



# — YOUR EVENT MARKETING PARTNER

## CONGRATULATIONS

The New Castle County Chamber of Commerce is excited to participate in your event. Hosting an event provides an opportunity to get people talking about your business, which elevates your brand awareness. Allowing your guests to interact with your brand creates opportunities for learning and establishing deeper connections. This guide is designed to for us to help you spread the word about your upcoming event.

SUBMIT AN EVENT





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## PLANNING YOUR EVENT

The Chamber helps promote your business's event and assists with any public relations efforts.

### SUGGESTIONS AND TIMELINE

#### Set your date and time

If planning an outdoor event, you may want to have an alternative date in case of inclement weather or other options, such as a tent coordinated.

#### Develop a budget for the event

#### Create your guest list

This may include current customers and clients, prospective customers and clients, business partners, contractors, elected officials, etc.

#### Prepare and send invitations

Invitations can include mail (formal or postcard), email blasts, social media shared events, invites, etc. Please include an RSVP response if your event requires an attendance head count.

#### Select and contact necessary suppliers

This could include:

- Caterer (light refreshments are recommended, but not required)
- Photographer (the Chamber will take photos for our social media, but it's suggested to have professional photographs taken for future use)
- Florist or other decor coordination
- Tent rental, if necessary
- AV support, if necessary

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## SUGGESTIONS AND TIMELINE CONTINUED

### Outline materials and staff needed

This could include:

- An event agenda
- Giveaways, door prizes, promotional materials, coupons, etc.
- Staff assigned to greet, be tour guides, etc.
- Name tags for employees and guests
- Signage promoting your business, displays, etc.
- Microphone, speakers, podium

### Post-event tasks

Send thank you notes to attendees, post and share photos in your communications and marketing.

### Where the Chamber comes in

We want your event to be a success.

- We will invite all of our members through a weekly email blast
- We will invite all Chamber Ambassadors
- We will promote the event on our public calendar
- Our Team and Ambassadors will attend and support your event

