

# Business After Hours event opportunities

## What is Business After Hours

Business After Hours is a casual evening networking event co-hosted by the Calgary Chamber and our members, for our members. Over the years it has grown to be the most popular networking event for Chamber members.

Business After Hours is a great opportunity to showcase your brand, connect with new clients, and grow your business.

## Hosting option 1 - \$1,500.00

The Calgary Chamber will co-host a Business After Hours at your venue and provide support in planning, marketing, execution, and handle registration. You will oversee covering all additional event costs: food, beverage, entertainment, licensing, etc.

## Role of the Chamber

### Event promotion

Three to five weeks prior to the event the Chamber will post a short summary of the event with your logo on CalgaryChamber.com. From there the Chamber will promote the event in eConnecting (weekly e-newsletter), on social media, and organically through the Chamber membership team. The Chamber will do its best to reach the desired attendee goal.

### Registration

Event registration will happen through the Calgary Chamber's database, with all registrations happening online. The Chamber will work with you to determine a target number of attendees. The Chamber will ensure all guests are registered and receive a reminder email the day before regarding event logistics. If registration is less than 50% of the desired attendee goal 2 weeks before the event, it is up to the Chamber's discretion to cancel and reschedule for another date.

### Event Logistics

The Chamber team will work with you and assist with logistics for the event. Day of the Chamber team will be onsite to handle registration, ensure guests have nametags, and welcome them to your establishment. Should you choose to serve alcohol (see item 4a under member host role). The Chamber can supply physical drink tickets for your event (we recommend 1-2 drinks per person). If the facility is not equipped with inhouse audio the Chamber can provide a microphone and speaker to be used for the speaking portion only. A representative of the Chamber leadership team or board will be on hand to welcome all guests and introduce the member host.

## Role of Member Host

### Pre event planning

Before the event registration is launch, provide the following information to the Chamber:

- Business After Hours marketing worksheet
- The name and short bio of the person from your organization who will act as host at the event and welcome members
- Pictures of your venue

Once the event is launched for registration, work with the Chamber team to develop an agenda for the evening and determine how to showcase your business during the evening. Think about where guests will mingle, do you want to host activity stations, will your team be on hand to support?

#### Food and beverage

As a host, it is your responsibility to supply the food and beverage for the guests, this includes covering all costs associated with food and beverage.

- a. If alcohol is to be served please provide the Chamber with a copy of the liquor license
- b. Please provide the Chamber a copy of your public liability
- c. Provide a copy of consent from your tenant agreement to host the event (if applicable)

#### Event night

On the night of the event please prepare a 5-10 minute speech, welcoming guests to your location, and setting the expectation for the evening (activity, layout, timeline, etc.). As well, consider giving away a door prize or gift to all guests when they leave. This will contribute to more interested in your brand and leave a lasting impression.

#### Contact

If you are interested in hosting a Business After Hours event or would like more information, please contact:

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