

## **BROOME CHAMBER OF COMMERCE & INDUSTRY (Inc)**

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### **BUSINESS AFTER HOURS (BAH)**

The Broome Chamber of Commerce & Industry values its members and is committed to supporting and promoting your business successfully. We can all learn from others experience and BAH is the opportunity for sharing some business knowledge and experience whilst showcasing your business.

#### **Your opportunity!**

- Business After Hours is an initiative of the Chamber designed to help you to improve your business exposure in the local market. Take advantage of the best network in Broome and its surrounds. Chamber is committed to supporting you.
- One BAH event is held each month from February to December. The event can have just one host or you can combine with another organisation to help defray costs and maximise interest.
- In 2012 BAH between 65 and 120 members were at each event. Most events are also covered by the Broome Advertiser with photos and a write up about the hosts. The Chamber Newsletter also includes photos and some information about the event. From 2013 these will also be featured on our new web site.

#### **How do we support you?**

- We help you to arrange a time and venue for the event and promote it through Chamber's business network. Tuesday, Wednesday or Thursday evening seem to work best for these events but other days can be tried.
- Chamber creates and sends out an invitation with your input and business logo, collects rsvp's, creates name badges for attendees, assists with setting up the venue and welcoming people, provides a running sheet of the evening's approximate time frames.
- Our time and support is given free of charge.

#### **What you need to consider?**

- We encourage you to use your business premises as this is your prime location. However if you do not have suitable premises there are a number of venues in Broome that have worked very successfully for BAH events.
- In some instances, a business can co-host a BAH with another business to share the costs and maximise attendance. Chamber can assist you in identifying a 'co-host'. This works very well where one of the hosts does not have suitable premises.

*The Broome Chamber of Commerce & Industry the voice of Broome business.*

- The host is responsible for catering i.e. finger food and drinks.
- The hosts also provide some a prize that is raffled on the night. The prize is usually an example of your product or can be a gift voucher for a local business. \$100 is the usual minimum value for these prizes.
- The scope of the event can be micro or macro, depending on your budget and what you want to achieve.

### **What happens on the night?**

- Most events commence around 5.30pm as members often come straight from work. However this time can be varied to suit you.
- At around 6pm the BCC&I President or Executive Officer opens the night with a welcome and update on Chamber matters then introduces the host.
- The host have an opportunity to address members and explain their business journey or promote products and services, launch something new, celebrate a success etc. This is your opportunity to promote your business. If there are 2 hosts each will have an opportunity to speak.
- Most events finish around 7 to 7.30 pm, again it is up to you
- For members these events are an opportunity to hear about your business and what it has to offer and maybe consider how their business can work with you. It is also a chance for networking in a relaxed social environment.

### **Who to contact:**

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