



Quick Reference Checklist for Grand Opening or Ribbon Cutting Ceremony

- Designate your event planner/coordinator. Perhaps it may be you.
- Contact the Marshall County Chamber of Commerce . They provide the three foot scissors and wide ribbon for the Ceremony.
- Delegate Responsibilities:
 - Designate a contact for RSVPs
 - Choose emcee/speakers
 - Greeters
 - Tour guides of the business
 - Cleanup
- Establish a budget for your event
- Select event date, time and rain date (if needed)
- Select and contact event vendors:
 - Caterer or Volunteers/Employees in charge of food
 - Photographer/Videographer
 - Entertainment (optional)
 - Florist (optional)
- Predetermine Room Layout (where to put table and chairs, podium (if needed); trash cans, set-up of an information table with information about your business such as cards/brochures/advertising/ Samples/Gifts/Document, etc.
- Display Company Banner
- Have Sign-In Sheet for Guests (remember these may be your future customers)
- Name Tags
- Send invitations (Chamber will send out announcements , as well as, post it on Marshall Happenings and the Community Calendar) ***SEE AVERTISING LIST***
- If you require a mail out, contact the Chamber for member mailing labels

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- ___ Prepare guest list
- ___ Date to call or send reminders: _____
- ___ Prepare press release for Chamber, Newspaper, Radio (send to director@marshallchamber.org)
- ___ Identify dates to contact local media **SEE ADVERTISING LIST**
 - ___ Notify media
 - ___ Invite media to attend (Chamber will do this too)

POST EVENT TASKS

- ___ Follow up with thank-you notes to all of your speakers, sponsors and other VIPs who attended, as well as your faithful staff.
- ___ Share your photos/videos by posting them online, including them in your newsletter or social media
- ___ Be sure and send the press release to the Tribune

Chamber of Commerce will Provide the Following:

RIBBON CUTTING SCISSORS

RIBBON

BOWS

STANCHIONS

MAILING LABELS PRIOR TO THE EVENT (if you want to mail invitations to members)

ADVERTISING THE EVENT BY POSTING TO SOCIAL MEDIA, EVENTS CALENDAR AND NEWSLETTER



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