

INTRODUCING THE NEW FM KNOWLEDGE EXCHANGE

The FM Knowledge Exchange (FMKx) is an online community of Estates and Facilities Management (EFM) professionals covering a wide range of grades and specialties in healthcare. The objective of the project is to provide collaborative tools for NHS staff of all levels to exchange information, seek advice and share best practice as a means of improving efficiency without 'reinventing the wheel'. Supported and encouraged by regular website, newsletter and social media activity, it provides a great opportunity for your company to engage with EFM professionals and promote what you can offer.

The portal has sections enabling EFM professionals to discuss issues, share success stories/innovative projects and access a Supplier Directory of businesses providing relevant products and services as well as view a list of upcoming meetings, events and conferences.

The FMKx aims to blur the line between the maintaining the professionalism of the sector and introducing the familiarity and quiriness of the communication channels we all use in our daily lives. By doing this, we aim to make the dissemination of information a little more intuitive and accessible whilst maintaining the professional nature of the topics we cover.

Benefits of joining

For a small annual subscription, your company will gain the following:

- Access to the discussion areas of website.
- Be included in the 'Source' (Supplier Directory) section of the FMKx website. Your full company and product profiles, contact information, specialist work areas, accreditations/awards held and procurement frameworks you are part of will all be included and cross-referenced with any companies you partner with. All of this is searchable by keyword, location or product/service group. We'll also check every 6 months with your nominated point of contact that your profile information is still correct.
- A series of buttons will allow FMKx members to quickly and easily contact you by e-mail and request a call back, brochure or to arrange an appointment.
- Be included in the 'Learn' (Events Diary) section of the website both for your own events and for your attendance at relevant conferences or events organised by others.
- Opportunities to contribute short news stories such as product launches, conference dates, event attendance, roadshows, general company updates to our regular newsletters.
- Submit case studies for use in newsletters and inclusion in the 'Innovate' (Success Stories) section of the website.

- Monthly company showcase offering FMKx Members an overview of the company (each company to appear once per annum).
- **All** content relevant to the company held on the FMKx website is linked back to your company profile as a central point of reference.
- **All** website activity is supported by regular updates via Twitter, LinkedIn and Instagram.
- Option to offer and promote permanent or short-term time-limited special offers or discounts (preferably exclusively) to FMKx Members through the use of unique discount codes, for example.
- Potential opportunities to attend and speak at relevant NHS targeted meetings, events and conferences.
- Potential access to meeting, event and conference sponsorship opportunities (extra cost).
- Option to place banner ads, tiles or similar online advertising in designated areas of the FMKx website (extra cost).

Why join?

- **Affordable.** We have a range of great value packages from as little as £250 to £3,000 **per annum** based on the size of your company and this includes everything shown above (additional cost items are identified). Even our pricing for banner ads and optional extras is great value!
- **Multi-channel exposure** We offer you several channels to reach our community of healthcare EFM professionals on a regular basis through our website, newsletter and social media activity.
- **Managed.** If we don't hear from you, we'll prompt you to send us your latest updates covering product launches, news items, case studies and other content.
- **Reinvestment.** As a long-standing NHS derived membership-based company we're ideally placed to utilise our existing connections and knowledge of the sector to get the most from the FMKx website. We're also a not-for-profit company, which means we have no shareholders; our profits are reinvested into the company to improve our existing services and develop new ones.
- **This is just the beginning!** We already have lots of ideas of how we can expand and improve the FMKx. We'll collate a wishlist of suggestions for enhancements and new features requested by our members and subscribers.

For more detailed information and to subscribe, you can:

- [Click here](#) for the Q&A
- [Click here](#) to visit the website
- [Contact HFC by e-mail](#) or call us on 01327 227166