

BEAUTY BUSINESS EVENTS

Partnership Deck



ABOUT US

Beauty Business Events

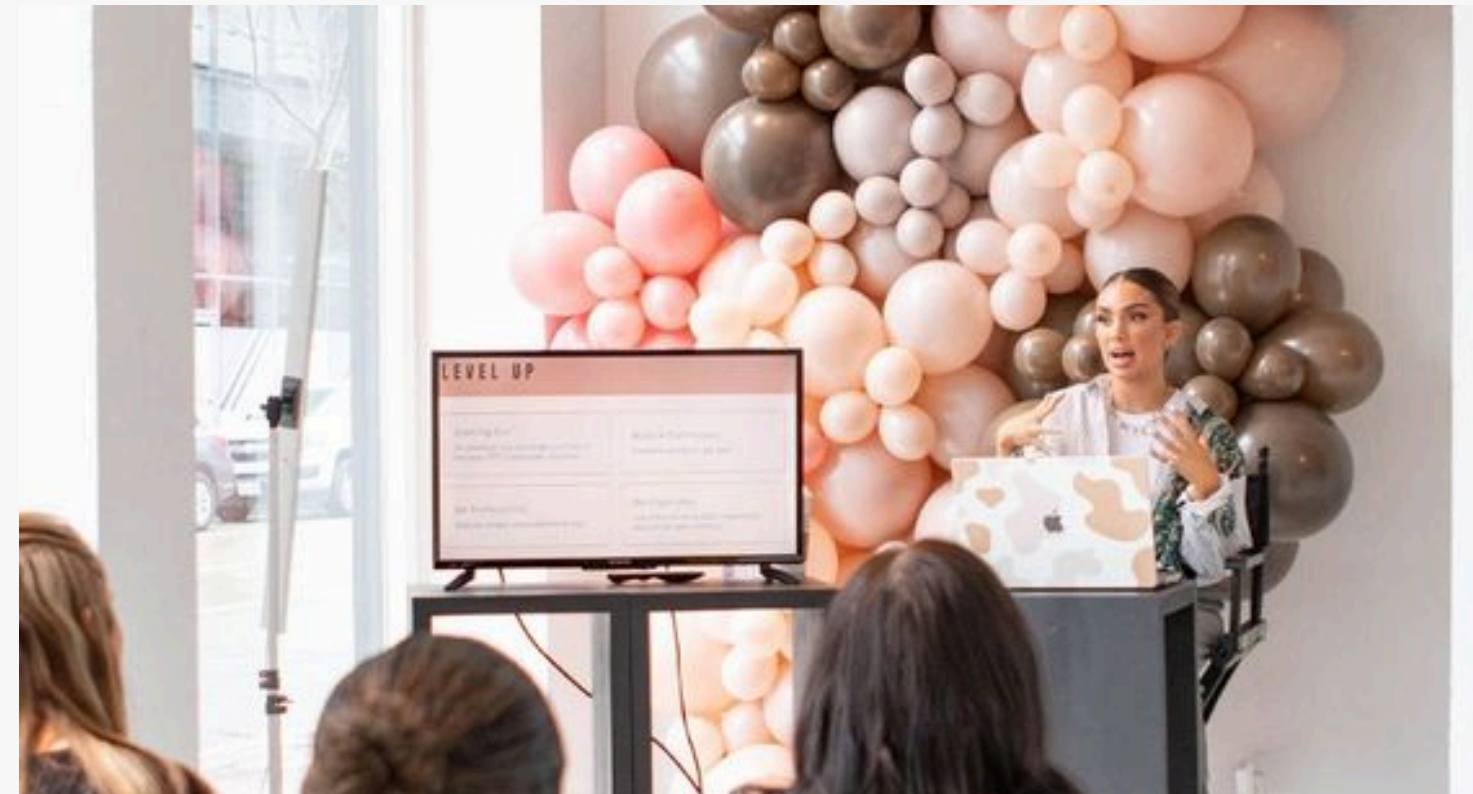
A platform that educates, connects and elevates self employed beauty professionals through industry events, mentorship and brand partnerships

Mission Statement

To empower self-employed beauty professionals by providing educational events, resources and opportunities to help them scale their business.


Vision Statement

To be the leading global platform for beauty professionals, offering transformative events and innovative solutions to advance their careers.




Our Services

Industry Events

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- **Beauty Business Masterclass:** Practical workshops led by industry experts, focusing on actionable strategies/skills
 - **Beauty Business Conference - UK:** Annual conferences featuring industry leaders
 - **Beauty Spotlight Competition Series:** Themed beauty competitions, highlighting talent
 - **Beauty Business RoundTable:** Exclusive dinners fostering in depth discussions
 - **Award Show:** Annual ceremony recognising outstanding achievements

Our Services

Mentorship Programs

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- **Brand Placement Week:** Facilitate collaborations between self employed beauticians and leading brands, offering hands on experience
 - **Portfolio Development Sessions:** Assist attendees in creating and refining their portfolios, including professional photoshoots and digital portfolio creation
 - **Skill Enhancement Workshops:** Organise hands on sessions focusing on advancing techniques in makeup, hairstyling, skincare, artistry, led by industry experts.

Our Services

Brand Partnerships

- **Strategic Partnerships:** Collaborate with Beauty Business Events to engage with beauty professionals through exclusive sponsorships and co-branded events.
- **Product Placement:** Showcase your products directly to our audience via product demos, samples, and branded workshops.
- **Workshops & Masterclasses:** Co-host educational sessions aligned with your brand, such as business scaling or sustainable beauty practices, providing value to attendees while promoting your products.
- **Brand Activations:** Set up booths, offer giveaways, or sponsor event spaces to increase brand visibility and engagement with beauty professionals.
- **Ongoing Visibility:** Get year-round exposure via our digital platforms, membership community, and networking events.

OUR FLAGSHIP EVENTS



Conferences



Workshops



Competitions



Networking



THE INDUSTRY GAP & OPPORTUNITY

- **47% of beauty professionals** are self employed, often working solo without business guidance.
- The UK beauty industry is worth **£30 billion** and growing, yet access to **brand collaborations, education and networking opportunities** remains limited.
- Many professionals rely solely on social media, lacking structured business strategies or direct connections with industry decision makers.

Our events attract:

- **Self employed beauty professionals** (hairstylists, wig makers, lash technicians, makeup artists, aestheticians, and nail technicians).
- **Salon and beauty owners** looking to scale
- **Aspiring and established entrepreneurs** seeking brand collaborations and mentorships.



WHY OUR AUDIENCE MATTERS

1. Beauty Entrepreneurs Are Industry Gatekeepers

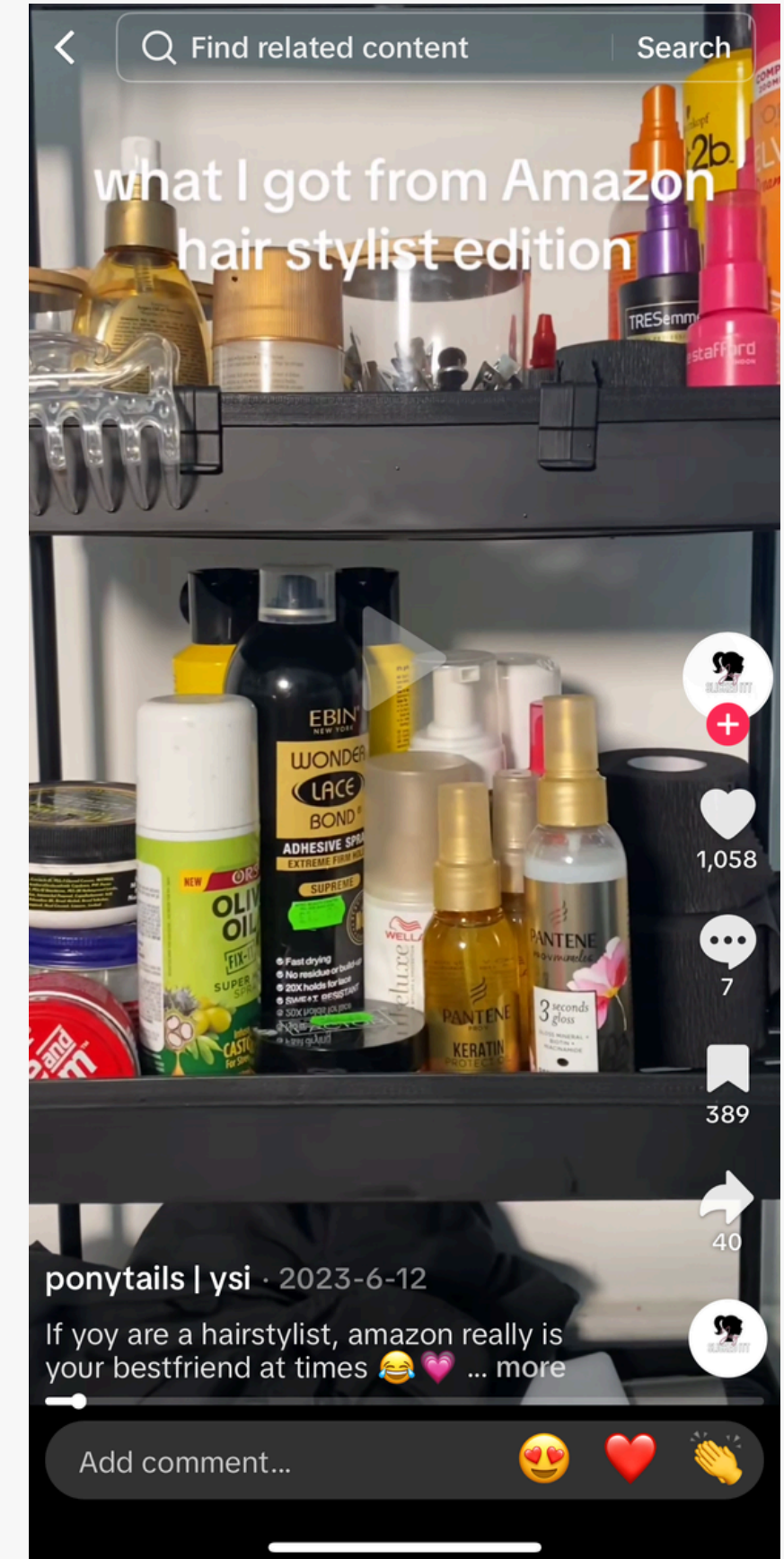
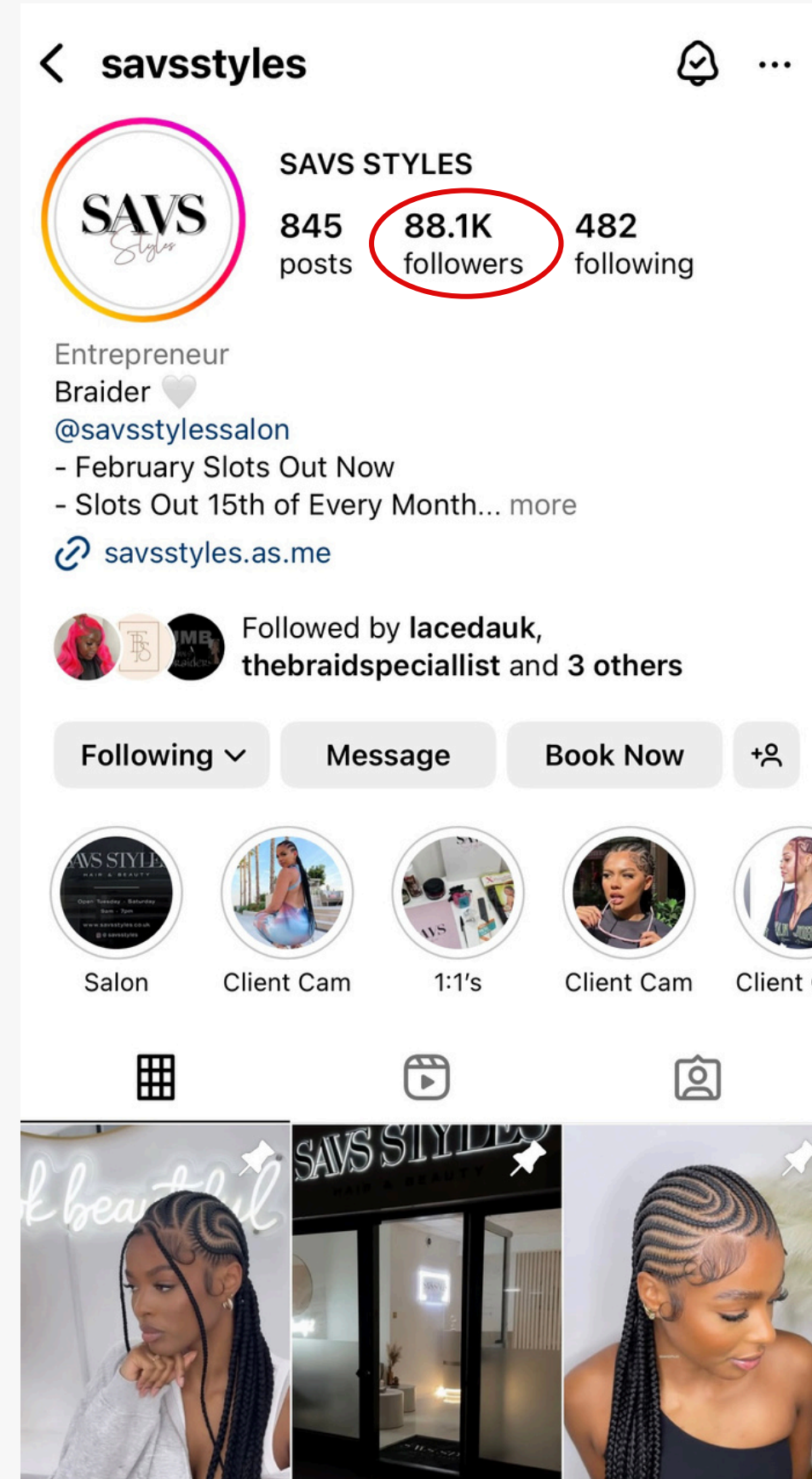
- Many self-employed beauty professionals use and recommend products to their clients daily.
- A hairstylist, MUA, nail technicians, or esthetician can introduce brands products to hundreds of customers per month.
- Their word-of-mouth marketing is more authentic than influencers because they use the products professionally.

2. They Spend More on Beauty Products

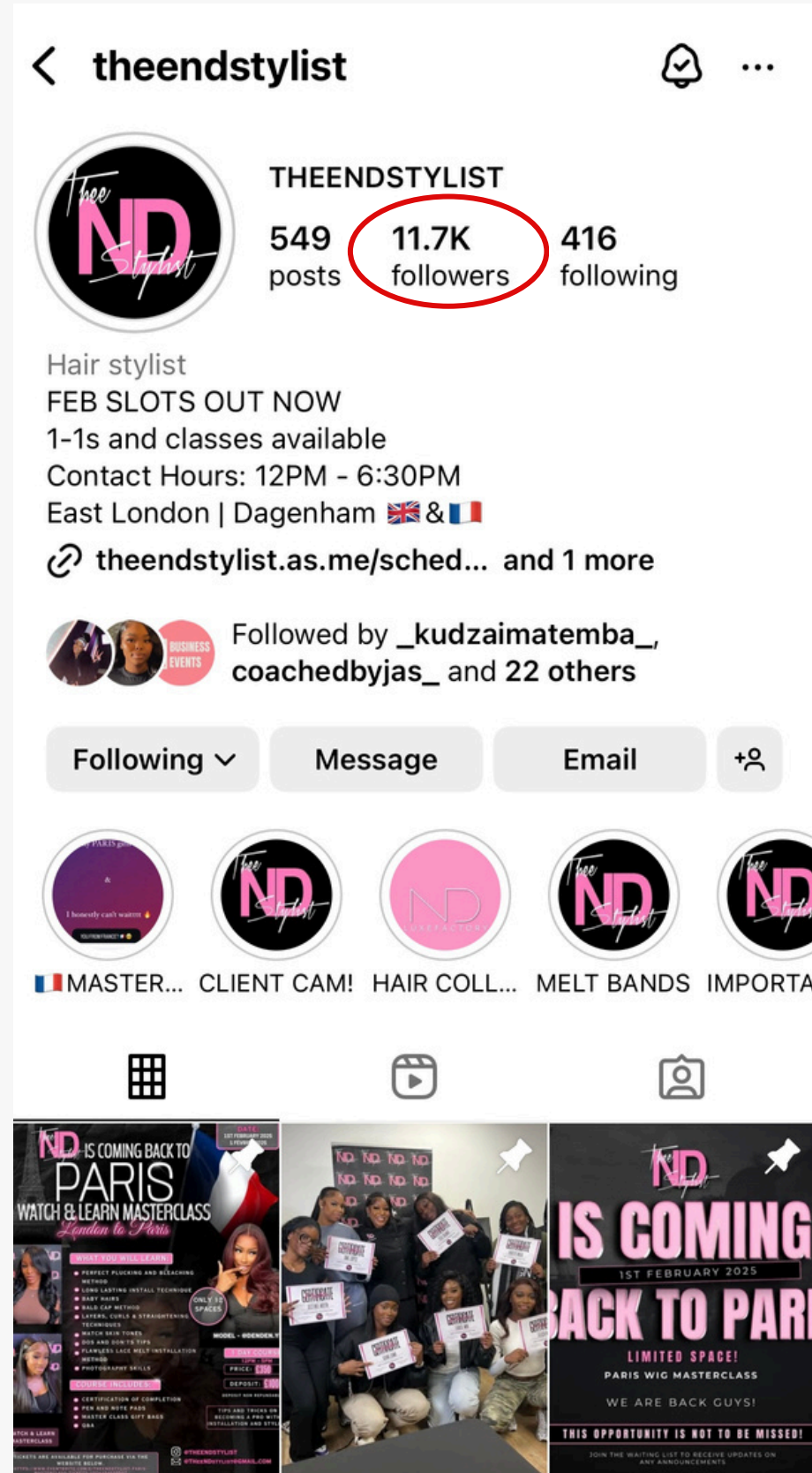
- Self-employed beauty entrepreneurs buy in bulk and restock frequently.
- They need high-performance, professional-grade products, making them high-value customers.
- There is opportunity for brands to sell them wholesale or pro-discount memberships, creating long-term loyalty.

3. They Are Micro-Influencers with Trust & Authority

- Unlike traditional consumers, they have built-in audiences (clients + social media followers).
- They share product recommendations, tutorials, and reviews, which have a higher conversion rate than traditional ads.
- If a hairstylist switches to a new lace glue and tells their clients, that product becomes a go-to for dozens (or even hundreds) of people.



WHY OUR AUDIENCE MATTERS



4. They Help Brands Tap Into New Audiences

- Brands that want to reach Black, Asian, or niche beauty markets can partner with beauty professionals who already serve these audiences.
- Instead of spending huge marketing budgets on broad campaigns, brands can use trusted professionals as brand ambassadors.

5. They Need Business Support

- Beauty entrepreneurs struggle with marketing, branding, finance, and business growth.
- A beauty brand can power business workshops, helping entrepreneurs while getting brand loyalty in return.

Why “Beauty Business Event” Are Valuable to Brands

- **Curated Audience:** Unlike general beauty events, your events attract serious professionals, not just casual beauty lovers.
- **Direct Access to Decision-Makers:** These are the people who choose what products go in their kits and salons.
- **Opportunities for Live Demos:** You can do interactive experiences, showing how their products work in real-time.
- **Long-Term Engagement:** They’re not just one-time buyers; they need products constantly to run their businesses.

BRAND PARTNERSHIP OPPORTUNITIES

Engage with Beauty Industry Decision-Makers

Partnering with us gives your brand direct access to **300+** highly engaged audience of self-employed beauty professionals. Whether for one event or year-round, we offer flexible packages to suit your goals.

Headline Partner

- Premium visibility across all event platforms (signage, website, social media)
- Lead a branded workshop, masterclass, or panel
- Access to attendee data and product placement opportunities
- VIP networking with beauty professionals and influencers
- Co-branded digital promotions (email, social media, influencer content)

Co-Partner

- Co-host an educational session or panel on industry trends
- Social media promotion across our channels
- Product showcase and sampling at event touchpoints
- Logo placement on event materials and promotions

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BRAND PARTNERSHIP OPPORTUNITIES

Venue Partner

- Host the event at your venue with prime exposure
- Co-branded event and marketing
- Logo visibility across signage, materials, and digital content
- Engage directly with attendees at your venue

Supporter

- Logo placement on event materials and website
- Product sampling and giveaways
- Social media mentions and brand acknowledgment

Year-Round Partnership

- Continuous exposure across multiple events
- Tailored mix of the above benefits to fit long-term brand goals

Please email our partnership director, Jasmine Beckford, for more information: beautybusinesssevent@gmail.com

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WHY PARTNER WITH US

- **Targeted Exposure:** Gain direct access to an engaged audience of beauty professionals, entrepreneurs, and industry influencers who make purchasing decisions and drive trends.
- **Brand Integration:** Seamlessly integrate your products and services into events with opportunities for product placements, branded workshops, and co-marketing campaigns.
- **Community Impact:** Position your brand as a leader in fostering entrepreneurship, diversity, and empowerment within the beauty industry.
- **Data-Driven Results:** Access measurable engagement and real-time data through event feedback and social media reach, ensuring your brand's impact is tangible and trackable.

Beauty



**Let's work
together**

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