

Melbourne Regional Chamber Ribbon Cutting Best Practices

- The chamber's ribbon cutting services are available to all Melbourne Regional Chamber members. Members must complete and submit the Ribbon Cutting Event Request form at least **30 days prior to your desired event date**.
- **Requests are filled on a first come - first serve basis.** The more advanced notice we receive, the greater likelihood of securing your preferred date and attaining maximum chamber leadership & member participation.
- We recommend that ribbons cuttings are scheduled **during the work week, Monday -Thursday**. We have found that the ideal times include during the lunch hour (11:30am-1:00pm) or late afternoon/early evening (4:00-5:30pm).

Invitations & Getting the word out

Your invitations may be as simple as a letter or as elaborate as a formal invitation. It is recommended that invitations be mailed 3 – 4 weeks in advance, e-invitations can be sent 2 – 4 weeks in advance, and your Facebook event created 3-4 weeks in advance. People you may want to consider inviting - current, past and potential customers, family and friends, employees and their spouses/guests, those that helped you get started (Banker, Accountant, Lawyer, Architect, Builder, Realtor, Insurance Agent, etc.) neighboring businesses, and the media.

Promoting your event is just as important as hosting the event. We suggest creating a Facebook event and adding the chamber as a co-host. Once the ribbon cutting request form is submitted and approved, the chamber will invite elected officials, chamber members and ambassadors, add your event to the ribbon cutting calendar on the chamber website, promote in our e-newsletter, and we will share your Facebook event on the chambers Facebook page, and post/photo on social media post-event.

Food & Refreshments

Providing time-appropriate refreshments is very well received. For example, during a morning event it is nice to offer coffee, juice, bagels or pastries. During a lunch or evening event offering light hors d'oeuvres or finger foods is appropriate. *See our website for a list of our preferred food and beverage vendors.*

Program Planning

Create an event agenda. A brief program adds focus to the event. It provides not only valuable recognition for you and your key people, but it makes the event more purposeful and permits you the opportunity to explain more about your organization. Ideas to consider include:

- Introduction of key people that helped you make this milestone possible
- Brief remarks from your leadership team and/or community leaders
- Tour or other interactive activity if time permits and is appropriate for your type of business.

The highlight of your program will be your ceremonial ribbon cutting and photo-op to commemorate the event. Be sure to plan this at a time of maximum attendance. Remember that the *Ribbon Cutting Ceremony* is a great photo opportunity; you may want to look into getting a photographer. *See our website for a list of our preferred vendors.*

Additional Suggestions

Have plenty of brochures, business cards, and handouts available for your guests. If possible, have promotional items such as pens, magnets, mugs, etc. available to hand out. Have a drawing or give-away. Winning a sample of your product or a gift certificate can add to your guest's enjoyment and promote your business.

For more information on Ribbon Cutting Ceremonies, please contact the Events Department at (321) 724-5400 or email RibbonCuttings@MelbourneRegionalChamber.com