

Guidelines for Pewaukee Chamber of Commerce Biz After BIZ

Purpose:

The purpose of Biz After BIZ events is to provide an opportunity for our members and their employees to network with other Chamber businesses and guests after normal business hours in a social setting. The Chamber welcomes all members and their employees, prospective new members and guests of members to attend. The hosting business is encouraged to personally invite guests as well. Only active Pewaukee Chamber members are eligible to host a Biz After Biz event. The Pewaukee Chamber also looks to these events as a recruitment tool to develop new members for the Pewaukee Chamber. The location should be large enough to accommodate attendance of 20-40 people. Biz After BIZ events are usually scheduled Tuesday, Wednesday or Thursday, for two hours within the timeframe of 5:00 – 7:00 p.m.

Basic host provisions:

- Beverages with the suggestion that at least one be alcoholic
- Food-substantial hors d'oeuvres as this is after work and into the evening hours
- Two door prizes
- Entertainment/Program/Music
- Place for 3 – 5 Spotlight Tables for other Chamber business members
- Tours may be provided if guests and host wish to do so within the timeframe designated

Procedure:

- Guests register online at www.pewaukeechamber.org before the event with a cutoff at 5:00 pm the night before the event.
- When guests arrive, they check in and pick up their name tag and drop their business card in the fish bowl for planned drawings.
- Guests have opportunity to eat, drink and socialize.
- Entertainment is suggested and has been successful in bringing better attendance.
- Host will have an opportunity to address the group at approximately 5:45 p.m. and tell them about their business and any promotional offers for the group.
- At the end of the evening, the host draws two business cards for the door prizes.

Host Responsibilities:

- Create an e-blast in the Chamber's Constant Contact account and provide a printable flyer via email to info@pewaukeechamber.org to promote your event two months prior to event. Ensure flyer has Pewaukee Chamber logo on it.
- Host may send direct invitations. Attendance varies but averages 20 – 40 people greatly depending on the amount of promotion host does. We do find that greater numbers attend when Chamber members are invited by the host business directly, either by phone, in person, through an electronic newsletter insert, via email or direct mailing.
- Host provides hors d'oeuvres and beverages. It is recommended that catering come from a current Chamber member. **Please be sure that co-hosts and vendors are current Chamber members.** Entertainment is optional.
- Provide table and chairs near entrance for Chamber materials and business card drawings.
- Host should have employees present to greet guests after they register and conduct tours (if applicable).
- Host prepares a few words welcoming guests and promoting their business - essentially a short commercial.
- Host provides a minimum of two door prizes (\$50 suggested value – use Chamber businesses if possible) which host draws after presentation and contacts winners.

Chamber Responsibilities:

- Promote the event through weekly email blasts, website and newsletter as well as at other Chamber events.
- Chamber ambassadors will be present and greet guests, give out name tags and collect business cards.
- Chamber may promote Chamber activities and events at table.
- Take photographs during the event.
- May publish a recap and photo of the event in the newsletter.
- May publish a photo and caption in local papers.