

Making the most of your FIS Membership



PROMOTING YOUR BUSINESS AS A MEMBER OF THE FIS COMMUNITY

This document pulls together some ideas and suggestions to support you in promoting your organisation as a vetted member of the FIS Community.

VISION

A sector where fairness, quality and competence are valued over price and where good companies are engaged early in a collaborative specification and construction process.

MISSION

To improve safety and quality, minimise risk, enhance productivity and drive innovation within the finishes and interiors sector, ensuring the sector has a strong voice, that guidance improves specification and our vetted members win work.

FIS provides a comprehensive range of benefits, but central to everything is our Ongoing Vetting Programme and Code of Conduct. These protect our community and ensure that we are working with companies that share common values. FIS members are regularly vetted against these standards, which also give additional reassurance to your wider supply chain.

THE FIS VETTING PROCESS

Membership is not automatic and applicants are subject to strict vetting procedures built around the FIS PPP (Product Process People) Quality Framework.

All members are vetted on application, and then vetted every three years to ensure that they continue to meet the high standards FIS demands. Ongoing vetting for contractors includes on-site assessment and all members are subjected to a detailed documentary and reputational review. The vetting process is supported by our Disputes Resolution Process and Code of Conduct with sanctions possible in line with the FIS rules of membership.

LOGOS & GUIDELINES

We encourage members to use the appropriate FIS logo on websites. If you require a high-resolution copy of the logo please contact the FIS.

FIS is a dynamic (not-for-profit) organisation that exists to support members, improve safety and quality, minimise risk, enhance productivity and drive innovation in the sector.



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SUGGESTED WORDING FOR ANY PR



We recommend sending a press release to your local newspaper and any relevant trade media, possible wording that you might wish to use is:

XX Achieves FIS Membership Status

XX is proud to announce it is now an accredited member of the FIS, the industry's top representative body for the £10 billion fit-out, finishes and interiors sector.

FIS is a driving force for quality within the industry, providing unparalleled guidance, training and technical support for its members. FIS is a supply chain body, committed through service and vetting to deliver the best knowledge and services for its members, ensuring the community is kept up to date with the trends and innovations in the industry.

XX Managing Director, said: "FIS is a highly-regarded, well-respected organisation at the forefront of the sector that does much to uphold values and drive quality in our sector. We are delighted to be recognised as member of an organisation which is an essential component of the modern-day construction industry."

If you need a quote from FIS we would be happy to provide one tailored to you to support your release.

SUGGESTED WORDING FOR YOUR WEBSITE



It's about Quality: We are proud Members of FIS

We are proud to be accredited members of FIS, the trade body of the £10 billion fit-out, finishes and interiors sector.

FIS represents specialists in all aspects of the interior fit-out and finishes sector. As a vertically integrated organisation, FIS works with members from across the sector supply chain support best practice knowledge exchange, drive technical competence and support quality, through the FIS Product Process People Quality Framework.

FIS is a not for profit community, built around a strict code of conduct - members are subjected to regular ongoing vetting. We are proud to be members of this dynamic and proactive community that is focussed on delivering a better construction experience for all involved.

Please include backlinks to the FIS website as it will help to improve search algorithms and support the scheme.

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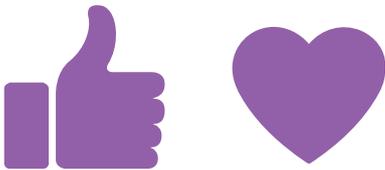
FIS resources developed to support you:

Through the FIS our community produces a range of publications and guidance to support the supply chain. By including links to these documents you can demonstrate that your company follows best practice:

- [Site Guides for Drylining, Suspended Ceilings, Raised Access Flooring, Partitioning, Glazed Partitions and Wallcoverings](#) (RIBA CPD approved guides designed to provide specialist knowledge in relation to health and safety, storage, handling, fixing and sequencing with other trades.)
- [The FIS Guide to Office Acoustics](#)
- [FIS Best Practice Guides for the installation of Ceilings, Partitioning, Drylining, SFS and Fire Stopping.](#)

It's about Collaboration: All of FIS resources are supported by a constantly evolving range of information developed through the FIS Working Groups.

SOCIAL MEDIA



Standing out in the noise of social media can be difficult, but it is a great way to raise the profile of your business and project your values.

Please remember to tag FIS in to your posts via LinkedIn (**@Finishes and Interiors Sector**) or Twitter (**@fisorg**), this will help to demonstrate your membership and we can help to amplify your posts. For guidance on how to do this, please don't hesitate to contact FIS (**0121 707 0077** or email **ianmcilwee@thefis.org**)

Suggested social media posts and themes

FIS actively promotes good practice in the interiors sector to ensure clients achieve the high-quality projects to which they aspire. A key theme to emphasise through your communications related to the FIS is the concept, "it's about quality".

The following is a series of statements that you can use in your own marketing and PR material to promote your membership of FIS:

It's about Quality: X is proud to be an accredited member of FIS, the trade body for the £10 billion fit-out, finishing and interiors sector

Making the most of your FIS Membership



It's about Competence: In line with guidance from our trade body FIS, we monitor the competence of our people against the SAKE framework (Skill, Attitude, Knowledge and Experience) to ensure that the job gets done right.

It's about Compliance: We follow the FIS XX (e.g. Drylining) Best Practice Guide to ensure our installations/work is of the highest standard and meets your needs.

Other key terms to emphasise in your promotional activities are:

It's about Building Safety...

It's about Worker Safety...

It's about Integrity...

It's about Innovation...

It's about Collaboration...

It's about Compliance...

It's about Community...

Another example of best practice is FIS Members often use photo's of their certificate (which is issued annually on renewal) to promote their ongoing membership.

If you are interested in stickers for your vehicles to promote your membership or other signage, please don't hesitate to get in touch.

How to make a noise through the Fit-Out 500

To support your twitter activity, FIS has developed a network of influencers called the Fit-out 500. This provides a great opportunity to benchmark your activities, learn from the best and build your network. Interested in climbing the ranks of the Fit-Out Top 500? Read the User Guide which provides explanatory background to the curation of the rankings, information about scoring and profiles, plus a few handy hints and tips.

EMAIL SIGNATURE



Another way to promote your involvement and use your accreditation to gain and secure business is in your email signatures, may be simply be by using the FIS logo, but could be a statement such as:

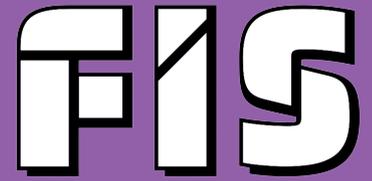
X is proud to be fully vetted members of FIS, the trade body for the Finishes and Interiors Sector <link to a page on your website introducing the scheme that describes the vetting process and values of the FIS>

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FIS AWARDS



Promote your business by entering the FIS Contractors Awards

The awards demonstrate high levels of craftsmanship in the finishes and interiors sector. All entries are showcased through the FIS online project library. Winners appear in SpecFinish, the FIS award publication and are promoted through social media. You can use the award winners logo and certificate.

Winners are announced at the FIS Awards Lunches, which are prestigious events, but ultimately, they are run for you to help showcase excellence and raise the profile of our sector and community.

ONGOING PROMOTION



FIS publish SpecFinish magazine and we are always on the lookout for good news and updates from our members. Don't forget to email your stories to janeknight@thefis.org and our editor Nicky Rogers nickyr@warnersgroup.co.uk.

CONTACTS

If you have any queries about promoting yourselves as an FIS Member, please don't hesitate to contact our team.

Telephone: 0121 707 0077
Email: info@thefis.org

FIS is dedicated to ongoing improvement. As a not-for-profit organisation, FIS exists only to support the community. The Code of Conduct and Ongoing Vetting process are managed on a daily basis by the FIS Staff Team, but the framework is overseen by the FIS Board of Members (voted from our community to represent the wider membership).

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