

How to Host a Chamber Event

Coffee Talk

How to Schedule: Coffee Talks are scheduled a year at a time, usually beginning in the fall. Spots are available on a first-come-first-served basis and typically fill up very quickly.

Times/Location: Coffee Talk is held the third Tuesday of each month at the Sevierville Civic Center. The doors open for networking at 8am and Coffee Talk ends promptly at 9:30am.

Cost: It does not cost anything for the opportunity to sponsor coffee talk. However, the sponsoring business is responsible for providing the breakfast and any decorations or entertainment during the event. The sponsoring business would also be responsible for the printing of invitations and postage if they choose to mail invitations for the event.

What you provide: Sponsoring businesses are responsible for providing

- Refreshments (Typically coffee, juice, fruit and breakfast items)
- A 15 minute presentation on your business

Optional Things to provide:

- A door prize (many Chamber members will bring door prizes to give away at the conclusion of the event as well, but some sponsoring businesses also like to offer door prizes to further promote their business)
- Entertainment

What SCOC provides:

- Space for the event
- An emcee to coordinate the various parts of the program and makes sure it ends promptly at 9:30am

Getting the Word Out: Chamber members are notified by SCOC of your upcoming Coffee Talk event through emails, Facebook postings and the Activities Calendar at SCOC.org.

Attendance: Approximately 125 people attend an average Coffee Talk.

Business After / During Hours

How to Schedule: The Sevierville Chamber of Commerce schedules Business After and During Hours a year at a time, usually beginning in the fall. Spots are scheduled on a first-come, first served basis and typically fill up quickly. Only one Business After Hours or one Business During Hours will be scheduled for each month.

Times/Location: Business During Hours are from 11am-1pm at the sponsoring business. Business After Hours are held from 4-6pm at the sponsoring business. This event is held the second Thursday of each month.

Cost: There is no cost for the opportunity to host a Business During or After Hours. However, the sponsoring business is responsible for providing refreshments and any decorations or entertainment during the event. The sponsoring business would also be responsible for the printing of invitations and postage if they choose to mail invitations for the event.

What you provide:

- Refreshments

What SCOC provides:

- SCOC will handle your RSVPs and keep you updated on the number of attendees
- A receptionist to give out name tags at the event

Optional Things to Provide:

- A door prize
- Entertainment
- Tours of your business

Attendance: Approximately 40 people attend an average Business During or After Hours.

Getting the Word Out: SCOC will make Chamber members aware of your upcoming After or During Hours event through emails, Facebook postings and the Activities Calendar at SCOC.org.

Frequently Asked Questions:

- Q) What should I consider offering at my Business During or After Hours?
A) Providing tours of your business and showcasing the products or services you offer are always a good idea. You may also want to provide entertainment.
- Q) Is it alright to invite non-chamber members, such as my clients, to Coffee Talk or Business After or During Hours?
A) Absolutely. Coffee Talk, Business After Hours and Business During Hours are designed to showcase *your* business and provide those who aren't Sevierville Chamber members an opportunity to experience the level of networking available at our events.
- Q) May I partner with a fellow Chamber member to cost-host an event and help defray costs?
A) Yes. You may co-sponsor with another business as long as they are also a member of the Sevierville Chamber of Commerce.
- Q) My business isn't located in Sevierville or may be too small to host a BAH or BDH. May I hold the event elsewhere?
A) Yes. Business After and During Hours events are held within the Sevierville area so that the maximum number of people can attend. If your business is located outside of this area or is too small to host the event, consider partnering with a business that offers meeting space, such as a convention center or hotel.

Ribbon Cuttings

How to Schedule: Ribbon cuttings are an ideal way to introduce a new business to the community. Chamber members with new businesses may schedule a ribbon cutting by contacting Jim McGill at (865) 453-6411.

Times/Location: Ribbon cuttings are always held at the business and scheduled for a time that works best for that business. To maximize attendance, be mindful of weekends and holidays, when many Chamber members may not be able to attend.

Cost: There is no cost for the opportunity to have a Sevierville Chamber supported Ribbon Cutting. However, the business is responsible for providing the ribbon and any refreshments, decorations or entertainment during the event. The business is also responsible for the printing of invitations and postage if they choose to mail invitations for the event.

What you provide:

- Ribbon

What SCOC provides:

- A large pair of scissors for cutting the ribbon

Optional Things to Provide:

- Refreshments
- A door prize
- Entertainment
- Tours of your business

Attendance: On average, between 10 and 30 people attend an average Ribbon Cutting.

Getting the Word Out: SCOC makes Chamber members aware of your upcoming Coffee Talk event through emails, Facebook postings and the Activities Calendar at SCOC.org.