

# 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 30 events including complimentary functions like the popular Business After Fives (ba5s).

ba5's 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 venue and catering costs.

If you are interested in hosting a ba5, contact our team for further information on 06 8630384.

## Audience Demographic

Ba5's attract between 40 and 50 business people per event, depending on the amount of promotional activity undertaken.

Our members are great employers. Of our membership approximately:

18%	are sole traders
50%	employ up to 10 staff
12.5%	employ between 11 and 25 staff
14.5%	employ between 26 and 50 staff
5%	employ staff in the hundreds

Our members are key influencers. They are key stakeholders in some of the regions most important sectors. We enjoy particularly strong membership from the following sectors:

- Construction
- Financial Services
- Food & Beverage Manufacturing
- Agriculture & Horticulture
- Education
- Tourism
- Retail

As members of key community organisations, our member's sphere of influence is vast.

Our members are active. Chamber members regularly engage in training and business seminars and readily support each other's businesses.

## Host Benefits

### PRIOR TO THE EVENT

Raise the profile of your brand in the Chamber network.

- Utilise our direct marketing services to promote your ba5 – by way of the ba5 invitation
- Get free exposure on the [www.gisborne.org.nz](http://www.gisborne.org.nz) website where deadlines allow
- Encourage your existing customers to attend to maximise the benefit of your investment

### DURING THE EVENT

Promote your product and services to a captive audience of 40 to 50 business people.

- Make a 10 – 15 minute speech to attendees, introduced by a Chamber of Commerce Executive member
- Show off your premises, offer interactive product demonstrations or tastings, conduct tours

### AFTER THE EVENT

Reinforce your profile with the Chamber network.

- Use a business card draw to collect a list of qualified leads
- Keep in touch with attendees any of whom may be your next big customer

## Responsibilities

### 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

### 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 the website  
 Keep in regular contact with you regarding registration numbers. Four days prior to the event we will inform you of attendee numbers (for catering purposes).  
 Provide supplementary prizes for the prize draw  
 Provide you with the business cards collected for the prize draw and the photos taken on the night.

### EVENT SCHEDULE

4:30pm	Chamber staff arrive to set up registration area and signage
5:30pm	Guests arrive, networking begins
6:15pm	Chamber welcomes guests and introduces host
6:20pm	Host presentation
6:30pm	Chamber vote of thanks and prize draws
7:00pm	Guests depart

## Sponsors

It's important that you note that our ba5's enjoy the support of two major sponsors – Vodafone and Newstalk ZB.

Both these business support the Chamber in a number of ways but also, alongside anything you may like to provide, provide prizes for our business card draws.

For that reason, we offer them a modest amount of signage space at our ba5's – so please don't be surprised when you see this erected.

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