

MESH

# FACE-TO-FACE NETWORKING IN EVENTS



# Before the event



## Prepare yourself

- Prepare and practise a short elevator pitch about yourself
  - Think what do you want to bring out about yourself
  - Content of an elevator pitch:
    - Your goals
    - Relevant competences and background
    - Your special skills or features (what separates you from others?)
    - Question for the one who listens, for example. “how does your company differ from other companies?” or “what is important to your company?”

# Before the event



## Gather information

- Familiarize with other participants beforehand – if possible
  - Check out the websites and blogs of key speakers, companies and people that you want to network with
- Familiarize with the topic of event beforehand
- Prepare questions for experts, key speakers, companies and other participants

• **During**  
• **the event**

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## Make yourself approachable

- Make eye contact boldly and smile – also when you are alone
- Pay attention to your body language
  - Do not cross hands over your chest
  - Direct your body towards your company
  - Do not stare at the floor or avoid eye contact
  - Maintain a good posture



. . **During**  
: : **the event**

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## Make contact with other participants

- Breaks are natural places for short discussion and networking
  - When joining a table, it is polite to ask for permission: "Is this seat taken?"
  - Greet everyone at the table and ask something from others, for example: "Which organization are you from?" or "What did you think about the previous presentation?"
- Choose participants that are alone
  - It can be easier to approach one person than a big group



. . **During**  
: : **the event**  
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## Make contact with other participants

- Place yourself so it is natural to start a conversation
  - For example, choose a place next to someone interesting, join a table with people to eat lunch with or chat in a queue when waiting for coffee
- Be genuinely interested and listen to other people
  - Show interest by asking questions
- Remember, people love to talk about themselves!



. . **During**  
: : **the event**  
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## Make contact with other participants

- Point out something interesting from the event
  - Observation, comment or question
  - For example,
    - ”The first training session was really eye-opening. What did you think?”
    - ”I started to wonder, how X affects on Y.”
    - ”The key speaker had an interesting idea, have you noticed the same phenomenon in your organization?”
- NB! Do not rebuke or diss. Come up with a positive or neutral comment. No one likes haters.



. . **During**  
: : **the event**  
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## Small talk

- Memorize the names of people you have met
- Compliment easily. Positive comments leave a positive image of you in people's minds
- Wish all new people welcome to join the conversation





. . **During**  
: : **the event**  
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## Small talk

- Avoid questions that might be awkward for your companion
  - Ask neutral and open questions that can be answered in multiple ways
  - For example,
    - ”How has your spring started?”
    - ”In which things have you been interested recently?”
    - ”How are you?”



. . **During**  
. . **the event**  
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## Show activity

- Present questions and comments for the speakers and facilitators
- Go and greet the speakers and facilitators for a great presentation / event / training and ask where you can get more information about the current topic



# Right after the event

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## Follow up

- Write a follow-up email within 24 hours
  - Greeting + recipient's name
  - "It was nice to meet you" + meeting place / occasion where you met
  - Refer to your conversation
  - Non-oppressive, undetermined proposition for the next meeting
- Be clear with your message to avoid misunderstandings
  - For example, a lunch meeting is more neutral than dinner invitation
- Keep your promises