



Presents



**Your smile is your logo, your personality is your business card, how you leave others feeling after an experience with you becomes your trademark.**

~ Jay Danzie

“AND, your name tag is an effective networking tool!” ~ Ambassadors

**Do you wish to create a positive impression and further promote your business?** Live After 5 is a socializing and networking function that connects you with the Chamber network, business leaders and members of the community. Review the basic informa-

### Who? Attendance

Average attendance ranges from 25 to 50 attendees; although, historically, businesses have hosted anywhere from 6 to 100 attendees. The Chamber uses the below-outlined communication channels to generate publicity, but we strongly encourage that businesses undertake additional efforts: in-house e-mail lists or social media posts are two easy and free tactics that businesses can use to increase attendance.

- Cody Club Lunches
- Morning Mingle
- Chamber Newsletters
- Chamber Online Event Calendar
- Chamber Social Media Channels



### What? Description

Live After 5 is primarily a networking function, secondarily a social function, that aims to provide the businesses with exposure and, potentially, new clients. There is no additional charge for Chamber members associated with hosting; nevertheless, hosts are responsible for any additional costs incurred (i.e. catering, etc.). Attendance is free and open to the general public.

### When? Date and Time

The third Thursday of every month at a limit of twelve per year. The dates are assigned on a first-come, first-serve basis, but businesses are welcome to join our waiting list. The ideal hosting times are between 4:30 p.m. and 7:30 p.m., and we recommend limiting this function to two hours.

### Where? Location

The right location is a determining factor of success. Whether you choose to host at your business or elsewhere, you should select a space that accommodates the size of the audience that you wish to reach while allowing for audience mobility and promotion of your product or service. Partnering with a smaller or larger Chamber member can provide hosts with the opportunity to pool resource and maximize efforts (think members in the food service industry or members linked with sizable venues).

### Why? Benefits

Take advantage of the direct and indirect benefits tied to hosting Live After 5 Direct benefits include, but are not limited, to the following: increased reach, increased exposure, customer relationship management and networking and partnership opportunities. Indirect benefits include, but are not limited, to potential new clients and revenue. NOTE: Please bear in mind that the effort invested in promoting and hosting a function is likely to impact the level of success.



**Tips!** Limit formal presentations at these functions, strategic alliances can decrease cost but increase attendance, food and drinks are well received, prizes or drawings are good incentives, collect contacts and build a mailing list.