



Hosting a ribbon cutting or grand opening
is a great way to announce
you're open for business!



Tips to help you plan your event:

- ❑ **Public or private event?** Decide what type of event you want and set goals. Will it be open to the public or will it be a smaller affair for a select group?
- ❑ **Timing is everything.** Decide the date, time and people you need to invite. It's a good idea to make certain there are no other Chamber or community events that might conflict with your date. Scheduling your event Monday - Friday ensures Chamber staff and volunteers can attend. *Please note: The Chamber needs at least a two (2) weeks notice to effectively promote your event.*
- ❑ **Invite!** Create your invitation list based on your event's goals and budget. Consider the following potential guests: Current/prospective customers; nearby businesses; community leaders, and your employees. Perhaps add your own marketing to the mix, to attract others to your event - You can easily create a flier or e-invite to share the news. If you plan to invite the Mayor or other local leaders, they usually require at least 2-4 weeks advance notice. We'll invite our Chamber Ambassadors!
- ❑ **Publicize.** Write a press release and submit it to the local media at least two weeks before the event. Add your event to community calendars. Please be sure to send a copy to The Chamber so we can include the announcement in our publications and calendar!
- ❑ **Go Social!** Use social media to generate excitement and create awareness. Designate one of your staff to be in charge of your social media before, during and after your event. Create and use a #hashtag, and encourage your attendees to "check in" during the event. Post event info as well as pictures leading up to and from the event. Tag The Chamber too!
- ❑ **Make the event AN event.** Your ribbon cutting may be the first time people enter your business so make it fun and festive. Tours, door prizes, give-aways, discounts on products or services can add incentive for attendees to become customers. Having refreshments, music or decorations liven up the atmosphere. Assign different roles and responsibility to staff so everyone is engaged. Be sure one of those roles is "photographer" because you definitely want to capture the moment.
- ❑ **Relax and enjoy.** Be a warm host, welcome your guests - and **enjoy!**



Let us bring the ribbon
and "the big scissors"
to your ribbon cutting
or grand opening



The Greater Bloomington
Chamber of Commerce

Better business. Better community.

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