

The NEW Rules of Engagement

Managing Business-Social Events
Mary Crane & Associates




Traditional Networking Events



Rule 1: Attend Events

PEOPLE WILL DO BUSINESS WITH,
AND REFER BUSINESS TO,
**PEOPLE THEY KNOW,
TRUST,
AND LIKE.**



Rule #2: Accept Invitations

- R.S.V.P. ASAP
- Corollary 1: As soon as you R.S.V.P., you have an obligation to attend UNLESS an emergency arises
- Corollary 2: If you have not R.S.V.P.'d, you cannot attend

Rule #3: Research Before You Go




Rule 4: Prepare 5 Questions



Rule #5: Arrive On Time; Name Tags



Rule #6: Visit the Bar & Request a Beverage

- 
- Get a beverage & hold it in your left hand
 - If you prefer to skip alcohol....
 - If you'd like a glass of wine or beer....
 - Enjoy a nibble, but....

Rule #7: Have Your First Conversation

- Avoid starting with a classmate, someone with whom you already work, a friend
- Look for an “approachable”

Rule 8: Seek out Your Goal Person

- Break & enter

A photograph of three business professionals in an office setting. A man in a blue shirt and tie is shaking hands with an older man in a light blue shirt. A woman with blonde hair in a grey shirt stands between them, smiling. The background is blurred, showing other people in an office environment. The text "Rule 9: Introduce Yourself" is overlaid in the center in a white serif font.

Rule 9: Introduce Yourself

Rule 10: Remember Names

- Play word relationship games
- Use mnemonics



Remember Names

- Play word relationship games
- Use mnemonics
- Repetition



When You Forget a Name



RECAP



Virtual Events

Rule #11: Choose Your Location

Rule #12: Appearance Still Matters



Rule #13: Eye Contact Still Matters

Rule #14: Turn OFF Other Electronics

Rule #15: Host events



Rule #16: Host Events

- Plan on small events (4 - 6 max)
- Among your group, identify date/time options; everyone commits to showing up
- Identify your “Dream Guest”
- Contact your “Dream Guest”
- Serve as the host
- Thank the “Dream Guest” & stay in touch

Rule #17: Thank You Notes or Emails

- *Thank you very much for*
- Something about the event that made it particularly memorable
- Next steps



Business Meals

Mary's Business Meal Don'ts

- Order most expensive item on menu
- Order something you don't know how to eat
- Order DANGER foods
- Order too many/too few courses
- Start eating before everyone is served
- Eat everything on your plate

Mary's Business Meal Don'ts

- Eat too fast/too slow
- Forget that this is a business event
- Consume alcohol
- Never, ever act rudely toward wait staff



How to Turn These Events into Your Professional Network

Follow Up, Follow Up, Follow Up



CONGRESSIONAL UNION

Date Dec. 21-19

of { Representative Senator	State	Position on S. B. A. Amendment	Place of Interview
	Dist. _____	Favorable _____	Purpose of Interview
Party	Non-Committal _____		
	Repub	Opposed _____	
		Position on State Suffrage	

Interviewed by

Address

Aunt Roseitzyer

Statement and Remarks
 Edgc assumed no responsibility for N. J. ratification.
 Miss Grom + Mrs Filbert had sent him polls -
 he has "spread them out on the table before him" - that
 we lost it would be because there were 2 suffrage
 organizations in N. J. - insisted on saying this over &
 He told me he had done all he could; that he had
 then asked the men he knew he could influence & gave
 them only written night before last + has not rec'd answers.



Dream
People

Kinda
Know

Deep Ties

Remember Two Words



BONUS



Your Takeaways

- Attend events even when you suspect there will be no immediate payoff.
- Don't just attend Put yourself out there.
- If you don't ASK, you won't GET!
- You don't need to be the smartest, most talented person in this room to land the job everyone else wants, but ...
- You must add value.

Your Takeaways

- I will attend events even when I suspect there will be no immediate payoff.
- I won't just attend ... I'll engage.
- I know that if I don't ASK, I won't GET!
- I don't need to be the smartest, most talented person in this room to land the job everyone else wants, but ...
- I must add value.



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