

Guidelines for Pewaukee Chamber of Commerce Biz After BIZ

Purpose:

The purpose of Biz After BIZ event is to provide an opportunity for our members and their employees to network with other Chamber businesses and guests after normal business hours. The chamber welcomes all members and their employees, prospective new members and guests of members to attend. The hosting business is welcome to personally invite guests, too. 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 of 40-50 people.

Biz After BIZ events are usually scheduled Tuesday, Wednesday or Thursday, for two hours within the time frame 5:00 – 7:00 p.m.

Basic host provisions:

- Beverages with the suggestion that at least one being alcoholic
- Food substantial hors d'oeuvre as this is after work and into the evening hours
- 2 door prizes
- Entertainment/Program (15 min.)
- Place for 3 – 5 Spotlight Tables of other Business Members
- Tours may be provided if guest and host wish to do so within the time frame designated

Procedure:

- Guests register online at www.pewaukeechamber.org before the event with the cut off at 5:00 pm the night before the event.
- When guests arrive, they drop their business card in fish bowl for drawings and select a name tag.
- Guests have opportunity to eat, drink and socialize.
- Entertainment is suggested and has been successful in bringing better attendance.
- Host will have an opportunity to address the group at approximately 5:45 p.m. and tell them about their business and any promotional offers for the group.
- At the end of the evening, the host draws door prizes.

Host Responsibilities:

- Provide flyer by email to 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 – 50 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 beverages. It is recommended that catering come from a current Chamber Member. **Please be sure that co-hosts and vendors are current Chamber Members.** Entertainment is optional.

- Provide table and chairs near entrance for Chamber for chamber materials and business card drawings.
- 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 suggested 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.
- 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.
- Take photographs during the event.
- May publish a recap and photo of the event in the newsletter.
- May publish a photo and caption in local papers.