



BUSINESS AFTER HOURS

Planning Guide



Business After Hours Planning Guide

Congratulations! Your business is scheduled to host our next Business After Hours event. This is a great marketing tool for your business as well as an excellent networking opportunity for all of our members who attend this social event.

The mission of the Business After Hours program is three-fold:

- To promote the host business
- To provide networking opportunities for guests
- To contribute toward the Rocky Hill Chamber objectives of member networking, referrals, information sharing and promoting chamber member businesses This planning guide is designed to help you and your employees get the most from your participation as a Business After Hours sponsor. The Rocky Hill Chamber of Commerce looks forward to helping make your After Hours a special and memorable event. Please fill in the details on the form below and return the bottom portion to the chamber. These details will be used in pre-event advertising on the chamber website, chamber eNewsletter, social media pages and the Rare Reminder newspaper.

Please return bottom portion of this form to the Rocky Hill Chamber office.

Rocky Hill Chamber of Commerce Business After Hours Event Details

Date: _____ Time: _____
Business Name: _____
Contact Name: _____
Address: _____
Parking restrictions: _____
Additional details to be used in event advertising:

Business After Hours Planning Guide

Below are some guidelines, which you may adapt to best fit your event and your business. Feel free to discuss any of these details with the chamber staff.

Parking

Consider where guests will park their cars. Notify the neighboring business owners of the event so they know to expect an increase in parked cars and even invite them to attend.

Food & Beverage

You may serve any type of appetizers, small sandwiches, and/or desserts. It is your choice whether you serve water, soft drinks, beer, and/or wine; however, if you serve alcohol, please offer some non-alcoholic beverages as well. If you choose to serve alcohol, you must obtain a liquor license or a banquet permit from the CT State Liquor Control Board, which may be completed online.

Room Set-up Ideas

- Set up an area to accommodate the expected number of people.
- Provide a greeter location and guest sign-in area. Remember to locate this near the front door, with ample room for people to move freely in and out of the room.
- Establish a focal point in the room for the opening, host welcome, and closing speakers.
- Locate food/beverages in a location other than the sign-in area so people can move freely.
- Host may set up a display to feature their business (signs, products, brochures, etc.) Program (about 30 minutes)

Program (about 30 minutes)

Business After Hours Planning Guide

- Highlights the event host by setting aside time during the event for business promotion.
- Encourages guests to seek out new business contacts and provides a fun venue to do so.

1. Introductions

- Introduce host: Chamber Chair, Executive Director, or Ambassador Chair (1-2 minutes)
- Welcome statement: Host business (2-3 minutes)
- Introduction of new chamber members in attendance: Ambassadors (3-5 minutes)
- Highlight host business: Host business (5 minutes)
- Ideas - use a display, summarize your mission, show your products, describe your services, and offer a brief tour of the facility that begins after the networking activity.

2. Networking Activity (15-20 minutes)

Host introduces and facilitates at least one networking activity. (Ideas on next page) Consider how you can adjust the program to accommodate a larger group if needed. Have a back up plan.

3. Ending Activities

Host business thanks guests for participating and encourages guests to continue networking after raffle drawings.

- Raffle drawing: Host business (optional)
- Tour (optional)