

# 6 Steps to a Successful

# Ribbon Cutting Ceremony



**IRVING - LAS COLINAS**  
CHAMBER OF COMMERCE

## 1. Schedule ceremony with the Chamber FIRST

- at least 4 weeks advance notice. Payment is required before scheduling can take place
- Tuesday - Thursday, 11:30am - 3:30pm
- we will not schedule a Ribbon Cutting if an event is already scheduled that day
- will not schedule the day before a signature event
- location should be in Irving-Las Colinas area

*Plan your event so it doesn't conflict with others.*

## 2. Develop list of invitees

- potential and current customers
- suppliers
- friends and family
- those who helped you get started (banker, accountant, attorney, other advisors)
- fellow businesspeople in your area
- key government officials
- the media

*Consider those who are key relationships for you and your business.*

## 3. Plan to receive guests

- arrange for some food/beverage options appropriate for the time of day
- consider providing offers, coupons, gifts, giveaway items, etc. for attendees
- collect business cards for door prizes

*This is your chance to get attendees engaged with your business and products!*

## 4. Arrange event programming

- explain details about your business
- provide tours or demonstrations of your business and products
- recognize appropriate representatives of your business along with anyone who plays a key role

*Maximize your time. Consider that the ceremony itself typically takes only 10 minutes.*

## 5. Create buzz around event

- organize your PR campaign
- submit a press release to local media
- hire a marketing firm chamber member
- create a Facebook event and set Greater Irving-Las Colinas Chamber as a co-host

*Give enough time to get the word out and attract attention for your event.*

## 6. Follow up afterward

- Send thank you notes to the attendees and Chamber Ambassadors
- Reconnect later with any key relationships or prospects
- Post photos and use social media

*Thank you for being a member of the Chamber. We are honored to be a part of your special day.*

# Frequently Asked Questions

## What is a ribbon cutting ceremony?

A ribbon cutting is a ceremony to celebrate a brand-new or newly-renovated/relocated business that has opened within the last year. It can inaugurate an organization's first day of business or it can take place weeks after the business' soft opening.

Because the ribbon cutting marks a very significant moment in the business' history, this is also a great photo opportunity. The ceremony gives the business owner/manager a chance to say a few words to those gathered. Business owners have used this time to publicly thank their financial backers, their employees, their friends and family, and/or their business partners. They also take the opportunity to talk about what their business does.

## Who is eligible for a ribbon cutting ceremony?

### REQUIRED:

- Must be a member of the Irving Las Colinas Chamber and in "good standing"

### QUALIFYING EVENT:

- New business, opened within last 12 months;
- Recently under new ownership;
- Major remodel, relocation, or expansion of business;
- Milestone anniversary (5, 10, 20, 25, 30, 40, 50, etc.)

## Is the ribbon cutting MY event or a Chamber event?

This is YOUR event. The Chamber will gladly assist you with the following:

- Notify the Chamber's Board of Directors and Ambassadors Committee members of your ribbon cutting, encouraging their attendance
- List your ribbon cutting on the Chamber's Community Calendar and ribbon cutting page of our website
- Bring the "BIG scissors" and ribbon

While the Chamber will extend the above mentioned invitations and list your ribbon cutting on our Community Calendar, we strongly encourage you to conduct your own PR campaign to increase the attendance and awareness of your business's opening. You should also consider inviting your business partners, vendors/suppliers, employees, customers, neighboring businesses, special dignitaries, friends, and family to be with you to celebrate this momentous occasion in your business's history.

Please understand that you should not rely solely on the Chamber to attract your audience. This is your event. We are there to welcome you to the business community with a 10-minute ceremony.

## How will the Irving Chamber help me?

- Notifying the Ambassador Committee, Board of Directors, and chamber members about the event
- Posting your event on the online Calendar of Events
- Announcing your event in the Chamber's newsletter
- A Chamber representative will introduce your business at the event
- The Chamber will supply traditional items such as ceremonial scissors and ribbon

## What can you do to enhance your event?

- Refreshments, drinks, door prizes, and decorations are optional and up to you. Many businesses add these extra touches when conducting a public grand opening in conjunction with the ribbon cutting.
- Organize a separate PR campaign. If you would like to invite the general public, you should explore other advertising avenues and/or consider sending a press release to local news media. You can do this yourself or hire a marketing company to help you with this. We recommend using the chamber's online membership directory to help you locate a marketing firm.

## What have other businesses done to make their ribbon cutting and/or grand opening unique?

- Sent a special direct mail/email invitation to local elected officials (Mayor, City Commissioners, County Commissioners, etc.)
- Conducted a separate PR campaign to try to grab media attention
- Invited lots of clients, employees, and/or board directors from their organization
- Invited corporate staff from out-of-town corporate headquarters
- Offered complimentary appetizers and beverages from fancy to simple, from a few selections to a large buffet and/or chocolate fountains, champagne fountains, and sweets
- Invited sports or business mascots

**NOTE: The Chamber cannot guarantee the number of guests in attendance. Events are scheduled based upon availability. Ribbon cuttings are conducted Tuesday - Thursday 11:30am - 3:30pm. All Ribbon Cutting Events require a 4 week notice.**