

We look forward to working with you!

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Kamloops Chamber of Commerce   
**MOB EVENT SERIES | EVENT HOST PACKAGE**



# KAMLOOPS CHAMBER OF COMMERCE

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The Kamloops Chamber of Commerce strives to foster success and provide guidance and direction to our business community. Proudly representing and promoting over 700 businesses in and around our city, the Kamloops Chamber of Commerce strives to provide the following key services:

- ★ **Development Opportunities**
- ★ **Value-Added Programs**
- ★ **Marketing Tools**
- ★ **Government Relations**

Through good relationships with other business organizations and government officials, the Kamloops Chamber is an effective partner, working to improve our business environment and to support a healthy community.

## MOB EVENTS

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The Mob event series is an excellent way of promoting your business to Chamber members as well as serving as a great networking opportunity for all who attend.

The objectives of the Mob series are:

- ★ Enhance the promotion and visibility of your business
- ★ Provide an opportunity for member businesses to host other members
  - ★ *An ideal event to host if you are unable to accommodate a monthly social*
- ★ Provide an opportunity for the host to highlight any new services or features
- ★ Provide an opportunity to inject revenue back into member businesses

## HOW IT WORKS

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- ★ The Kamloops Chamber will promote that we will be going to a member business for lunch/coffee/drinks/dinner etc.
- ★ Attendees register with the Chamber
- ★ For Lunch mob
  - ★ Attendees look at an online version of your menu and pre-order what they would like
  - ★ This is usually the meal that is pre-ordered and beverages are ordered upon arrival
  - ★ Orders are sent to the Kamloops Chamber of Commerce
- ★ Coffee/Drink Mob only—no pre-ordering required
- ★ The Chamber will keep you updated on the numbers, so you know how many people to expect
- ★ The morning of the lunch mob event, we will send you what the orders are
  - ★ We do it in this way so the food can arrive shortly after the guests arrive
- ★ Guests arrive and enjoy
- ★ Hosts are invited to say a few words to the group
- ★ **At the end of the event, everyone pays their own bill**

## MOB HOST

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### Requirements for host

- ★ Provide a date and time for the event to take place at your place of business. A date may be suggested by the Kamloops Chamber
- ★ Ability to accommodate approximately 20—30 guests
- ★ Send menu to the Kamloops Chamber for promotional purposes
  - ★ Menu only required when meals will be ordered
- ★ Opportunity to provide promotional information or swag for the guests
- ★ If your business is a non-traditional food/beverage business, you will need to discuss plans with the Chamber Events Coordinator to see if it is a good fit.

### Requirements of the Kamloops Chamber of Commerce

- ★ Send numbers to host 1 week out from the event, and then again a few days before
- ★ Chamber to take all of the orders
  - ★ If someone registers and doesn't show up, the Chamber pays for the meal and then charges the person who didn't attend so it is not coming out of the hosts pocket
- ★ Chamber to provide orders /numbers to the host the morning of the event

### Resources available from the Chamber

- ★ Marketing and promotion of the mob event to members
- ★ Invitations to previous attendees
- ★ Guidance and aid as needed

### Benefits to hosting

- ★ Gain exposure with the Chamber board and other Chamber members
- ★ Opportunity to address the crowd during the event and ability to promote new products or services
- ★ Opportunity to share business practices and showcase your business
- ★ Opportunity to invite important industry stakeholders and clients to your business for the event
- ★ Revenue from the member orders

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We look forward to showcasing your business through this innovate event series, and connecting you to more business within our community.

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To learn more or sign up to be an event host, contact:

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