



Business After Hours (BAH) Guidelines

The Marblehead Chamber of Commerce Business After Hours (BAH) events are held once each month from September through June. The goals of these BAH events are to promote the host business and provide an opportunity for Chamber members and guests to socialize, network and build new relationships with fellow business associates.

Format, Date & Time:

- Date of BAH event will be determined by host business and Chamber.
- Tuesdays, Wednesdays and Thursdays seem to be the most popular days to host; however, any weekday may be considered.
- BAH event hours are 5:00pm – 7:00pm. Format is as follows:
 - 5:00pm to 5:45pm – Networking. Guests arrive. Host business provides appetizers, beverages, etc.
 - 5:45pm – Chamber addresses the crowd (introduces new members, makes announcements, thanks and introduces the host)
 - 5:50pm – Host addresses the crowd and discusses business offerings, specials, gives a tour of the business, etc. This is the Host's chance to promote their business.
 - Approx. 6:00pm – Raffle and Photo of the attending group. Ribbon cuttings are available if applicable and/or desired.

Location:

- The host business will hold the BAH at their location unless otherwise indicated.
- If a business cannot accommodate the attendees of a BAH, an alternate location can be arranged; however, it is still the responsibility of the host business to arrange and purchase refreshments, etc. for event.

Refreshments:

- The BAH host business is responsible for arranging and purchasing all food and beverages at the event.
- Attendance varies at each event (25 to 50 people)
 - Factors that can influence attendance are largely based on promotion of event, word of mouth, host staff, Chamber representation, location, time of year, weather, etc.
- Suggested alcoholic beverages are as follows: red and white wine, beer (assorted)
- Suggested non-alcoholic beverages: water, sparkling water, juice, soda, iced tea, etc.
- Suggested foods are as follows: appetizer-type cocktail foods (finger foods are easier to pick up), vegetarian options, cheese and crackers or vegetable platters.
- Suggested supplies are as follows: hot and cold cups (if applicable), plates, napkins, utensils, serving utensils, bottle opener, trash receptacles.

- It is suggested that extra refreshments and supplies be purchased and left unopened, based on attendance

Event Promotion and Coverage

- Chamber Responsibilities:
 - Promotes BAH event and host business via e-blasts, at other events, and Events Calendar.
 - Submits a press release and photo post-event to local media outlets – Marblehead Reporter, Lynn Daily Item, Salem News, 104.9FM, Northshore Magazine.
- Host Business Responsibilities:
 - Provides the Chamber with a brief write-up of their business to include in pre and post-event promotional materials.
 - Promotes the event through their own networking methods (constant contact, etc.) and within their staff and client/customer networks.
 - Provides at least one gift certificate or prize for a raffle at the event.