



How to Make Your Ribbon Cutting Event a Success!

Step 1 – Planning & Budgeting

Identify available resources such as venue, staff, and budget to determine the type of event. When selecting a date and time, keep in mind that the Chamber will be able to assist you and be part of your ceremony in events held Monday to Friday, between 9:00 a.m. to 5:00 p.m. unless held in conjunction with a signature monthly event. Avoid scheduling the event too close to another important event or holiday. Coordinate the event well in advance with key people whose attendance is important. It is important to communicate with the Chamber about the date at least three months in advance to give other members sufficient notice. Complete the Ribbon Cutting Reservation Form.

Step 2 – Develop Invitation List

Identify your list of guests such as potential and current customers, suppliers, friends and family, employees and their spouses, those who helped you get started (banker, accountant, attorney, other advisors), fellow businesspeople and key government officials in your area.

Step 3 – Invite your guests

Send invitations via mail or email at least one month in advance. Ask your guests to RSVP to help determine the amount of food and beverage required. The Chamber will invite members and will notify the Chamber board of directors.

Step 4 – Food & Beverage

Refreshments can be simple or elaborate. For morning events, coffee, juice, fruit, and pastries are ideal. Keep in mind that at luncheon functions you will have to serve some kind of sandwich or buffet meal. During late afternoon or early evening events, light hors d'oeuvres or finger food are appropriate. Check with the Chamber Director for a list of Catering Members who can assist you. The only times alcoholic beverages such as beer, wine, and mixed drinks are advisable, are for late afternoon or evening events. Remember to have non-alcoholic beverages for those who do not drink.



Step 5 – Program Planning

A program provides valuable recognition to key people at the event and allows you to explain details about your business. The program or official ceremony should last no longer than 15-20 minutes, with 10 minutes being ideal. The Chamber will coordinate a formal program with you.

Step 6 – Determine Prizes and/or Special Offers

Door prize drawings are a good way to collect business cards of attendees who may be prospective customers. Mention giveaways and special offers in your invitation to entice people to attend. Share this information with the Chamber as well to include in the event invitation to members. Don't forget to follow up with your new contacts after the event!

Step 7 – Take advantage of Chamber Resources!

Here are some ways in which the Chamber will assist you with your event:

- Providing referrals for caterers, photographers, invitation designers and printers
- Notifying Board Members about the event
- Posting your event in the online Calendar of Events
- Announcing your event in the Chamber's monthly newsletter
- Announcing your ribbon cutting event on social media
- Posting photos of your event on Facebook
- Coordinating with you on the ribbon cutting program
- Supplying traditional items such as ceremonial scissors and ribbon

How to Get Started? Please review the various ribbon cutting event options and submit your Ribbon Cutting Reservation Form.

If you have additional questions, please call the Chamber office at 832-510-3002 or email info@houstonlgbtchamber.com.