



**MEMBER
STORIES**

Raphael Sofoluke

Founder—UK Black Business Show

Secret to success?

Work extremely hard, go above and beyond what's expected of you. Underpromise and overdeliver on everything you do. Enjoy the wins but remain focused on the end goal. Success is a journey and is not achieved overnight.

Five words as to why you love the industry

Events get better and better



What gets you out of bed in the morning?

Change gets me out of bed! I want to create change not only in the industry that I'm in but also in society.

Everything we do at UK Black Business Show is to help others and change perceptions, so that's what gets me out of bed.



What do you do outside of work?

Spend time with my family, listen to music, watch football, read and go to the theatre.

Your life before events

I started off in sales but I've always been someone who is creative. My route into events began with me creating my own music and comedy events outside of work as well as my own exhibition and conference. So before I had my first job in actual events I had already created my own event. Working for Clarion allowed me to develop my skills in the event industry and utilise it to make UK Black Business Show & UK Black Business Week a success.

