right, but one major new policy is that all events which involve an exhibition with shell scheme and/or custom build stands will require a NEBOSH representative to be in attendance during set up and break down. Your Fitwise event manager will arrange this on your behalf.

**If you have any queries, please direct them to your usual [Fitwise Event Manager](#).**



## GOV.UK Published Guidance on charities use of social media

Further to our update in [Spring](#) we can now confirm that the GOV.UK guidance on "Charities use of social media" has now been published.

### What does this mean for you?

*"Social media can be a powerful communication tool for charities, but there are risks that come with using it. Read this guidance to understand the risks, your responsibilities as trustees and what to consider if issues do arise. The guidance explains the importance of having a social media policy. Use the checklist to help you develop a policy, or to check your existing one."*

If we manage your social media, your Fitwise Marketing Lead will have already been in

touch to share this guidance and if required we can help you adapt and update your SOPs / Policies accordingly.

[Access the guidance here](#)

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## Added Value

### **We are Investors in People Award finalists!**

As [Platinum IIP](#) holders, we're delighted to have been shortlisted for an IIP National Award for Reward & Recognition!

We're 100% committed to showing our people that we value their hard work, dedication & commitment, and couldn't be happier that this has been recognised.

**What does this mean for you?** Staff who are properly rewarded and recognised feel valued, and go above and beyond for you, our clients.

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## Shelley Spencer has joined the team!

Shelley Spencer, joined Fitwise this summer as our newly appointed Business Development Manager. Shelley has over 30 years of experience in the hotel, events, corporate and association meetings industry.

You may already know Shelley from her many years spent at the SEC, Glasgow. She is well respected in the industry and has also been a leading light with ABPCO in the past by holding a Board role within the association from 2019-22.

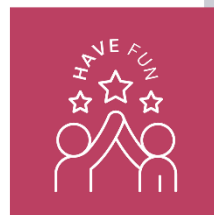
We here at Fitwise are extremely excited about Shelley's appointment as we feel she will be a real asset to the business and our clients over the coming years.

[Read more here](#)

## Updates



Big enough to deliver, small enough to care!



FITWISE VALUES

## Announcing our updated company values and strapline

We have proudly launched our new company values and strapline today, showing our commitment to our team members, clients, suppliers and beyond.

As is evidenced by our Platinum Investors in People award, a key focus for Fitwise is the importance of workplace culture. These updated company values and strapline better reflect Fitwise, and have been done in consultation with staff and are being embedded across our organisation, in everything that we do.

At Fitwise, we want staff and clients to know why Fitwise are a wise fit for them and have expressed this through our new aligned values.

[Read more here](#)



## 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](#).

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## Next Edition

**Fitwise Newsletter Issue 16 due:** Winter 2023

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

Go behind the scenes and find out what keeps our talented team so busy:

- [Event Planners Guide: Effective Communication with Suppliers](#)
  - [Meet Business Development Manager Shelley](#)
  - [Health and Wellbeing in the Workplace](#)
  - [Meet the Team – Stacy Martin](#)
  - [Frequently Asked Questions in Marketing](#)
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## Contact Us

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