



Why use Fitwise as your Association Management Company (AMC)?



**ASSOCIATION MANAGEMENT AND
PROFESSIONAL CONFERENCE ORGANISER**

info@fitwise.co.uk | www.fitwise.co.uk

As well as an Association Management Company (AMC), Fitwise is a trusted Professional Conference Organiser (PCO), delivering a wide range of educational events for a diverse portfolio of organisations, including those in healthcare, science, social sciences, and the wider education sector. Please let us know if you would like further information about our PCO services.

Contact Us

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Association Management Company
and Professional Conference Organiser

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Did you know?

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- While headquartered in Scotland, our operations span the entire UK, and we work with a diverse client base that includes international associations.

“We recognise that you also have a day job. Fitwise can help take the strain so that you can focus on the bigger priorities.”

Paul Harrison
Managing Director

Overview of Fitwise



YOUR ORGANISATION WILL BE IN SAFE HANDS

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

Based in the UK, our team of 30 dedicated professionals delivers comprehensive secretariat, membership, and head office support services to 12 professional organisations. We also deliver over 35 national and international educational conferences and events each year.

We are an experienced team working across five specialist departments:

- Secretariat and administration
- Finance
- Marketing
- Events
- Sales

Our departmental structure differentiates us from our competitors. Our Association Managers are experienced Executive Assistants with a high level of expertise in governance support, agenda management and accurate minute-taking. Meanwhile, our marketing team works with you to develop and deliver an effective membership strategy. This specialist approach makes a significant difference for our clients, ensuring you benefit from the depth of skills, experience, and focus that each expert team brings to your association.

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 organisation 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



A Trusted Partner

**A PARTNER WHO UNDERSTANDS
WHAT'S IMPORTANT TO YOU**

WE ARE FINANCIALLY VIABLE

Fitwise has been a financially stable business for over 30 years. With our in-house finance team, we deliver strong budget management, transparent reporting, and reliable financial oversight and compliance across your organisation.

COST-EFFECTIVE SUPPORT

Our efficient systems and deep sector expertise often make partnering with Fitwise more cost-effective than anticipated. We advise on practical ways to increase income and reduce internal workload, delivering a clear return on investment across both association and event programmes.

FINANCIAL GOVERNANCE & LEGISLATIVE COMPLIANCE

We manage all aspects of financial governance, including budgeting, forecasting, cashflow monitoring, supplier payments, VAT guidance, insurance considerations, and compliant reporting. Our processes ensure accurate, transparent, and worry-free financial management year-round.

AN EMPLOYEE-OWNED TEAM INVESTED IN YOUR SUCCESS

As an employee-owned company, every team member is a co-owner with a personal investment in client success. This model helps us attract and retain dedicated staff, ensuring continuity, strong relationships, and a deep commitment to our clients and communities.

MODERN, FORWARD-THINKING ASSOCIATION SUPPORT

Our specialist teams stay at the forefront of best-practice governance and operational excellence. We invest in industry-leading systems to provide efficient, modern support for associations.

PICK-AND-MIX/PARTIAL SERVICES

We offer a flexible pick-and-mix service which allows you to select the specific services you require for your association.



Your Fitwise Team

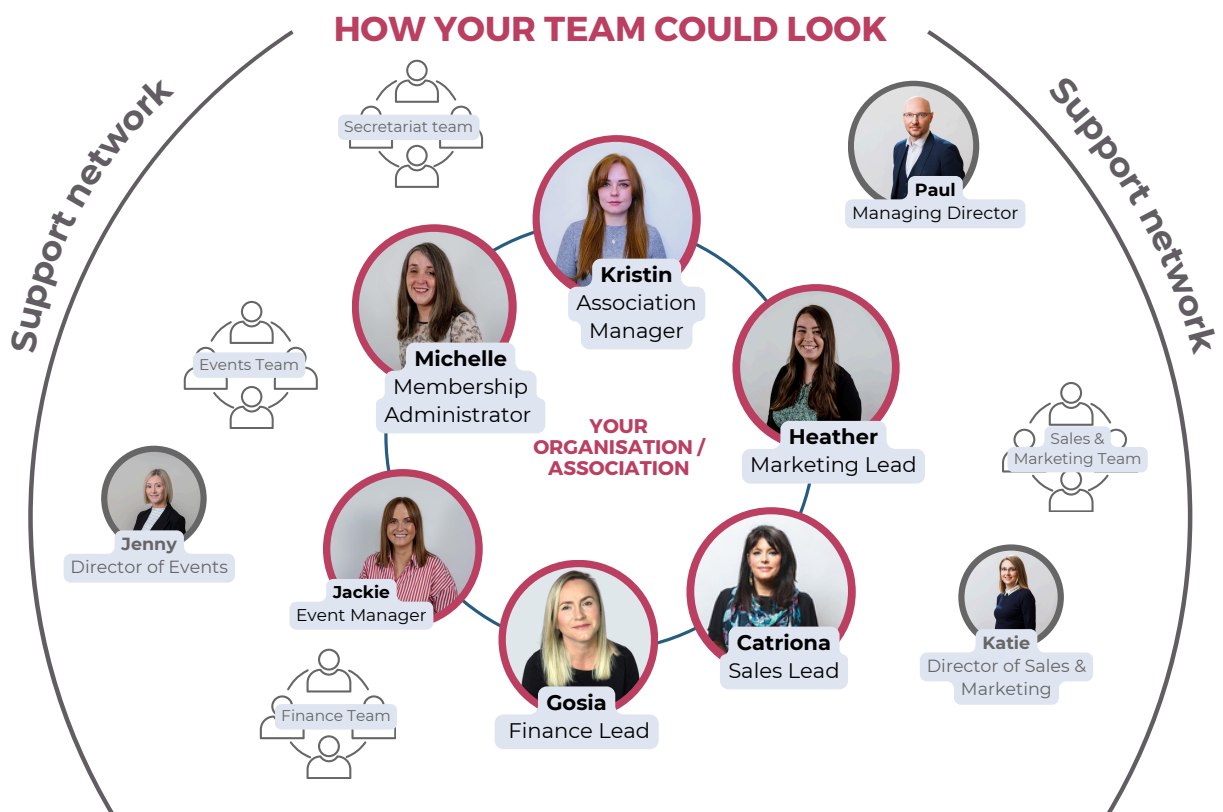
YOU WILL BE IN SAFE HANDS

You would be assigned (as applicable):

- **Association Manager** (your main point of contact)
- **Membership Administrator**
- **Finance Lead**
- **Marketing Lead**
- **Sales Lead**
- **Event Manager**

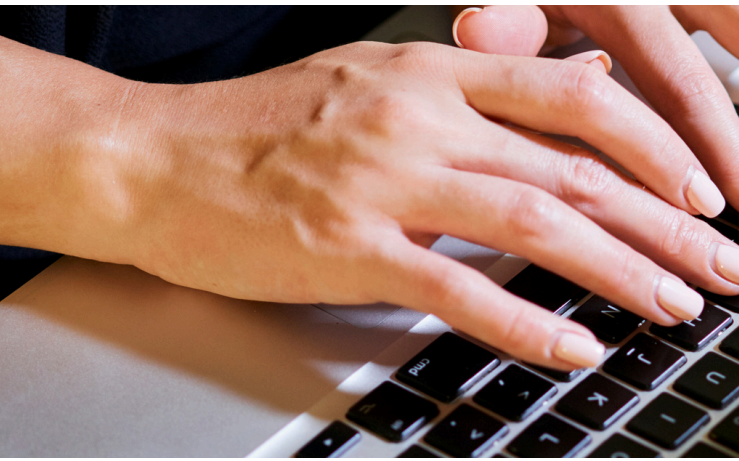
Each role brings focused expertise, ensuring every aspect of your association is managed by people who specialise in what they do best. Behind this core team, you'll also benefit from the support of our wider business, **providing a robust contingency structure and continuity of service.**

We're big enough to deliver with confidence — but small enough to care. Choosing the right management company isn't just about finding a provider who can deliver the basics. Successful associations require a partner that adds genuine value, brings fresh thinking, and works collaboratively with you — combining specialist expertise with a joined-up approach to enhance governance, optimise operations, and help your association thrive.



Secretariat Services

RELIABLE, SCALABLE SUPPORT
FOR YOUR ORGANISATION



Fitwise takes care of the needs of over 12,000 members across our existing association clients, and we are experts in providing support to professional organisations, with individual memberships ranging from 200 – 3,000.

ASSOCIATION MANAGEMENT, SECRETARIAT & MEMBERSHIP SERVICES

- Association management support to boards and committees
- Society, company secretariat and general administration
- End-to-end membership management
- Financial management, bookkeeping, VAT and credit control
- Constitutional, regulatory and governance advice
- Business, strategic planning and income-generation support
- Compliance administration and statutory submissions (Companies House & Charity Commission)
- Document, records, supplier and contract management
- Committee, society meeting and election coordination
- Website, digital content and social media management
- Awards, webinars and mentoring programme coordination



MEMBERSHIP PLATFORM TO SUIT YOUR NEEDS

Fitwise uses a robust, well-proven membership system where clients are looking for a flexible and reliable solution, delivering all core functionality such as member management, subscriptions, payments, automation, and reporting.

We work closely with technical specialists to tailor and support the system to meet individual requirements and are equally happy to discuss taking on an organisation's preferred software where this is already in place or planned, ensuring a scalable, well-supported solution aligned with organisational goals.

Marketing & Innovation

Fitwise combines strategic marketing expertise with forward-thinking innovation to help associations build visibility, drive engagement, and strengthen their value proposition. Our approach supports meaningful member connections, sustained growth, and effective use of resources across all areas of association activity.



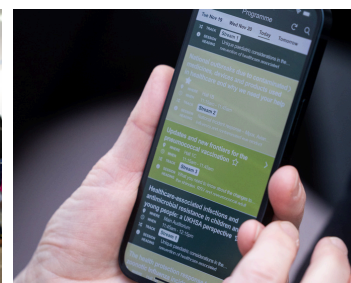
Fitwise brings strong marketing expertise to associations, working closely with boards, committees, and stakeholders to increase visibility, strengthen engagement, and drive participation across conferences and wider association activity.

Our targeted, insight-led approach ensures marketing activity is aligned with your objectives and delivers measurable value.

Our services include:

- Newsletter and journal management
- Campaign planning and delivery
- Social media coordination and strategic advice
- Advertising and promotional campaigns
- Membership recruitment drives and surveys
- Printed materials and promotional items
- Press releases and media support
- Exhibition banners, stands, and contra deal management
- Association awards schemes
- Website updates and ongoing development

By integrating marketing into the wider AMC framework, we help associations build strong profiles, engage members effectively, and maximise the impact of every activity.



Sales Support

WE ARE EXPERTS IN DRIVING INCOME

Fitwise provides proactive, commercially focused sales and business development support. We work collaboratively with boards and senior stakeholders to identify opportunities, build strong partnerships, and generate sustainable income that supports your association's strategic objectives.

- Identification, packaging, and delivery of commercial opportunities across sponsorship, advertising, and corporate membership
- Relationship-led engagement with relevant sectors to raise profile and attract new partners
- Attendance at appropriate industry events to support commercial relationship building
- Access to a broad network of advertisers, sponsors, exhibitors, and potential corporate members
- Proven ability to successfully enter new markets and deliver results quickly
- Creation of professional, visually engaging sales materials tailored to commercial audiences
- Close collaboration with budget holders to maximise revenue and demonstrate clear return on investment
- Development, management, and growth of corporate membership schemes
- Support in shaping compelling, sponsor-ready commercial propositions
- Strong track record of delivering measurable financial growth through focused, results-driven sales activity



"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."

Sammy Dalrymple
Sales Campaign Executive



Financial Services

FINANCIAL MANAGEMENT AND TREASURER SUPPORT

Robust financial management is fundamental to the effective operation and long-term sustainability of associations.

Fitwise's in-house finance team provides comprehensive oversight, working as a trusted partner to boards and Treasurers to ensure accuracy, transparency, and strong financial governance across all association activity.

- Clear, detailed financial reporting and budgeting to support informed board-level decision-making
- Dedicated support for Treasurers, effectively acting as an extension of the role and providing day-to-day financial expertise
- Experience working with charities and not-for-profit organisations, including understanding of partial VAT exemption, where relevant
- Maintenance of HMRC-compliant financial records
- Income credit control and invoice processing with appropriate authorisation controls
- Monthly bank reconciliations and ongoing financial monitoring
- Liaison with auditors as required
- Plain-English explanation of financial information for non-financial board and committee members

This structured, reliable approach ensures financial clarity, compliance, and confidence for boards, committees, and members alike.



"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 Management Ltd provides the Secretariat for the British and Irish Association of Stroke Physicians (BIASP) whilst I have been President Elect and then President of BIASP. During this time they have provided friendly, responsive and adaptable PA and administrative support for the main BIASP Executive Committee and several Sub-committees, as well as providing membership management, website management, bookkeeping/financial support, meeting organisation, marketing, and communications (email newsletter and social media) services. Fitwise has adapted to BIASP’s modus operandi and progressively improved the services provided for and by BIASP, providing continuity as the President and members of the Executive Committee have changed. I recommend them as reliable, responsive, pro-active and innovative partners, with whom I have enjoyed working.”

Professor Rustam Al-Shahi Salman, BIASP Past President



“Fitwise have been providing association management and conference organising services to The British Association of Urological Nurses (BAUN) for over 20 years. During this time nothing has been too much trouble for the consistently professional and friendly team at Fitwise. They have a great relationship with our industry sponsors and this, along with excellent organisation of delegates and speakers, creative use of technology and wide experience of marketing to both members and non-members. All of this has ensured that our conference continues to grow year on year in terms of exhibitors, delegate numbers and in delivering a profit to BAUN.”

Fiona Sexton, BAUN Past President



“One of my proudest achievements as BIA president was appointing Fitwise.”

Professor Katie Jeffery, British Infection Association Past President

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

176 years at Fitwise



FITWISE VALUES