



My Business Is Your Business

Information for Host and Partner Organisations

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What is My Business Is Your Business?

The My Business is Your Business function program is one of the Business Chamber's most successful member networking and promotion events.

The program allows for members of the Hunter Business Chamber to Host a function in order to showcase its products, services and resources to other members.

The functions are held from 5.30pm to 7.30pm on the third Thursday of each month (except January, April and December) and are promoted to over 1,800 members of the Hunter Business Chamber.

The functions are provided at no charge to guests (members only event).

Please Note: This event is strictly for Chamber members to attend only. If you would like to introduce a non-member to the Chamber, you are required to contact one of the Chamber's Member Liaison Officers prior to the My Business Is Your Business event on 4969 9600 to discuss.

An average of 50 to 80 Chamber members attend each function.

The functions are held by a Host organisation and its chosen Partner organisation. Host organisations normally choose their Partner based on their own networks, core business, clients and service providers. However, should Host organisations require assistance in finding a Partner, please contact the Chamber for advice.

Please note that due to overwhelming interest to Host/Partner this event and in fairness to many other Chamber members currently awaiting booking dates, any member organisation who has Hosted or Partnered a My Business Is Your Business function this year can request to be re-added to the wait list to Host/Partner again, but will not be eligible for 18 months from your booking date.

The My Business is Your Business functions are usually held at the Host organisation's place of business. ***Please be advised that your organisation must have space for 80 guests to be eligible to Host.***

Drinks and light refreshments are provided at the function by the Host and Partner organisations during the evening.

The function is made up of two key elements – the presentation of the Host and its Partner and the opportunity for guests to network.

Function agenda

The successful formula that has made My Business is Your Business so popular is that Host organisations and their Partners keep formalities within a small parcel of the whole package. The agenda that works is:

- 5.00pm Chamber staff arrive to setup for registration

- 5.30pm Guests arrive
 - Nametags collected
 - Networking
 - Light refreshments served

- 6.00pm Chamber to welcome guests
 - Opening remarks
 - Chamber announcements (as necessary)
 - Introduce Host

- 6.05pm Host presentation
 - Introduce Partner

- 6.15pm Partner presentation

- 6.20pm Draw lucky door prize/s
 - Close
 - Networking

- 7.30pm Finish

Experience has shown that your business messages can be best presented within this time frame and some presentation tips for those without experience or resources are included in this information kit.

If your business would like to offer a tour of your facilities in a group with commentary, this would happen after the lucky door prizes before networking begins again.

Promotion

The My Business Is Your Business functions are promoted to over 1000 members of the Hunter Business Chamber in the following ways.

- Functions and Events Newsletter – monthly newsletter distributed by the Chamber to all members. Details of the function including the date, time, place and brief information regarding the Host and Partner organisations are included.
- Membership services – as part of new member information kits.
- Other Chamber functions – announcement of upcoming functions is usually included in all Chamber function agendas.
- Electronic communication – email reminders to members.

Promotion for your event may begin up to 2 months prior to your scheduled date, therefore, you are required to submit a short paragraph summarising your business (ie who you are, what products/services you provide, etc) via email to georgia.collison@nswbc.com.au exactly 2 months prior to your scheduled date. If you do not submit this information by this deadline, information will instead be sourced from your website for inclusion in these promotional channels.

Guest acceptances and lists

Hunter Business Chamber will manage the acceptance of guests for your event.

The Chamber also provides Host firms with an advance copy of the acceptance list the day prior to the function. Experience has shown that this list is of particular value to Hosts and Partners that provide diverse services or products that wish to identify potential customers or associate organisations.

Nametags will be prepared and brought to the function by the Hunter Business Chamber. The nametags will be listed in alphabetical order by surname and displayed at the entrance to your function.

Members of the Chamber Board and staff will also attend the function.

The Chamber also provides photocopies of business cards of all attendees after the function. This service clearly provides Hosts and Partners with marketing potential.

Function catering

It is the responsibility of the Host organisation to provide light refreshments for the guests.

As a guide, it is best to keep catering simple and to a minimum. Previous function food and beverages has included:

- A simple selection of hot and cold finger food
- Soft drinks, juice and water
- Wine (red, white and sparkling)
- Beer (light and full strength)

The Chamber normally recommends that Hosts anticipate around 50 guests as a starter. Of course, numbers can be confirmed as the function nears and the Chamber provides the full list of acceptances to the Host.

It is usual for the Host and Partner to negotiate a reasonable split of the catering costs.

Should you require any advice or assistance regarding catering services, the Chamber would be pleased to provide you with contacts for a number of quality caterers.

Lucky door prizes

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

While it is recommended that two prizes be offered (one from the Host and one from the Partner), some Hosts choose to offer a number. However, we would advise that prizes be kept to five in total.

Prizes are at the discretion of the Host and Partner.

In the past prizes have included:

- Host product or service
- Partner product or service

- A product or service offered by one of the Host/Partner's suppliers affiliate organisations etc
- A product or service purchased for the event and purpose of use as a lucky door prize. (eg. gift pack or hamper)

Presentation tips

Know the audience

A good tip to presenting a successful speech is to know the audience. For your convenience, we have provided some general information about the type of audience you can expect at a My Business is Your Business function.

- General – the guests tend to represent a large and diverse range of business sectors in the Hunter.
- Numbers – attendance is usually between 50 and 100 people.
- Gender – a mix of both male and female (50:50)
- Age – varying from early twenties to retirement
- Knowledge of you – many of the people attending may have some knowledge of your business, some will be closely associated with you, some will perhaps be your competitors and a few may have no knowledge of your business at all.

Purpose of your presentation

It also helps in preparing your speech to know what the purpose of your presentation is supposed to be.

1. To interest or amuse
2. To teach or inform
3. To stimulate or impress
4. To convince or persuade

It is our experience that guests attending My Business is Your Business functions are generally expecting to be informed and impressed and are happy to be amused.

An interesting presentation

One of the keys to a successful presentation can be the use of visual aids or other additional information. With the advent and increased use of some technologies, there is now a range of simple visual aids that can make a presentation both interesting and informative. These include:

- PowerPoint presentations
- Multimedia presentations
- Video presentations

- Charts
- Posters
- Display stands

While each of these tools can add value to a presentation, their use must be incorporated as part of the whole presentation and should not be relied upon as a tool for telling the whole story. It is also emphasized that if using these types of aids that rehearsal with all equipment should be carried out several times before giving the presentation.

It is worthwhile noting that the aids will have to work in a room with a large number of people standing. These presentation aids must also work in the structured time allocation and schedule.

A lasting reminder

One way of extending the impact of your presentation is to give the guests a lasting reminder of your organisation.

A flyer, fact sheet or information leaflet can be used not only to remind the guests of some of your most important points but to also expand on those points. This type of flyer can be handed to guests after the presentation or on their way out the door at the end of the function.

Confirmation to Host/Partner an event

There is currently a wait list to both Host and Partner the My Business Is Your Business events, therefore, please contact Georgia Collison, Events and Marketing Coordinator via phone 02 4969 9687 or email georgia.collison@nswbc.com.au to be added to either of these wait lists. Georgia will then contact you prior to your scheduled date to confirm your booking.

Upon being offered a date and familiarising yourself with the pre-requisites of Hosting/Partnering a My Business Is Your Business event, if you wish to continue please sign the attached Confirmation Form and return to Georgia Collison, Events and Marketing Coordinator, via email georgia.collison@nswbc.com.au or fax 02 4969 9620.

Please Note: You will not be confirmed as a Host or Partner until this signed confirmation is received.

My Business Is Your Business Confirmation Form

When completed please email to Georgia Collison via email georgia.collison@nswbc.com.au or fax to 02 4969 9620.

Business Name: _____

Contact Name: _____

Phone: _____

Mobile: _____

Email: _____

Yes, I confirm that we will Host / Partner (please circle) **a My Business Is Your Business event and agree to adhere to all the guidelines as provided in this document.**

Name: _____

Position: _____

Signed: _____

Date: _____