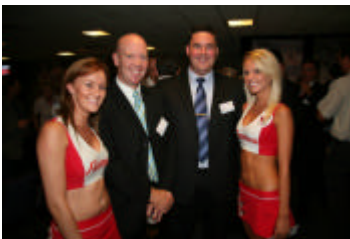


Proposal Business After Hours



Invigorating Business

Host Information Pack

Introduction:

- > Business After Hours is one of the Illawarra Business Chamber's most successful and prestigious networking events. This event is made up of two key elements. Firstly, the presentation by our host which provides an opportunity to promote business initiatives and special offerings available. Secondly, allows members to network in a social atmosphere to build contacts and business relationships.
- > Business After Hours is held from 5:30 – 7:30pm on the last Wednesday of every month and is promoted directly to all our members via a wide number of methods. Attendance rates range between 290 to 450 people from a diverse range of businesses.
- > Further details are outlined within this information pack and should be carefully reviewed prior to signing. It is the Hosts' responsibility to provide the catering which includes drinks and light refreshments during the evening.

Planning the Event:

Venue:

- > It is an IBC pre-requisite that member venues only are used to host Business After Hours if your premises cannot cater for the number of attendees. A list can be provided to you on request along with any catering requirements.
- > It is part of the IBC policy to ensure that certain OH&S and IBC standards are met when choosing a venue with regards to size, location, catering and risk management. Therefore, final approval needs to be given by IBC with regards to the Host's proposed venue with consideration given to adequate lighting, air-conditioning, ventilation, toilets and parking.
- > A meeting and site inspection will take place approximately 1-2 months prior to the event to ensure the venue location is suitable. This meeting is scheduled with the host, IBC, venue representative and Relativity Film Productions & Design to ensure all your requirements can be met and your presentation is successful.
- > A checklist is provided at the end of this document to assist with preparations. However, if at any time you require clarification please contact our Marketing and Communications Team Leader, Carolyn Dews at the office on 4223-0308.



Catering:

The Host Company is required to provide light refreshments and alcoholic & non-alcoholic drinks. Charges incurred for catering the event is the responsibility of the Host Company.

As a guide, it is best to keep catering simple and to a minimum, it is suggested that you provide the following:

- > A simple selection of hot and cold finger food (bearing in mind vegetarian options to be available)
- > Soft drinks, juice and water
- > Wine (red, white & sparkling)
- > Beer (light and full strength)

The BC recommends that hosts anticipate a minimum of 300 guests (recent months have attracted more than 350 attendees). Attendance numbers can be confirmed as the function draws nearer as the IBC provides the full list of registrations to the host. IBC members are sourced for provision of catering and a list can be provided to you if required from our Marketing and Communications team Leader, Carolyn Dews.

Event Format:

- > Part of the reason of the success of Business after Hours is that we have streamlined the formalities to ensure both benefit to our Host as well as attendees. Experience has shown that your business message(s) can be best presented within a 20 minute timeframe (or less). We ensure through our Audio Visual partners (Relativity) that sufficient AV and presentation tools are available to you to maximise your message to your audience.

The Event Order for the evening is as follows:

- | | |
|--------|--|
| 3:00pm | Staff from IBC and Relativity to arrive at venue to ensure all audio visual and on-site preparations are finalised |
| 4:30pm | Staff and Directors from IBC and Host Company to arrive on site to facilitate registrations and finalise their preparations |
| 5:15pm | Guests begin to arrive, name badges are handed out, food and drink service to commence |
| 5:30pm | Networking session to begin |
| 6:00pm | Food and drink service to cease
Commencement of formalities by IBC
President of IBC to facilitate welcome and provide update |
| 6:10pm | Host Company introduced and presentation to commence
One designated speaker – 20 MINUTE LIMIT |
| 6:30pm | Business Card Draw |
| 6:35pm | IBC vote of thanks and close formalities
Food and drink service to recommence & networking to resume |
| 7:30pm | Close of event |



Marketing:

The IBC will undertake the marketing aspects of Business After Hours on behalf of the Host Company. No other marketing by the Host Company will be permitted without the approval of the IBC in the first instance. This event will be promoted to over 1,300 business people throughout the Illawarra Region through the following mediums:

- > **Monthly Mailout** – monthly newsletter distributed by the IBC to all our members and selected non-member companies. An invitation detailing this event including the date, time, venue and relevant details provided by the Host Company and their promotion.
- > **E-News** – a fortnightly e-bulletin that promotes your event and provides a direct link to the IBC's website to enable members to register.
- > **IBC Website** – one page will be dedicated to Business After Hours along with information as provided by the host and their logo.
- > **Email Reminders** – at least 3 reminders will be sent to our database including a reminder to those registered to ensure their attendance
- > The IBC encourages each Host Company to invite a limited number of key clients or suppliers to attend (no more than 50 extra guests). All details of these guests are required at least 2 days prior to the event for registration purposes.

Registrations:

The IBC will manage the attendee registration process through various mediums:

- > **IBC Website** – www.illawarrabusiness.com
- > **Telephone** – 4229-4722

The IBC will monitor registrations to ensure that we do not exceed the maximum amount that suits the premises you have chosen to host your event.

Registrations for the event close no later than close of business the day prior to the event, or earlier depending on the number of registrations.

Once registered, a confirmation e-mail will be automatically generated by our system and sent to the individual registering. A reminder e-mail will be sent to all those registered individuals 2 days prior to your event. We also send out a "Thank-you for attending" e-mail after each event which allows the provision for feedback. This feedback is then forwarded to the Host Company for further follow-up or for your information only.

Nametags will be prepared and brought to the function by the IBC, along with IBC marketing collateral. Business Cards are collected from all member guests when arriving at the event. This will then act as the names for the Business Card Draw and all provided to the Host Company for follow up and facilitating potential clients.



Lucky Door Prizes:

Lucky door prizes are provided on the night by the host company. The draw is made from the business cards provided by guests in attendance.

While it is recommended that three prizes be offered, some hosts choose to offer more than that. We would advise that prizes be kept to five in total.

Prizes are at the discretion of the host and in the past have included:

- > Host product or service
- > Product or service offered by a supplier or affiliate of the Host
- > A product purchased specifically for the purpose of a door prize (hampers, wine, etc)

Presentation:

AV Requirements:

Our Production Partner, Relativity, will provide standard AV equipment for the Event and can offer any additional equipment if required. The standard equipment includes:

Video:

Projector
Screen
Laptop
Presentation aids

Audio:

Speakers
Mixers
CD player
Outboard & feedback eliminator

Theming:

Black draping

Know your audience:

- > For your convenience we have provided some general information about the type of audience you can expect at Business After Hours:
- > Representation: attendees represent a large and diverse range of business sectors from the sole trade to corporate businesses
- > Numbers: between 290 – 450 business people (average of 355 for 2009)
- > Age: varying from early 20's to retirement
- > Knowledge of Host: many will have some knowledge of your business or have had previous dealings with your company; however, some may have no knowledge at all which provides you with an ideal opportunity to inform them of all you have to offer.



Preparing your presentation:

- > Having a purpose or message to your presentation will assist you in not only choosing the format but also your key presenter. Keeping your message short and succinct also assists in successfully delivering your intent.
- > A professional presentation is a necessity and we are fortunate to have the assistance of our Audio Visual partners Relativity to assist you in ensuring your presentation meets these needs. One of the keys to a successful presentation can be the use of visual aids or other additional marketing collateral. We encourage you to supply as many brochures, signage and other marketing collateral at your disposal.
- > Some of our previous Hosts have found that organising special entertainment or a professional guest speaker has provided the necessary mechanism to keep the audience interested.

Show Bags, Giveaways:

- > As a form of reinforcing the message of the evening, the Host Company may wish to provide a flyer, fact sheet, show bag, etc. These are normally handed out to guests on their departure by the Host Company staff.

Next Step for Hosting:

- > Upon familiarising yourself with the pre-requisites of hosting a Business After Hours and if you wish to continue please sign the attached Confirmation Form and return to the IBC. Upon receipt of this confirmation you will be invoiced for the amount of \$3,500 (+GST) and our Events and Communications Officer, Peita Quarmby, will be in touch with you to assist with finalising details including a thorough checklist to ensure the success of this event.

Cancellation Policy:

100% of the total anticipated cost of hosting a Business After Hours will be incurred when notice of cancellation in writing is received within 30 working days of the intended Business After Hours host date. 50% of the total anticipated cost will be incurred when notice of cancellation in writing is received within 60 working days (but not less than 30 working days) of the intended Business After Hours host date.



Confirmation Form:

BUSINESS AFTER HOURS:



When completed please fax back to Carolyn Dews on (02) 4228-0308 or email to Carolyn.Dews @australianbusiness.com.au

Organisation: _____

Contact Name: _____

Phone: _____

Mobile: _____

Facsimile: _____

E-mail Address: _____

Postal Address: _____

Business After Hours is a successful Illawarra Business Chamber member networking event which provides member organisations with the opportunity to showcase their businesses to a growing number of regional business representatives.

To assist hosting organisations in their planning of Business After Hours, we have developed some guidelines to ensure that the evening is a success. These can be found in the Business After Hours "Host Information Pack" preceding this confirmation form along with the checklist you will receive upon confirming your intention to host.

Yes, I confirm that we will host a Business After Hours and agree to adhere to all the stipulations as provided in this document

Date of Business After Hours: Wednesday 28th September 2011

Proposed Venue: Novotel Wollongong Northbeach

Name:

Signed:

Position:

Date:

