



# Planning Your Grand Opening or Ribbon Cutting Ceremony

## **Congratulations!**

Your ribbon cutting or groundbreaking represents an important day for your business, and the Cuyahoga East Chamber of Commerce is excited to be a part of your event. This guide is designed to help you plan your ceremony. Please keep in mind that each Chamber business is different, so not all details will apply. The Chamber has no specific rules, but wants you to apply your imagination and marketing skills to your special event.

## **The Chamber's Roles**

- A chamber representative will attend your event
- Posting details of the event on our website, events calendar, and social media channels
- Sending out invitations to our chamber members via email blast dedicated to your event
- Invite and coordinate with local dignitaries to attend your event (whenever possible)
- Providing scissors and ribbon

## **Suggested Agenda**

1. Welcome Guests - Company Representative
2. Dignitary Recognition (in this order) - Company Representative
  - a. Federal Elected Officials
  - b. State Elected Officials
  - c. Local Elected Officials
  - d. Chamber Representatives
  - e. Company President/Manager
3. Speaker Introduction(s) - Company Representative
4. Brief Congratulatory Remarks from speaker(s) - Usually a dignitary and/or Chamber Representative
5. Description of Business and Introduction of Attending Staff – Company Representative
6. Cut Ribbon - Done by company, government and Chamber Representative – Photo Opportunity
7. Closing Remarks - Company Representative
8. Offer attendees a tour of the facility (optional) and/or refreshments (optional)

## Worksheet

Any changes to the agenda?

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Who will be your company representative (full name & title)?

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Who will be included in your photo opportunity while cutting the ribbon?

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Will you offer your attendees a tour of the facility?

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### NEED ASSISTANCE?

Call the Chamber office at 216-867-8456 or email us at [connect@cuyeast.org](mailto:connect@cuyeast.org). We are willing to assist you in planning and preparing your business for this event.