

PROMOTING YOUR BUSINESS AS A MEMBER OF THE FIS COMMUNITY

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.

Being a member of FIS enhances your business's reputation, demonstrates that you are a quality organisation and garners trust from your customers. It highlights your company's dedication to keeping up with industry trends and adopting the best practices that can help your business thrive.

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

LOGOS & GUIDELINES

We encourage members to use the appropriate FIS logo on websites, email signatures, literature and any other promotional vehicles.



Logos are also available for Accredited Members to use to reflect their business specialities. Specialist Contractor, Fit-Out Contractor or Design & Build Contractor and Manufacturer or Distributor logos can be downloaded from the [Membership Hub](#).

For Accredited Contractor Members



For Accredited Supplier Members



Making the most of your Membership Marketing

SUGGESTED WORDING FOR ANY PR



Upon joining, we recommend sending a press release to your local newspaper and any relevant trade media. *The suggested wording below is for Accredited Members. If you are a Kickstart or Associate Member you can still use this wording, but remove the reference to 'Vetted' or 'Accredited'.*

XX is proud to announce it is now an accredited member of FIS, the industry's representative body for the £10 billion fit-out, finishes and interiors sector. Membership is not automatic, and applicants are subject to strict vetting procedures built around the FIS PPP (Product Process People) Quality Framework. Not only are members vetted on application, but they are also vetted every three years to ensure that they continue to meet the high standards FIS demands.

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 and confirm that we abide by the Code of Conduct and will install products to the recognised standards in the FIS guides."

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

EMAIL SIGNATURE



Promote your involvement and use your membership to gain and secure business in your email signatures, simply by using the FIS logo, but could be a statement. As an example, if you are an accredited member you could add:

XXX 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 FIS.>

Making the most of your Membership Marketing

SUGGESTED WORDING FOR YOUR WEBSITE



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

We are proud to be accredited member 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 to 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 organisation, with a community built around a strict code of conduct. Membership is not automatic and applicants are subject to strict vetting procedures. Not only are members vetted on application, but they are also vetted every three years to ensure that they continue to meet the high standards FIS demands.

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.

DEMONSTRATE YOUR COMPANY FOLLOWS BEST PRACTICE

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.

All FIS resources are supported by a constantly evolving range of information developed through the FIS Working Groups. Guides are available at: www.thefis.org/membership-hub/publications/



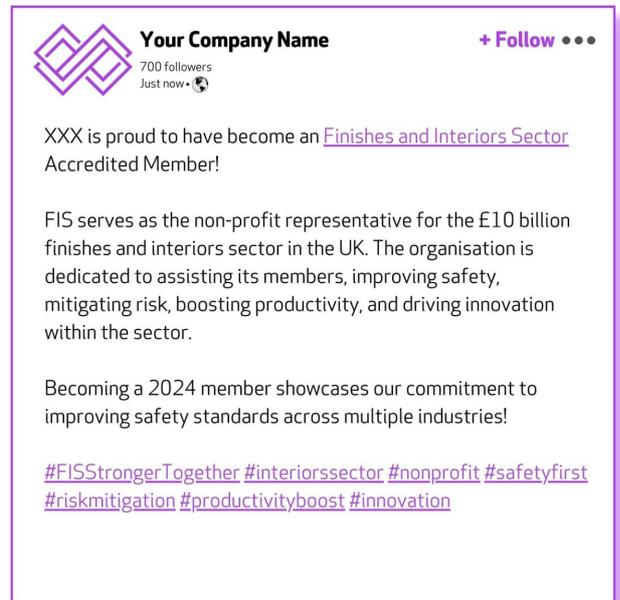
Making the most of your Membership Marketing

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 into your LinkedIn posts (@Finishes and Interiors Sector) or X (formally Twitter) (@fisorg), this will help to demonstrate your membership and we can support by amplifying your posts. For guidance on how to do this, please don't hesitate to contact FIS (0121 707 0077 or email oscarvenus@thefis.org).



Use your membership certificate

FIS Members often use photos of their certificate (which is issued annually on renewal) in their social posts to promote their ongoing membership.

Brand your vehicles and signage

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

PROMOTE YOUR BUSINESS BY ENTERING THE FIS AWARDS

FIS runs a number of award schemes to promote and encourage high levels of craftsmanship and best practice and to recognise the outstanding contributions and achievements of individuals in the finishes and interiors sector. Winners appear in SpecFinish, the FIS award publications and are promoted heavily through social media.



Making the most of your Membership Marketing

Contractors Awards

These awards demonstrate high levels of craftsmanship in the finishes and interiors sector. All entries are showcased through the FIS online project library. Winners can use the appropriate award winner's logo and certificate in their company promotion.

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.

Innovation Awards

The FIS Innovation Awards promote innovation in the finishes and interiors sector. Winners can use the award winner's logo and certificate in their company promotion.

Training Awards

Our Training Awards recognise excellence and achievement in plastering and interior trades. Promoting winning will enhance your company's profile as an organisation that values training and strives for excellence.

ONGOING PROMOTION

FIS publishes SpecFinish magazine and SpecFinish online. We are always on the lookout for good news and updates from our members. Don't forget to email your stories to clairmooney@thefis.org and our editor David Crowson david.crowson@warnersgroup.co.uk



Advertising opportunities are also available. Visit specfinish.co.uk for details.

TOP FIVE TIPS

- Use your FIS logo everywhere
- Tell everyone you are an FIS member
- Inform customers you follow FIS advice and guidance
- Enter the Awards
- Send us your success stories and news

