

BRIGHTON & HOVE BUSINESS SHOW



CONNECTING BUSINESS
brightonandhovebusinessshow.uk



over



Promote your business
locally & across
Sussex,
Wiltshire



RUN YOUR OWN BUSINESS SHOW

A Licensing Opportunity with Mike Monk Events



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MIKE MONK
EVENTS



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BUILD SOMETHING IMPACTFUL IN YOUR LOCAL BUSINESS COMMUNITY

Launching a business show is a chance to create a platform where entrepreneurs, founders, professionals and innovators can meet, learn and grow together.

With a proven model behind you, you can bring a high-quality event to your region and become the person who makes it happen.





WHY START YOUR OWN BUSINESS SHOW?

A successful business show is more than a date in the diary. It becomes a catalyst for **growth**. It creates energy, sparks collaboration and brings new opportunities to local businesses. In short, it strengthens the fabric of a region's business **community**.

With a licensed model from Mike Monk Events, you can launch a **polished, professional event** without building the entire concept from scratch. You'll benefit from a structure that has been refined, tested and proven to work across multiple shows.

If your region is crying out for **stronger business engagement**, this could be your route to making a real difference.



THE POWER OF LICENSING

BY MICHAEL MONK

I've launched three business shows in Sussex:

- Brighton & Hove Business Show
- Eastbourne Business Show
- Gatwick Business Show

These events have become fixtures in the calendar because they bring together structure, consistency, and deep local understanding.

Now I want to share my knowledge and experience to help ambitious entrepreneurs to create their own shows. Every region has its own networks, business habits, personalities and opportunities. With the right person at the helm (armed with a proven framework), a business show can thrive anywhere.

I spent years helping people launch and grow franchise operations across the UK, so I know how powerful licensing can be when done well. It allows you to take a model that already works (the event, the systems, the marketing and the exhibitor strategy) and place it into capable hands in a new area.



A great example is **Nick Bryant of Brilliant Businesses**, who used this process to create the **Tunbridge Wells Business Show**. It now thrives on the same foundation that makes the Sussex shows successful, while serving the needs and personalities of its own business community.

If you've ever considered running your own major business event, licensing gives you the framework, the support and the confidence to do it right.

YOUR LICENSING PACKAGE

Launching a business show becomes significantly easier and more profitable, when you're not doing it alone. As a licensee, you'll receive everything you need for planning, promotion and delivery.



Proven Event Framework

A complete operational blueprint developed across multiple high-performing shows.



Training & Support

Hands-on guidance from Mike covering venue selection, timelines, marketing, exhibitors, sponsors and logistics.



Branding & Templates

Professional marketing materials, exhibitor packs, signage layouts, email templates, digital assets and brand use guidelines.



Supplier & Partner Network

Introductions to trusted printers, photographers, videographers, stand builders and venue contacts.



Exhibitor Leads & Introductions

Where possible, Mike will help you connect with exhibitors and businesses already familiar with the show format.



PR & Marketing Guidance

Support with messaging, promotion strategy, show announcements, press releases, and social media.



Full Operational Playbook

Including event timetables, floorplan guidance, exhibitor communications, staff roles, pre-event processes and on-the-day management checklists.

HOW IT WORKS

Bringing Your Show to Life

Your journey from idea to event follows a simple, structured path.

- 1 Discovery Call**
Discuss your region, goals, and commercial potential.
- 2 Location Analysis**
Identify the best venue options and the business audiences you'll serve.
- 3 Licensing Agreement**
Clear terms and simple structure giving you the right to run the show in your area.
- 4 Training & Planning**
Receive training sessions on marketing, exhibitor strategy, sponsorships and event operations.
- 5 Launch Marketing**
Start promoting your new show with templates, PR guidance, a campaign plan, and online assets.
- 6 Event Delivery**
Run a polished, professional show using the full playbook and optional on-site support.
- 7 Post-Event Review**
Analyse results, refine your model, and prepare for year-on-year growth.





Is This Right for You?

A licensed business show is a strong fit for people or organisations who want to create a flagship event with both commercial and community impact. It is...

For entrepreneurs

Who want to build a new revenue stream with a respected event format.

For network builders & community leaders

Who thrive on connecting people and supporting local business.

For marketers & event professionals

Looking to run a branded, regional B2B event backed by a proven system.

For organisations

Such as local business groups, membership organisations or agencies that want a major annual event of their own.

For franchise-minded individuals

Who want a structured business model with support and guidance.



Real Success Stories

Case Study: Tunbridge Wells Business Show How a Proven Structure Creates Local Success

When Nick Bryant, founder of Brilliant Businesses, wanted to create a major event for Tunbridge Wells, he partnered with Mike Monk Events to adapt the Sussex model for a new region.

Using the established framework, brand structure, exhibitor approach and marketing plan, Nick launched a professional, high-energy show that quickly established itself in the local business landscape.

It now attracts exhibitors, speakers and visitors from across Kent, and continues to grow as a result of consistent structure and strong community relationships.



“Using Mike’s framework meant I could launch confidently, attract exhibitors quickly, and focus on building something meaningful for our community.”

– Nick Bryant

YOUR EARNING POTENTIAL

A Commercial Model Built to Grow

Running a business show offers multiple revenue streams, giving you flexibility, scalability and long-term income potential.



Primary Revenue Streams:

- Exhibitor stand sales
- Sponsorship packages
- Networking breakfast tickets
- Seminar sponsorships
- Premium exhibitor upgrades
- Add-on events (fringe meetups, awards, partnership sessions)

Long-Term Value:

- Annual recurring income
- Strong sponsor relationships
- Established exhibitor base
- Opportunities to expand into multiple towns or cities

With a loyal local business audience and a repeatable format, a business show can quickly become a profitable annual highlight.

WHAT MAKES MIKE MONK EVENTS DIFFERENT

Experience You Can Rely On

Mike brings a rare combination of event expertise, regional business insight and franchise-level structure.

Why partner with Mike Monk Events?

- Creator of three major Sussex business shows
- Decades of experience in franchising and licensing
- Deep understanding of how local business communities operate
- Proven systems for event growth, exhibitor sales and sponsor development
- Strong relationships with suppliers, exhibitors, speakers and venues
- A reputation for integrity, professionalism and delivering high-quality events



“Local business thrives when people meet each other.
A successful show becomes a community asset.”

– Michael Monk

YOUR NEXT STEP

Interested in Running Your Own Business Show?

If you're ready to explore bringing a flagship business event to your region, the next step is simple. Let's talk through your goals, your location and the potential for creating something truly impactful in your area.

You'll get a sense of what's involved, the support available, and how the licensing model works, with no pressure or obligation.

A business show can transform your local business community. Let's see if it's the right opportunity for you.



Book a discovery call



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