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## UNLOCKING OPPORTUNITIES: EXPO SEASON

As we approach the conclusion of this calendar year, our sales team eagerly anticipate the onset of Expo season. Throughout the last month, we have had the pleasure of participating in the Teesside Expo held at Wynard Hall and the Expo for Good event hosted at Rainton Arena. These opportunities have allowed our team to engage with various enterprises in the North East region, fostering new connections and reconnecting with our esteemed clientele.

In the coming month, we are excited to showcase our presence at the upcoming North East Expo scheduled at Kingston Park Stadium on the 9th November, as well as the Business Show set to take place at the ExCeL London from the 22nd-23rd November.

Notably, Rachel and Caitlin, from our Digital Marketing team, will be leading an insightful seminar at the Business Show, focusing on Unleashing the Potential of TikTok for business.

We eagerly anticipate the opportunity to connect with you at one of our upcoming Expo appearances!

# Upcoming Events




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

The next event will take place on Wednesday 8th November at The Alchemist Newcastle 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!

<https://www.eventbrite.co.uk/e/morning-networking-at-the-chemist-tickets-741461349857>

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## CLIENT SPOTLIGHT: HJ ACCOUNTANTS

HJ Accountants opened their doors back in 1988, and have been helping businesses and private individuals identify, understand and achieve their objectives ever since. During this time, their friendly yet commercially focused and highly driven team has assisted more than 5000 loyal clients situated throughout Newcastle, North Shields & the North East of England.

HJ Accountants have been a client of ours for over 10 years now. We provide Communication services as well as Social Media management & Email Marketing for their team.

Rob, one of the company directors at HJ Accountants, recently joined us at the Newcastle vs Manchester City game for a fantastic evening of hospitality at St. James Park.

To learn more about HJ Accountants visit their website [www.hj-accountants.co.uk](http://www.hj-accountants.co.uk) or follow them on Facebook & LinkedIn.



## SUPPORTING THE COMMUNITY

In October, our Digital Marketing team collaborated with the Community Foundation serving Tyne & Wear and Northumberland to deliver a webinar to 25 charities.

The session was focused on how charities can represent themselves online, ensuring they get the most out of their Digital Presence. The seminar received great feedback, and we were delighted that so many individuals contributed to the engaging Q&A section fostering insightful discussions. We are eager to extend our support to some of these charities, providing tailored assistance to enhance their online presence.

Additionally, we look forward to cultivating a robust partnership with the Community Foundation, planning and hosting more informative webinars in the future to empower the charitable sector.

If you have any questions related to Digital Marketing, contact us today!

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

## WELCOME TO THE TEAM



## SARAH!

We introduce you to our latest member of the team, Sarah. She has joined our team as one of our Client Account Managers.

Sarah brings with her a wealth of industry and business knowledge.

Sarah focuses on developing relationships with existing and new clients. Providing high levels of customer service by reviewing their needs and understanding their business and sourcing new opportunities through networking.

Sarah has fitted into the team perfectly and has had a great response from many of our clients here at The Unite Group.



## PROTECT YOUR BUSINESS WITH CYBER ESSENTIALS

A Cyber Essentials certification is paramount for businesses in the modern digital landscape. With the proliferation of cyber threats, this certification provides a crucial foundation for bolstering cyber security measures.

It offers a clear framework to mitigate common cyber risks and ensures the implementation of fundamental security controls, safeguarding against prevalent cyber-attacks. By obtaining this certification, businesses demonstrate their commitment to safeguarding sensitive data and maintaining the trust of their customers, partners, and stakeholders.

Additionally, the certification serves as a competitive advantage, instilling confidence in clients and distinguishing the certified business from its competitors. It also aids in securing contracts, as many government departments and larger organisations require suppliers to hold at least a Cyber Essentials certification. Ultimately, this certification is a proactive step toward enhancing overall cyber security posture and fostering a resilient and secure business environment.

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/>