

REIKO RENEE

Networking Cheat Sheet

TIPS

- Spend some time preparing before the event, including identifying goals, possible conversation topics, interesting stories and follow up strategies.
- Goals could include:
 - What do I want to learn?
 - What can I offer?
 - Who can I introduce?
 - Who do I want to meet?
 - Who do I need to meet?
- Be authentic.
- Smile and make eye contact.
- Have a firm handshake.
- Exit conversations gracefully and on a positive note, ask if they have communication preferences. Some people have strong preferences for email or phone, or social media.
- Take a quick look at the day's news stories.
- Be aware of your body language, be open and approachable.
- Be aware of others' body language, wrap up the conversation if people appear to want to move on.
- Wear your name tag on upper right side of your dress, blazer, shirt.
- Bring your business cards and be sure they are easily accessible.
- Try to mention the person's first name a few times during the conversation, making sure it's natural. Mentioning someone's name too often can come off as inauthentic.
- Make quick notes about the people you meet on the backs of their business cards or using a notes app on your phone.
- Keep your right hand free for shaking hands.

CONVERSATION STARTERS & QUESTIONS

- Hi, my name is....What is your name?
- What brings you here today?
- How did you hear about today's event?
- What a nice venue, have you been here before?
- Excuse me, mind if I join you?
- Any suggestions or recommendations for what to eat/drink?
- Where are you from originally?
- What line of work are you in?
- Are you ready for (insert upcoming holiday)?
- What do you enjoy most about your job?
- How did you get into your line of work?
- What do you think about this weather?
- What is your favorite sport/city/hobby/sports team/movie/social media outlet, etc?
- Have you read any good books lately?
- Is there a topic/area you'd consider yourself an expert? If so, why?
- Is there a topic/area you'd like to be considered an expert? Why?
- Are you planning any fun vacations?
- What do you enjoy doing most, when you're not working?

CONVERSATION ENDERS

- It's been a pleasure chatting with you, let's be sure to stay in touch. Here is my contact information.
- It's been great speaking with you! I'd love to stay in touch. May I have your card?
- I've enjoyed talking with you.
- Thank you for speaking with me, let's keep in touch. Here is my card.
- It's been nice talking with you. I'd love to get together for lunch or coffee to learn more about your work.
- It's been great speaking with you! I need to say hello to a few more people. May I have your business card?
- It's been wonderful speaking with you. I'm going to mingle some more. Let's stay in touch.

FOLLOW UP

- Ask the person if they have a preference for follow up and if so, use their preferred method.
- Follow up within 3 days of the event, the sooner the better.
- Follow up by email, phone or personalized LinkedIn request or other social media.
- Try to incorporate a detail from your discussion in your follow up.
- Try to share something useful in your follow up, for example, an article, white paper, interesting blog post or upcoming event.