

Networking Event Preparedness Checklist

You're in business and time is your most valuable resource

Prior to the Event or Meeting

Answer these questions:

- ☐ Is this the right room for me?
- ☐ What do I hope to gain by attending?
- ☐ Who do I hope to meet?
- ☐ What am I hoping to learn?

Then:

- ☐ Research the speakers, hosting organization, sponsors and other attendees
- ☐ What might their reasons be for hosting or speaking?
- ☐ What do I think are "wins" for them in this room?
- ☐ What can I do to make the event a "win" for them?
- ☐ Prepare opening conversation questions

Prepare to attend:

- ☐ Make sure to be dressed appropriately for the group, venue, time of day, etc.
- ☐ Practice shaking hands - firm grip, palm to palm connection
- ☐ Pre-plan your escape phrases
- ☐ Know where you are going and how to get there
- ☐ Allow plenty of time to arrive a few minutes before the event begins (inc. traffic & parking)
- ☐ Take plenty of business cards
- ☐ Before walking in review your goals for attending & creating connections & "wins" for others

During the Event or Meeting

- ☐ Arrive early to have a chance to review the other name badges at the registration desk
- ☐ Place your name badge on your right (it creates a direct line of site when shaking hands)
- ☐ Don't drink more than one glass of anything alcoholic - you aren't there for the food either
- ☐ Introduce yourself to the speakers & sponsors - found out what they want out of this event
- ☐ Ask others to point out or introduce you to anyone you are specifically hoping to meet
- ☐ Strive for one or two good conversations - it's not a business card collecting contest
- ☐ Work the room, don't linger too long with any one person - follow-up with them afterwards
- ☐ Repeat your name twice when introducing yourself (My name is Bond, James Bond)
- ☐ Shake hands and listen actively when meeting people - ask opening questions
- ☐ Maintain eye contact when speaking with someone
- ☐ Use an open stance to encourage others to join the conversation
- ☐ Ask them what you can do to help them (be sure to know what you want when they ask you)
- ☐ Get their contact information for future follow-up
- ☐ Enjoy yourself! Smile!

After the Event or Meeting

- ☐ Immediately after the event ends make notes on business cards, etc.
- ☐ Follow-up with anyone you are interested in further conversations with - schedule coffee, etc
- ☐ Deliver on any introductions or other items you promised to anyone you met
- ☐ Enter any appropriate contacts into your CRM for future follow-up
- ☐ Find the next event to attend!

Brought to you by: