

# Tips for a Successful Ribbon Cutting Ceremony

## Make the most of your event!

It's exciting. A grand opening, ground breaking or ribbon cutting offers a wonderful opportunity to draw attention to your business, motivate employees, rejuvenate neighboring businesses and invite potential customers, suppliers and vendors in a casual and memorable manner.

These momentous occasions also require thoughtful planning to ensure success. While every event is different, here are some of our top tips to get you on your way.

## Setting the Date

To schedule your Ribbon Cutting, **contact Shannon Piland** at The Greater Macon Chamber of Commerce. She can be reached at **478-621-2010**. Shannon can assist with setting the date of your Ribbon Cutting and to avoid conflicts with other events on the Chamber calendar. Ribbon Cuttings may be scheduled between the hours of 9:00 AM and 4:30 PM Monday – Friday. Please try to give us a minimum of two weeks' notice of your desired Ribbon Cutting date so that we have an appropriate amount of time to promote the event to our Chamber members.

*Note: If there are particular individuals, business and civic leaders, or other dignitaries that you are relying on for attendance, be sure to check their calendars in advance to be sure your event is scheduled.*

By scheduling your event at least 2 weeks in advance, it gives others the flexibility in making adjustments in their calendars.

## Promoting the Event

The Chamber will post your Ribbon Cutting on our website in our Upcoming Events section. If we have enough notice, we can also include your Ribbon Cutting on our Chamber Connections page in The Telegraph (last Sunday of the month) and in our monthly e-newsletter (sent out during the first week of the month).

The Chamber will notify our Chamber staff, Chamber Board of Directors and Chamber Ambassadors of your upcoming Ribbon Cutting and invite them to attend. We recommend that you invite anyone who is interested in the success of your business which may include your family, friends, clients, and possibly your banker or other professional contacts that you may have.

## Hosting the Event

On the day of the event, the Chamber will bring ribbon, bows and the "big scissors" to be used for the ceremony. The Chamber will conduct a short program that will include welcoming guests and congratulating you on the special occasion. You are encouraged to offer a few comments about the occasion. (We will discuss with you in advance any special agenda you may prefer to follow.) Some businesses will choose to have a more involved agenda to include an invocation or special guest speakers.

You may choose to serve light refreshments, hold a reception, offer tours of the facility or have handouts for the guests. Any or all of these things are optional and totally your decision.

**Have fun! This is your opportunity to let the community know all about your business!**