



Antigo/Langlade County Chamber of Commerce Business After Hours Guidelines

Purpose: The purpose or objective of a Business After Hours (BAH) is an opportunity to showcase the host business(es) to other community business owners. It is an opportunity to network, market and have some fun! The most effective after hours should reflect your own personal taste.

Basic guidelines that will help to make a more successful event are listed below:

The host(s) must be an active Chamber member in good standing.

Call the Chamber Office to schedule a date.

This will ensure an “official” date on the Antigo/Langlade County Chamber calendar. Office staff maintains the Chamber calendar, and will help you decide on a date that is non-conflicting, and would be optimum for both your business and Chamber members. The Business After Hours is usually held on Tuesdays or Thursdays, 5:00 p.m. – 7:00 p.m.

Decide the type of After Hours that you would like to sponsor.

It can be a simple affair or elaborate depending on your preferences. Some considerations include: An open house with sandwiches, appetizers, and beverages? Do you want to have the food catered (easier for you, but more expensive)? There are many chamber businesses in the food industry that would be glad to assist you.

Consider having a joint event-either with a group of businesses, or any other “partner”.

Make your After Hours “inviting”! Ideas include:

A simple theme to make it stand out, i.e., Barbeque, Mardi-Gras or St. Pat’s Party. Pass out leis and play Jimmy Buffett music; get a disco ball and play 70’s music. The possibilities are endless!
Most of all - have fun and if you need any assistance, call the Chamber Office.

What you need to do: After the above decisions are made:

Provide the location, which may be held anywhere. We recommend that you consider highlighting your place of business, and if that is not possible, think about other Chamber members’ locations.

Provide easy to handle finger foods or hors-oeuvres and beverages for attendees. These events can draw anywhere from 35-85 people.

Door prizes are optional; however, attendees enjoy and usually expect the drawings. The drawings for door prizes will be held approximately 30 minutes prior to end of event.

The Chamber can create the invitation for you, or you may provide one to us and we can print one-color copies. The invitations will be mailed and/or emailed to Chamber Members.

What the Chamber will do:

The Chamber helps schedule the date and helps to promote your event. In addition, the Chamber will:

Post your flyer on the website

Include announcements of your event in blast emails, newsletters, and reminders.

The Chamber staff and Ambassadors will handle registration, which includes nametags, collection of business cards and 50/50 drawing. Following the event, the Chamber will mail the cards collected to the Host for future follow-up.

The event will be highlighted in the next Chamber Newsletter. You may submit a short article to be included with the photos.