

TIPS FOR A SUCCESSFUL RIBBON CUTTING

Ribbon cuttings are a great way to announce new members, significant name changes, major expansion or renovation, relocations or second locations. Ribbon cuttings introduce both the public and chamber members to your business.

SCHEDULING

Ribbon cuttings are usually scheduled on Tuesdays or Thursdays at 11 a.m. or 4 p.m. We generally advise against early morning, late afternoon or after hours events. Plan on scheduling your ribbon cutting about three weeks in advance.

WHAT TO SAY

- Give attendees a short overview of what your business does and what services you offer
- Give a brief history of your business
- Talk about why your business chose Jenks
- Introduce your staff, guests, construction team and any other VIPs in attendance

HELPFUL TIPS

- The important thing to do is introduce your business to attendees
- If you want to provide food and beverages, you may, but it is not required
- Promote and market your ribbon cutting to your friends and customers
- Outdoor photographs typically work best so as to capture your business' signage
- Invite your neighbor businesses
- Collect business cards from attendees and follow up with them, thank them for attending, and offer ways your business may be of assistance to them

Schedule your ribbon cutting today!

Contact the Jenks Chamber at
918.299.5005.

THE AGENDA

The actual ceremony lasts about 10 to 20 minutes. A chamber representative will welcome everyone and introduce the owner/manager. Brief introductions of Ambassadors, dignitaries and guests will follow. The business owner is given a chance to explain what their business does. Photos are taken by the Jenks Chamber and posted on the Chamber's social media. The business may also request high resolution copies of photos taken by Chamber staff.

