



For Immediate Release

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Fluency Marketing Announces Name Change to The Fluency Business Group

The new name has been chosen to reflect the ever-growing business offerings of the company

Chesterfield, UK. Fluency Marketing, events and marketing specialist for the advanced engineering and advanced materials sectors, announced today that it has changed its name to The Fluency Business Group. Since its formation, the business has expanded and evolved across global markets, making the name change a necessary step forward to reflect its progression.

The change comes into effect April 2022, and the company will trade as 'Fluency'.

Fluency was established in December 2017 and has continued to grow during this time, servicing engineering and materials focused customers in Europe, USA, the Middle East and the Far East. During this time, the company has added a full suite of events to its portfolio—the Advanced Materials Series—and has entered a joint venture alongside Composites UK. The company is ever expanding to service customers globally while continuing to develop its offering.

Gemma Smith, Fluency Managing Director said: *"I am really proud of the growth that the company has achieved over the last 5 years; we have been very lucky to work with incredible clients, partners, and industry influencers. I am excited to see what the next chapter will bring."*

Sue Keighley, Fluency Director said: *"Our new name reflects the growth that we have already achieved and envisage for the future. As Directors, we are extremely grateful for the dedication and hard work of the entire Fluency team, who allow us to continue in our success."*

— Ends —

Notes to Editors:

About Fluency

Fluency is a specialist marketing and communications partner focused on the Advanced Materials and Engineering markets. With a passion towards helping customers build their brands within a tailored market, Fluency is committed to identifying challenges and new trends while working closely with industry drivers to ensure expertise and professionalism for every client.

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Images are available on request