

Open House or Community Celebration

Hosting an open house for a business shows off your businesses in a fun and exciting way!

Step 1: Submit the Open House Celebration Request Form

Consider the details: Will your event be public or private? Will you serve refreshments? What time of day will you host your event? Scheduling Monday-Friday between 9am-6pm ensures Chamber staff and Ambassadors can attend. Please allow at least two (2) weeks to effectively promote the event. This will require a \$1,250 payment before promotion.

Step 2: Invite and Publicize

Make a list: Create your invitation list based on your event's goals and budget. Consider the following potential guests: Current/prospective customers; nearby businesses; community leaders, networking partners, and your employees. Add your own marketing—fliers, a Facebook event page, email newsletter to your mailing list.

Step 3: Receive Chamber marketing support

Marketing support provided by the Chamber: Promotion to 850 members and their employees through Chamber social media and email marketing with a reach of 1,500+. You will also receive the registered attendee list after your event.

Step 4: Plan to make the event AN event

Prepare: The event gives the business owner/manager a chance to publicly thank financial backers, contractors, employees, friends and family, and all who have attended for support. Prepare to talk about how the business was started, what the business does, etc.

Create some fun: Your open house may be the first time some people enter your business-make it fun and festive. Tours, door prizes, give-ways, and discounts on products or services can add incentives for attendees to become customers. Having refreshments, music, and/or decorations create a fun atmosphere. Assign different roles and responsibilities to the staff so everyone is engaged.

Go Social! Use social media to generate excitement and create awareness. Designate one of your staff to curate your social media before, during, and after your event. Create the event on Facebook, use a #hashtag, and encourage your attendees to "check-in" during the event.

Relax and enjoy. Be a warm host, welcome your guests - and have fun!



The Greater Bloomington
Chamber of Commerce

Better business. Better community.

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