

## HOSTING A

# CHAMBER MIXER

## INFORMATION PACKAGE

2019

AMOUNT OF MIXERS

**13 MIXERS**

POTENTIAL TTENDEES:

**900 +  
PEOPLE**

ADDED EXPOSURE

**PRICELESS**



## MIXER OVERVIEW



Hosting a Chamber Mixer is an excellent way to create member-to-member connections. By hosting a mixer you welcome Chamber members and future customers to learn more about your business, what you do, where you do it, and meet your employees face-to-face.

Chamber Mixers hosted by a different member business or organization each month show the diversity of our members and provide a fresh environment to network and connect with Local businesses.

Chamber Mixers are an affordable marketing Opportunity. The best part is the Chamber does all the pre-event promotion and registration for you.

Thank you for your interest in hosting one of our Chamber socials. Socials are all about showcasing your business to an engaged group of Chamber members.

- |  |  |
|--|--|
| <input checked="" type="checkbox"/> <del>April 17 2019</del> <b>Booked</b> | <input type="checkbox"/> July 17 2019  |
| <input type="checkbox"/> April 24 2019                                     | <input type="checkbox"/> August 7 2019   |
| <input type="checkbox"/> May 1 2019  | <input checked="" type="checkbox"/> <del>September 12 2019</del> <b>Booked</b> |
| <input type="checkbox"/> May 15 2019                                       | <input type="checkbox"/> October 9 2019  |
| <input type="checkbox"/> May 29 2019                                       | <input type="checkbox"/> November 6 2019                                       |
| <input type="checkbox"/> June 12 2019                                      | <input type="checkbox"/> November 20 2019                                      |
| <input type="checkbox"/> June 26 2019                                      |  |

## HOST'S ROLE

### MONTHS PRIOR TO EVENT

- Sign the contract to ensure your date is secure
- Pay the \$175.00 +GST Mixer hosting fee
- Provide the Chamber with your logo for marketing the event, one paragraph piece to be used when advertising the event and any other useful information to promote you and your event
- Organize food and beverage—preferably with a Chamber member business—and cover the cost

### 3 WEEKS PRIOR TO EVENT

- Provide details of the event to Chamber staff: Where to park, your door prize, catering details, etc.
- Promote your event on social media channels, newsletters, etc.
- If planning to serve alcohol you must have PAL insurance and a Special Events License in place.
- Provide the Chamber with proof of insurance with a minimum of \$2 million commercial general liability and with Campbell River Chamber shown as an additional insured.

### DAY OF EVENT

- Set up and take down of event space
- Provide a check-in space (table, counter) for the Chamber staff
- Provide a coat rack (seasonal)
- Have a mic, if necessary
- Promote your event on your social media channels.
- Display your business information have staff and board members attend (if applicable)
- Arrange for a spokesperson.



“ MIXERS ARE AN  
AMAZING  
MARKETING TOOL”

# CHAMBER'S ROLE



## PRIOR TO EVENT

- Support & advise the host to ensure a successful event.
- Promote and market the event by announcing the event at prior Mixers and Chamber Events, promote the event in the Chamber newsletter, Constant Contact, and market the event on Chamber social media channels.
- List and maintain registration on Chamber website
- Meet with Mixer host to finalize details of event.
- Provide an agenda for the event.

## AT THE EVENT

- Welcome and register all guests.
- Manage event timing and the agenda
- Provide a Chamber representative to introduce and thank host.
- Conduct the door prize draw.
- Promote the mixer host business by taking pictures and posting to the Chamber Facebook page.



# MIXER OVERVIEW

## SERVING ALCOHOL AT A MIXER

- Mixer hosts have the option to provide wine / or beer free of charge or have a cash bar.
- Keep in mind extra insurance and licensing is required which increases the budget of you mixer.
- It is not necessary to provide alcohol. Providing creative non-alcoholic drinks is just fine.

## TIPS

The Chamber wants your mixer to be an enormous success. We encourage you to do the following:

- Attend a few mixers prior to your event so you have a feel for how it works.
- When setting up your room have a networking-friendly feel in mind.
- Be creative. Organize tours of your facility, have a "night of" special, or have staff and board members attend to act as ambassadors.
- Think outside of the box with your door prize. Make it memorable and relevant to your industry.
- Use the added exposure the mixer is bringing to your business to engage online with your customers.
- The Chamber staff will send your links to the registration page and Facebook events. Share these widely. The more people who see your event the better.

TO INQUIRE ABOUT DATES AND BOOK YOUR MIXER

CONTRACT:

Colleen Maclagan  
Member Services

[mbrbusdev@campbellriverchamber.ca](mailto:mbrbusdev@campbellriverchamber.ca)

## 2019 Chamber Business Mix & Mingle After Hours Host Form

Member business / organization name: \_\_\_\_\_

Date requested for Mix and Mingle After Hours    Option 1: \_\_\_\_\_

Option 2: \_\_\_\_\_

Contact Information    Name \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Signature \_\_\_\_\_

Signature required by Chamber to approve date: \_\_\_\_\_

### SERVING ALCOHOL:

If the host-member chooses to serve alcohol at their event....

The host-member must contact their insurance company to inform them that alcohol will be served at their event and add the Campbell River Chamber of Commerce as “additionally insured” for 2 million.

(Note: Your policy may have an alcohol exclusion clause. In this case additional coverage will need to be purchased with a special event license at an approximate cost of \$125-\$250 (the price will depend on the type of event, attendees and the duration of the event) for 2 million liability. If you choose to do this, we ask again that you add The Campbell River Chamber of Commerce as an additional insured.

The host-member will arrange for the minimum of one certified ‘Serving it Right’ server to serve the alcohol at the event and will ensure they are on site for the entire event.

The host-member is responsible for the purchase of a Special Occasion License from the Liquor Store. The License must be purchased at the liquor store by one of the Serving it Right servers and this server will also be asked to visit the RCMP station for approval.

[Colleen Maclagan](#)

Member Services Coordinator

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[www.campbellriverchamber.ca](http://www.campbellriverchamber.ca)