



## JUNE UPDATES

Hi there!

As we countdown to the golden 50th edition of [The Business Show London](#), excitement is building! This milestone event promises exceptional opportunities for networking, learning, and growth in the business landscape. We are dedicated to delivering an unforgettable experience with an array of features, speakers, and exhibitors that will exceed your expectations.

If you haven't got your ticket already, join us at the London ExCeL on the 13th & 14th of November 2024.

Get your [FREE ticket](#) now!

But there's more exciting news! Last week, our team had an incredible time at the AEO Association of Event Organisers Awards. We were honoured to be shortlisted for four different awards - a testament to our team's hard work and dedication!

Stay tuned for more updates as we approach the big event. We can't wait to celebrate this landmark 50th edition with you and help you take your business to new heights.

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**SHOW FEATURE ALERT**

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We are thrilled to welcome [Thomas Hal Robson-Kanu](#) as a keynote speaker! As a former Premier League footballer and visionary CEO of The Turmeric Co., Thomas epitomises excellence on and off the field. His journey from Euro 2016 hero to pioneering holistic health initiatives showcases his relentless dedication. Also an advocate for social causes, he inspires through his philanthropy in education and community development. Join us as he shares insights on health, resilience, and the pursuit of greatness.



The [£50k Launchpad](#) is truly taking off! Whether you've just got an idea for a business or are in the early stages of building your venture, the £50k Launchpad is your opportunity to get your business off the ground! As part of the package, we have an incredible lineup of exhibitors providing top-of-the-range products and services from coaching and mentoring to accounting, management consulting, software solutions, 1-2-1 workshops, and more. It's not too late to submit your business idea...

**APPLY NOW!**

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## ARTICLE

### *Sometimes It Feels Like We're Juggling Flaming Swords While Riding a Unicycle*

By BAS Consultancy

As business owners, we set out with amazing dreams and hopes of being THE master of our own business destiny. We envision building a thriving business, with customers queued for miles, shouting from the rooftops about how amazing our product or service is... and still having time to enjoy life...

[Read more...](#)

## ARTICLE





### *The Power of Storytelling in Building a Brand*

By Romy Duggal, The Business Show

If people feel like they can relate to a certain brand, product or service, they are more likely to invest in it because it gives them a feeling of trust and familiarity. Just as familiarity signals safety from an evolutionary perspective, a relatable brand makes consumers feel understood and valued.

[Read more...](#)

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