



CHECKLIST FOR A SUCCESSFUL RIBBON-CUTTING EVENT

Planning a grand opening, location change, or renovation for your business? Use this checklist to help execute a successful ribbon-cutting event:

Guest List

Invite employees, key clients/potential clients, business partners, stakeholders, government and business officials, local chamber of commerce, media/bloggers, neighboring businesses, friends, family, and, most importantly, your team.

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Spread the Word

Send out invitations at least three to four weeks before the event and clarify any special instructions, such as parking. Here are other great marketing avenues to consider: Press release, social media, blog, your website, event flyers, chamber podcast, newsletter to employees as well as current and potential clients, and a special announcement to your team – ask them to help spread the word.

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Scissors and Ribbon

Purchase large ceremonial scissors (or borrow a pair from Ancon Construction) and ribbon in your company's brand colors. Often your local chamber of commerce will loan you these items as well.

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Plan Time for Remarks

Prepare a few brief remarks welcoming your guests/dignitaries and updating them on your business.

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Hire a Photographer

Capture memories of this special event with professional pictures of the ceremony, space, products/services, guests mingling, etc. These images can be used later to market your business.

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Celebration to Follow

Good music and food for guests to enjoy afterward while all mingle and network. This is also a great time to provide tours of your space and demo your products or services you offer.

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Marketing Tips

Share a brief recap of your event (along with a few key photos) with those who are interested in sharing your great news. The Ancon team is here to assist you. Here are a few marketing avenues to consider: Press release, social media, blogs, your website, chamber podcast, newsletters to employees as well as current and potential clients, and targeted mailings to current and potential clients.

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As your trusted construction partner, our marketing team will work with you to turnkey your ribbon-cutting event. Contact us and let us help you make your event a success!



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