



# Drumheller and District Chamber of Commerce

## Guide to Hosting a Ribbon Cutting Or Open House Event

### *Why host a Ribbon Cutting or Open House?*

- Make potential customers aware of your new business or location
- Build face-to-face relationships with area business people
- Promote your business and welcome you to the Drumheller-area business community.

### *What the Chamber will do for you:*

- Announce your event to the Chamber membership inviting them to attend via email, and promote the event on our Chamber website and social media feeds;
- Invite the media and Town of Drumheller representatives to attend;
- Ensure Chamber board members and a staff person are present;
- Livestream the ribbon cutting and speeches on our Facebook page if you desire;
- Take photos and send to media outlets, if they were not present; and
- Supply the ribbon and scissors if the event is a ribbon cutting.

### *What you'll need to do:*

- Schedule a date and time. Ribbon cuttings are normally held on a Tuesday, Wednesday or Thursday at 12:00 pm or 4:30 pm. We suggest you schedule your event at least two weeks in advance so that we have time to publish the information and send out invitations;
- Invite other business contacts, vendors, or friends and family to attend.

### *What typically happens at a Ribbon Cutting or Open House?*

- A Chamber staff person will arrive ten minutes before the scheduled time. Then, the Chamber President or other Chamber representative will introduce you and a Town of Drumheller representative will give an official welcome. You will be asked to introduce any staff that are present and say a few words about your business. We will then assemble for the official photo, either outside or in an area within your business.

### *Some tips and suggestions:*

- Choose a date that avoids conflict with community events or holidays;
- Avoid late evening functions where people will have to go home between the end of their work day and your event;
- Have plenty of information handy on your business, such as business cards and brochures, if you have them;
- Light snacks and refreshments typically encourage attendance, as do door prizes or draws;
- You may want to give attendees a tour of your facility, if applicable.

If you are interested in having the Chamber assist you in organizing a Ribbon Cutting or Open House event, please contact us and we would be happy to help.