

Here are a few tips that will help you to get the most out of your visit. First and foremost remember your business cards; a pen is also useful to make notes on the cards that you receive.

“Networking is the art of making connections and building alliances, developing and nurturing a web of relationships with the potential for mutual benefit”
– Jan Hildebrand article in The Independent 2007

To make your experience an enjoyable and rewarding one what follows is the format for the event and some tips that I trust you will find useful.

When you arrive at the venue the event will be displayed as The Business Network Lunch.

There is a seminar - it is optional but always very rewarding. Coffee from 10am and it starts at 10.30am. An opportunity for some CPD and a chance to meet other decision makers in a relaxed informative environment

For just the networking lunch

There will be a registration table where you will be welcomed.

Your badge has the table number you have been allocated and is highlighted in green, this lets other people know that this is your first visit and helps break the ice.

The table seating plan is in Company Alphabetical order and shows the people attending and those that could not attend.

From 11.45am until 12.30pm there is an informal free range networking session, you have a choice of wine, fruit juice or water. You will be introduced to other members during this time.

12.30 lunch is called and at your table there will be a table host who will guide you through the next part of the lunch.

During the lunch each person at your table will have a few minutes to explain to the others the benefits that you and your organisation can offer; the type of business that you are looking for and also how other businesses can help you.

HOW TO MAKE THE MOST OF YOUR 3 MINUTE PRESENTATION:

INTRODUCE YOURSELF AND YOUR COMPANY

OUTLINE WHAT YOU DO (MENTION THE BENEFITS THAT YOU OFFER)

EXPLAIN HOW YOU HAVE BEEN OF BENEFIT TO CLIENTS

WHAT TYPE OF CLIENTS ARE YOU LOOKING FOR?

HOW COULD OTHER BUSINESSES HELP YOU

When you have finished carry on listening to the others.

1.30 – 1.40 your opportunity to go and talk to someone else in the room (the seating plan will help you locate them), continue your conversation or start a new one with someone else on your table.

1.40 – 1.50 The speaker will deliver their 10 minutes on a subject that will inform, educate and entertain.

1.50 – 2.00 Close, you can still continue to Network with the others in the room, maybe set up a follow up meeting, gather information from the literature table. The venues all have plenty of space and areas where you can continue your conversations

Networking Tips

1. Bring lots of high quality business cards with you and do make sure they say what you do.
2. Decide what you are selling and who too. Be able to sum up your business in a couple of sentences.
3. Choose your attitude – get yourself into the right state of mind.
4. To quote Will Kintish 'it is more preferable to be more interested than interesting. You learn a lot more by listening.
5. How might other businesses be able to help you or your clients/customers
6. Arrive early. Not only do you get to know the host but also other attendees will talk to you.
7. Start off by asking people what they do and be interested in their reply. Be a good listener. They will ask you too and a conversation ensues.
8. Try to bring others into your group. It will make it easier to move on. Remember you are there to work the room not to talk to friends or colleagues.
9. Do not leave someone by themselves. Ask if they would like to meet the person you are heading for.
10. Be enthusiastic about what you do. Smile a lot and listen a lot. You are there to benefit your business and that means buying, introducing, working together etc., not just selling.
11. Use the back of their business card to make notes about how you might be able to help them or how they can help you.
12. Try to help other people you meet to get business too.
13. Don't rush away. Talk to a few more people, they might be the ones who need you.....or who you need.

14. If you spot an opportunity (by listening) to do business ask for their card and ask if you can call/email them. Write this down on their card

15. When you return to your office follow up any actions, thank people for their help, insights, perhaps ask if they would like to receive useful information from you.

Take every opportunity to stand out from the crowd. Be nice, be helpful, be memorable and business opportunities will arise.

Finally, and most importantly, enjoy the occasion.

You will receive directions and car parking information by email prior to the event

I trust that you enjoy your networking and lunch and feel free to let me know if you need any help.