



t.i.m.e out for Monroe!

BUSINESS AFTER HOURS NETWORKING GUIDE AND AGREEMENT

WHAT IS A T.I.M.E EVENT (BUSINESS AFTER HOURS EVENT)?

T.I.M.E stands for Talk Interact Meet Experience! It is a business after hours networking event where Monroe Chamber members attend to connect with each other and you. The chamber will help you develop strategies to engage those who attend. Registration numbers will be provided a week before the event.

DATE AND HOURS

- 4th Thursday of each month (no event in April or August)
- 5:30 pm to 7:00 pm

Now we're making **TIME** *for*
Business



HOST FEE:

- Chamber Member \$0 – INCLUDED IN MEMBERSHIP
- Non-Chamber Member \$250
Fee may be used within 30 days of the event as a credit toward a membership.

BENEFITS PROVIDED BY THE CHAMBER:

- Marketing
 - Exclusive event e-mail blast to Chamber members with T.I.M.E flyer provided by Chamber
 - Social media post
 - Event included in weekly e-newsletter
 - Event photo included in the MCC e-newsletter
- Registration
 - Collection and communication of registrations
 - Registration desk attendant the day of the event
- Staff
 - Chamber Staff and Welcome Team to assist with member connections
- Connection Activity
 - Planned interactive activity to help connect attendees if appropriate to event

HOST RESPONSIBILITY:

- Signed agreement due a minimum of 45 days prior to the event
- Complimentary Appetizers & Beverages (sodas, water, coffee and/or iced tea)
 - *For non-restaurant hosts: The Chamber strongly encourages use of chamber member restaurants and caterers. Please contact the Chamber for recommendations of member restaurants and caterers.*
 - *If restaurant, please notify Chamber if full menu items and alcoholic beverages will be available for purchase as well.*

- Space
 - Location must have space for a minimum of 20 people to gather comfortably
 - Space should be configured so that guests can enter at only one place that also accommodates a registration table.
- Provide one table and 2 chairs for registration.
- Door prize(s). If you do not have an item that is specific to your business, consider purchasing a Chamber of Commerce Gift Certificate to give away.
- Your Brief Presentation / Commercial
 - Include
 - Company history
 - What makes you unique from other businesses in your industry?
 - Display or demonstrate something of interest that will stick in people’s minds about your business – a unique product or service.
 - Days and hours of operation
 - Introduce your staff

THINGS TO CONSIDER WHEN WRITING YOUR “COMMERCIAL”

WHY?

Why should attendees come back to your business?

WHO?

Who are you and who do you want to connect with?

WHAT?

What do I want you to do after this event?

TELL ATTENDEES WHAT YOU WANT – “COME BACK!”

How am I going to motivate attendees to return?

Make your attendees stay and come back as a regular customer!

BOUNCE BACK / SPECIAL PROMOTION

RAFFLE = FOLLOW UP MARKETING TOOL

- Collect business cards for a raffle then use the contact information to follow up with attendees after the event.
- Raffle prize should be a free, “no purchase required” gift.
- If you do not have an item that is specific to your business, consider purchasing a Chamber of Commerce Gift Card to give away.

CONTACT THE CHAMBER FOR A CURRENT LIST OF MEMBER PARTNERS FOR:

- Graphic Design – E-mail Blast Flyers, Thank You Notes, Etc.
- Promotional Items
- Signs

EVENT PREPARATION CHECKLIST:

Event Date: _____

45 DAYS BEFORE EVENT (MINIMUM)

- Deadline to submit completed agreement to Monroe Chamber of Commerce

4 WEEKS BEFORE EVENT

Consider your theme, what will make your event unique, offers and giveaways you will use to motivate attendees to return to your business

- Chamber to email Host pdf and jpg copy of reminder card and event flyer.
- Host to market event to their customers :
 - Mail out event flyer with RSVP link as an invitation to attend your event to all on your e-mail distribution list
 - Post flyer on Facebook
 - Tweet about event
 - Post on website
 - Hang poster
 - Other: _____
- Chamber to market event:
 - Mail out event flyer with RSVP link to Chamber members on e-mail blast
 - Post flyer on Facebook
 - Post on website
 - Add to newsletter
 - Mention at lunch meeting month before

1 WEEK BEFORE EVENT

- Reservation reminder email sent out to Chamber members
- Host to mail out reminder email to customers, blast virtually to their followers.

2 DAYS BEFORE EVENT

- Confirmed reservations sent to Host
 - Reservations confirmed at: _____ people RSVP'd they are attending.

DAY OF EVENT:

5:00 PM Chamber of Commerce staff arrive

- Registration table set up

5:30 PM Guests begin arriving

- Host-Be available to connect with guests
- Host-Designate a staff person to handle all event coordination during the event so you can promote your business.
- Chamber staff-checks in attendees

6:00 PM Introductions and Ice Breaker

Monroe Chamber Staff Member

- Introduction

Host:

- Thank attendees for coming, brief commercial about your business, invite them to come back (or stay) with a special offer
- If appropriate to your business, invite attendees to tour your facility

Monroe Chamber Staff Member:

- Announces upcoming events
- Begins Ice Breaker

6:30 PM-Raffle/Door prizes and continue Ice Breaker games if desired

7:00 PM-Event Concludes

DAY AFTER EVENT

- Send a "Thank You" to guests and mention your special offer.
 - Use business cards you collected at the event or use an e-mail blast to contact all of our members.
- Contact the chamber office for recommendations of members who can help develop and produce your e-mail blast flyer or thank you notes.

BUSINESS AFTER HOURS NETWORKING AGREEMENT

Please initial the following statements to verify that you understand and meet the minimum requirements for hosting a Business After Hours Networking Event:

_____ My business has space for a minimum of 20 people to gather comfortably in an area that allows all Chamber members to sit together and that won't be too distracted from my normal business activity.

_____ I am able to designate a staff person to handle all event coordination during the event so I can promote my business.

_____ I agree to provide the minimum required complimentary food and beverages to each guest.

_____ I agree to follow the event preparation checklist.

_____ I understand my responsibility as the host of this event & the deliverables of the chamber for this event.

Please return this completed page to The Chamber via email or by mail.

Host Business:

Date of Event: (See website for availability)

Main Point of Contact Name:

P.O.C. Signature:

Business Phone:

Business E-mail:

Please fill in the blanks as they should appear in the event flyer.

Come **talk** to our staff and directors, **interact** with new and old chamber members, **meet**

_____ at

_____ and **experience** a great networking event!

Door prizes

(not required, but if you would like to give something away please list prizes below)

1. _____
2. _____
3. _____

Monroe Chamber of Commerce

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Email: director@monroewachamber.org | **Phone:** 360.794.5488 | **Website:** <http://choosemonroe.com/timeout/>