

# Location

The location you choose will depend on where your chapter is being established, and what type of crowd you expect to bring in. It will be up to you to determine what works best for potential members. There are, however, a few aspects that can be beneficial for any group – including:

## **Locating Your Own Room for Happy Hour**

- While many groups start off sitting at a long table together, or mingling with one another in the middle of a bar, the ideal situation is to secure your own space – for free!
- When looking for a location to provide free space (preferably after you've gained a minimum of 20+ attendees), it can be very helpful to determine which nights of the week local bars/restaurants are the most in need for business. That can be done by stopping in for a drink yourself, or calling the business and inquiring about their slowest days of the week.
- Win-Win Situation: locating a venue should always create a win-win situation for both your group and the bar/restaurant. You bring in the customers, and they provide the space! ...And possibly drink/food specials.

## **Making Reservations For Your Group (a must!)**

- Once you find the venue you wish to use, be sure to call and ask for reservations
- Inquire about whether they have a separate area that you can meet in (for free)
- Make reservations months in advance to ensure you get the same spot, especially if it's a place people are used to going for your happy hours

## **Traits of a Good Location**

- A centralized location within a major metropolitan area
- A safe location
- Easily accessible parking
- Moderate prices

- A backroom or separate room you can reserve without paying for – as discussed above
- Somewhere that is not too loud or overly crowded (making it hard to have a conversation). Be aware of bars that have live music scheduled during the time you wish to meet. Things that create a lot of noise or excitement are not conducive to social networking
- Easy access for smokers to smoke with drinks in hand (for instance, if they can't smoke inside, is there somewhere outside they can smoke while carrying their drink?)

## **Finding a Place to Call Home**

- Do this when you've found the perfect spot – no need to rush!
- This allows the consistency needed to create the “word of mouth” aspect of the group
- It's less work! Looking for a new place every other week can be difficult
- Do what's best for you and your chapter! Moving from bar to bar has seemed to work for the Bay Area and D.C. chapters, so if it works better – so be it!

## **Moving Locations**

- This is necessary if your group is not getting the respect you deserve – for example; if you make reservations and they are broken at the last minute, if the wait staff is overly rude to guests (i.e. on more than one occasion), etc. However, moving locations can be difficult, so make this decision wisely
- While there are many benefits to staying in the same location and establishing a “home” for your network, there may come a time when guests become bored with the location and wish for new scenery. If/when this happens, moving locations can create a new spark to jumpstart your network, just be sure to prepare guests far in advance so they are ready for the transfer and aren't confused when you are no longer at the regularly scheduled spot



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