

Host Business Best Practices for “Business After Hours” Event

1. Social Media (Facebook)

- a. Host business will be invited to co-host the event created in Facebook.
- b. When sharing the event and inviting individuals, which is encouraged, make sure that the co-hosted event is the one continually being shared. This will help the online traffic flow consistently to the event and the algorithm will gain traction based on the traffic to the event page.
- c. Avoid creating additional event pages, flyers, or pictures to share. These get shared around social media, however the traction for the event is then deteriorated since the traffic is not all going to the same place. Encourage others to share your event page, instead of creating their own image to send and share.

2. Food & Drink

- a. While it is not required for the business to offer food & drink for a Business After Hours event, it is highly encouraged. Work with the Chamber to talk through specific members that may be able to provide food & drink at a cost effective rate based on the desires of the host business.
- b. Non-profits can additionally coordinate with the Chamber on sponsorship options provided by another business. Example: “Tonight, the food for xyz’s non-profit organization has been sponsored by abc’s business.”

3. Promotions & Giveaways

- a. Here at the Chamber our goal for the Business After Hours event is to make it all about you and your business. The Chamber does not collect any money other than the initial promotional fee (\$150 per business or \$100 for non-profit), and we want all the focus and credit to go directly to the business or organization. That being said, all raffles, silent auctions, and giveaways will be at the discretion of each host business/organization. We want you to get the credit for all you do!
- b. As much information as possible should be added to the social media event, Chamber member invites, Board member invites, and any other promotional materials discussed, so if there are any promotions or giveaways planned for the event, these should be included in the initial event creation. The more people know what to expect at the event, the more likely they are to attend.

4. Networking

- a. The Business After Hours event typically lasts for an hour and a half, and the majority of that time should be spent networking, but each host business should feel free to direct the night as desired and you should feel free to share as much about your business/organization as possible. This can include information about the business’ history, day to day practices, or exciting updates.