MILTON CHAMBER OF COMMERCE

SUPPORTING LOCAL BUSINESS SINCE 1888

BUSINESS AFTER HOURS

EVENT PLANNING GUIDE

Want to grow your business and get new customers in the door?

Host a Business After Hours. Hosting an event at your location can be a great way to increase your exposure to potential customers and show what your business has to offer.

Business After Hours (BAH) is a casual evening networking event hosted by a Milton Chamber member. The following outline will help ensure that your event will be successful.

For those businesses that do not have sufficient space for a BAH, co-hosting in another location is a great option. The Chamber can help you explore possibilities.

SCHEDULE

Business After Hours events are usually held on the fourth Tuesday of each month (excluding June, August and December) from 4:30 PM - 6:30 PM.

EVENT PLANNING

The following are required to host a Business After Hours event:

1. **FOOD & BEVERAGE**
   As a BAH host, you are required to provide complimentary appetizers for the reception and one complimentary drink of wine or beer, as well as non-alcoholic choices.

2. **TABLES**
   A reception table is needed near the entrance where guests will be welcomed by a Chamber representative.

3. **COAT CHECK**
   If your BAH is taking place during cooler weather, a coat check area should be available.

4. **DOOR PRIZE(S)**
   Hosts are asked to provide a door prize for attendees. Chamber staff will collect business cards from attendees for a draw during formal presentations.

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BUDGET

There are many variables when hosting a BAH so ultimately the final cost is up to you, however, you can estimate costs to be around $600 for this type of event (contingent upon the number of attendees and the type of food/beverages you choose to offer).

Some things you should consider when estimating your costs:

- BAH attendance typically averages between 50 and 75 guests. Feel free to extend invitations to your special guests (e.g., suppliers, clients, potential clients, colleagues and friends). Please direct possible attendees to the Milton Chamber website www.miltonchamber.ca to register.
- As host, you are required to provide sufficient food and beverage for the guests.
    - The Chamber will provide drink tickets at the registration desk to control the number of free beverages provided to guests.
- BAH locations that are not licensed must obtain a Special Occasion Permit (SOP). The cost of the SOP is $50 and may take up to 3 business days to receive the permit. Click here to apply for your SOP.

PROMOTION

The Milton Chamber of Commerce will:

- Promote your event in the Chamber of Commerce e-news (distributed weekly on Wednesday mornings). The e-News is sent to 7,300+ recipients.
- Post your Business After Hours event on our Social Media channels.

AT THE EVENT

- Chamber staff will arrive at approximately 4:00 PM to set-up the registration desk.
- You and your staff (if applicable) should be on hand to greet, mingle and answer questions about your business or assist with any event activities.
- The formal presentation part of the evening will begin around 5:30 PM and last for about 15 minutes.
    - During this portion of the meeting, you and your business will be introduced and you will have the opportunity to speak on behalf of your business for a few minutes (3 minutes maximum).

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EVENT APPLICATION

Thank you for your interest in hosting a Business After Hours event in 2027, please fill out the information below to complete your BAH application.

☐ I am interested in hosting a Business After Hours event in 2027

☐ I am interested in co-hosting a Business After Hours event in 2027

Company: _____

Co-Host Company (if applicable): _____

Primary Contact: _____

Phone Number of Primary Contact: _____

Email Address of Primary Contact: _____

Preferred month to host a BAH (in order of preference). Please pick from the following options:
If you have chosen a specific month because of an anniversary or special celebration, make a note below and we will do our best to slot you in that month.

- January 26, 2027
- February 23, 2027
- March 23, 2027
- April 27, 2027
- May 25, 2027
- June 22, 2027
- July 27, 2027
- September 28, 2027
- October 26, 2027
- November 23, 2027

Choice # 1: _____

Choice # 2: _____

Choice # 3: _____

☐ I acknowledge having read the BAH checklist and agree to the terms.

Name: _____ Signature: _____ Date: _____

Please submit your completed BAH host form to amy@miltonchamber.ca to be considered for hosting or co-hosting a BAH event in 2027. The Chamber will contact you to discuss your submission. We look forward to working with you to make your BAH event a success.

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EVENT CHECKLIST

This checklist outlines the various responsibilities and will assist you in planning your Business After Hours.

CHAMBER:

- ◯ Will confirm the date booked for your BAH.
- ◯ Visit your location, if needed, to help you with space planning for the event.
- ◯ Promote the BAH through email, social media and the Milton Chamber website.
- ◯ Staff the BAH registration desk and check in guests.
- ◯ Take all BAH registrations.
- ◯ Provide name badges and drink tickets at the registration desk.
- ◯ Coordinate speaking notes for the BAH MC.
- ◯ Provide collected business cards.

HOST:

- ◯ Return completed BAH application to the Milton Chamber.
- ◯ Obtain a Special Occasion Permit (SOP), if required.
- ◯ Advise Chamber of any special instructions for BAH attendees (ie. parking location).
- ◯ Promote the BAH to any of your special guests.
- ◯ Provide food for the BAH (Chamber can advise on members that offer food services).
- ◯ Provide both non-alcoholic and alcoholic beverages.
- ◯ Advise the Chamber whether you wish each attendee to receive one or two drink tickets (depending on budget).
- ◯ Have a table and two chairs for the registration desk.
- ◯ Provide door prizes (2 recommended).
- ◯ Designate someone to speak at the BAH on behalf of the host (note: Host typically speaks for 2 minutes).