

Background

The Greater Victoria Chamber of Commerce executes a variety of events for the benefit of our members. Our vibrant business community routinely proposes new ideas for events and speakers. Chamber staff assesses these suggestions to determine Chamber participation. In assessing these suggestions, a number of criteria are considered regarding the event and the business promoting it, to determine if the event will be executed and to what degree.

Ensuring member benefit is significant in the context of Chamber events. A member benefit is a speaker or event that provides value to members by presenting information or knowledge not otherwise available, or incorporates topical events and issues affecting the business community.

Criteria

The criteria that are examined when considering a speaker / event are:

Benefit to Members

Will the proposed event / speaker provide value to Chamber members, and if so, to what segment or percentage of members?

Cost to Chamber

The Chamber's participation in any event has a cost. The costs include staff time allocation, promotional costs and operational costs/fees include venue rental and catering.

Revenue to Chamber

The Chamber will estimate the revenue to the Chamber to cover its costs related to the event. An estimate of the value of membership leads and membership retention will be included in this evaluation.

Fit with Chamber Priorities

Does the event / speaker in question align with the established priorities of the Chamber, including municipal taxation, quality of life and regional leadership?

Membership in Victoria Chamber

The business proposing the event ideally is a Chamber member and tenure of membership will be considered.

Sponsorship

It is the goal of the Chamber to establish sponsors for all Chamber events. Understanding the potential audience and establishing the ability to draw attendees greatly assist in obtaining event sponsors.

THE CHAMBER.

GREATER VICTORIA
CHAMBER OF COMMERCE

Speaker / Event Assessment

Event / Speaker Featured by Other Chambers

An event or speaker previously featured by our provincial or national partners is more likely to succeed.

Chamber Capacity

The Chamber has a limited capacity to promote and manage events. Our annual event calendar currently includes approximately 100 events. The early stages of organization and promotion of events are particularly challenging.

Proposal Process

Chamber members proposing events or speakers as a potential event should contact the Chamber Events Manager by email at smitchell@victoriachamber.ca. An initial evaluation of the opportunity will be conducted informally and the member will be contacted to follow up accordingly.

THE CHAMBER.

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Speaker / Event Assessment

Speaker / Event Proposal Assessment Form

| Item | Weight | Score | Total |
|---|--------|-------|-------|
| <i>Benefit to Members</i> | | | |
| Will this event or speaker provide value to Chamber members, and if so, to what segment or percentage of members? | | | |
| <i>Cost to Chamber</i> | | | |
| The Chamber's participation in any program has a cost. The costs include staff time allocation, promotional costs and operational costs/fees including venue rental and catering. | | | |
| <i>Revenue to Chamber</i> | | | |
| The Chamber will estimate the revenue to the Chamber to cover its costs related to the event. An estimate of the value of membership leads and membership retention will be included in this evaluation. | | | |
| <i>Fit with Chamber Priorities</i> | | | |
| Does the event / speaker in question align with the established priorities of the Chamber, including municipal taxation, quality of life and regional leadership? | | | |
| <i>Membership in Victoria Chamber</i> | | | |
| The business proposing the event ideally is a Chamber member and tenure of membership will be considered. | | | |
| <i>Sponsorship</i> | | | |
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Speaker / Event Assessment

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