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**JACK & JACK TOOK ON THE GNR**

Two of our engineers, Jack & Jack took on the Great North Run earlier this month in support of Grace House.

Grace House is a North East based charity that we work closely with, and their fantastic work enriches the lives of disabled children, young people, and their families.

We are extremely proud of them for taking on this challenge for such a great cause. Together they managed to raise £355!

They are just £55 away from their target, if anyone wishes to donate please follow this link:

<https://ghne.enthuse.com/pf/jack-and-jack-gnr>

We'd like to say well done to everyone who took part in the 2023 Great North Run!

# Upcoming Events



Here at The Unite Group, we are the proud sponsors of Network+ events. These networking events are the perfect opportunity to find new potential opportunities.

The next event will take place on Thursday 5th October at 3SIXTY from 9:30 am-11:30 am.

Join us for this FREE event and enjoy tea & coffee with the chance to mix with local like-minded businesses.

Come along and have a chat with some of our team!

Sign up here:

<https://www.eventbrite.co.uk/e/morning-networking-at-3sixty-tickets-719119775607>



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## EXPO FOR GOOD

On the 12th October 2023, The Unite Group will be exhibiting at Expo For Good!

Expo For Good provides businesses with the opportunity to promote themselves all whilst supporting Grace House.

With over 50 businesses due to exhibit and a fantastic lineup of guest speakers, the event promises to be a fantastic day with the opportunity to raise business profiles, and network with fellow exhibitors and delegates while hearing from influential business owners from the North East area.

Our very own Rachel and Caitlin will be featured as speakers at this event. They will be presenting on TikTok Triumph: Unleashing Business Potential Through Creative Content.

If you wish to learn more about using TikTok for your business, pop along to the event!



## SEIZING THE SPOTLIGHT

Our in-house Digital Marketing team, Social+, recently conducted social takeover at the Grace House Roaring Twenties Ball.

Our team had an amazing night, enjoying drinks, a delicious dinner, and an evening of entertainment. Grace House hosted an incredible event with guests having the opportunity to try a race car simulator and get glam at the glitter bar! Overall, it was a fabulous evening, all in support of a great cause.

One of our Digital Marketing Managers was at the event covering the Grace House socials, ensuring those who couldn't make it didn't miss out on the action! Social+ can offer you the opportunity to take over your socials for important events. Contact us today if you have an upcoming event you would like us to capture:

<https://social-plus.media/contact-us/>

## WELCOME BACK



## DANIELLE!

We'd like to say a huge welcome back to our web design manager, Danielle, who has recently returned from maternity leave.

We are thrilled to have Danielle back and she's already making waves in her first week back having already gained her GA4 certificate and completing SE Ranking's SEO training.

It's been 6 years since Danielle started her journey at Social+ and she's excited to get back to seeing clients and picking up where she left off.

If you'd like to chat to Danielle or any of our Social+ team about the services we offer, please don't hesitate to get in touch today!

<https://social-plus.media/contact-us/>



## PROTECT YOUR BUSINESS WITH CYBER ESSENTIALS

In today's hyper-connected world, where digital landscapes reign supreme, the importance of cyber security cannot be overstated. So, with cyber threats becoming more sophisticated and prevalent, individuals and businesses alike must prioritise their online security. This is where Cyber Essentials steps in as a vital tool to fortify your digital defences and ensure a robust online presence.

Cyber Essentials, a UK government-backed initiative, is designed to provide a clear framework for safeguarding against common cyber threats. It offers a set of guidelines and best practices that focus on fundamental cybersecurity measures. By implementing these measures, individuals and organisations can significantly reduce the risk of cyberattacks and enhance their overall security posture.

Cyber Essentials provides a clear roadmap to bolstering your cyber security defences and ensuring a secure online presence. By embracing its principles, you not only mitigate the risk of cyberattacks but also establish a strong foundation of trust and reliability in the digital realm. So, as the threat landscape continues to evolve, Cyber Essentials remains your steadfast companion in the ongoing battle against cyber threats.

Our team are fully qualified Cyber Essentials practitioners and therefore can assess your application as well as guide you through the process. We manage the entire process for you from the initial audit, remedial works, and certificate issue.

If you're interested in protecting your business with Cyber Essentials, contact us today: <https://theunitegroup.co.uk/contact-us/>