



## Tips, Suggestions, Helpful Hints & How-to-Guide, for hosting a successful Business After Hours BAH

### A Little About Business After Hours...

Business After Hours are social mixers which provide networking opportunities for Chamber members. These events are typically held on the second Thursday of the month.

While primarily social in nature, a Business After Hours is also a great opportunity for our Chamber members to bring people into their places of business and showcase their products, services and facilities. Too many times we are not fully aware of everything that our fellow Chamber members have to offer.

### What the Chamber will do for You

- We will give you a current membership list for the Rogers City Area Chamber of Commerce
- We will promote you upcoming BAH in our Monthly e-blast, on the Chamber website, on our social media sites.

### It's Your Party...

- Send out invitations or postcards announcing your BHA. Use the addresses we give you to invite Chamber members, but you may also want to invite customers, clients, patients, etc. Be sure to encourage them to bring their employees.
- The Location of your BAH can either be at your place or another site.
- Two or more Chamber members can co-host a BAH
- Consider picking a theme for your BAH. Have a special promotion that ties into your theme and advertise it using various media. Your BAH could either kick off the promotion or be the culmination of an extended campaign.
- You may want to serve food and drinks. Appetizers or finger foods usually work the best. Position the food in several places throughout your business to encourage mixing and mingling. If you plan to serve

alcoholic beverages, you do not need a special liquor license as long as you are not selling the alcohol.

- Giveaways are always popular. You could have small items for everyone such as pens, notepads, key chains, etc.
- Conduct tours of your business if appropriate. Remember this is your chance to promote your products and services and showcase your business.
- Involve your employees in the event. Get them to buy into the project by including them in the planning process. Use your employees at the registration table and/or to conduct tours.
- Come up with some kind of fun game for attendees to play which ties into your business or theme. Prizes could be awarded, or it could be just for laughs.
- If you request, to offset the costs and as a way to fundraise the Chamber will conduct a 50/50 raffle at your BAH.

We hope this has been helpful to you as you plan your  
**Business After Hours Event.**

We are always looking for suggestions so let us know what works and what doesn't work. Also, remember to support the other Chamber members by attending their BAH's.

