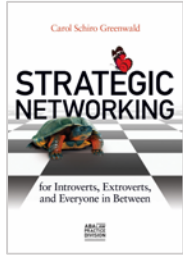


Sail Through Networking Events



NEW YORK STATE
BAR ASSOCIATION

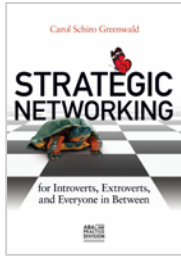


Strategic Networking Tips: Sail Through Networking Events

Carol Schiro Greenwald, Ph.D.

NYSBA Webinar Series

November 13, 2019

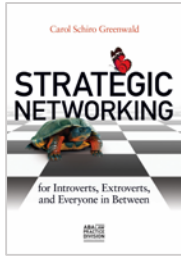


Possibilities

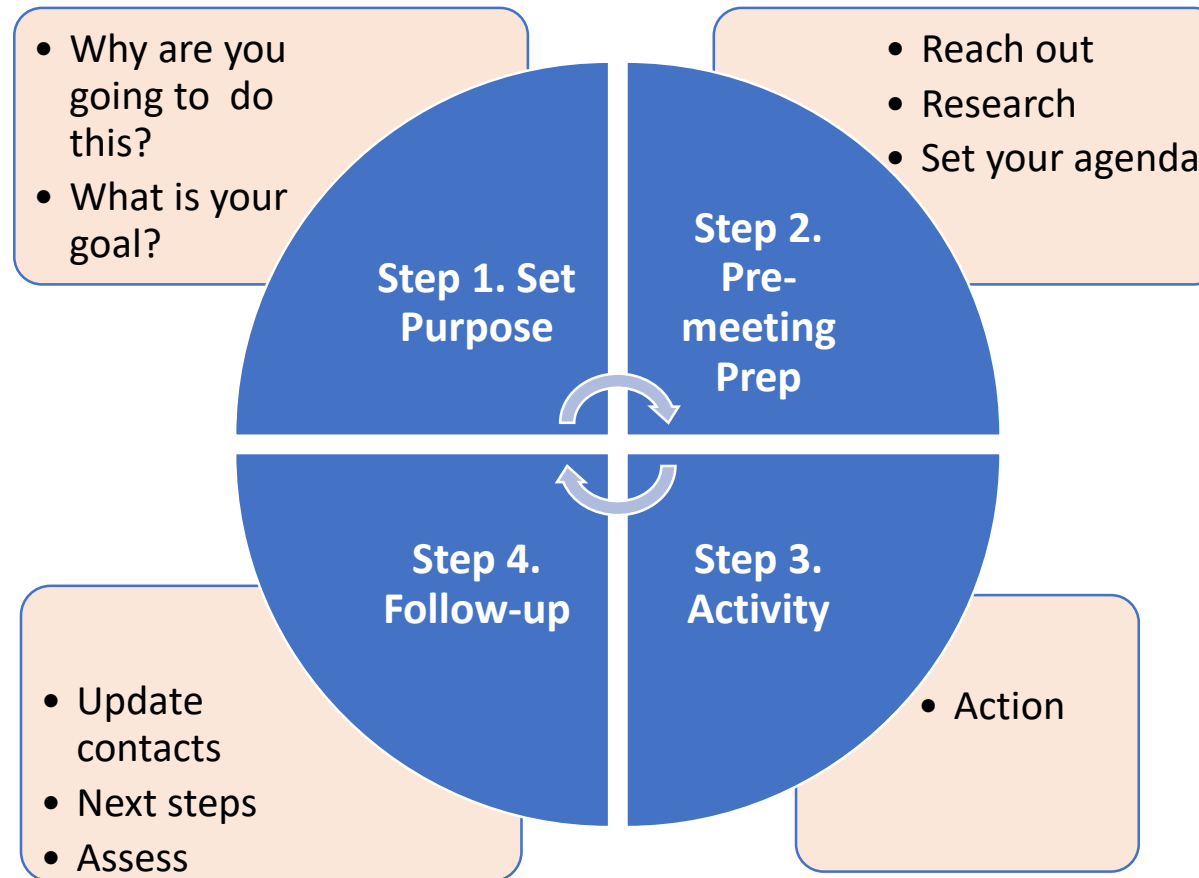


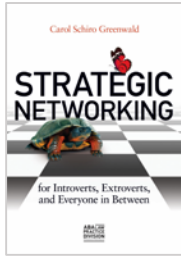
- One-on-one meetings
 - Triads, foursome meeting
 - Membership networking group committee
 - Membership networking group meeting
 - Conference, seminar
 - Cocktail party





Event participation is Step 3 in a strategic networking process



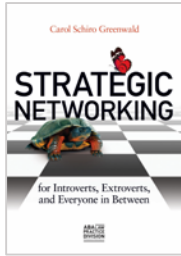


Step 1: Purpose

- Goals
 - Niche(s)
 - Targets



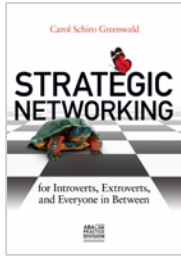
- Where does this event fit?
 - Time commitment
 - Money
- Why are you going to this?



Average time commitment

- Step 1: 15 – 30 minutes
- Step 2: 15 – 30 minutes
- Getting to event [NYC]: 30 minutes
- Event: 2 - 2½ hours
- Getting back to office: 30 minutes
- Follow-up: 15 minutes to 1 hour
- Total time: **Between 3¾ hours and 5½ hours**



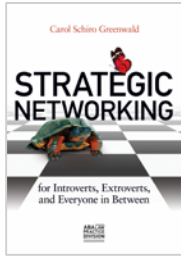


Step 2: Pre-meeting Preparations



- Reach out: pre-arrange time with specific people
- Research:
 - LinkedIn, Facebook, Instagram
 - Google
 - Firm website
- Set your agenda

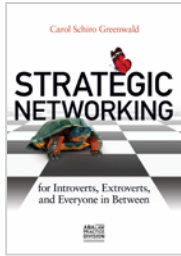




Step 2 continued: Set your agenda

- Write it down
 - 3 points to talk about
 - 3 ideas you want to know more about
 - Set your goal for this activity





Questions from you: NOW



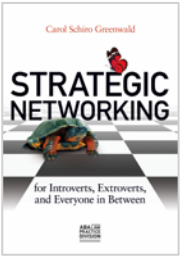
Please send in your questions
about sticky situations you
encounter

OR

Any questions about events
networking

OR

Where to go. Whatever you
want to know



Step 3: the activity [our focus: cocktail parties]

Getting ready

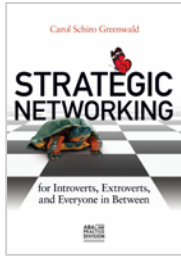
- Carry
 - Business cards
 - Pen / paper or
 - Mobile notes app
- Image
 - Wear attire appropriate to your image
 - Comfortable shoes



Arriving

- Put yourself in a good mood
- Arrive early
 - Select where you want to sit
 - Don't clump.
 - Get a drink
 - Introduce yourself to the organizer and speaker(s)
- Focus on quality connections
- Pay attention to your body language
 - Remember the importance of the first impression





Step 3: At the party: conversation & one liners

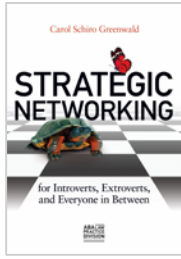
- Aim for quality conversations
 - Focus your attention
 - Ask insightful or stimulating questions
 - Project an interested, upbeat attitude

"It's been ages since I saw you. What's the most exciting thing that's happened to you since we were together?"

**"HOW CAN
I HELP YOU?"**

"I don't know anyone here and since you are standing alone I thought you might be new too, so I decided to come over and introduce myself."

"You look like you are having an interesting conversation. May I listen in?"

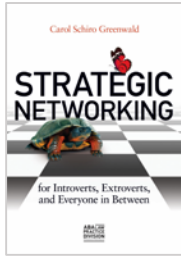


Step 3: At the party: best practices

- Act like a host. Project a confident, positive attitude.
- Engage people by looking them in the eye, smiling, and offering a firm handshake.
- Be approachable and authentic.
- Let people see and experience your accessibility.



- Look forward to learning more about people in the room.
 - Relax and let conversations just happen.
- *If you think you will have a good time, you probably will.*

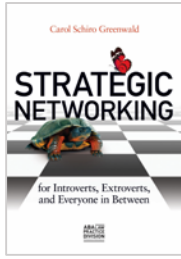


Step 4. Follow-up

- Actions

- Thank the organizer if you liked the event
- Update contacts list
- Make future dates
- Implement whatever you promised to do
- Calendar a time to research new ideas/leads/activities



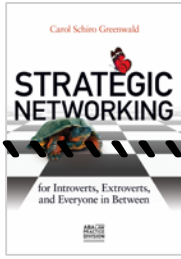


REPEAT for success

- Make the PROCESS a habit.
- Calendar sufficient time to complete the whole cycle.
- Choose carefully.
- Make your choices focused, goal-oriented and target-driven.
- Go places where you will have fun.
- Remember:



**SUCCESS
IS THE
BEST
REVENGE.**



Strategic Networking for Introverts, Extroverts and Everyone in Between (ABA, 2019)



- **To continue our conversation**

- Call: 914.834.9320
- Email: carol@csgmarketingpartners.com

- **To learn more about me and my books**

- <https://www.csgMarketingPartners.com>
- <https://www.StrategicNetworking4everyone.com>

- **To purchase**

- Shop ABA: <https://www.americanbar.org/products/inv/book/355453126/>
- Amazon: <https://www.amazon.com/Strategic-Networking-Introverts-Extroverts-Everyone/dp/1641053771/ref=sr>

From a review: *“Networking requires strategy to be effective. Author Carol Schiro Greenwald has written the ultimate guidebook for forging new business relationships by enhancing your natural networking tendencies. Fellow author Carole Levitt says, ‘This is a must-read book for the introvert and for the extrovert... Go forth and network!’”*