



BUSINESS AFTER FIVE

A FACTSHEET

THE CHAMBER
SOUTH HURON CHAMBER OF COMMERCE

Business After Five—What is it

Business After Five (BA5) is a signature Chamber event. It has a twofold purpose:

- 1) Allow Chamber members and area businesses to network and;
- 2) Give the host business the opportunity to showcase their product, service and business.

Held, as required, on a mid-week evening, this open-house event generally features refreshments, conversation, tours and can be as unique as the hosting business. The Chamber will gladly work with your business to schedule, design and promote the event. Contact the Chamber at 226-237-3108 or email office@shcc.on.ca

HOST A SUCCESSFUL EVENT!

- ◆ Celebrate a milestone, expansion, renovation or new business with a BA5. Local businesses will be interested in seeing what you have been able to achieve!
- ◆ Create your own invitation and invite business and community members in addition to the promotion that the Chamber will do.
- ◆ Consider partnering with a community group, cause or other business to create additional interest and energy.
- ◆ Consider using local products or caterers to increase synergy and networking aspect of your event while promoting local farmers and food and beverage producers.
- ◆ Don't be afraid to use this opportunity to promote your product or service and showcase what you do best.
- ◆ Have literature and swag on hand for attendees to take with them.
- ◆ Enjoy yourself and encourage others to do the same!

The Power of Networking

- ◆ Maintain relationships with current customers
- ◆ Meet new prospects
- ◆ Increase your visibility
- ◆ Gain knowledge and fresh ideas
- ◆ Create partnerships and collaborative projects
- ◆ Open doors to new opportunities
- ◆ Create ambassadors for your business
- ◆ Make connections that lead to mentorship
- ◆ Enjoy fun social events