



Guidelines for Hosting a Successful Business After Hours Networking Mixer

Hosting a Business After Hours Networking Mixer at your place of business offers the benefit of visibility and exposure – Attendees will get a better understanding of the service(s) and or product(s) your company provides and remember where it's located.

Business After Hours is intended to bring many people to one place to network in a setting that is relaxed, fun and energized. The guidelines below will help you prepare for the event.

Select a Date & Time – Three month advance notification to the Chamber is required. Mixers are held the second Thursday of the month, 5:30 pm to 7:00 pm. Marketing materials should be submitted six weeks prior to event for maximum publicity.

Create Your Invitation – As the host, your invitation should outline what can be expected at the Mixer. Is there a decoration theme? Are you providing drawing prize items or will there be a special give away item? Will there be music? Share information of unique aspects of the event to draw more attendance. Send the invitation flyer to Chamber staff so it can be reviewed, then posted on the website and Facebook.

Let People Know - Invite your potential and current customers, suppliers, employees, families, and neighboring businesses. The Chamber will publicize the event on the website, social media, in the newsletter, eblasts, and through distributed press releases.

Provide Hors d'oeuvres & Drinks – This is a great addition to any gathering. Planning can be as elaborate or as simple as you like, whatever fits your budget. If the menu will be a focal point, that should also be part of the invitation information. If your business is a restaurant, the menu should definitely be the highlight. The drinks can be whatever is comfortable for your place of business, but if you are showcasing anything specific, that should be part of the invitation. If you're using a restaurant or caterer, please refer to the chamber membership list online or call the chamber. The average number of guests at a Business After Hours event is 75.

Prepare and Request Drawing Prizes –Requesting drawing prizes from other business, as well as your own, offers visibility and encourages active participation for all attendees. The host is asked to provide three prizes. Limit the number of drawing prizes to ten. The chamber will also assist in this effort. Chamber Ambassadors are greeters at the entrance. The Ambassadors will manage the opportunity and door prize drawings. Funds from ticket sales remain with the Chamber. Copies of collected business cards will be provided to the networking mixer host for marketing purposes.

Prepare Your Business Boost Presentation – During the Program, you will be invited to share information about your business (approximately five minutes). You are encouraged to set up any display information at your location to promote your business.

Welcome Table –Please provide a 6' or 8' table at the entrance for registration.