

RIBBON CUTTING BEST PRACTICES



Ribbon Cuttings are a great promotional event but can be a little overwhelming. The SVC Chamber is here to support you so that you have a great celebration.

- Complete and submit the *Ribbon Cutting Request Form* at least **30 days prior** to your desired event date.
- **Requests are filled on a first come - first served basis.** The more advanced notice we receive, the greater likelihood of securing your preferred date and attaining attendance from your invited guests.
- 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 (3:00-4:00pm).

Invitations – 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 (add the SVC Chamber as a co-host). For best results, we recommend all of the followings: USPS-mailed invitations, e-invitations, Facebook & social media event posts, and personal verbal invitations from each of your staff by phone or in-person.

Consider Inviting – Current, past, & potential customers, family & friends, employees & their spouses/guests, those that helped you get started (Banker, Accountant, Lawyer, Architect, Builder, Realtor, Insurance Agent, etc.), neighboring businesses, elected officials, and the media.

Promotion – Promoting your event is just as important as hosting the event. Once the *Ribbon Cutting Request Form* is submitted and approved, the SVC Chamber will schedule at least one staffer to attend, add your event to the *Ribbon Cutting Calendar* on the Chamber website, and promote it in our e-newsletter. You do the rest. Your all-out promotion is what will cause the celebration to be the most successful.

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.

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. Have limited speakers. Keep the speeches short. 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 celebration. Be sure to plan this at a time of maximum attendance. Remember that the Ribbon Cutting Ceremony is a great photo opportunity; consider a professional photographer.

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 Cuttings, please contact the SVC Chamber at (408) 244-8244 or email Info@SVCentralChamber.com