

# HOW TO MERCHANDISE YOUR BUSINESS AFTER HOURS EVENT

**DATE of BAH** \_\_\_\_\_ **Business Name:** \_\_\_\_\_

Hosting a Chamber of Commerce Business After Hours is a valuable opportunity to showcase your business. Whether you're new in town or a Westerly-Pawcatuck-Richmond-Hopkinton landmark, Business After Hours allows you to acquaint the community with your goods and services, and establish or reaffirm the kind of personal rapport that is so important in business today.

Here are some suggestions, which may seem obvious to you, but are good reminders anyway, on how to turn your Business After Hours event into a SALES opportunity.

**TEASERS:** Announce or display something new or unknown at your event, making it memorable.

**TOURS:** Plan to have guided tours of your facility. Folks love to see "behind" the scene business happenings.

**MAIL OUTS:** In addition to the Chamber mailing, you may want to send special invitations to your faithful customers or potential customers. Ask your vendors to be present. Ask vendors for giveaways.

**FINANCIALS:** The host business is responsible for costs associated with the Business After Hours plus \$100 booking/reservation fee. Revenue earned by BAH is retained by the Chamber.

## **CHAMBER'S OBLIGATION:**

- 1) Promote, through Newsletter, invitation, flyer and any other manner necessary.
- 2) Solicit guests from our membership for the BAH through telephone reminders the day preceding event.
- 3) Provide name tags for each guest.
- 4) Assist in hostessing/receiving guests.
- 5) Call in number of persons expected.

## **HOST FIRM/BUSINESS OBLIGATIONS:**

- 1) Remember to do business with a Chamber member.
- 2) You may want to co-host with another member, thereby reducing cost as well as adding another dimension to the occasion.
- 3) Provide at least two (2) door prizes of \$20.00 or more value from your own merchandise if available. Or, purchase from a Chamber member. Examples:
  - Dinner certificates at Chamber member restaurant
  - Gift certificate for theatre
  - Purchase (silk or real) floral arrangement/plant
  - Purchase any article that will appeal and act as an enticement for guests to attend yours and future "Business After Hours." These drawings are friendly, generous, and personal gestures and business expense deductible.
- 4) Serve wine\* (white wine seems favorite), beer, soft drinks (diet drinks are popular).
- 5) Offer foods as otherwise used for cocktail parties or light supper - tasty, well presented and in adequate supply. Chamber can suggest member caterers.
- 6) Feel free to offer courtesy discounts to members. Another way to promote future clients/customers to your establishment.
- 7) To insure maximum attendance, use this opportunity to invite your relatives, colleagues, friends and neighbors. The work is done, you may as well get the most from the moment!
- 8) Please let Maria know 2 months before your BAH if you will need a liquor license. It takes 45 days to be able to get a Class F liquor permit. If you are using a caterer that has a liquor license – we do not need to get one for your event.
- 9) Business After Hours time-frame is generally 5:00 - 7:00 p.m.

This is your opportunity to shine. Be prepared! You will have an opportunity to speak to attendees. Promote your facility with a tour, video, photographs, flyers, discounts or whatever other means you can imagine.

\*To insure sufficient beverages, it is suggested you speak with member liquor store owners to charge and return unused supply. Members: Dick's World of Wine, 596-5711, Robert Vuono; Charlestown Wine and Spirits, 364-6628, Jane Gross; Warehouse Beer, Wine, Liquor, Inc., 596-6160, Frank Celico; E-Z Midway Liquors, 596-5226, Glenn Foberg; Ocean State Liquors, 322-0588, Lisa Quattromani-Woerner, and Rippy's Liquor & Marketplace, 374-6711, Richard Serra.

**\*\*Do Business With Fellow Members\*\***

Lisa Konicki, Executive Director & Maria Di Maggio, Membership Director 401-596-7761

I have read and agree to the Business After Hours obligations (please sign and return ASAP)

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_