



Events Committee

Business networking is an effective low-cost marketing method for developing sales opportunities and contacts, based on referrals and introductions - either face-to-face at meetings and gatherings, or by other contact methods such as phone, email, and increasingly social and **business networking** websites.

Business networking opportunities and other opportunities to interact with local business leaders to build relationships is crucial to the success of our local business community. The Events Committee of the Shelby County Chamber of Commerce and Industry exists to create these opportunities for our Chamber members. Additional benefits realized through this committee include increased visibility of our membership, fostering involvement with S.C.C.C.I. and members of our business community, and cultivating professional development and growth.

Benefits for the Committee Members:

- Increased name and face recognition for individual/business
- Increased networking opportunities including connecting one-on-one with new and existing Chamber members
- Opportunity to meet local business and community leaders
- Opportunity to help build and display community activism and foster a positive community image

Program Benefits for the Membership:

- Increased access to members of the local business community
- More frequent Chamber communication
- Potential for increased referrals
- Members will feel more connected to the Chamber

Programs/Service Opportunities to be executed by the Programs and Events Committee:

- Staffing welcome/registration tables at Chamber events and meetings
- Selecting guest speakers when appropriate for planned events
- Coordinating catering and providing decorations for events
- Planning marketing communications for Chamber programs and events
- Creating networking events and Business-After-Hours opportunities
- Planning and coordinating the Annual Golf Tournament
- Planning and coordinating the Annual Membership Banquet
- Working with area business leaders to determine presentations that will benefit the community as a whole
- Creating and planning an Annual Non-Profit Recognition event
- Creating and planning an Annual Ag Related event
- Working with the Chamber staff to plan and coordinate a shop local program
- Working with and promoting current events taking place throughout the county
- Adding an element of FUN (Fantastic, Unabashed Nonsense) to everything we do assuring an enjoyable event