

HOW TO:

Host a Business Mixer

————— Your Guide to a Successful Event —————



219.987.5800 Office

219.405.6840 Cell & Text

327 N. Halleck St. – PO Box 721 DeMotte, IN

www.DemotteChamber.org

WHAT IS A *Business Mixer?*

A Business Mixer is a morning or evening open-house-style social gathering of business peers. It is designed to bring businesses together and share what business, product or service they provide. This event doesn't require an agenda, such as speakers on topics, it is to gain new business relationships and contacts for you and other businesses. This event is open to all businesses, not just Chamber members; however in order to host a Business Mixer, you must be a current Chamber Member in good standing (dues paid).

You choose a Morning or Evening Mixer during the 3rd full week of the month

Morning: 7-8:30am

Evening: 5-6:30pm



WHAT THE CHAMBER WILL DO FOR YOUR BUSINESS MIXER

A Business Mixer is your event. The Chamber is here to assist you with the following:

- Invite the business community. This includes
 - Chamber Board members, and business members as well as non-Chamber members
- Invite Elected Officials and local media
- Promote your event on our Facebook page and website calendar
- Provide video and/or photos to our Facebook page, tagging you too!
- Be available to assist you with questions or event suggestions at any time



BENEFITS OF A BUSINESS MIXER

- Introduce your business to your business peers
- Announce your event through the Chamber's email list, including Elected Officials
- Listing on the Chamber website
- Familiarize the business community with your product or service
- Begin or add to your customer base
- Free exposure on Chamber's Social Media Page
- Free benefit with your paid Chamber membership



WHAT ARE THE HOSTING BUSINESS RESPONSIBILITIES?

Your business is the host of this event. Make it yours!

The Chamber is here to help you. However, we strongly encourage you to take some of the following suggestions into consideration. Conducting your own PR campaigns to increase awareness is highly suggested. Please note, you should not rely solely on the Chamber for your audience or event festivities.

- Designate a contact person
- If you have designed a promotional flyer, send it to the Chamber electronically
- Finalize details prior to promoting the event, ensure that you and the Chamber are on the same page
- Run promos on your social media. Co-promoting this event is helpful for success.
- Send email & paper invitations to your vendor contact list
- Invite employees, friends, family, and contractors
- Order banners and signage, if you choose
- Consider offering branded giveaway items or having door prizes or special drawing(s)
- Consider giving guided tours, product demos, etc., if applicable
- Food and beverages add a nice touch! Breakfast items for morning mixers, and snacks or hors d'oeuvres are perfectly acceptable. Offer as much or as little as you like, and yes, evening adult beverages are acceptable as well
- Send a post-event press release and post to your social media platforms showing what a great time everyone had!



Frequently Asked Questions

Planning a Business Mixer can be stressful. You may have many questions or not know where to start. Luckily, since this is your event, there are no set rules! Here are a few FAQ that may help.

Q: When should I begin talking to the Chamber about my event?

A: Begin the conversation no less than 2-3 weeks prior to the Mixer. This allows the Chamber to confirm the date, add it to the calendar, and share it with members and social media.

Q: When is the best time to have a Business Mixer?

A: Choose a day that works best for your staff. Any weekday is appropriate.

Q: Do I have to have the event during the recommended hours?

A: No, if another time works best for you and your staff, pre-arrange that with Diva and it will be promoted as such.

Q: How many guests can we expect?

A: The Chamber cannot guarantee the number of attendees. Multiple factors play into how many guests will attend. You are welcome to require an RSVP if you so choose, but we do not require RSVPs for this event.

Q: Should we offer door prizes, drawings or giveaways?

A: It's a good idea to have door prizes or swag for your guests. Attending businesses are invited to bring door prizes as well. Everyone loves to win a prize!



There you have it!

We are grateful for the opportunity to be
a part of your special event.

Thank you for being a valued member of the
DeMotte Chamber of Commerce!

We appreciate you and the opportunity to serve you.



For more information or to schedule your Business Mixer, contact Diva Rish.

Email: drish@demottechamber.org

Phone or Text: 219.405.6840