

Business After Hours | Guidelines For Hosting A Successful Business After Hours

Hosting a mixer at your place of business offers the benefit of visibility and exposure. Attendees will get a better understanding of the service your company provides and remember where it's located. This will increase the opportunity of referrals too!

Business after Hours are intended to bring many people to one place to network in a setting that is relaxed but still fun and energized.

The guidelines below will help prepare you for the event.

Select a Date & Time | Three weeks advance notification to the Chamber is required. Preferred day is Thursday, 5:30 to 6:30PM

Create Your Invitation | As the host, your invitation should outline what can be expected at the mixer. 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 information to info@laketravischamber.com so it can be posted on the website calendar.

Let People Know | Invite your potential & current customers, suppliers, employees, neighboring businesses and anyone else you can think of!

Provide Hors d'oeuvres & Drinks | This is a great addition to any gathering. 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 highlighting a winery or brewery or anything specific that should be part of the invitation.

The Lake Travis Chamber of Commerce will:

- ✓ Notify the membership of the event through our email blast system, website calendar and Facebook page.
- ✓ Invite Chamber Board of Directors
- ✓ Invite Ambassadors
- ✓ As well as any other assistance that may be needed

Expectations for Hosting a Mixer Attendance varies among mixers | Be prepared to host anywhere from 20 to 40 attendees. Be prepared to say a few words of welcoming and thanking people for attending.