

# Business NOW

BRainerd LAKES CHAMBER OF COMMERCE

## Description

BusinessNOW is a Chamber networking event that has a flexible structure to accommodate our members' busy schedules. Members can now host a BusinessNOW event *during* business hours, 8 a.m. to 5 p.m., that promotes their business, showcases a new facility, launches a new product or simply for networking with fellow members. Whatever format you want, we'll do our best to accommodate!

## Benefits

- Ability to host event anytime between the hours of 8 a.m.–5 p.m.
- One FREE BEST advertisement in our member-to-member e-newsletter, *Swell* (approx. 2,200 reps).
- One FREE BETTER advertisement in our member-to-member e-newsletter, *Swell*.
- Press Release Distribution—Brainerd Dispatch, Northland Press, Pine & Lakes Echo Journal.
- Free event listing on *Chamber Strong* page, found in Brainerd Dispatch Business Section.
- Free event page on Chamber website.
- Targeted invitation email to all area Chamber representatives.
- Use of PA system (microphone, amplifier & loudspeakers).
- Promotion of event via Chamber website and social media sites.
- Attendee list for post-event follow-up.

## Chamber's Role

- Arrive early to help with setup (including PA system) and registration.
- Be on hand to take photos of the event for publicity.
- Provide registration sign-in sheets and name tags.
- Assist volunteers and sponsor as required.
- Send attendee list to hosts for follow-up after the event.

## Host Role

- Pick a date. Provide your logo and as much promotional information as possible.
- Pick a location. Ensure chosen location has adequate space to hold the expected number of attendees.
- Create a program for your event so attendees know what to expect.
- Market your event. Create ideas for your event to generate buzz. Get the word out for maximum attendance, or co-sponsor the event with another member.
- Get ready! Provide a table for registration and greeting guests.

## How it Works

Once your date is set and all information is ready, we'll begin promoting your event. A coordinated effort between the host and the Chamber works well. Our timeline is below:

- 30+ days prior: Event web page is setup
- 30 days prior: BEST ad runs in *Swell*
- 2 weeks prior: Event press releases distributed
- 2 weeks prior: Targeted email is sent to members
- 2 weeks prior: Event listing in *OxTales*
- 1 week prior: BETTER ad runs in *Swell*
- Week of: Social media posts
- As available: Event listing in *Chamber Strong*

## Good to Know

- Date must be chosen 45 days in advance.
- Event must be held Monday–Friday, 8 a.m.–5 p.m.
- Allotted time is set at a maximum of 2 hours, which includes setup.
- Limited BusinessNOW events are available each month, and cannot be held in the same week.
- Give your logo and any appropriate graphics to the Chamber for promotional purposes.
- The Chamber reserves the right to deny a request due to scheduling and/or staffing conflicts, and events deemed to be misaligned to our mission. Our best effort will be made to accommodate all requests.

## Sample Format

- 3:00 p.m. Chamber staff arrive (30 minutes prior) and help setup.
- 3:30 p.m. Registration begins. Networking, food and beverages served.
- 4:00 p.m. Host presentation, 20-25 minutes.
- 4:30 p.m. Announcements for upcoming events by Chamber.
- 4:40 p.m. Door prize drawings (must be present to win).
- 5:00 p.m. Thank guests, end.



## Next Step? Schedule Your Event!

Contact Sue Galligan, [sgalligan@explorebrainerdlakes.com](mailto:sgalligan@explorebrainerdlakes.com) or 218-822-7119, to schedule your BusinessNOW event.