



CHATHAM-KENT
CHAMBER *of*
COMMERCE

BIZconneCKt

PLANNING GUIDE

The format of BIZconneCKt is to provide a casual, light atmosphere with the focus on networking, in addition to providing an opportunity for the guests to visit one on one with the hosts and sponsors of the evening.

Inside this Planning Guide, you will find information on the following:

- Outline of Event.....3
- Checklist for Host.....4
- Promotion.....5
- Food & Beverage.....6
- Schedule of Fees*7
- Chamber’s Responsibilities.....8
- Contract.....9
- Post Event Survey.....10

OUTLINE OF EVENT

Guests

The Chamber staff administers the door for the evening.
All guests are required to sign in. Host member staff are not required to sign in.

Door Prize

Provide a \$50.00 Gift Card/Certificate from your business or fellow CK Chamber member.
You are welcome to provide a token gift accompanied with the gift card, if you choose.

Master of Ceremonies

The Chamber works with Blackburn Media and 99.1FM CKXS to provide an M.C. for the event.

Host Speaking Opportunity

The host of BIZconneCKt is encouraged to take the opportunity to say a few words
to welcome the guests and share about their business or organization.
This occurs at approximately 5:15 – 5:30 p.m. when the number of guests is in peak attendance.

CHECKLIST FOR HOST

- Site Visit from Chamber representative, if required
- Pay Hosting Fee (See enclosed Schedule of Fees*)
- Send your business logo to the Chamber Office for marketing and promotion purposes
- Confirm menu with Chamber Member caterer or purchase hors d'oeuvres/ food supply for guests
- Purchase all beverages for event, set up sales area, and cash float
- Purchase liability insurance for event
- Send out invitations to your clients and potential clients. Utilizing Chamber promotional flyer, share & promote on your website and social media sites.
- Signage for event (no alcohol beyond this point, washrooms, exit, etc.) if required
- Coat Check/coat racks
- Have garbage bins/recycling bins available
- 1 Registration table, 1 table for name tags, Exhibit tables (*confirm number with Chamber) (Some events may require 20 tables & applicable space)
- Removal of tables/chairs to allow standing room to encourage networking atmosphere
- Review your facility to ensure you are showcasing your business/product to its best
- Secure staff and/or volunteers you may need
- Attend preceding BIZconneCKt events to network/inform of your hosting
- Provide 1 Gift Card from your business or a fellow CK Chamber member (value of \$50)

* Subject to change

PROMOTING YOUR EVENT

The Chatham-Kent Chamber of Commerce encourages you to promote your event in the following ways:

- 1) Send invitations out to your customers, suppliers and friends to join in. (Utilize the promotional flyer the Chamber will provide to you)
- 2) The Chamber can provide mailing labels (\$30.00) if you would like to distribute a personal invitation to the Chamber membership.
- 3) Add details of event to your own website and social media sites.
- 4) Share the BIZconneCKt event created for you on social media sites
- 5) Attend preceding BIZconneCKt to network and inform others of your upcoming event.

Note: When promoting your event, under the guidelines of the Special Occasions Permit, you cannot advertise that there will be a cash bar.

The Chatham-Kent Chamber of Commerce will promote your event in the following ways:

- E-Newsletter Advertisement
- Advertising on Chamber website
- Create a flyer for marketing and promoting of event
- Advertising on Chamber social media sites
- Local Media sources
- Radio Stations – day of event

***DON'T FORGET TO SEND YOUR LOGO TO THE CHAMBER OFFICE
TO UTILIZE IN OUR PROMOTIONAL ADVERTISING!**

FOOD AND BEVERAGE

The Chatham-Kent Chamber of Commerce requires you provide a variety of complimentary hors d'oeuvres and food supply for approximately 50 guests. Guests arrive at varying times, please have drinks and food available from 4:30 p.m. through to 6:00 p.m.

Please note: as guests will be enjoying an 'after work' beverage, a nice balance & selection of food is important.

BEVERAGES & CATERING

It is POLICY of the Chatham-Kent Chamber of Commerce that you serve beer, wine, pop and water. Coolers are optional.

All alcoholic drinks must be charged at a cost to the guests. No complimentary alcoholic beverages or free alcoholic drink tickets can be given. Free pop and water is acceptable.

You coordinate your own food and beverage options. The Chamber must apply for the Specials Occasions Liquor Permit on your behalf.

— OR —

Utilize a fellow Member catering business to service your needs if you are not co-ordinating on your own.

You MUST provide a copy of the catering licence to the Chatham-Kent Chamber of Commerce 30 days prior to event if utilizing a member caterer for bartending of alcohol services and sales.

+ If you are considering hiring a caterer you MUST utilize a fellow Chamber member Catering service or restaurant.

Note: Use of a Non-Member for catering will be at an additional charge of \$150.00.

A listing of all Chamber member catering services and restaurants can be found at www.chatham-kentchamber.ca

* Bar Sales and Service are to close for the evening as prize draw is being made UNLESS you are in the food and beverage sector.

SCHEDULE OF FEES*

Package 1 - Single Chamber Member hosting

\$225+

- Exclusive recognition in advance and post-event Chamber promotions

Package 2 - Partner hosting with a fellow Chatham-Kent Chamber Member

\$375+

- Joint recognition in advance and post-event Chamber promotions
- Hosting Fee will be divided equally between both hosting members

+ Additional Fee utilizing a non-Chatham-Kent Chamber Member for catering services

\$150

- It is permissible for the non-member caterer to have tent cards showcased at food table

CHAMBER'S RESPONSIBILITIES

- 1) Promotions as indicated in Planning Guide
- 2) Purchase a Special Occasions Liquor Permit, if required
- 3) Chamber staff and committee volunteers for registration
- 4) Name badges at registration
- 5) MC's for the evening
- 6) Take photos of the event to post and share on social media

For further information, please contact:

Sarah Smith, Manager of Administrative Services

sarah@chatham-kentchamber.ca

519-352-7540 ext. 2211

Gail Hundt, President & CEO

gail@chatham-kentchamber.ca

519-352-7540 ext. 2213

Information within this Planning Guide is subject to updated revisions as deemed appropriate by the Chatham-Kent Chamber of Commerce.

BIZconneCKt HOSTING CONTRACT

I/We agree and respect the rules and regulations of the BIZconneCKt requirements as outlined above by the Chatham-Kent Chamber of Commerce Planning Guide.

Signature

Name (please print)

E-mail Address

Phone Number

Date

Business Name

BIZconneCKT Hosting Date: _____

POST EVENT SURVEY

1) What was your company goal in hosting?

2) Did hosting the event meet your goal?

3) How did you and your staff take advantage of the event?

4) Did you find value in hosting?

5) What recommendations can you provide to improve the event?

6) Other Comments

Please complete within 10 days after hosting BIZconneCKt.
(A friendly reminder will be forwarded.) Email to: info@chatham-kentchamber.ca.