



## WHAT IS LIVE AFTER 5?

Live After 5 is a social business after hours function that aims to provide businesses with increased exposure and networking opportunities with the Chamber network, business leaders and professionals, and the Cody community. In 2019, there were eleven Live After 5 functions. Nine Live After 5 functions were hosted by Chamber members at their local business, and two of the functions were hosted at the Chamber of Commerce in partnership with local Chamber businesses during the summer months.

## ATTENDANCE & HOSTING

Live After 5 functions are free to attend and open to all Chamber and community members! Average attendance is 25-50 attendees; however, events can range up to 100+ attendees. Take advantage of the direct and indirect benefits tied to attending or hosting Live After 5! Direct benefits include, but are not limited to, increased reach, increased exposure, customer relationship management and networking and partnership opportunities. Indirect benefits include, but are not limited to, potential new clients and revenue.

There are no Chamber fees associated with hosting a Live After 5 event. However, the host is responsible for all event costs and organization, and we strongly encourage the host to provide a door prize to promote further engagement. This could be a small business promo item, gift certificate to your business, Cody Bucks, a complimentary service your business offers, or any additional item of your choice. A host packet will be delivered a week prior to your event date. Hosts receive publicity through our Chamber communication channels as outlined below:

- Chamber E-Newsletters
- Chamber Electronic Notices
- Chamber Online Event Calendar
- Chamber Social Media Channels

We also encourage hosts to advertise the event through their own communication channels to promote additional and/or targeted attendance. If you are interested in hosting Live After 5, please contact our office for available dates.

## DATE, TIME & LOCATION

Live After 5 is hosted the third Thursday of every month at the host's preferred location. The dates are reserved on a first-come, first-serve basis, but businesses are welcome to join our waiting list. The ideal hosting times are between 4:30 PM and 7:30 PM, and we recommend limiting this function to two hours.

Whether you choose to host at your business or elsewhere, you should select a space that accommodates the size of the audience that you wish to reach while allowing for audience mobility and promotion of your product or service. Partnering with other Chamber members can provide hosts with the opportunity to pool resources and maximize efforts.



*Cody Chamber of Commerce*

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