

# Host a Business After Hours

## **Business After Hours**

The purpose of Business After Hours is to build relationships and network in a low-pressure environment. The event is typically held on a Thursday, but we are certainly flexible.

## **Benefits of hosting Business After Hours:**

- It brings people into your business and familiarizes potential customers with your location.
- It gives you an opportunity to sell your business and services to a captive audience.
- It builds relationships within the business community – and it's great PR for your organization.
- This is a perfect opportunity to introduce your particular products and/or services to fellow chamber members.
- One of the obvious benefits of hosting a Business After Hours is name exposure.
- Business cards should be collected upon arrival and a list will be provided to the host business so you can reach out to the attendees.

## **The Tolland County Chamber of Commerce will provide:**

- Promotion via:
  - Our Monthly e-newsletter.
  - Reminder emails to Chamber committees and members.
  - Event shares on Facebook, Instagram, Twitter, the Patch, Nextdoor & AllEvents.com.
- Staff time:
  - The executive director will be available to help organize prior to the event.
  - The executive director will be available to help host the event.

## **The host should provide:**

- Event promotion in conjunction with the Chamber's marketing.
- Think of the event as an open house or customer appreciation night. Through your customer base, you can reach a wider and more diverse audience than the Chamber alone.
- Light food and refreshments for 20-30 people. A rough head count would be given to plan appropriately.
- Events are better attended when there is some kind of activity or theme. Consider offering door prizes or an educational or interactive component. This is your event! Think outside the box, try something new, and take ownership of the event, but remember that the Chamber is available if you need ideas or guidance. Door prizes always work the best!