

WESTSHORE CHAMBER OF COMMERCE MIXERS

GUIDELINES TO HOST A SUCCESSFUL EVENT

A WestShore Chamber mixer is your time to shine! This is a member exclusive opportunity to showcase your business and to build relationships with like-minded individuals. The goal for these mixers is to provide a business-casual, interactive venue for members to connect and provide value to each other.

MEMBER HOSTS ARE RESPONSIBLE FOR:

- Accessible Venue (indoor or outdoor) for approx. 40-60 people
- 2-hour time frame (5:00pm – 7:00pm) plus set-up from c. 4:00 pm
- Refreshments for attendees
 - Appetizers / small plates
 - Alcoholic beverages (1 free drink ticket/person plus cash bar for subsequent drinks as required)
 - Non-alcoholic beverages
- Obtaining an event liquor license if venue is unlicensed (see next page)
- Private-event area from general public
- Reception table and two chairs
- Coat check area
- Door prize (minimum \$50 value)

CHAMBER IS RESPONSIBLE FOR:

- Marketing the event to Chamber members
- Registration and sign-in for members at beginning of event
- 2-4 staff on site
- Name tags
- Creating agenda and managing speeches
- Microphone and speaker for speeches if host doesn't own

THINGS TO CONSIDER:

- What experience do you want to give attendees?
- You will have **2 minutes** to speak about your business. What do you want them to learn?
- How can you create a unique and lively atmosphere for attendees to remember you by?
- Is the cost of hosting the right investment for you? We recommend allowing \$1,000-\$1,500 to cover the food, drinks, door prize, staff time and event licensing.
- We always recommend providing more catering than you think you may need as hospitality is what attendees remember most about these mixers.



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HOW TO OBTAIN A LIQUOR LICENSE

You can now apply for a Special Events Liquor License online, using the BC Government's simple and quick process. Further information and the application can be found at:

<https://specialevents.bcldb.com/>

As the host of this event, you will need a private special occasion license which requires a small fee and should be approved instantly. Please note that the host is required to have a Serving it Right Certification.

Once all approvals are in place then you can go and purchase your alcohol.

If you have any questions, please contact the WestShore Chamber at:

P: 250-478-1130

E: events@westshore.bc.ca

Thank you for participating in this opportunity to showcase your business!

