



ASSOCIATIONHUB

Effective Conference Networking

Florida
July 2016



Tweet and Win

One association will win an Association Hub Strategy and Planning Toolkit...Value is \$880

It's easy:

- The tweet with the most re-tweets by 4:00 pm tomorrow wins
- You must use @associationhub and #FSAE16 in your tweet
- Other than that...there are no rules!



“The opposite of
networking is
NOT working”

– Someone smart

Background



- You control the value you get from networking
- Most of us just show up without a plan
- Effective networking will pay for the conference cost many times over
- Don't deprive others of what you offer...networking works both ways
- Always consider the cost/benefit

Quick Ice Breaker



Think About What you Want

- New best practices
- Introductions beyond the network
- A new job
- A new employee
- New knowledge and skills
- A valuable business partnership
- A service provider and a solution to a problem
- New members or customers



Magic Networking Pass


HELLO
my name is

I'm Afraid
of Networking!!

Hello
my name is

I HATE
THIS! ☹





NETWORKING



**KEEP
CALM
BECAUSE
WE HAVE
A PLAN**

Making Your Plan





While you are Here

- Ask at least one question in a plenary session
- Give out business cards like a used car salesman
- Rescue a wall flower
- Travel in pairs whenever possible
- Extend a closed circle
- Hover for 30 seconds and move on
- Stand in a greeting position



While you are Here

- Give someone a glowing introduction
- Play the field
- Take a few notes...at least on the back of business cards
- Ask questions if you don't like talking about yourself
- Look for the people on your list
- Hang out by the food table
- Sit beside a stranger





AssociationHub





LinkedIn

foursquare

YouTube



facebook



twitter

tumblr.



flickr

velp



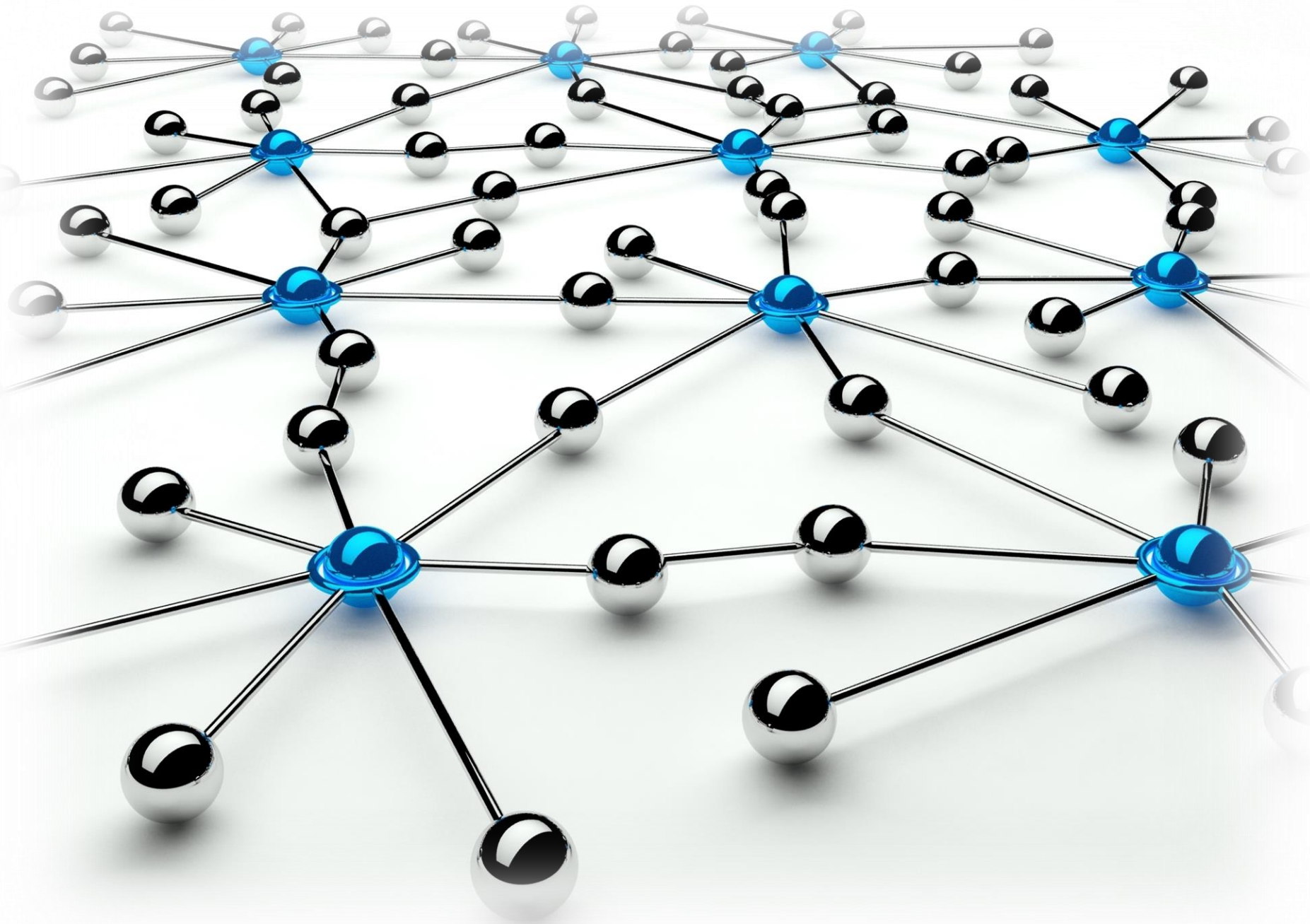
scribble

After the Conference

- Follow up religiously

- Pass on every article, website, whitepaper and resource that you promised
- Make all the promised connections
- Remind people about their promises...once
- Follow through on at least one “let’s have dinner next time you are in Miami”





Need to Reach Me?

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@AssociationHub

