

## Spotlight Opportunity Overview Information

**C**ongratulations on spotlighting your business. Letting other women know about your business and how it can benefit them and your community is important and broadens your influence in the business community of Peterborough

### Procedure

Your WBN Board of Directors is here to assist you in having a successful Spotlight Event. Unfortunately, we are unable to control the number of participants you may have, and suggest that the preparation and marketing done prior may make a huge impact.

### How WBN helps:

- Email Announcement prior to your event to the membership.  
A 2 minute spot on the “**Twoonie Talk**” portion of our regular members’ meeting, where you can personally tell the members about your Spotlight event.
- Newsletter write-up prior to the event. Please write a short article about your business and what members might expect at the event. This needs to be sent to **President of WBN at [president@wbnptbo.ca](mailto:president@wbnptbo.ca) 4 weeks prior to the event. However, we recommend you send this at your earliest convenience.**
- **One** FaceBook post, to remind members to register, the where and when **3 weeks before** your spotlight. Our Publicity Director will post this for you.
- **Now that we have a members’ FaceBook page, you can post on this page to let members know what you are up to and maybe entice them with interesting facts or questions about your business. And you can post here as often as you wish before the event!**  
<https://www.facebook.com/groups/329912172806971>
- We will create a recap of your event in the following month’s Newsletter, complete with photos.

### What YOU do:

- The introduction to your event begins with the “**event description**” on your application. This will later be used on our WBN announcements to highlight your evening so provide a very specific description - give people a good reason to attend these extra events (it’s all about the wording and presentation).
- IF you want to serve alcohol, ***you will need to send proof of liability insurance, liquor license or "special events" license (if you choose to serve alcohol) to the Director at Large at least 1 week before your event.***  
***Forward this to [director@wbnptbo.ca](mailto:director@wbnptbo.ca)***

### Create hype through email (Optional)

Member addresses are available as a printable PDF and as links on the website. (Log into the WBN website and click on Member Directory, highlight the email column, copy and paste into your email in the BCC line.)

- Offer great prizes and write a description for your content that you send out to WBN members.
- Offer refreshments.

- “Talk up” your event while networking at meetings prior to your Spotlight, and on our members WBN page mentioned above.
- *If you participate in social networking, personally invite your “friends” that are members of the WBN.*

### **Spotlight Timeline for Hostess**

#### **4 weeks before the event:**

- Fill out the application on the WBN website.
- Forward your proof of insurance liability to [director@wbnptbo.ca](mailto:director@wbnptbo.ca)
- If you plan to serve wine, apply for a liquor license or "special occasion permit" Here is a website that will get you started: <https://www.agco.ca/alcohol/special-occasion-permits-private-event> .
- Step 1 <https://www.agco.ca/alcohol/application-process-private-event>
- Step 2 create an account <https://www.iagco.agco.ca/prod/pub/en/Login.aspx>
- Step 3 [Fill out the application for the account.](#)

#### **2 weeks before the event:**

- Deadline to send your proof of insurance and special occasion permit to [director@wbnptbo.ca](mailto:director@wbnptbo.ca)
- Create 1 Facebook post for the WBN page (include a quiz or a “did you know...?” post to get members' attention. Send to Tiffany at [publicity@wbnptbo.ca](mailto:publicity@wbnptbo.ca)
- **Post on Members’ FB page to let members know what you are up to and maybe entice them with interesting facts or questions about your business. And you can post her as often as you wish beforehand! <https://www.facebook.com/groups/329912172806971>**

#### **1 week before the event:**

- Tag WBN on any posts *you make on your own page.*
- Send out an email blitz to all the members of WBN. (Log into WBN website, At the WELCOME page you will see the “Member Directory”, click on this and copy the column of email addresses, and paste them into your “to: BCC” of your email.
- Check with the Director at Large for registration numbers and plan for any refreshments. The numbers are usually no more than 20 members to give you an idea of past participation.

#### **The day before:**

- Again, check with the Director at Large for registration numbers.
- Create a post about your business tag the WBN. Don’t forget our members’ page <https://www.facebook.com/groups/329912172806971>

#### **The night of:**

- 5:00 pm Breathe, and welcome guests. At 5:15 pm the Director at Large will introduce you and turn the evening over to you.
- 7:00 pm the Director at Large will announce the closing, and thank you for your hospitality.
- 7:15 pm the event ends.