

Hosting a *Business after Hours* event

Hosting a *Business after Hours* event with Canton Chamber of Commerce support is a fun and easy way to both network and promote your business. *Business after Hours* are held regularly throughout the year from 5:00-7:00 p.m., on a Tuesday, Wednesday or Thursday evening. The Canton Chamber is available to assist you in promoting and planning your event. Please see host suggestions below.

Should you decide to host a Business After Hours, the Canton Chamber will provide:

- ☐ Promotion through:
 - Posted to the Chamber calendar at least 1 month prior to the event
 - Email blasts to membership about the event
 - Home page mention on our website — CantonChamberOfCommerce.com
 - List of attendees and their business
- ☐ Serve as a resource to assist you in preparing the evening agenda
- ☐ On evening of the event, Chamber volunteers will man registration table



Suggestions for the host:

- ☐ Background information on your company to be used in Chamber promotional materials.
- ☐ Hors d'oeuvres or snack, beer, wine, soda & water
- ☐ A small table at the entrance of your business for the Chamber to use for registration.
- ☐ A space to display the Chamber's banner (outside your building or directly in front of the entrance.)
- ☐ At least one door prize.
- ☐ A spokesperson to do a two-minute "commercial" for your business during 6:00 p.m. announcements (the Chamber can assist you if needed)
- ☐ Any promotional materials or items about your business that you would like to display or give to our members. (If you would like guests to take materials home with them, we ask that you give them out at the end of the event.)
- ☐ A list of the names of the people from your company who will be attending the event.

Some helpful guidelines:

- Your event should reflect your company's personality and style (a small business will have a completely different type of event than a large retailer). Keep your event simple, so guests can have time to mingle.
- Make a budget for how much you want to spend on refreshments and door prizes; this event should not break the bank.
- To promote responsible alcohol consumption, we suggest the following: limit alcohol to wine and beer only, provide plenty of non-alcoholic beverage choices (such as, water, soda, coffee, etc.), do not have a self-serve non-attended bar (utilizing a drink ticket procedure is recommended). Please shut down bar service at least 15 minutes prior to the end of the event.
- We do ask that you utilize fellow members for catering and refreshments. Please call the Chamber for a list of options.
- **Craft your 2-minute commercial by sitting down and drafting an outline. Your commercial should include: Your position, name of the business, the type of business, what your specialty products and services are, (for retailers, your hours and any upcoming promotions or sales.) Some places create a special discount for Chamber members.**

**Please schedule your *Business after Hours* event several months in advance.
To check available dates and to reserve your event, contact Sue Budde,
Office Manager at 860-693-0405 or sue@cantonchamberofcommerce.com**