

# 9 connected

Hosting a **ba5**



# Hosting a ba5

Networking is key to the solid foundation of any successful business. The Chamber is here to help you establish and expand your network.

Each year we hold around 60 events, including complimentary functions like the popular Business After Fives (ba5s). ba5s are informal networking evenings hosted by member companies who wish to promote their products or services while networking with Chamber guests.

Hosting a ba5 is the ideal way to involve others in your business activities. We organise and market the event to a targeted list on your behalf, via a direct marketing campaign.

As the hosting member you are required to cover any mail out, venue and catering costs.

If you are interested in hosting a ba5, contact our events team for further information on 09 309 6100.

## Audience Demographic

ba5s attract between 50 and 200 businesspeople per event, depending on the amount of promotional activity undertaken.

- 75% of our members employ 10 or fewer staff.
- 25% of our members employ 11 or more employees.
- 44% of our membership provide professional services.
- 25% of our membership are manufacturers.
- 37% of our members are services and trade businesses.

Promote your company to fellow members and other Auckland businesses by hosting a ba5 evening.





# Host benefits

## PRIOR TO THE EVENT

- Raise the profile of your brand in the Chamber network.
  - o Have the option of utilising our direct marketing services to promote your ba5 - choose your own targeted mailing list.
  - o Then you can use the accompanying telephone contacts to follow-up those invited by mail to ensure an impressive turn-out.
  - o Get free exposure in the events sections of *b-Innovative* magazine (12,000 readers) and on the [www.aucklandchamber.co.nz](http://www.aucklandchamber.co.nz) website (over 25,000 visitors per month) where deadlines allow.
  - o Encourage your existing customers to attend to maximise the benefit of your investment.

## DURING THE EVENT

- Promote your products and services to a captive audience of 50 to 200 businesspeople during your event.
  - o Make a 10-15 minute speech to attendees, introduced by a senior Chamber of Commerce manager.
  - o Show off your premises, offer interactive product demonstrations or tastings.

## AFTER THE EVENT

- Reinforce your profile in the Chamber network.
  - o Use the business card draw to collect a list of qualified leads.
  - o Keep in touch with attendees any of whom may be your next big customer.

Recently Choice Hotels Australasia held their business after 5 evening in conjunction with Rendezvous Hotel Auckland - A Clarion Collection Hotel.

'The turn out was fantastic and the evening met our objectives of re-launching our new property and showcasing the hotel, and offered an opportunity to network with the local business community. I would definitely recommend utilising the Chamber network and hosting a business after 5 event.' Rochelle Fleming, Choice Hotels Australasia.



# Event format

## RESPONSIBILITY OF THE HOST

- Provide a suitable venue - preferably your business location.
- Provide beer, wine, juice and finger food, as well as service staff.
- Provide a prize draw on the night, which enables the collection of business cards from attendees for marketing purposes.
- If you decide to use the Chamber's direct marketing service, one month prior to event, agree target market for mailed invitations. **This marketing is undertaken at the host's own cost using the Chamber direct marketing service.** Upon completion of the mail out you will be given a telephone list of recipients.
- One month prior to your event, supply a copy of your signature and sufficient letterhead for the mailed invitations if using the Chamber's direct marketing service.
- Two months prior to your event, provide a company logo for marketing such as in *b-Innovative* magazine **(300dpi logo to be emailed in PDF, JPEG, or TIFF formats).**

## RESPONSIBILITY OF THE CHAMBER

- Provide registration services, including taking registrations by fax and email, creating nametags, and providing staff for the registration desk on the night.
- Promote your ba5 in the events section of *b-Innovative* magazine subject to print dates as well as on [www.aucklandchamber.co.nz](http://www.aucklandchamber.co.nz).
- The Chamber will keep in regular contact with you with registration numbers. Four days prior to the event we will inform you of attendee numbers (for catering purposes).
- Provide you with the business cards collected for the prize draw and the photos taken on the night (supplied on CD).
- The Chamber reserves the right to cancel/postpone a ba5 due to low registration numbers.

## EVENT SCHEDULE

4.30pm	Chamber staff arrive to set up registration/name tags.
5.30pm	Guests arrive, networking begins.
6.15pm	Chamber welcomes guests and introduces host.
6.20pm	Host presentation or tour of facilities.
6.30pm	Chamber vote of thanks and prize draws.
6.35pm	Networking
7.00pm	Guests depart.