

10 Tips for Successful Event Networking

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As I am engaged in lots of business networking events these days, I thought I would write an email to help those who, from time to time attend networking events. Who knows, some of these tips may also be helpful to anyone seeking to find new friends or potential partners from social networking opportunities!

1. Network with existing clients/customers as they are your best source of referrals
2. Make networking time an integral part of your business
3. Obtain guest lists before you go to events and aim to meet specific people
4. Set goals, eg. I am going to meet 6 new people this evening.
5. Arrive early at an event so you are not faced with a daunting full room when you arrive. Stay later, as the last half an hour of a networking event is when most new relationships are built.
6. Give first, receive second. If you think "what's in it for me?" first, you are unlikely to inspire interest. It is more important to be interested than interesting!
7. Be aware of the 7 stages to building long lasting relationships
 - 6.1) Unaware to aware (Knowing)
 - 6.2) Aware to curious (Knowing)
 - 6.3) Curious to interested (Liking)
 - 6.4) Interested to wanting (Liking Trusting)
 - 6.5) Wanting to buying (Liking Trusting)
 - 6.6) Buying to satisfied (Trusting)
 - 6.7) Satisfied to raving (Trusting)
8. In a first introduction, move a contact up to level 3 or 4 only. Beyond will be a step too far for most.
9. People standing on their own are usually nervous and grateful for a chat. Best not break into groups of 2 people already engaged in conversation though!
10. If you gain interest and a business card, ask if it's OK to call in a few days and then follow up politely and persistently until the contact says no. And stay in touch afterwards as circumstances often change.

Quote of the day!

'You can make more friends in two months by becoming interested in other people than you can in two years by trying to get other people interested in you'

Dale Carnegie

Wishing you success always

Chris Cooper
Managing Director

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