



Ribbon Cutting Ceremony Preparation

Congratulations! You've set the date for your Ribbon Cutting celebration, and you are ready to showcase your business with the Nacogdoches County Chamber of Commerce.

Below are tips to ensure the event is successful and to utilize this unique Chamber membership benefit for maximum return!

Checklist for Host

Logistics

- Determine space for announcements and for the RC photo.
- If parking is limited, ask neighbor businesses if they would allow guests to park in their areas. Invite them to the ceremony!
- Plan additional opening day activities and communicate those to the chamber. (Additional activities are not required. This is an opportunity to add to the Ribbon-Cutting celebration day.)
- Select a representative to speak for the business. Prepare notes for announcements in advance. In addition to the reason for the celebration (new business, new Chamber member, anniversary, new location, product, ownership, etc.), consider the following:
 - Products and services the business offers.
 - Purpose and mission for the business.
 - Hours of operation.
 - Where to find the business online. Include web site and social media.
 - Notable accomplishments in the community and/or the industry.
 - Recognize staff and senior partners.
 - Thank anyone who has contributed to the business's success.
 - History of the business and its impact in the community.
 - Fun or interesting facts about the business and industry.

Ribbon Cutting Ceremony Preparation

Continued

Logistics (continued)

- Designate staff to visit with guests or give tours after the ceremony, if applicable.
- Have a sign-in sheet or guest book at the entrance for folks to give names and contact information and grow your contact list. Consider offering a door prize to collect business cards.
- Identify brochures, flyers, business cards, giveaway items to be displayed at the event and available for guests to take with them.
- Have a back up plan in mind in the case of inclement weather.

Promotion

- Forward any graphics and photos, including the business logo to the Chamber that can be used in promoting the RC. programs@nactx.com
- Share the Chamber's social media posts.
- Tag the Nacogdoches County Chamber of Commerce in your social media posts.
- Make the Chamber aware of any additional celebration events or discount specials you may schedule on the day of the RC. (Additional events and discounts are not necessary, but do not miss the opportunity for the Chamber to help promote!)
- Invite community VIPs and your clients to the ceremony. Post Event Actions ☑ Share event photos and video on social media.
- Send thank you notes (include your business card) and emails (include links to your web site) to attendees.
- Display the framed photo that the Chamber will provide in your business.

Contact Malisha, Director of Programs and Events, at the Nacogdoches County Chamber of Commerce with any questions. 936-560-5533

