



CALHOUN COUNTY AREA
CHAMBER AND VISITORS CENTER

CALHOUNCHAMBER.COM



NORTHEAST ORTHOPEDICS
& PHYSICAL THERAPY

RIBBON CUTTING GUIDE

Congratulations on your upcoming Ribbon Cutting!

Here at the Chamber we do our utmost to make sure your business has the resources it needs to succeed,
and helping you plan your Ribbon Cutting is no exception.

In order to keep your preparations organized, we've broken up responsibilities into categories.

YOUR STAFF

- DESIGNATE A CONTACT PERSON FOR US TO REACH OUT TO REGARDING YOUR RIBBON CUTTING.
- PLAN ANY ADDITIONAL ACTIVITIES AND COMMUNICATE THOSE TO THE CHAMBER.
- FINALIZE DETAILS WITH THE CHAMBER.
- TELL THE CHAMBER WHO WILL BE SPEAKING.
- DESIGNATE TOUR GUIDES OF BUSINESS, IF APPLICABLE.
- GO OVER RAINY DAY OPTIONS. ARE PARKING OR TRAFFIC ASSISTANTS NEEDED?
- IF BUSINESS WILL BE OPEN THE DAY OF THE RIBBON CUTTING, ADVISE CHAMBER ON ANY SPECIALS YOU'RE RUNNING OR DOOR PRIZES YOU'RE GIVING AWAY.
- PROMOTE ON YOUR COMPANY'S SOCIAL MEDIA, INVITE YOUR CUSTOMERS.
- DECIDE ON CATERER, IF APPLICABLE, AND WHAT YOU'LL SERVE. ADVISE CHAMBER IF NEEDED.
- ADVISE CHAMBER OF PRODUCT DEMOS, SAMPLES, ETC., FOR THAT DAY (IF ANY.)
- HAVE SIGN-IN SHEETS FOR GUESTS. PLACE A LINE FOR OPTIONAL EMAILS (START BUILDING YOUR POTENTIAL CUSTOMER MAILING LIST, IF YOU HAVEN'T ALREADY.)
- SEND THANK YOU EMAILS AND NOTES TO ATTENDEES, SPEAKERS, AND SPECIAL GUESTS.
- SHARE YOUR PHOTOS & VIDEOS ONLINE.

CHAMBER STAFF

- COLLECT AND FINALIZE DETAILS OF WHEN, WHERE, WHAT TIME.
- PLACE IN RIBBON CUTTING SECTION OF E-NEWSLETTER/COMMUNITY EVENT CALENDAR.
- PROVIDE THE BUSINESS WITH A COPY OF THIS RIBBON CUTTING GUIDE.
- PROVIDE THE RIBBON, SCISSORS, AND COMMEMORATIVE RIBBON SIGNING MARKERS.
- REQUEST LOGO FROM BUSINESS (IF WE DON'T ALREADY HAVE IT.)
- INVITE COMMUNITY, LOCAL MEDIA, BOARD MEMBERS, CHAMBER MEMBERS, AMBASSADORS, AND LOCAL GOVERNMENT OFFICIALS.
- CREATE A FACEBOOK EVENT TO PROMOTE THE RIBBON CUTTING AND POST TO ALL SOCIAL MEDIA, TALKING ABOUT THE NEW BUSINESS, WHAT MAKES IT SPECIAL, AND ANY RIBBON-CUTTING DISCOUNTS THEY'RE OFFERING.
- UPLOAD AND SHARE EVENT PHOTOS/VIDEO ON SOCIAL MEDIA NO LATER THAN TWO BUSINESS DAYS LATER.
- ASK STAFF, BOARD, AND AMBASSADORS TO POST ABOUT THE EVENT.
- ADD INFO TO CHAMBER PRINT NEWSLETTER AND E-NEWSLETTER THE MONTH OF THE EVENT.
- THANK EVERYONE FOR ATTENDING.

CHAMBER AMBASSADORS

- SHARE INFORMATION ABOUT THE EVENT BY WORD OF MOUTH AND VIA SOCIAL MEDIA.
- ATTEND THE EVENT AND WEAR CHAMBER AMBASSADOR NAME BADGES.
- GET TO KNOW THE NEW BUSINESS OWNERS AND WHAT THEY'RE LOOKING TO DO AND WHO THEY WANT TO MEET.
- TAKE PICTURES AND/OR SHARE OTHER ATTENDEES' PICTURES ON SOCIAL MEDIA.
- AMBASSADORS WILL HELP WITH STAGING FOR THE RIBBON CUTTING CEREMONY THE DAY OF.
- PROVIDE BUSINESS CARDS TO PRESENT TO BUSINESS OWNER.

