



BUSINESS AFTER HOURS are a free networking function coordinated by MDBA to promote member businesses. These events are held monthly with one or more hosts and offer a valuable opportunity for the hosting businesses to promote their products and services.

GROW YOUR BUSINESS THROUGH NETWORKING

Networking opportunities are the single most powerful marketing tactic to accelerate and sustain your business. Whether you are expanding your business, promoting new products or looking to build new relationships with customers and suppliers, Business After Hours is the ideal opportunity for your business.

YOUR OPPORTUNITY!

- Business After Hours is an initiative of the MDBA designed to help you improve your exposure. Take advantage of the best network in Mansfield Shire with our support.
- held on a monthly basis (except January). They commence at 5.00pm, with formal presentations at 6.00pm. Light refreshments are provided and the opportunity to network with guests is a feature.
- Co-hosting these events maximises attendance and broadens the representation from a variety of industry sectors and it is also financially beneficial.
- You can expect 25 – 50 members at each BAH event giving you a captive audience to hear what you have to say. Your exposure will also be maximised with articles in the MDBA Newsletter and Facebook page

HOW DO WE SUPPORT YOU?

For an administration fee of \$300 per host, our services include:

- We help you arrange a time and venue for the event and promote it through the MDBA business network.
- Designing and developing event invitations
- Circulating invitation to all MDBA members (electronic)
- Registration of attendees and administration services
- Preparation of name badges
- Greeting guests upon arrival at your function
- An MC will formally introduce the hosts
- Use of the MDBA PA, if required. NB – Should the host provide two raffle prizes, the MDBA will waive administration fee in lieu of raffle proceeds.



WHAT YOU NEED TO CONSIDER!

- Day and Time - We highly recommend keeping a BAH to a Thursday evening from 5 – 7pm.
- Location and Date of Event - We encourage you to use your business premises. However, if you do not have suitable premises then there are several venues that have worked for BAH events. You will need to negotiate with the venue regarding a venue fee and catering costs.
- The Chamber can suggest the following venues:
 - Delatite Hotel
 - Mansfield Hotel
 - Mansfield Coffee Merchant
 - Mansfield Golf Club
 - Mansfield District Racing Club
- Costs. The supplying of the food (finger food) and drinks (alcoholic and non-alcoholic) is the responsibility of the host(s). On average you should allow 3 – 4 drinks per person over the two hours. It is recommended as part of the responsible service of alcohol that water be provided too. Co-hosting a BAH with someone else will also halve these costs.
- Raffle Prize. The host will also donate a raffle prize as this helps to get more members to your event. You can choose to offer a 1st and 2nd prize in the raffle or just do one prize. \$150 is the minimum value for the raffle prize. The Chamber will also do a Business Card Draw.

Please note – MDBA has a licence to operate raffles, therefore the host does not have to apply for one.

WHAT HAPPENS ON THE NIGHT?

- Most events commence at 5:00pm as members often come straight from work. However, the time can be changed according to your needs.
- Based on previous successful BAH evening we suggest the night proceed like this:

5pm: Guests Arrive: Refreshments to be available on arrival of guests.

6pm: MDBA CEO welcomes everyone and updates members on MDBA events and activities

6:10pm: MDBA President will introduce the host(s)

IT'S RECOMMENDED THAT YOU KEEP YOUR PRESENTATION TO 5 – 7 MINS

Refreshments should still be available throughout the speeches.

6:20pm: MDBA CEO will thank the host(s) and draw the Raffle prizes.

7pm: Formalities wind up and Members will mingle.

Don't miss out on hosting one of these popular events! Call the MDBA on 0447 905 358 or email wes@mansfielddba.com.au to discuss your BAH needs.