



Guidelines for Pewaukee Chamber of Commerce Biz After 5's

Purpose:

The purpose of Biz After 5 events is to provide an opportunity for our members and their employees to interact, and conduct a moderate amount of business after normal business hours. The chamber welcomes all members and their employees, as well as prospective new members to attend. The exception to this would be that the hosting business would be welcome to personally invite guests. Only active Pewaukee Chamber members will be promoted. The Pewaukee Chamber also looks to these events as an opportunity to develop new members for the Pewaukee Chamber. The location should be large enough to accommodate attendance in excess of 50 people with the host providing beverages and food.

Biz After 5's are usually scheduled the last Thursday of each month for two hours within the time frame 5:00 – 7:00 p.m.

Procedure:

- Guests register online www.pewaukeechamber.org before the event with the cut off the Monday before the event. When guests arrive, they drop their business cards in fish bowl for drawings and select a name tag.
- Refreshments provided and tours of host's business within the time frame designated.
- Host makes 5 minute promotional announcement and then draws door prizes. Host is responsible to ensure winners are notified and pick up their prizes.

Host Responsibilities (should attend at least one Pewaukee Chamber Biz After 5 before scheduling your own so you know what is expected):

- Provide flyer by email info@pewaukeechamber.org to promote your event at least 2 months prior to event. Ensure flyer has Pewaukee Chamber logo on it.
- Host may send direct invitations. Attendance varies but averages 25 – 100 people depending on the amount of promotion host does as well. We do find that greater numbers attend when Chamber members are invited by the host business directly, either by phone, in person, through an electronic newsletter insert, via email or direct mailing.
- Host provides hors d'oeuvres and one complementary beverage. It is the decision of the hosting business to partner with a co-host. **Please be sure that co-hosts and vendors are current Chamber Members.** Entertainment is optional.
- Provide table and chairs near entrance for Chamber for fish bowl for collection of business cards and chamber materials.
- Host should have employees present to greet guests after they register and conduct tours (if applicable).
- Host prepares a few words welcoming guests and promoting their business; essentially a short commercial.
- Host provides a minimum of 2 door prizes (\$50 minimum value – use Chamber businesses if possible) which host draws after presentation and contacts winners.

Chamber Responsibilities:

- Promote the event through weekly email blasts, website and newsletter as well as at other chamber events.
- Provide mailing list for invitations at host's request.
- Chamber Ambassadors will be present and greet guests, give out name tags and collect business cards.
- Chamber may promote chamber activities and events at table.
- Publish a recap and photo of the event in the newsletter.

***Due to quantity of requests for hosting Biz After 5, a business may host one event through Pewaukee Chamber of Commerce every other year.**