
A short guide to networking – what to do at a networking event

Everyone benefits from effective networking. Here are a few tips and reminders to help you make the most of your networking opportunities.

Plan

Find out who is attending by getting a copy of the delegate list in advance. This will help you to work out who you want to talk with, and what information would be helpful to take along to exchange.

Be visible

Make the first move, in a friendly, helpful way. Expect to like people and to enjoy the event. If not, people will sense it and will not connect with you!

Not sure what to talk about?

Think about questions such as: "what makes you interested in ...?", "what are you hoping to get out of the meeting", or "do you know any of the other people here"?

Find out who the other person is

Make the goal in your conversations to connect rather than impress. Really, listen and enjoy meeting each person you talk to, and look for ways you can help them out. Offer to email an article or resource you have that may be helpful for them.

Create a dialogue

Don't tell or lecture, instead ask questions and find out more about the other person. Remember, you need at least 6 encounters before they remember you. Ask permission to stay in touch in a concrete way; suggest a time to call or send an email.

Buy a name badge

This makes it easier for people to approach you, and helps those you may have met last time to remember your name, which means they are more likely to say hello and be in contact. In addition, dress professionally and carry business cards!

Manage the cards

Keep your business cards in one pocket and the cards you collect in another pocket. Develop a system for keeping track of the people you want to follow up with (you can carry a pen to make a quick note on the card, or just tear the corner).

Follow up with people within 5 days of the event

Many people attend many events and will forget you. After the event, get rid of the cards you don't plan to follow up on and try different ways of staying in touch with the person (phone, email, postcard, lunch etc).

Send a hand written note

When you get back home, or at least within the next couple of days, send the people you want to stay in contact with, a handwritten note.

Make the call

Don't forget to make that call and make sure that you have something specific to say, based on what you know about them. Perhaps you can tell them about a book or an article?

Plant seeds

Give something that they can remember you by. Add value by sharing what you know. (Keep your knowledge up to date!) Leave them feeling better about themselves ("what I appreciate about you is that you help me see new alternatives").

Be a resource

Find out what the other person values or needs most. Put people in your network in touch with each other. This creates a much stronger positive impression than trying to "sell" yourself.

Be adaptable

Find out the other person's communication or thinking style and adapt your own message to it. E.g. If the person likes facts and figures, don't do too much visioning, give facts and figures.

Have fun!

Not everyone is a natural networker, but we can all learn how to make more meaningful connections. Set a goal before each event that will keep you focused and interested - like meeting 3 new people and learning one interesting thing about each of their professions or jobs.



© Denise Taylor

Amazing People
3 Brook House Barns,
Aston on Carrant,
Tewkesbury GL20 8HL
01684 772 888

www.amazingpeople.co.uk
hello@amazingpeople.co.uk

**To receive regular tips, direct to your inbox each month,
sign up at amazingpeople-50638@autocontactor.com**

If you are genuinely curious about others, it is easier to start conversations and people usually love talking about themselves.

"I found you extremely efficient, tenacious, and professional and the quality of your work is outstanding. As a sole trader you put numerous big firms to shame!"
Alex Wilson



© Denise Taylor

Amazing People
3 Brook House Barns,
Aston on Carrant,
Tewkesbury GL20 8HL
01684 772888

www.amazingpeople.co.uk
hello@amazingpeople.co.uk

Remember, every person you meet is an ideal opportunity to practice your listening and other communication skills.

Recent research shows that up to 90% of your success in life is due to your people skills. When you ask interesting questions and show genuine interest in learning more about the person you are speaking with, you are building that muscle. As well as telling people about you, don't forget to ask them about themselves. You could segue a conversation by saying, for example, "However what I'm really interested in, is 'what do you do?'"

Are you shy?

Rather than try and muscle in on a group why not stand in the middle of the room, looking pensive. Other shy people will recognise you as a fellow shy person and will come and talk to you.

Join a formal networking group

You may not have a formal networking group in your area but you can join organisations, such as Chamber of Commerce, professional groups, civic groups, etc. and any type of organization to which your target market might belong. Attend community events like business open houses or community picnics.

Use your network to extend your skills

If you are going to get more involved in the organisations - don't just do what you normally do at work - you could lose interest (i.e. if you are a web designer, don't be the webmaster for a group, be an event coordinator instead!). Use your network to learn new skills in a safe environment. Don't be afraid to ask for help, assistance, guidance or coaching.

Get to know the leaders of the organisation

Offer your thanks for events, comments on what you enjoyed, and practical help that makes you more visible (such as helping to register participants, welcoming people and helping them find the tea/coffee, etc).

Remember that it is net WORKing.

It's not net SITTING, or net DRINKING, or net EATING so make sure you are connecting with people—could you aim to talk with three new people today?

What clients say:

"I have been recommending you to lots of people, I wish I had taken this step a long time ago". Fiona O'Connor

"The best careers counselling I have come across, a much more personal approach and frankly, well ahead of all the others. Well worth the money."
Andy Richards

"This programme can really help you to find out who you are: It will confirm some of your thoughts about what you might be good at, but will also present you with new possibilities. I felt reassured and inspired by the sessions".
Frances Clemson.

"I am always apprehensive when engaging other providers to work with my valued clients but any concerns were unnecessary with Denise. Indeed, I was proud to be associated with her. Denise is very helpful, flexible and professional. She responds very quickly to requests and goes out of her way to be helpful. She fully understood the sensitivities of the situation and kept me suitably informed of progress throughout, which I greatly appreciated. I would have no hesitation in working with Denise again and I would highly recommend her to others". Phil Gott

**Produced by Denise Taylor,
Chartered Occupational
Psychologist and Director of
Amazing People. Denise is a
careers expert who specialises
in helping individuals achieve
career satisfaction and in
working with organisations
who want to have a motivated
and productive workforce.**

www.amazingpeople.co.uk

for career guidance & counselling

www.amazingpeople.biz

for assessment and development
consultancy
