



## TOP 10 WAYS TO MAKE THE MOST OF YOUR MEMBERSHIP

- 1. Attend at least one event a month.** The Chamber offers six meetings that take place each month or every other month (Ambassador Lunch, Breakfast Links, Lunch & Learn, Business Network Lunch, Business After Hours, and Face 2 Face Speed Networking.) Find the one that's the best fit for you and try to attend at least that one event each time it's held. When you attend, make a point of sitting at a table with people you don't already know. Can't attend? Consider sending an employee. It's inexpensive advertising. Tip: Bring a door prize to have your business recognized in front of everyone. If you don't have anything you can offer from your company, just buy something at a store and attach your business card.
- 2. Provide marketing materials.** Free advertising opportunity! Give us your company-related materials and we'll display them in our lobby. There is also a marketing table at all of our events for your flyers, brochures, pens, etc.
- 3. Hold a free ribbon cutting.** You provide refreshments and we provide the ribbon and giant scissors. A ribbon cutting will attract ambassadors and those curious about your business. Ribbon cuttings can be scheduled to welcome you to the Chamber, on your anniversary, when launching a new product/ service, etc.
- 4. Member Discounts** – Chamber members receive a significant discount when renting our meeting room and/or purchasing mailing labels. Additionally, many Chamber businesses offer a member to member discount. This is a great way to let people know about a special or encourage people to try your product/ service.
- 5. Spread the word about company news or upcoming events.** Send us your information and we'll include it in the weekly e-newsletter and calendar of Chamber & Member Events. Also, many of our networking events have time reserved at the end for announcements.
- 6. Effective, Low Cost Advertising Opportunities** - All of our advertising opportunities are available only to our members. The Official Map to Georgetown & Williamson County and The Official Guide to Georgetown are both published by the Chamber every year and included in our relocation packets. Logo listings in the online membership directory enhance your listing to include a logo and up to 100 words of text for only \$170/ year – less than \$15/ month. A complete list of advertising opportunities is available on the Chamber website under the "Our Chamber" tab.
- 7. Ongoing training.** The Chamber holds semi-annual video training seminars on the big screen at City Lights Theatres. Monthly Lunch & Learn seminars and Workforce Solutions Workshops also provide a way for Chamber members to continue their business education. Leadership Georgetown is a program which identifies and develops talented and committed citizens who aspire to provide leadership in Georgetown's business and community activities. Only Chamber members may participate.
- 8. Business showcases.** You can promote your product/ service at our Business Showcase in March and/or at GISD's Community Showcase in August. Each of these venues attracts hundreds of potential customers for you. If you don't want to be in the show, consider attending.
- 9. Credibility** - Many members of the community consider Chamber membership to be a sign of a reputable, stable business. Let people know you are a Chamber member by displaying the Chamber decal included in your new member packet on your store window or on your vehicle. It is also a good idea to put the Chamber logo on your website. Bonus: Providing a link from the Chamber logo to the Chamber's website can help your Google ranking.
- 10. Free Small Business Services** – Use our resource room anytime you need a phone, computer, and/or desk for a few minutes or a few hours. The resource room is also available for free business counseling through SCORE or the Small Business Development Center. Business counseling provides an opportunity to bounce off business opportunity ideas and strategies in an informal setting. All sessions are confidential.