

RIBBON CUTTING

GUIDELINE & EXPECTATIONS

Congratulations on the announcement of your business opening, relocation, or anniversary!

The Moore County Chamber of Commerce Board of Directors and staff are honored to be apart of this momentous occasion.

Here are a few tips to ensure your event is a success!

Scheduling

RC events are scheduled on a first come first serve basis. Please allow 2-3 weeks time for advertising & planning.

Generally, it is best to schedule RC events mid-morning to mid-afternoon. To maximize attendance, consider avoiding early mornings, or evenings.

Prior to advertising your event, please ensure the availability of the MCC staff. Specific date, time, location of event, & point of contact must be submitted to MCC prior to advertising the event.

*Please note that the MCC staff does not host weekend Ribbon Cuttings

Advertising

The MCC staff will advertise your event on it's weekly newsletter, website, & social media. You are strongly encouraged to advertise the event to your family, friends, colleagues, & clients.

*It is not the responsibility of the MCC staff to invite local elected officials or other local media affiliates.

Should your marketing team create advertising material, please relay it to the staff in an effort to keep advertising cohesive.

Understand that although every effort will be made to maximize attendance, other local events, meetings, & holidays will be a factor.

Agenda

The MCC staff will welcome attendees & introduce the business point of contact, owner or manager.

*Please relay this information prior to the event to ensure all parties are properly acknowledged.

Should you wish to create a formal agenda to be followed the day of the event, please coordinate this with the staff at least 72 hours in advance. This allows for proper planning & name pronunciation.

The point of contact will be allowed a window of time to talk about their business, services or products & history.

Upon conclusion of the introduction, the MCC staff will invite everyone to gather for the ribbon cutting

*If the ribbon cutting should be conducted by the event host & staff, please inform the MCC staff

Photos will be taken by the MCC staff, however we invite you to provide someone to document the event per your expectations or requirements

Helpful Tips

Ribbon cuttings are a time for celebration. Providing refreshments is a great way to keep attendees engaged.

The formality of this is up to you, from catered food to finger food or cake there is no exact rule of thumb.

Work in time for the staff & attendees to tour your location, & network with one another.

Remember to keep it short & sweet, with speakers less is more. Attendees are interested in learning about your business & the reasons why you are apart of their community. Tours allow for more time to expand on operations, staff, & specifics of your business.

Remember RC events should be fun -
DON'T SWEAT THE SMALL STUFF!

Finally, invite your neighbor businesses. Supporting local business leaders strengthens communities!