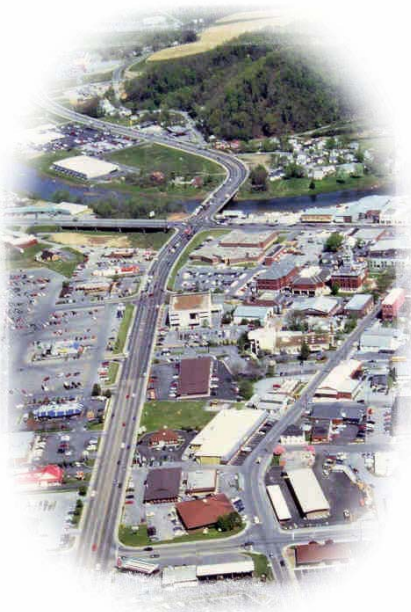


### \*BUSINESS DURING HOURS

Some slots may be available to businesses which would like to host a “*Business During Hours*” during lunch hours: 11 a.m. to 2 p.m. These spots can attract different crowds than during the evening scheduled *BAH*. Please call the Chamber office for further details.



To Reserve Your  
“***Business After Hours***”  
date, please contact us at

SEVIERVILLE CHAMBER OF COMMERCE  
110 Gary Wade Blvd  
Sevierville, TN 37862  
865-453-6411 / 1-888-SEVIERVILLE  
Fax: 865-453-9649  
info@seviervillechamber.com  
www.seviervillechamber.com

## Who Provides What?

The Chamber of Commerce will assist you with your *Business After Hours* by providing:

- A set of labels with the mailing addresses of all members of the Chamber
- A phone number to RSVP
- A receptionist to give out name tags
- A guest book to record your visitor’s names & addresses

## What You Provide...

Your business will be responsible for providing:

- Invitations and postage for your event
- Whatever type of food or entertainment you would like to have
- A place for the receptionist to prepare name badges near the entrance of your business

## Frequently Asked Questions

**May I serve alcoholic beverages at the BAH?**  
Yes you may, but you must be within appropriate legal guidelines. Overall, the Chamber will not pay for any alcohol and it cannot be sold, just given away.

**What may I do at a Business After Hours?**  
You can provide entertainment or tours of your business. Showcase your property with demonstrations. Provide giveaways and samples to get some of the attendees to come back as patrons.

**May I invite non-chamber members, such as my clients, to the Business After Hours?**  
Yes, please feel free to invite any other people you would want to attend who aren’t Chamber members. Remember, a Business After Hours is also made to pick up new members as well.

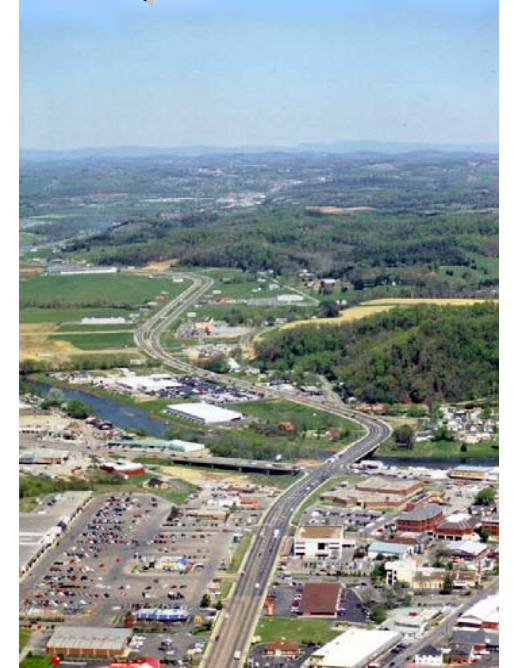
**Can I partner with a fellow Chamber member to co-host a BAH with me to defray costs?**  
Yes. You may co-sponsor your BAH with other businesses that may be close to you or that you do a lot of business with. As long as they are a member of the Chamber also. Example: Mountain Edge Grill and Tanger Five Oaks Outlets partnered together- the Grill provided the food and space, and Tanger provided door prizes and invitations.

**What if my business isn’t located in Sevierville or too small for a BAH, can I hold it elsewhere?**  
All Business After Hours are held within the Sevierville Area. Your business may want to look at partnering with a hotel property or the Sevierville Civic Center or Five Oaks Convention Center for a place to hold it. Example: Thermocopy’s offices are in Knoxville, but they host their BAH at Echota Resorts.

## How to Host Your



CHAMBER OF COMMERCE  
**BUSINESS**  
*After Hours*



# WHAT IS A BUSINESS *After Hours*

~This is an easy to follow instruction booklet on what is expected and what can be done to make your *Business After Hours* a Success!~

The *Business After Hours* was created to provide opportunities to local business people to meet each other in an informal setting. It also allows a superb time to showcase a particular business. Hosting one of these events, as well as attending, can have long range positive effects on business and networking.

Besides providing opportunity to network, *Business After Hours* also provides a chance for new or potential members to meet face to face with current members and see what the Chamber can do for them.



## THE DATE!

This is the most important aspect of the successful *Business After Hours*. Usually, Tuesday or

Thursday nights are preferred. Mondays and Fridays are the next best but many may have plans for a Friday night or it may be too early in the week for a Monday night affair. Wednesday is usually not used so as not to conflict with local church schedules. Also, check with the Chamber and as many other civic organizations as possible, including schools, to see if any other events are scheduled during the same time. Make a few possible dates before calling the Chamber to see which months are open. Give yourself plenty of time to prepare for cleaning, catering, sending out invitations and any other preparations you may want to make.



## INVITATIONS!

This is another very important step in planning your *BAH*. Your invitation can be as formal as a wedding invita-

tion or as simple as a flier announcing the event. Each type of invitation conveys a message of what the *BAH* will be like. For example: a Travel Agency may want an invitation to look like a plane ticket or be an invitation to a Luau while a bank's invitation will be more formal and sophisticated.

### TIPS FOR INVITATIONS:

- Don't Forget the "4 W's"- *Who, What, Where & When*. The "Who" will be you and



## THE FOOD!

Now that you have the date set and the people invited, what will you serve? this leaves a lot to the individual business's taste. There is really no set expectation for the food at a *Business*

*After Hours* other than it is usual to have some. At most some have served "heavy Hor d'ourves" which may include chicken fingers, sandwiches, etc. and at least it has been

the Chamber of Commerce. The "What" will be your special *Business After Hours*. The "Where" is the location of your business. The "When" is the date & time of your event which is usually 5 p.m. to 7 p.m. for a *BAH* or 11 a.m. to 2 p.m. for a *Business During Hours*.\*

- Include the Chamber's number (453-6411) for your guests to RSVP. We will keep you updated on the number that call in.
- The Chamber will provide you a list of labels that includes all of the members of the Chamber of Commerce. You can then send them out. The Chamber does not pick up the cost of printing or postage for the *BAH* Invitations.
- Plan to have printed 350- 400 Invitations. We will be able to give you a better number at the time you send out your invitation based on the current membership roster.
- We recommend that you send out your invitations no more than 4 weeks and no less than 2 weeks before your *BAH*. If you are planning to use BulkMail discounts, we recommend that you send out your invitation about 4 full weeks in advance.

customary to serve reception food such as fruit or vegetable trays. There are several caterers and restaurants in the area that could bid on your *BAH*. For a list of those that are Chamber members, call the Chamber Office at 453-6411.



## NET- WORKING!

The *Business After Hours* was designed for this primar-

ily. Take this opportunity to showcase your business and all the services it has to offer. Business people from all walks of business: tourism, service, industry, will all be there. Don't lose any opportunities. Sometimes even talking to someone who doesn't need your service may refer someone who does. Make sure you and your staff mingle with your guests and get to know who you don't. You will have a list of guests who attended at the end of the evening, so you can make follow-up calls or send thank-you-notes.



## NEW MEMBERS!

The Sevier-ville Chamber of Commerce *Business After Hours* will

also be used as a tool to entice new members. Potential Chamber members will be invited to the *BAH* and given a special name tag that says "Guest." Please take a moment to talk to these people and invite them to join the Chamber. If you have anyone you would like to personally invite, please do so.