



## Creating Relevant Content & Engagement for Chamber Clients A Case Study on DTSB & Economic Alliance Houston Port Region Presented by Tamara Nicholl-Smith, September 19, 2015

---

### Provide Access

- To potential clients/customers
- To information and data

*As an organization you may be able to open doors for your small business members that they will not be able to open on their own.*

- Business Procurement Breakfast
- Reverse Trade Show
- Events with Elected Officials
- Public Policy Trips / Training
- New ways of Networking

---

### Increase Visibility

*As an organization you may be able to use your connections and resources to level the playing field by shining a light on your small businesses members.*

- Leverage internally produced publications
- Partner with local magazines
- Position small business members as experts (task forces, speaking)
- Short videos
- Trade talent for exposure

---

### Enhance Capacity

- Help small business stretch \$
- Help small business stretch time
- Build industry agnostic business skills

- Co-op advertising
- Grants to improve physical space
- Coaching
- Meaningful Educational Opportunities

---

### Other Concepts

- Ways of Being: Not enough to know what needs to be done, it matters who you are being as you do it. Impacts how we go about determining and fulfilling the value proposition.
- Break the 4<sup>th</sup> Wall – Curated Inclusiveness
- R&D = Rob & Duplicate
- Have lots of coffee with people

## DEEP DIVE

### Series Design

- All content that is practical, tactical, & immediately applicable
- Free to downtown businesses / \$5 to non-downtown businesses
- Create demand/urgency by limiting the # of attendees
- Highlight local businesses by holding each session in a different location
- Where appropriate, have the host business be the case study
- One-sheet takeaway for each session.
- Sessions as short as practically possible (most were 1-hour)

### Logistics

- 
- |   |   |
|---|---|
| ✓ Survey businesses for topics of interest                      | ✓ <b>Thank people everywhere you can!</b>   |
| ✓ Final topic selection   | ✓ Have presenters develop the content for the one-sheet take-aways and you put them into template.                                      |
| ✓ Find experts in your network to deliver content               | ✓ Hold the sessions at a time convenient to the business owners (often early morning before they open).                                 |
| ✓ Match topic w/ location/ business                             | ✓ Use a service like Eventbrite to ticket and track the event. Be sure to cap the number of participants and use the wait list feature. |
| ✓ Brand series w/ series specific logo (optional)               |   |
| ✓ Develop print collateral (i.e. poster / flyer for the series) |   |
| ✓ Author description and presenter bio for each session         |   |
-