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Ripon Chamber of Commerce Business Connections Guidelines

- ✓ The purpose or objective of a Business Connection is an opportunity to showcase the host business(es) to other community business owners. It is an opportunity to network, market and socialize! The most effective after hours should reflect your own personal taste.

Basic guidelines that will help to make a more successful event are listed below:

The host(s) must be an active Chamber member in good standing.

- ✓ **Call the Chamber Office to schedule a date.**
This will ensure an “official” date on the Ripon Chamber calendar. Office staff maintains the Chamber calendar, and will help you decide on a date that is non-conflicting, and would be optimum for both your business and Chamber members. Business Connections are usually on the second the Tuesday of the month from 5:00 p.m. – 7:00 p.m.
- ✓ **Decide the type of Business Connection that you would like to sponsor.** It can be a simple or elaborate affair depending on your preferences. Some considerations include: An open house with sandwiches, appetizers, and beverages? Do you want to have the food catered (easier for you, but more expensive)? There are many chamber businesses in the food industry that would be glad to assist you. Consider having a joint event-either with a group of businesses, or any other “partner”.
- ✓ **Make your After Hours “inviting”.** Ideas include:
A simple theme to make it stand out, i.e., Barbeque, Mardi-Gras or St. Pat’s Party. The possibilities are endless! Most of all - have fun and if you need any assistance, call the Chamber Office.

What you need to do: After the above decisions are made:

- ✓ Provide the location, which may be held anywhere. We recommend that you consider highlighting your place of business, and if that is not possible, think about other Chamber members’ locations.
- ✓ Provide easy to handle finger foods or hors-oeuvres and beverages for attendees. These events can draw anywhere from 25-50 people.
- ✓ Door prizes are optional; however, attendees enjoy drawings. The drawings for door prizes will be held approximately 30 minutes prior to end of event.
- ✓ The Chamber can create the invitation for you, or you may provide one to us. The invitations will be mailed and/or emailed to Chamber Members depending on your preference. There is a cost affiliated with the mailing of the invitations.

What the Chamber will do:

- ✓ The Chamber helps schedule the date and helps to promote your event.
- ✓ The Chamber will post your flyer on the website Include announcements of your event in blast emails, newsletters, and reminders.
- ✓ The Chamber staff will handle registration, which includes nametags, collection of business cards and attendees.
- ✓ If wanted following the event, the Chamber will mail the cards collected to the Host for future follow-up. The event will be highlighted in the next Chamber Email Weekly Newsletter. You may submit a short article to be included with the photos as well.