



## **Networking Mixers**

Hosting a Networking Mixer is an effective way for members to introduce themselves, their staff, and their clients to their fellow Falls Church Chamber of Commerce members and to the community at large. Mixers can be used to thank staff and clientele while also introducing potential new customers from the community to the business.

Chamber Mixers are typically held the evening of the *4<sup>th</sup> Tuesday of each month from 5:30 – 7 pm*. Attendance at Chamber Networking Mixers varies depending on the logistics and the amount of promotion supplied by the host in addition to that provided by the Chamber. The following outlines the responsibilities and duties, including promotional suggestions, involved in hosting a mixer.

### **Chamber Responsibilities**

- Promote the event in Email Announcements, Social Media, Web site, and at events
- Include an invitation to the event in the Chamber's monthly ad in the *Falls Church News-Press*.
- Promote the event during remarks at meetings prior to the event.
- Supply Chamber sign and name badges for event, if requested.

### **Host Recommendations and Responsibilities**

- Attend at least one other business Mixers prior to hosting your own.
- Arrange a date with the Chamber office (they are typically the 4<sup>th</sup> Tuesday of the month). Think about tying it in with an already promotion, planned activity, or milestone.
- Consider inviting neighboring businesses or vendors to co-host.
- Secure refreshments and, if desired, decorations, entertainment, and/or door prizes.
- Invite clientele, staff, family and friends via email/mail/regular communiqués.
- Consider sending separate invitation to Chamber members, clients, elected officials, etc.
- Promote the event through normal channels such as via newsletters, social media, advertisements, inserts, etc.
- Make information and materials available for attendees and consider making remarks during the event regarding your business. Direct sales pitches, however, are strongly discouraged.
- Have fun and get to know as many people as you can!

*To host an event, email [sally@fallschurchchamber.org](mailto:sally@fallschurchchamber.org) or contact the Chamber office at (703) 532-1050. Mixers are often booked months in advance so please be flexible regarding the timing of your event.*