



## Networking Event- \_\_\_\_\_

Date: \_\_\_\_\_

**"Whatever gets measured gets done." - Peter Drucker**

# PRE-PLANNING FOR THE EVENT

- Know the exact location and time. Get there early.
- Do research on the host(s)–study LinkedIn profile, websites, Google
- Look up information on the event itself
- Refresh what you want to get out of the meeting. Your goals.
- Invite guests to come with you (remember, you are a Super Connector)
- Bring a gift for the host
- Practice your "Super Bowl commercial" to use at the event
- Bring a pad for notes – business cards – giveaway
- Prepare your questions
- LinkedIn with registered guests before the event

## YOUR SCORECARD

1. # of business cards collected (enter into CRM) \_\_\_\_\_
2. # of conversations - five minute favor - do it \_\_\_\_\_
3. # of new LinkedIn connections \_\_\_\_\_
4. # of 1 on 1's scheduled \_\_\_\_\_
5. # of new Super Connectors (a true and pure connection) \_\_\_\_\_
6. # of new Power Team connections ( a weekly connector) \_\_\_\_\_
7. Did you receive a list of business cards from the whole event? YES NO

**Overall Critique-** (highlights)

**My Success Story** (revenue generated/new connections/new ideas/other)

**Value** (how would I improve this event? Will I attend again? Talk to the host, develop the relationship, send a thank you card.)

<b>Name of Contact</b>	<b>Company Name</b>	<b>Email</b>	<b>Phone #</b>
<b>1.</b>			
<b>2.</b>			
<b>3.</b>			
<b>4.</b>			
<b>5.</b>			
<b>6.</b>			
<b>7.</b>			
<b>8.</b>			
<b>9.</b>			
<b>10.</b>			

**Remember to put your list in your CRM**

**pipedrive**  
**Our #1 Go-To CRM**

## **Thank You (Thank You cards or SendOutCards)**

- 1.
- 2.
- 3.

## **Leads Received**

- 1.
- 2.
- 3.

## **Leads Given**

- 1.
- 2.
- 3.

## **1-on-1s this week \_\_\_\_\_**

- 1.
- 2.
- 3.

## **LinkedIn Connections**

- 1.
- 2.
- 3.

## **Virtual Introductions**

- 1.
- 2.
- 3.

**Follow Up, Follow Up, Follow Up!**

# Networking Tips For The Event

- Make it your goal to be specific when you collect business cards, write down info on the back of the card, giving you details on the person you just met, why this contact is important, what did you commit, how can you help them
- Track the number of conversations you had that evening, were they beneficial, did you make any good connections, was it meaningful or just gossip or blah blah blah.
- Who are you going to LinkedIn with, what is their value and make sure you invite them to connect. Do it! Remember your research, actually read their profile.
- Have a goal to schedule 1 on 1's with people that you can help or people you see that can add value to your community.
- Find a Super Connector. Someone of value, a person who enjoys helping people first, understands developing a mutually beneficial relationship is priority one. This will be an awesome connection.
- Adding a Power Team member to your networking circle is beneficial to strengthen your synergy partners, this is a contact who can help you daily or weekly with the same type of connections and prospects that you have.
- Did the event send out an email list the next day listing all the business cards of the attendees? Check for it and research the cards to see if there is someone you can connect with. Make this information work for you.

In your overall critique, spend some time evaluating what you accomplished, what were your goals when you went there, was the karma good, was the event managed properly, were the attendees a match for your community.

The goal of your success story is to "pop the champagne bottle." You made a connection, who rocks, you scheduled a 1 on 1, you sold something, you referred someone, you gave a great lead out, you introduced someone to a great connector. What was your #1 achievement? Make this happen. Be a go-giver.

In evaluating the value of this event, you should outline what the benefits are for you and your community, would you attend again, would you recommend someone to this event, how could you improve this event, did you meet the organizers and share with them your ideas, your advice, your recommendations.

**"What we prepare for, is what we shall get."**

**"Stop networking and start building relationships that matter."**