

## Successful Networking Event Tips

1. Have a clear goal in mind:
  - a. Who do you want to meet? And why?
    - i. Connect with a certain business
  - b. Generate Leads?
    - i. Exchange 10 or more business cards
2. Go Prepared
  - a. Be sure to have enough business cards (backup supply in your car)
  - b. Update your virtual business card (if using)
  - c. Make sure you have a few elevator pitches/conversation starters ready to use for introducing yourself
3. Be Present and Mindful
  - a. Arrive early or on time - This will give you some extra time with the handful of attendees that also arrive early
  - b. Keep your body language and facial expressions open and friendly
4. Don't Sell !!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!
  - a. Focus on building relationships (building blocks to one here)
    - i. Ask questions about the other person first
  - b. Save the hard sell for a follow up
  - c. Be free with tips, insights, and advice if the opportunity arises
5. Keep conversations short and don't dominate
  - a. Limit to introductions and brief explanations
  - b. Don't appear rude, but be mindful of the time spent
  - c. Ask questions, listen to answers, and follow up with other questions
  - d. Show genuine interest in the conversation
6. Take Notes
  - a. Can be tricky but very important for follow up
  - b. Take a moment between intros and make notes about each person and the conversation you had (whether on a note app in your phone or pen/paper notes)
7. Become a familiar face at networking events
  - a. Regular attendance will help you build confidence and expand your network

- b. Being familiar will raise your credibility and make people more willing to approach you
8. Follow up – Very Important! More details next week!!

#### Extra Tips for our sponsored event

- Be welcoming and greet as many guests as possible
- Partner with a fellow Core member (or a few)
- Make introductions as often as possible – introduce your fellow Core members to other attendees you may know (or have already met)
- Invite guests to our weekly meetings as the opportunity presents