

## How to arrange your business event cont'd

5. Decide which type of refreshments you will serve. Typical size of Chamber participants is 10+ people. A listing of Chamber restaurants and caterers can be found on our website ([www.westmontchamber.com](http://www.westmontchamber.com)) or by calling the Chamber office (630-960-5553).
6. Decide whether you want to hold a raffle for prize give-aways to help promote your business or to just add to the festivities
7. The Chamber staff will partner with you to promote the event, bring ribbon and scissors for ribbon cutting events, bring a camera for the photo op, nametags and a sign-in sheet or you can use a large bowl to collect business cards.
8. The Chamber office will issue a Press Release to local media with a photo of the event, a brief on your business and contact information

## More Business Marketing Programs

The Westmont Chamber of Commerce and Tourism Bureau (WCCTB) offers a variety of cost-effective programs to market your business. Members can sign-up for individual programs or create a marketing bundle to handle all of your marketing needs at a cost savings. Contact the Chamber office (630-960-5553) or our website, [www.westmontchamber.com](http://www.westmontchamber.com), for details.

- ◆ **Westmont Metra Train Station Display Case** - advertise to hundreds 5 days a week using your business cards, brochures and/or flyers
- ◆ **Welcome Neighbor Program** - be one of the first to get your business message into the hands of new residents and businesses in Westmont
- ◆ **Westmont Light Pole Banners** - advertise 24/7 365 days of the year to thousands daily
- ◆ **Chamber Website Advertising** - advertise your business or upcoming events/promotions to thousands of website visitors

Westmont Chamber of Commerce &  
Tourism Bureau

Westmont Centre  
One South Cass Avenue, Suite 101  
Westmont, IL 60559  
(630) 960-5553 Fax (630) 960-5554

E-Mail: [wcctb@westmontchamber.com](mailto:wcctb@westmontchamber.com)  
[www.westmontchamber.com](http://www.westmontchamber.com)

# Marketing Your Business

# Business After Hours & Ribbon Cuttings

BRANDING

ADVERTISING

ATTRACTING NEW CUSTOMERS

DISTINGUISHING YOUR BUSINESS

PROMOTING SERVICES AND STAFF

**Call today  
to showcase your business!**



## Why host a business event?

There are many reasons to host a **Ribbon Cutting** or **Business After Hours (BAH)** event. Take advantage of this great opportunity to get foot-steps into your business, gain exposure and increased sales potential.

This valuable benefit is included in your Chamber membership at no additional fee.

### ***Additional reasons to host an event:***

- ***Celebrate*** the opening, renaming, anniversary, relocating or remodeling of your business facility
- ***Generate Excitement*** and increase awareness of your business

- ***Spread the Word*** through announcements in Chamber newsletters, Chamber website, social and local media
- ***Photo Op*** - a picture is “worth a thousand words”. Event photos will be distributed to local media and displayed on the Chamber website and social media
- ***Brag About it*** - Showcase your business and staff to the community
- ***Give a Tour*** - Bring footsteps to your door with a tour of your facility
- ***Get to Know You*** - Build your business network and forge new relationships by introducing your staff to the community
- ***Make it Last*** - Offer promotional materials to guests
- ***It's Your Party*** - A good event includes networking and refreshments. A listing of Chamber restaurants and caterers can be provided

## How to arrange your business event

1. Ribbon Cuttings are typically held during lunch time or during week nights. There are three formats available:
  - ⇒ Photo Op - 20 min. ceremony with a photo with key business representatives
  - ⇒ Chamber-Member-Only Invites - 60 min. for ceremony, business presentation, tours & networking
  - ⇒ Open to the Public - 60 min. for ceremony, business presentation, tours & networking
2. Business After Hours (BAH) are typically 90 minutes in length and held on weeknights. They are great opportunities for networking and showing off your business.
3. Call the Chamber office (630-960-5553), at least 30 days in advance, to schedule your event. Have at least 2 dates in mind. (Mon, Tues, Wed, Thurs evenings after 5pm work the best.) The Chamber will coordinate availability of key members of the business community and elected officials.
4. After we confirm the date then let's let everyone know. Invite your clients, staff, friends, family (Remember it is your party!) The Chamber office will invite the business community and Village representatives.