



Presents



**Your smile is your logo, your personality is your business card, how you leave others feeling after an experience with you becomes your trademark.**

~ Jay Danzie

**“AND, your name tag is an effective networking tool!” ~ Ambassadors**

**Do you wish to create a positive impression and further promote your business?** Live After 5 is a socializing and networking function that connects you with the Chamber network, business leaders and members of the community. Review the basic information below, and contact us today to reserve your spot!

### **Who? Attendance**

Average attendance ranges from 25 to 50 attendees; although, historically, businesses have hosted anywhere from 6 to 100 attendees. The Chamber uses the below-outlined communication channels to generate publicity, but we strongly encourage that businesses undertake additional efforts: in-house e-mail lists or social media posts are two easy and free tactics that businesses can use to increase attendance.

- Cody Club Lunches
- Morning Mingle
- Chamber Newsletters
- Chamber Online Event Calendar
- Chamber Social Media Channels



### **What? Description**

Live After 5 is primarily a networking function, secondarily a social function, that aims to provide the businesses with exposure and, potentially, new clients. There is no additional charge for Chamber members associated with hosting; nevertheless, hosts are responsible for any additional costs incurred (i.e. catering, etc.). Attendance is free and open to the general public.

### **When? Date and Time**

The third Thursday of every month at a limit of twelve per year. The dates are assigned on a first-come, first-serve basis, but businesses are welcome to join our waiting list. The ideal hosting times are between 4:30 p.m. and 7:30 p.m., and we recommend limiting this function to two hours.

### **Where? Location**

The right location is a determining factor of success. Whether you choose to host at your business or elsewhere, you should select a space that accommodates the size of the audience that you wish to reach while allowing for audience mobility and promotion of your product or service. Partnering with a smaller or larger Chamber member can provide hosts with the opportunity to pool resource and maximize efforts (think members in the food service industry or members linked with sizable venues).

### **Why? Benefits**

Take advantage of the direct and indirect benefits tied to hosting Live After 5. Direct benefits include, but are not limited, to the following: increased reach, increased exposure, customer relationship management and networking and partnership opportunities. Indirect benefits include, but are not limited, to potential new clients and revenue. NOTE: Please bear in mind that the effort invested in promoting and hosting a function is likely to impact the level of success.



**Tips!** Limit formal presentations at these functions, strategic alliances can decrease cost but increase attendance, food and drinks are well received, prizes or drawings are good incentives, collect contacts and build a mailing list.