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Hosting a **ba5**

G I S B O R N E

CHAM^bER OF COMMERCE

Business Vitality

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 15 - 20 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 us for further information on 06 863 0384.

Audience Demographic

Ba5's attract between 20 and 30 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 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 20 to 30 business people.

- Make a 5 – 10 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 the 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 a registration area/table for attendees
- Provide beer, wine, juice and finger food (if you wish you may also provide service staff).
- Provide a short presentation/overview of your product/service/business
- Provide any supplementary prizes (if desired)

RESPONSIBILITY OF THE CHAMBER

- Provide registration services, including taking registrations, 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
- Provide the prize for the prize draw
- Provide you with the business cards collected for the prize draw

EVENT SCHEDULE

5:00pm	Chamber staff arrive to set up registration area and signage
5:30pm	Guests arrive, networking begins
6:00pm	Chamber welcomes guests and introduces host
6:05pm	Host presentation
6:15pm	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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