

# MASTERING THE MIXER

SOOKE REGION CHAMBER OF COMMERCE



## THE AFTERNOON MIXER

Late afternoon business mixers provide a convenient way to engage with current and potential customers. The Sooke Region Chamber of Commerce promotes Chamber mixers; the hosted member host at their places of business.

***It's your chance to shine!***

*At the Mixer, the Chamber will publicly welcome you and then you will then be invited to make any introductions and announcements about your business.*

Besides creating an inviting networking environment, a well-planned mixer provides members an excellent opportunity to showcase your businesses in the community.

## INVITATIONS

Invite your business associates, top customers, and employees to the event.

## FOOD

Offer your choice of food and beverage refreshments. This can be as simple or as elaborate as your budget will allow.

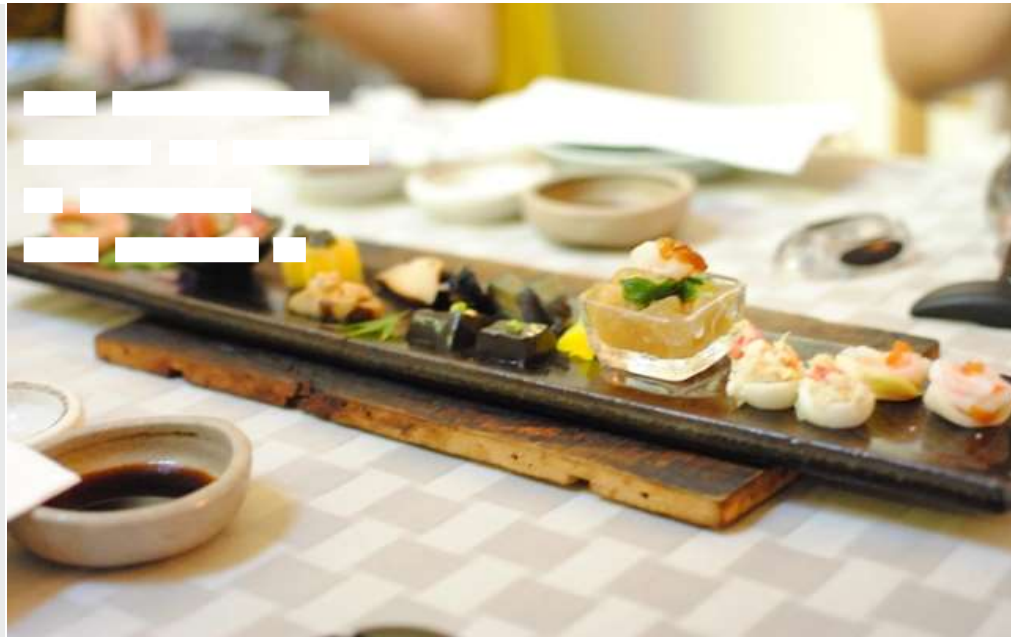
## INCENTIVES

Offer an incentive (discount on services, two for one, etc.) for those who attend to encourage them to come back and buy your product or service.

## MASTERING THE MIXER: MAKING YOUR MIXER MEMORABLE

### Refreshments according to your budget

Each hosting member makes his own refreshment choices, with some business owners opting for a "do it yourself" approach and others contracting with a catering company. Hosts generally serve easy-to-handle finger foods and appetizers along with nonalcoholic beverages. Other hosting members might include beer and/or wine. If you match the quantity of refreshments and attendees, everyone will have sufficient snacks and drinks for the entire event.



"Coming together is a beginning, staying together is progress, and working together is success."

- HENRY FORD

While all business mixers provide networking opportunities, many also feature value-added segments that help members promote their businesses. For example, attendees may briefly describe their businesses in front of everyone at a Chamber mixer. At another mixer, organizers might shine the spotlight on new members, introducing them to a roomful of potential customers. Members who donate a door prize usually receive special mention. Most mixers feature a business-card and promotional-materials table in a prominent spot

## SOOKE REGION CHAMBER OF COMMERCE WILL:

01

Promote your event on our website, newsletter and social media

02

Invite Dignitaries, Board members and Chamber Members

03

Welcome and invite you to talk about your business.

04

Promote your mixer on our social media pages

