SOUTHWEST GWINNETT CHAMBER
BERKELEY LAKE • NORCROSS
PEACHTREE CORNERS

Reference Checklist

For Your Ribbon Cutting Ceremony or Grand Opening Event

- *Designate responsibilities*
  - *Event Planner/Coordinator*
  - *Designer of Save the Date/Invitation*
  - *Contact for RSVPs*
  - *Greeters, Speakers, Event Maintenance Team*
- *Establish a budget for the event*
- *Select a date & time for the event (if outside, have a inclement weather backup plan)*
- *Prepare guest list (don't forget to invite your city, county, & state representatives)*
  - *Date to send Save the Date _____ [email, mail, fax]*
  - *Date to send Invitation _____ [email, mail, fax]*
  - *Deadline to get invitations to printer _____*
- *Select & contact event vendors/sponsors* ****check out the SWGC business directory!****
  - *Caterer/Food Providers*
  - *Decorator/Florist*
  - *Entertainment/Musicians*
  - *Photographer/Videographer*
- *Prepare a basic event layout (where to put podium, chairs, tables, ribbon cutting, etc.)*
- *Determine needs (tables, chairs, plates, cups, flatware, napkins, linens, & receptacles)*
- *Determine the type & number of centerpieces/decorations needed*
- *Determine whether any A/V equipment will be necessary & who will set it up*
- *Establish a basic timeline for the event*
- *Prepare any materials needed for the event*
  - *Gifts/Door prizes (purchase tickets if doing door prizes)*
  - *Sponsor's promotional material*
- *Prepare a press release, notify local media & invite them to attend*
- *Promote the event to the community* ****let us help you with that!****
- *Most importantly, make sure to enjoy your successful event!*

The Southwest Gwinnett Chamber will be happy to talk with you about the benefits of membership.
770.239.7442 | mailto: events@southwestgwinnettchamber.org