



### **Business After Hours**

The Castle Rock Chamber of Commerce Business After Hours event serves two main purposes. It is an opportunity for the host company to promote and showcase their business as well as provide a platform for Chamber members to network with other business owners and employees.

### **Business Open House**

An Open House at your business is a great opportunity to have new customers become familiar with what you do. The Chamber will support business with Chamber membership by posting beforehand your event on the Chamber website, event calendar and Facebook.

### **Ribbon Cutting Ceremonies**

A ribbon cutting ceremony is a great way to recognize a special event. The Castle Rock Chamber of Commerce is delighted to help your business celebrate with a ceremony and will be happy to facilitate a ribbon cutting.

As a Castle Rock Chamber of Commerce member benefit, the chamber is available to assist with your ceremony if your business has:

- Opened its doors within the past year
- Changed ownership or is under new management
- Moved to a new location
- Has been remodeled or has expanded its current location
- Is celebrating a milestone anniversary (10yr, 25yr, 50yr, etc.)
- Groundbreaking

The Chamber will assist with the following:

- Send out a broadcast email to Chamber Board Members and public officials to notify them of your opening
- Provide an Excel mailing list of current chamber members for your own mailing

- Promote the event beforehand on our website, event calendar and Facebook.
- Provide the “giant scissors” and ribbon to cut
- Attend the event and take pictures – Photos emailed to you upon request
- Publicize the event with a photo(s) on our website

Your business will assist in the following:

- Set the date and time of the event – typically at the end of the work day (4PM or later) – **Business must provide chamber with date, time, and details one month prior to the month in which the ceremony will take place.**
- Determine who will attend
- Send invitations (at least 2-3 weeks in advance of the event with an email reminder the week of the event)
- Invite the media
- Prepare an agenda (We strongly encourage you to prepare an agenda, even if it’s just a back-of-an-envelope kind of thing. Things run much more smoothly with an agenda, even if it’s just sketched out. See below.)
- Provide background information on your business ahead of time to those who are speaking so they can prepare remarks
- (optional) Provide refreshments for those in attendance

Because your ribbon cutting is *your* event, there are no set guidelines. What follows is an assembly of steps to help you plan a successful event.

How it runs: Your agenda *could be* something like this...

- Welcome Guests (Chamber Representatives in attendance, Public Officials, dignitaries) – done by Chamber representative
- Introduction of Company President or Manager - done by Chamber representative
- Congratulatory Remarks – from Chamber or other dignitaries – these are very brief (1-3 minutes)
- Cut the ribbon – usually done by dignitaries and head company rep, some choose to have all employees do the cutting
- Thank you for attending – by a company rep
- Info on the business – done by a company rep – Explain what you do if a new business, about your new location – if a second location or a move, your hours; introduce your staff

To get more information or to schedule an event, please contact Carolyn Kennington at [carolyn@cowlitzriverdental.com](mailto:carolyn@cowlitzriverdental.com) or 360-751-5172.

## Things to keep in mind:

- The further ahead you contact us the more publicity we can give your event
- Keep in touch with the Chamber as your plans progress
- Choose a date that avoids major conflict with community events or holidays.
- Give yourself plenty of preparation time. 3-4 weeks is usually sufficient.
- Tuesdays, Wednesdays, and Thursdays are usually the best days during the week for business people.
- Will parking be an issue? If so, please let us know where you would like guests to park so we can inform them in advance
- The time of your event determines the atmosphere of the celebration
- Morning events should start no earlier than 8:00 am, as a general rule.
- Avoid late evening functions where people will have to go home between the end of their work day and your event. (unless your business is best suited for this type of event)
- Celebrate this event by having festive decor--balloons and company signage not only draws attention to your business, it brings a celebratory spirit to the ceremony and makes it easier on attendees to locate your business.
- Have plenty of brochures, business cards, and handouts available for your guests. You might consider having promotional items such as pens, magnets, mugs, etc. available to hand out.
- Have a drawing or give-away. Winning a sample of your product or a gift certificate to a nice restaurant can add to your guests' enjoyment and perhaps build attendance.
- Give guests a brief tour of your business.
- Who you invite to your event is as important as hosting the event. The following are some suggestions of people to consider when creating your invitation list:
  - Current, past and potential customers
  - Family and friends
  - Suppliers
  - Your employees and their spouses/guests
  - Media
  - Those that helped you get started: Banker, Accountant, Lawyer, Architects, Builder, Realtor, etc.
  - Neighboring business people
  - Representatives from the Castle Rock Chamber of Commerce Board and members
  - Key public officials (i.e., Mayor, City Manager, City Council Members, County Commissioners)