



Powerful You! Women's Network

Monthly Networking Tip
April 2017

Networking with a Heart!™ 

NETWORKING TIP OF THE MONTH:

How to make the Most out of Conferences, Conventions and Day-Long Events

There are many networking venues besides monthly, local meetings where your networking skills come in handy.

Here are 7 tips for attending day-long and multi-day events:

1. Be prepared with business cards and brochures. If it makes sense, carry a few samples with you for the more “serious” connections you meet.
2. When you get a business card, write something on the back to remind you who this person is. (For example: where you met them, what you discussed, what they looked like and what follow up you need to do – call in 2 weeks, send info., etc)
3. Have your “elevator pitch” ready to go. Have a memorable 10-second, 20-second and 30-second commercial *memorized* so it flows from the tip of your tongue.
4. At meals and when you split up into groups, break away from the people you know and sit with new people. This will maximize your exposure to others, broaden your base of knowledge, and expand your comfort zone.
5. The power of hello. Say “hello” to the people sitting around you; this way when you see them later, they will recognize you and you can more easily start a conversation with them.
6. Put away your cell phone and Blackberry. When you are using these, people will assume you are unavailable and you will miss out on valuable connections.
7. Act as an informal “host”. Arrive early to social events, stand near the door and welcome people. This will provide a chance for you to meet more people. You can also introduce people to each other which further ingratiates you to even more people.

Finally, Have Fun! This is not just a conference; this is your life, so choose to enjoy the process!

**** Facilitators – Ask for feedback and experiences from the group.***