

SPECIAL EVENT PLANNING GUIDELINES



**THE DAYTON AREA CHAMBER
OF COMMERCE IS THRILLED
TO HELP YOUR BUSINESS
CELEBRATE A MILESTONE!**

WHEN TO HOST AN EVENT

Businesses look to special events to celebrate many occasions along the way. Consider hosting an event for the following reasons:

- Mark the start of a construction project
- Mark the opening of a new facility
- Rebranding

Special events can help bring attention to your business and open opportunities for collaboration, growth, or new clients and sales.



WHY PARTNER WITH THE CHAMBER

When you choose to partner with the chamber for your special event, you tap into our membership of approximately 2,200 businesses across the Dayton region. While our services vary with your needs, we can help you promote the event, and add that “community” touch that presents your business as an employer dedicated to the Dayton region.

HOW TO PARTNER WITH THE CHAMBER

Special event assistance is a complimentary service available to businesses with a Chamber Plus level membership and above. If you currently have a Basic Chamber Membership, you have the option of purchasing the special event assistance service for \$100, or upgrading your membership to Chamber Plus, for an additional \$200/year in dues. You can view the additional benefits available to Chamber Plus members at DaytonChamber.org/Join.

WHAT DOES THE CHAMBER’S SPECIAL EVENT ASSISTANCE INCLUDE?

This is your event, so the level of service you choose is up to you. To the right is a list of tasks you may ask of our staff when you partner with us for your special event, and a list of tasks your business will be responsible for overseeing if they’ll be a part of your event.



CHAMBER SERVICES

- Email an invitation to chamber volunteers, the Board of Trustees, and/or the full chamber membership
- Email an invitation to the appropriate elected officials
- Post the event to our Facebook calendar
- Post the event to the Event Calendar at DaytonChamber.org
- Provide the ceremonial scissors and chamber-branded ribbon
- Photography at the event
- Create & send a press release to local media outlets
- Choose a staff member to speak at the event on behalf of the chamber

YOUR ROLE

- Set the time & date of the event
(Coordinated with the chamber to avoid event conflicts)
- Prepare an agenda
- Provide decorations and refreshments

HELPFUL HINTS

1. Give yourself plenty of preparation time.

Chamber members typically like to see an event on the calendar 3-4 weeks ahead.

2. Keep in touch with the chamber as your plans progress and if you have any questions.

3. Keep in mind that people typically wait until the last minute to RSVP and will sometimes show up without registering at all.

4. Consider using balloons or signage outside to help attendees locate the building/event.

5. Have plenty of brochures, business cards, handouts, or promotional items available to help attendees get to know and remember your business.

6. Remember that the media is unpredictable. Whether they attend your event depends on many factors, and breaking news may scrap their plans to cover your event at a moment's notice.

7. Your agenda should include an introduction for each of the speakers and congratulatory/thank you remarks.

8. Consider allowing a chance for guests to tour your new space or provide entertainment of some kind.



GET STARTED TODAY

Online Form // DaytonChamber.org/services
Phone // (937) 226-1444