



Hot House Franchise

How does the franchise operate?

As part of the license agreement, you will receive relevant targeted data for your designated geographical location. Whether that be IT companies in the SME marketplace employing 5 or more people or major national manufacturing Blue Chips employing 1000 plus employees, the choice is really up to you. This data is updated during the license period and available for you to use in building the Hothouse Business club in your area. Think of it as **Grown Up networking** where you know who attends, you invite contacts from your own databases as well and you have an online framework to manage invites, responses and post event feedback. It's a simple complete tool for raising your company's profile, nurturing existing contacts and building new relationships.

What is included in the Hot House License?

- Branding with the distinctive Hot House Logo
- Geographical Database of business sources and target attendees
- Analysis of your potential marketplace
- Design Templates
- Systems & Procedures on how to operate a successful Hot House business club
- Access to a database of professional speakers
- A dedicated website facility that offers full functionality and ongoing support for online bookings, memberships, professional speaker profiles & links to your company
- Ongoing Development
- Costs

Branding

Access to a brand that has been successfully promoted to a broad range of companies providing a professional image for the business club.

Database Sourcing

Professional database sourcing of potential delegates within your geographical area according to industry and company size criteria.

Analysis of your marketplace

A unique profile of all the potential businesses within your designated area that is split by size of company, (no. of employees and or company turnover), and business activity type, (Standard Industrial Classification). A detailed map highlighting both your office location, drive time and radius bands will also be provided.

**Design Templates**

Provision of all the design templates created and used to promote the Hot House Business Club. This includes all marketing material e.g. flyers, letterheads, stands and business cards.

Systems and Procedures

A manual which documents how the Hot House Business Club operates, detailing how to set up your networking event and how to market it including all the templates for invitations and materials developed in conjunction with the Hot House Club. This manual has been written and created by those who have pulled the club together and made it work.

Speakers

A database of accredited professional speakers, who have been "tried and tested" at our current Business Club and other high profile events across the UK and Internationally. The pack contains information as to what they talk about and links to their websites.

Website

The template for a unique website that offers full functionality & support. Online bookings, feedback forms, members database, speaker profiles, links to your own website etc.

Support and Advice

Support and assistance over the telephone and via e-mail – with founder attendance of your launch event. Naturally it is in both our interest to help you make your Hothouse Business club a success.

Ongoing Development

As the current Hot House Club develops, further additional materials will be made available to Hot House Licensees.