



HOW TO PREPARE FOR A NETWORKING EVENT

PREP:

- 1 Attend events that will contain your target audience, companies or topic matters that you can learn from. Most of the attendees are there for the same reason: to meet people for referrals for job seeking, clients, partners).
- 2 If possible, contact the event coordinator prior to the event to find out more about who would attend these events, their professions, early, mid or late career professionals, etc.
- 3 If the event has a list of speakers or professionals you would like to meet. Learn a little about them and connect with them online, stating you would like to introduce yourself at the event as well.
- 4 Set a goal for yourself---how many people do would you like to meet? 5, 10, and be ready to connect with them online within a few days after the event.
- 5 Be prepared to answer the questions: “What is your profession?” “Why did you come to this event?” Your answer should be about 30 seconds. You can reciprocate by asking them the same questions.
As a career seeker, you would be best addressing your intention by saying you’re interested in meeting people and being part of a referral network as well as learning about different career paths and challenges within your field and how others have attained their career goals.
- 6 When you walk up to individuals, make it your intention to be curious and to learn about them and their career path. Listen to what they’re saying! Make your list of icebreaker open-ended questions that demonstrates curiosity. Most likely, they will also ask questions about you as well. This [article](#) may be a good resource for ice-breaking questions.
- 7 Prepare yourself with a couple of achievements you may mention.
- 8 Be confident in your expertise and go in as an EQUAL—you can also be a resource for them.
- 9 Ask how you can also be a resource for them (or offer something if it’s obvious to you—perhaps an introduction to one of your connections, an article, etc.).
- 10 End with “Who else do you recommend I talk with?”
- 11 Then, continue mingling with new connections!

FOLLOW-UP:

- 1 Connect with them on LinkedIn. If they referred you to others or offered to introduce you, be sure to keep in touch to let them know how that goes.
- 2 Search for an article based on your conversation and send it to them to further the relationship. For example if your connection has an interest in food sustainability, find an article that’s inline with how/why the topic came up and send it with comments to remind them about the conversation.