

Networking Tip Sheet

Pre-planning -- Before the Event

Define my goals:

- Why am I going to this event?
- Who do I want to meet at the event?
- What do I hope to learn at this event?

Conduct research:

- Does the group attract potential customers?
- Does this event put me in front of strategic partners?
- Will the group or event help me to stay current on industry topics or learn a new skill?

Prepare an elevator speech:

- Do I have an elevator speech ready for the event?
 - What am I capable of offering to my prospects?
 - What is unique about me or my company?
 - Did I practice and/or customize my elevator speech for this event?
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Networking -- During the Event

Identify Target Prospects:

- Who can I meet with for coffee before the event starts?
- If there is a meal at the event, who can I invite to join me in advance?
- Is there someone I can socialize with at the end of the event?

Look for the “Big Dogs”:

- Who is the event organizer?
- Who are the key players?
- Who can I reach out to in advance of the event?

Prepare icebreakers:

- What brings you to this event?
- What do you like about this organization?
- What industry trends, changes or general topics can I ask about?

After the Event -- Review and To-do List

Evaluate the event:

- Did I reach the goals that I established for this event?
- Does this organization offer me or my company any benefits or value?
- Should I consider a membership in this organization?

Implement 24.7.30 follow up:

- Did I send a note, email or text within 24 hours to select people I met at the event?
- Did I connect with these targets on social media within 7 days from the date of the event?
- Did I schedule a follow-up meeting with these targets within 30 days of the event?

My reminders/to-do's:

- Did I set up reminders on my calendar?
- Have I continued to practice and perfect my elevator speech?
- Did I remind myself that patience is a form of action?