

Networking at Social Events by Matt Hill

Top 10 Networking Tips by Keith Ferrazzi

Sales and Networking DON'T end when the tradeshow closes down!

If you're on the supplier side, and you are not attending the networking and social events at a trade show or conference, you are not working smart. If your business is still based on relationships like mine is, then any opportunity to meet and talk with people face-to-face are the opportunities you should be looking for. You probably show up for your shift in your exhibit booth because that cost your company real money; thousands of dollars. But since most networking and social events are free, is that the value you put on them too; no value? Big, big mistake. People do business with people they know and trust. If you are choosing to power down with your Blackberry, iPhone, or cell during these between-session breaks instead of mingling and chatting, you will later wonder why your competition is doing better than you. These events are first and foremost social events; don't hammer people with a sales pitch. Let them bring up any selling openings for you. And then do the formal selling stuff later, just exchange business cards and have a positive, shared experience. Don't act desperate. I would say that, overall, more is accomplished at these networking and social events to further personal relationships than is done in a trade show booth. If you are not attending these events you just don't get it. If you don't believe me then try it just once and let me know how you do!! I challenge you to try this at NAILBA 28 in November.

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Networking at Social Events

Presented by
Matt Hill

Why you should care if you network at social events

- You'll have more fun.
- You'll get more out of the event – like finding a new customer or two.
- You meet somebody new or find a mentor.
- With an, “I can learn from anyone” attitude, you'll learn a lot.

Before the social event

- Have clear objectives for attending the event.
- For fun.
- To network.
- To walk away with a few business cards.
- To find a few people who can help you.

How to prepare before the social event

- Take business cards.
- Be ready to take notes, names, contact info, etc. on a pad of paper, PDA, whatever.
- Be ready with an elevator answer as to who you are and what you do.
- Be ready with a couple of success stories.
- Be ready with some questions and be ready to listen.

What to do during the event

- Arrive right when it starts (less wait for food and drink and you can get the lay of the land).
- Move around. Look for people who aren't engaged in conversations – they probably want to be.
- Ask for, remember, and use other people's names.

More of what to do during the event

- Stay calm, you don't want to appear to be anxious or uptight.
- Notice how other people work the room greeting people, etc. What they do might work for you.
- Make an effort to learn something interesting, exciting, or important to the other person.

And more

- Don't get stuck in unproductive, unpleasant or stale conversations. You can always politely dismiss yourself by saying:
 - “Well, I'm going to keep mingling; it was nice to meet all of you.”
 - “I'm meeting a friend so I need to say goodbye.”
 - “I'm going to get some food, see you later.”

And still more

- Smile as you walk around, make eye contact, act like you want to be there and want to meet everyone.
- Don't drink too much alcohol.
- One per hour is good guide.

More, more, more

- Keep moving, work the whole room. You might spot a timid wallflower-type of person who turns out to be the most interesting, knowledgeable, and successful person you've ever met. It does happen.
- Remember, most of the people attending a social event feel the same way you do.
- They're shy, maybe intimidated. They don't know anyone and aren't sure if anyone wants to meet them.

What to do after the social event

- Follow-up with those people you want to stay in touch with the next day or at least within the next week. Most people are lousy about following up and you'll really set yourself apart if you do this.
- Jot down a few notes on what you learned; all the tips and techniques, strategies, etc.

Top Ten NETWORKING SECRETS by Keith Ferrazzi

Networking Secret #1: [You Can't Get There Alone](#)

Networking Secret #2: [Make Business Relationships Personal](#)

Treat your business contacts as your friends.

Networking Secret #3: [Find Your Blue Flame to Heat Up Your Career](#)

Has your career gone cold?

Networking Secret #4: [Build It Before You Need It](#)

Don't wait until unemployment to build relationships.

Networking Secret #5: [Don't Be a Networking Jerk](#)

Self-centeredness is self-defeating. Learn how sincere generosity can boost your career.

Networking Secret #6: [Become an Expert at Something](#)

Creativity matters in today's careers. Learn why you should develop an area of expertise.

Networking Secret #7: [Never Eat Alone](#)

Building relationships means sharing your passions, and not just at the dinner table. Learn how.

Networking Secret #8: [Buddy Up for Success](#)

The buddy system isn't just for kids anymore. Four ways you can team up for your career.

Networking Secret #9: [Be a Conference Commando](#)

A conference isn't the place to be a commoner. Take command and build relationships to benefit your career.

Networking Secret #10: [Go Ahead and Write Something](#)

Everyone has a story to tell. How writing can help you find new contacts and build credibility.