

CRANBROOK CHAMBER OF COMMERCE

HOST A BUSINESS AFTER HOURS

Business After Hours is a casual networking event co-hosted by the Cranbrook Chamber of Commerce with partner members. We welcome anywhere from 50 to 100 Chamber members and guests to these events. If you are a Chamber member you can host a Business After Hours event.

Business After Hours are a highly effective way of promoting your organization to the business community, and often deliver people who have never been to your business prior to this event. Of course, you are welcome to invite your VIP guests.

Members and guests greatly appreciate the hospitality of our Business After Hours hosts. The memorable event and experiences will be associated with your company for a long time after the event. Tours, demonstrations and interesting displays etc. are encouraged.

REQUIREMENTS

Business After Hours can be hosted by most businesses that have a minimum capacity for 50 people at a cocktail style reception.

We encourage all types of businesses including those with unique spaces to take advantage of this opportunity. From the shop floor of your manufacturing plant to the solarium of your reception area or your hospitality business. Your imagination is the limit. We ask that the space be safe and clean.

PROMOTION & REGISTRATION

The Chamber will begin promoting your event approximately four weeks in advance utilizing a wide variety of Chamber communications platforms. Your event will be part of all Chamber marketing leading up to the event. All registration including your submitted VIP list is compiled and managed by the Chamber for your convenience.

EVENT PROGRAM

The event runs from 4:30 pm to 7:00 pm. Chamber staff will arrive by 3:45 pm to set up a registration area and will check-in all guests on the registration list at the door.

The event will start at 4:30 pm and will begin with networking, cocktails, and appetizers. At approximately 5:45 pm a Chamber representative will do a "welcome", followed by a host welcome where your representative will have three to five minutes to speak about your organization.

The presentations are intentionally kept very brief at these events as they are promoted as networking receptions. The best way to promote your organization is by allowing the members to visit your location, and by having as many employees at the event as possible to meet our members and answer their questions. If it is appropriate, tours of your facility or demonstrations would be well received.

The structured portion of the evening will end with a business card draw for a door prize(s) provided by your organization.

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FOOD / DRINK

Part of your partnership commitment as the host is to provide appetizers for the reception and complimentary wine and beer as well as non-alcoholic choices. Liquor licensing requirements and adherence to applicable regulations are your responsibility.

With regards to appetizers, we are often asked what type/quantity of food is expected. As you are providing the food and beverages we do not impose specific requirements, however generally guests are served appetizers in a cocktail or buffet style.

A general guideline for food: More elaborate than bowls of peanuts and chips, but significantly less than a full meal. We have several catering companies that are members of the Chamber and have experience providing food for these events, and we are happy to provide you with a list of contacts.

MONETARY

We charge our members to attend Business After Hours. The premise is that people place value by what they have paid. We are confident your event will be worth far more than nothing.

To encourage a large and diverse attendance we utilize a sliding scale for ticket pricing. We charge \$10 for the first ticket. \$7 for the second and \$5 for each additional ticket thereafter. We encourage members to bring clients, staff, and potential new Chamber members.

70% of the funds collected are provided to the hosts to offset costs and to ensure a high quality event.

CREATING THE EXPERIENCE

The most memorable Business after Business networking events are the most creative ones. Create a long lasting positive experience by incorporating interesting ideas. What you consider a day to day activity might be extremely fun for a layperson to try their hand at. Use your imagination and have fun ensuring a great Business after Business event.

AT THE EVENT

To ensure that your guests are welcomed and have every opportunity to learn about your business we suggest that you and your staff are easily identified and are available to answer questions.

BOOK YOUR BUSINESS AFTER HOURS EVENT TODAY

We look forward to helping you promote your organization to our members! Contact our events team department at info@cranbrookchamber.com or call 250 426 5914 if you are interested in hosting a Business After Hours reception.