

Tips to make the most of an event



Start Small

Pre-event

Find events of less than 150 delegates. These could be conferences, professional development events, workshops, webinars, or courses.

If you're new to an industry, choose a related industry conference/webinar; if you're established, consider attending an event in a complimenting field to expand your network.

Review the program and/or agenda, research attendees, presenters, and keynotes.

Take notes of the delegates you would like to connect with, what they do, and why you're interested in speaking with them - conduct your research.

Making a good first impression requires testing your technology setup. Check your audio (headphones and microphone), video, lighting, and your space.



Review & Research



Check your tech

During the event

Immerse yourself – unplug from work, mobile, and other distractions. Consider a pen and paper for your note taking to minimize distractions.

Reach out to individuals to engage in conversations. Take notes from your conversations and plan how you will follow-up, e.g., LinkedIn, email, or phone call.

Get social on social media. Engage on conference apps, share to LinkedIn and use conference hashtags.

Seek out opportunities – virtual coffees, dinners, or organized networking events with influencers, presenters, attendees. Most importantly, think how you can help someone, rather than fulfilling your own needs.



Unplug & Focus



Get Social



Build Community

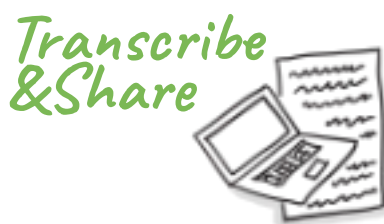


Follow up

Post-event

Follow up with new connections. Send personalized LinkedIn invitations to delegates you would like to connect with, and send customized emails to those you promised to follow-up with.

You could transcribe your event notes into summaries for your own use, or create social media thanking the event organizers, and to share your key takeaways. Post on LinkedIn or other channels.



Transcribe & Share