



So you are interested in hosting a Business After Hours Mixer? Wonderful!

Business After Hours is a wonderful way to showcase your business or organization. These fun networking opportunities are limited only by your own imagination.

Each of us, the host business and the Chamber, has tasks and responsibilities that will lead to a successful event to benefit you and the business community.

The Chamber is pleased to highlight Business After Hours and our host businesses on the Chamber page of the *Bedford Gazette* as well as in the Chamber's weekly E-Connection newsletter/email blast. This article is generally written by the host business and sent electronically to the Chamber office by the first Friday of the month preceding the event. The article should be between 300 and 400 words long; you may also include your company logo and up to two photos, which will be used as space allows. If you would like help writing this article, just let us know. We're happy to help.

The information from this story will be used to prepare press releases, e-news articles and e-invitations as well as radio scripts. Follow-up pictures will also be submitted to the *Bedford Gazette*, and used as space allows. It is suggested that the host business provide a menu and other details about the event to aid in our marketing – the more info we can share with our members, the better the attendance seems to be!

The Chamber will take all reservations, prepare name tags, and staff the registration table at the event. The cost of a member or a member's guest to attend an After Hours is \$6 per person. The cost of a not-yet member is \$16. This revenue is retained by the Chamber. A complete list of attendees will be available to the host upon request.

If the host chooses to send personal invitations to the membership, the Chamber will provide a set of address labels for your use.

The host business is responsible for arranging for food and beverage (alcohol optional) for the event. A list of member caterers, wineries and distributors is available upon request. If you chose to provide alcohol, please be aware of the relative responsibility. Please be sure to request ID's as appropriate and it is advised not to serve anyone who is visibly intoxicated.

The host is also responsible for some amenities to make the evening more enjoyable, such as a registration/welcome table, coat racks if needed and accessible parking.

Hosts are encouraged to offer displays of goods and services and guided tours of your facility. Door prizes are a nice addition and appreciated by the attendees, but not required.

Sometime between 6:00 and 6:15 the Chamber will hold a short program, beginning with an introduction of the host(s). The host is invited to give welcoming remarks and a "commercial" about the business. Then new members are introduced by Chamber Ambassadors, announcements of upcoming events are made, door prizes are awarded and a 50/50 drawing is held. The Chamber has a small games of chance license for this reason.

We sometimes combine a ribbon cutting, open house or grand opening with a Business After Hours, but if that is the host's desire, logistics and guidelines must be worked out with the Chamber office well in advance of the event so that we may provide the appropriate marketing for your business to make the most of these opportunities. A check-list is attached to assist in your planning.



Bedford County
Chamber of Commerce

Leading Businesses. Leading Communities.™

BUSINESS AFTER HOURS

Responsibilities Check List

Business _____

Contact _____

Date of After Hours _____

Host:

- _____ *Bedford Gazette's Chamber Page*
- _____ Written article (or provide info)
- _____ Logo/picture
- _____ History of business
- _____ Food/beverage
 - _____ Alcohol (optional)
 - _____ Food service
- _____ Registration/Welcome Table
- _____ Coat Check or (if applicable)
- _____ Parking
- _____ Door Prize(s) (optional)
- _____ Invitations (optional)
- _____ Displays (optional)
- _____ Tour Guides (optional)

Chamber:

- _____ Advertising
 - *Bedford Gazette's Chamber Page*
 - E-mail Blast
 - Chamber Website Page
 - Radio Promotion
- _____ Name Badges
- _____ Reservations
- _____ Registration Table Staffing
- _____ Complete List of Attendees (upon request)
- _____ Membership Mailing Labels (upon request)

The Chamber is always happy to help you in any way that we can. Please don't hesitate to contact us with questions or to request assistance in writing the newspaper article, developing an invitation (if you wish), finding caterers, etc.

Contact: Linda Steele - 814.623.2233
linda@bedfordcountychamber.org