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Networking  
3.12.19

# What we'll cover?

- What is networking – not selling
- What events are out there
- How to decide what to go to
- Your elevator pitch
- How to make it work
- Networking etiquette
- Recap

# Who goes networking?

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Do you know why you go? **c o n s o r t i u m**  
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Find opportunities

Find people to help me

Make connections

Meet people

Grow your knowledge

Because it's fun

Make new friends

Find a solution

# What is networking?

‘Networking is a [socioeconomic](#) business activity by which groups of like-minded [businesspeople](#) recognize, create, or act upon business opportunities.’

(source Wikipedia)

‘Networking is defined as the act of making contact and exchanging information with other people, groups and institutions to develop mutually beneficial relationships.’

(source [www.yourdictionary.com](http://www.yourdictionary.com))



# What events are there?

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## How to decide what to go to?

Questions to ask yourself;

- Time of day – are you a morning or evening person?
- How much time can you spare?
- Do you have a budget?
- What type of people do you want to meet?
- Do you like networking?

## Your elevator pitch

‘An elevator pitch, elevator speech, or elevator statement is a short summary used to quickly and simply define a profession, product, service, organization, or event and its value proposition.<sup>[1]</sup>’ (source Wikipedia)

60 seconds

Benefits not features

Unique to you – firm strap line?





# Preparation

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At the event

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Work the room

Ask the organiser



Move on

Be interested/interesting

# Follow Up

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What do I do now?

Make a phone call

Invite for coffee

Send Email

Connect on LinkedIn

Meet at future events



# Networking Etiquette

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Discussion:

What to wear?

Handshakes...sets intention...

Body language

When to Kiss.....



*Kiss Kiss*

# Recap

- What is networking – not selling
- What events are out there
- Your elevator pitch
- How to make it work – preparation, at the event and follow up

# Bespoke

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- How to introduce business to a room of people
- Different ideas
- Ideas for events to take people to that fit in with business pressures

# Questions

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