



Why use Fitwise as your Professional Conference Organiser (PCO)?

Contact Us

FITWISE MANAGEMENT LTD

Association Management Company
and Professional Conference Organiser

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Did you know?

- We are not only an established Professional Conference Organiser but also a trusted Association Management Company, providing head office services to a broad portfolio of associations and membership organisations. Let us know if you'd like further information on our association management services.
- While headquartered in Scotland, our operations span the entire UK.

“We recognise that you also have a day job and that your time to focus on running your event is limited. Fitwise can help take the strain so that you can focus on the bigger priorities.”

Paul Harrison
Managing Director

What a Professional Conference Organiser Can Do for You

All we need from you is the programme — we take care of everything else (or as much as you want us to)



Professional Presentation

A PCO gives your conference a polished, professional edge and enhances the experience for all stakeholders.

Experts Dedicated to Your Event

Your event will benefit from a team of specialists working seamlessly together. Our event managers, marketing experts, sales professionals, and financial specialists combine their skills to support every aspect of your conference.

Financial Governance & Legislative Compliance

We provide full financial management, including budgeting, forecasting, cashflow monitoring, supplier payments, and detailed financial reporting. We also manage VAT considerations and ensure compliance. The result is accurate, transparent, and **worry-free financial governance** throughout your event.

GDPR Compliance

We ensure your event is fully GDPR compliant. Our team understands data-processing consent, terms and conditions, and the correct handling of any data collected on your behalf.

Fit-for-Purpose Technology & Systems

We've invested in modern, reliable, and scalable event management technology, so you don't have to. Our systems power every stage of your conference, from registration, abstract management and communications to analytics, on-site delivery, and post-event reporting.

Regulated Sectors

For events involving highly regulated industries (such as pharmaceuticals), we ensure all processes and communications meet required standards.

Economies of Scale

Benefit from our purchasing power. Strong supplier relationships and negotiating strength secure preferential rates that **lower your overall costs**.

Modern Event Expectations

We support you in delivering events that meet the expectations of today's audiences. This includes designing more sustainable practices, as well as creating accessible, inclusive environments that work for all delegates.. Our approach ensures your event reflects current societal priorities and the evolving standards of responsible event delivery.

Cost-Effective

Despite the breadth of our support, partnering with us is often far more cost-effective than you might expect. In many cases, we generate more income for your event than we cost - delivering a clear, **measurable return on investment**.

Overview of Fitwise



YOUR EVENT WILL BE IN SAFE HANDS

As an award-winning Professional Conference Organiser (PCO) and Association Management Company (AMC) with over 30 years of experience, we take the time to understand your needs and tailor our service offering to suit you.

We are a UK-based organisation of 30 employees delivering over 35 national and international educational conferences and events each year across in-person, virtual, and hybrid formats, alongside secretariat and membership services for 12 professional associations.

We are an experienced team working across five specialist departments:

- Events
- Sales
- Marketing
- Finance
- Secretariat



This department structure differentiates us from our competitors. For example, we don't ask Event Managers to sell or market your event – this is left to our expert sales people and marketers. This approach makes a huge difference to our clients as you benefit from these specialist skills and experience.

Fitwise is also proudly employee-owned, meaning every team member is a co-owner with a genuine vested interest in your success. This shared ownership drives higher commitment, continuity, and a stronger focus on delivering exceptional service for every association we support. It also means **we boast excellent staff retention rates, with several team members having over ten years of service.**

“I believe our real value is the built-in resilience we provide — specialist expertise, consistent support, and genuine peace of mind. Whether you need extra capacity or feel unsure about committing to recruitment and the complications that employing someone can bring, Fitwise offers a dependable, steady presence that keeps your association and events running smoothly without disruption”

Jenny Elliot, Director of Events
17 years at Fitwise



Event Management Services

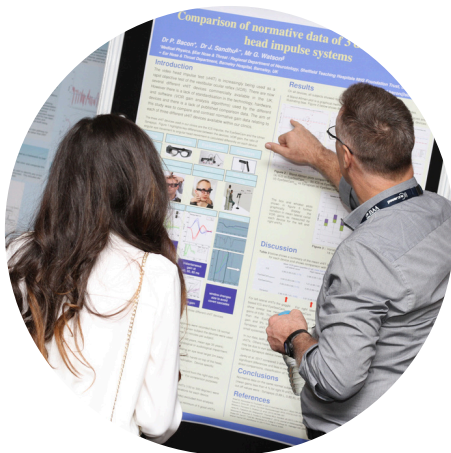


A PCO provides expert support that saves you time while delivering exceptional value and a strong return on investment. We also offer guidance on the issues that matter most to your audiences, particularly environmental sustainability and accessibility.



FULL SERVICE SPECIFICATION — OR PICK AND CHOOSE THE ELEMENTS YOU REQUIRE

- Venue sourcing and management
- Event timeline
- Budget management and reforecasting
- Planning meeting management
- Advice on delivering a more diverse, equal and inclusive event
- Advice on delivering a more environmentally sustainable event
- Programme management
- Online registration & abstract submission platform
- Abstract management
- Website management
- Delegate management
- Speaker management
- Virtual and hybrid event management
- Conference app management
- Exhibition and sponsorship sales
- Post sales management
- Third party supplier management
- Accommodation management
- Social event planning
- Marketing and publicity
- Onsite management
- Regular reporting
- Post-event wrap-up



All we need from you is the programme, Fitwise can do the rest!

A Partner with Specialists in Every Area of Event Delivery

You will be in safe hands!

You will be assigned, as needed:

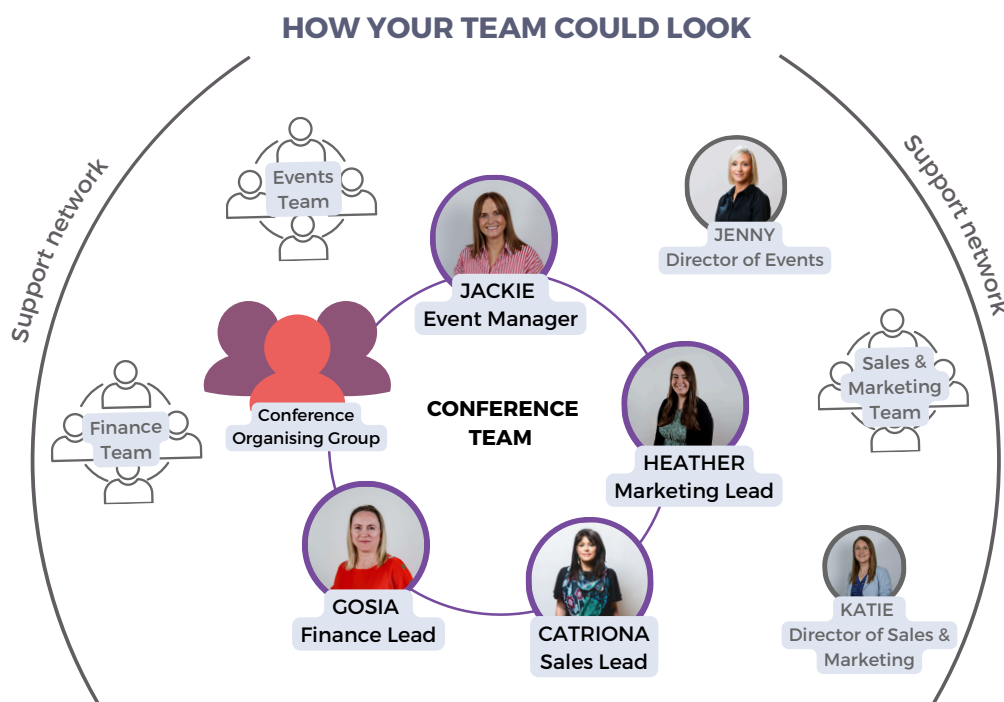
- an Event Manager (your main point of contact)
- a Finance Lead
- a Marketing Lead
- a Sales Lead
- and the Director of Events as your Client Lead

In the background, you'll also have the support of our wider **support network, providing a robust contingency structure**. We're big enough to deliver with confidence — but small enough to care.

This structure sets us apart. Unlike many PCOs, we don't expect Event Managers to take on sales or marketing responsibilities — these are handled by our expert sales and marketing professionals. This specialist approach ensures you benefit from true expertise at every stage of your event.

Choosing the right PCO isn't just about finding a provider who can deliver the basics. Successful conferences require a partner who adds genuine value, brings fresh thinking and works collaboratively to elevate every aspect of your event.

Fitwise's specialist structure, experience and approach position us as a strong and trusted partner for any major conference or event.



Marketing & Innovation

Fitwise combines strategic marketing expertise with forward-thinking innovation to enhance visibility, engagement, and value across every conference we deliver. Our approach ensures stronger delegate participation, memorable experiences, and effective use of resources.



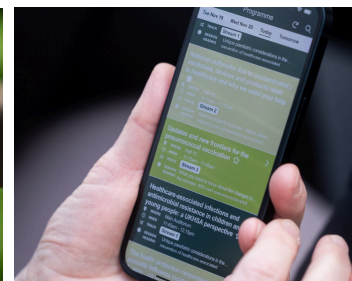
Fitwise has strong experience securing conference delegates and collaborating with diverse stakeholders. We boost event visibility, abstract submissions, and attendance through targeted marketing, including:

branding and marketing materials • social media and email campaigns • press and media liaison • paid digital promotion • partner and network outreach • promotional items and exhibition design

We're proud of our track record in delivering **innovative, engaging experiences**, even on a tight budget.

- Fresh, creative approaches across public engagement, partnerships, and programme design
- Smart, cost-effective tech and interactive formats that elevate participation and accessibility
- Inclusive initiatives and tailored support that broaden reach, remove barriers, and encourage attendance from those who may not usually feel able to take part
- Targeted outreach and engagement strategies that help grow attendee numbers and attract new audiences

We'd love to chat through our ideas and explore what we could bring to your conference.



Sales Support

WE ARE EXPERTS IN DRIVING INCOME GENERATION FOR EVENTS

- Our sales team actively engages with events and networks relevant to your specialism to attract new commercial partners.
- We can secure conference exhibition and sponsorship sales, journal and digital advertising, and build relationships with influential industry stakeholders.
- With extensive experience in membership organisations, we draw on our extensive database, giving your association access to a wide pool of advertisers, sponsors, exhibitors, and potential corporate members.
- Fitwise also has a proven track record of entering new-to-us markets and quickly delivering results - successfully selling into unfamiliar sectors, gaining trust, and impressing clients with our ability to understand and communicate their value.
- We create professional, visually engaging sales materials tailored to commercial audiences, and work closely with budget holders to maximise revenue and ensure strong returns.
- Our experience extends to managing and growing corporate memberships and developing meaningful commercial partnerships. Many of our clients have seen significant financial growth following our involvement, thanks to our proactive approach and well-established sales expertise.



“We are experts in income generation and being employee owned means we are invested in the success of your event. We work hard to exceed your sales targets.”

**Catriona Rice, Sales Manager
21 years at Fitwise**



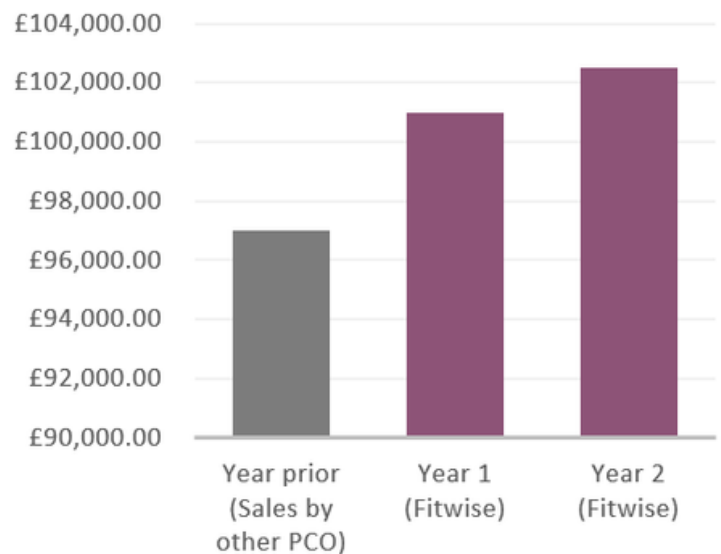
Sales – Our Proven Success

WE STRONGLY BELIEVE YOU WILL BENEFIT FROM WORKING WITH FITWISE

We'd like to share two examples of clients who experienced **sales growth following Fitwise intervention** - a UK audiology association and the British Society of Paediatric Dentistry.



EXHIBITION & SPONSORSHIP SALES (£) Audiology client



“The British Society of Paediatric Dentistry moved to Fitwise as our Professional Conference Organisers for our 2023 annual conference and we have been delighted with their organisation, commitment to the event and their can-do attitude. The team at Fitwise have spent a great deal of time learning how our conference runs and have made the life of our local organising committee and national executive so much easier with their highly professional services. It was particularly pleasing to see a great increase in our exhibition size and income due to Fitwise’s work with relevant partners and there was a real buzz around the exhibition that we haven’t had previously.”



Professor Chris Vernazza, BSPD Editor

Financial Services

CONFERENCE BUDGET MANAGEMENT AND BOOKKEEPING

We recognise that financial management is a vital aspect of event planning, which is why our in-house finance team oversee every detail to ensure accuracy and transparency. We provide **transparent, detailed event budgeting and financial oversight**, including clear summary pages, year-on-year comparisons, and quarterly reforecasts.

We also manage full conference financial administration, including maintaining HMRC-compliant records, event income credit control, invoice processing with appropriate authorisation, monthly bank reconciliations, and liaison with conference auditors as required.

In 2021 Fitwise was given a special recognition award by the Association of British Professional Conference Organisers (ABPCO) in relation to how we manage event finances.



"You will benefit from our experience working with all aspects of charity and company accounts, including VAT and international taxes, audit and accounts preparation."

Paul Harrison
Managing Director
18 Years at Fitwise



Testimonials

DON'T JUST TAKE OUR WORD FOR IT



"Fitwise has been instrumental in delivering exceptional event management for the Healthcare Infection Society. Their expertise and meticulous attention to detail have ensured seamless, high-quality multi-parallel session complex events that engage attendees and run effortlessly. What truly sets them apart is their ability to provide tailored solutions that enhance efficiency and elevate the delegate experience. The return on investment has been undeniable - thanks to their professionalism, and dedication. Fitwise is more than just a service provider; they are a trusted partner in delivering impactful events."

Dr Sarah Adibi, Chief Executive, Healthcare Infection Society



"It was a pleasure working with Fitwise on the organisation of the 5th International p53 Isoforms Meeting and 10th International p63/p73 Workshop held in Dundee from 10–13 June 2025. From the initial planning stages through to on-site delivery, the Fitwise team demonstrated outstanding professionalism, efficiency and attention to detail. Their extensive experience in managing complex international scientific meetings was evident in every aspect of the event, particularly in delegate registration and financial administration, and in their remarkable ability to adapt to our requirements, including last-minute changes. The accountancy was exemplary and handled flawlessly on time. Their calm, solution-focused approach allowed the scientific organisers to focus fully on the scientific programme and the delegates. I would strongly recommend Fitwise as an exceptional conference management partner."

Professor Jean-Christophe Bourdon, Head of p53 isoform research group at the University of Dundee



"We have a great relationship with the Fitwise team and have worked alongside them for a number of years bringing some brilliant association events to the city. We look forward to continuing to collaborate in the future."

Leanne Planche, Key Account Manager, Associations, Liverpool Experience Campus, Previously ACC Liverpool



"Fitwise Management and the Edinburgh International Conference Centre (EICC) have worked together since 2002. Fitwise and the EICC have shared ethos with sustainability, legacy and environmental issues being at the forefront of modern-day conferencing. Fitwise has an extensive team of competent and professional employees. Jenny and her events team know the EICC very well and both her team and the EICC team work seamlessly to make every event run smoothly with care and precision. The EICC is very happy to work with Fitwise."

Morag Truffelli, Associations Sales Manager, Edinburgh International Conference Centre (EICC)

We would be pleased to provide a detailed proposal and quotation.

Please **contact us** should you require any further information.

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Katie Hill, Director of Sales & Marketing



FITWISE VALUES