

8. Sponsor a grand prize drawing or several smaller prizes to be given away at the end of the event to encourage attendees to stay longer. Collect business cards or have everyone fill out slips of paper at the registration table to be used for the drawing.
9. Conduct tours of your business if appropriate. Remember this is your chance to promote your products and services and showcase your business.
10. Involve your employees in this event. Get them to buy into the project by including them in the planning process. Use your employees at the registration table and to conduct tours.
11. 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 just be for laughs. Ideas might include: a golf putting green or guess how many jelly beans are in the jar, etc.
12. Follow up the event with a note or call to the attendees. Send them a coupon or offer them a special promotion. Remember you want to build on the contacts you made at your Chamber 5:05.

We hope this information is helpful to you as you plan your 5:05 After Hours. We are always looking for more suggestions and ideas we can share on "what works" and "doesn't work."

Also, be sure to support other Chamber members by attending their 5:05s.



How-To-Guide for hosting a successful 5:05 After Hours Networking Event Helpful Hints, Tips & Suggestions



Chamber of St. Matthews

5:05 After Hours Networking....

5:05 After Hours Networking events are social mixers held each month that provide networking opportunities for Chamber members. These regularly scheduled events are typically held on the last Thursday of the month.

While primarily being social in nature, a 5:05 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.

The complete 5:05 schedule for each coming year is set at the end of the previous year, with preference given to those members who have not yet had an opportunity to host a 5:05.

What the Chamber will do for you...

1. We will **promote** your upcoming 5:05 in our email blasts, our video newsletter, Facebook page, on the Chamber Website, and at all Chamber events.
2. We will also provide you with a detailed list of attendees after the event.

It's Your Party...

1. Send out invitations or postcards announcing your 5:05 to your customers, clients, patients, etc. Be sure to encourage them to bring their employees or a 'prospective' Chamber member.
2. The location of your 5:05 can either be your place or another site. If space is limited at your place of business, consider using another Chamber member location. If the weather is nice expand your 5:05 outdoors. Set up a tent, hire a DJ or band—the possibilities are only limited by your imagination.
3. Two or more Chamber members can co-host a 5:05.
4. Consider picking a theme for your 5:05. Have a special promotion that ties into the theme and advertise it using various media. Your 5:05 could either kick-off the promotion or be the culmination of an extended campaign.
5. Plan to have a registration table. The Chamber will provide sign-in sheets and name tags. The Chamber Ambassadors will help staff the registration table.
6. Serve food and drinks. Nothing brings out a crowd better than free food and drinks. Hors d'oeuvres or finger foods usually work best. Position the food and beverage in several places throughout your business to encourage mixing and mingling.
7. Giveaways are always popular. You could have small items for everyone such as pens, pencils, key chains, notepads, etc.