



The NEW Rules of Engagement

TIPS for Networking

Arriving at the Event: Arrive on time. Once you've checked in, visit the bar, request a beverage, wrap the glass in a napkin, and carry it in your left hand. This will give you something to do with your hands and help you look comfortable.

Name Tag: Wear your name tag on the right side of your outfit making it clearly visible when shaking hands. This will help visual learners see and remember your name.

Introducing Yourself: Provide your name and a descriptor, two or three sentences that tell others something about who you are and what you do.

Buddy System: When possible, attend receptions with another person. The two of you can "divide and conquer," doubling the number of contacts you make.

Approachables: If you attend an event alone and don't immediately recognize any other guest, introduce yourself to an "approachable," a person standing by themselves typically around the edge of the room. These can be important contacts.

Remembering Names: LISTENING is the real key to remembering names. Whenever you meet someone, listen carefully to his/her name and descriptor. Your recall will improve if you repeat the name right away or associate it with something or someone you already know.

Exiting Conversations: When you are ready to leave a conversation, let other participants know how pleased you were to meet them and move on. This is the appropriate time to exchange business cards.

Business Cards: Businessmen should carry business cards in a right-hand pocket and tuck the cards they receive into a left-hand pocket. Businesswomen who have worn an outfit without pockets should consider storing business cards in a handbag with an outside pocket or in a wristlet.

Thank You: Sending a thank-you note or email can help you become memorable. An effective one only requires three sentences:

1. Describe the event: *Thank you for inviting me to....*
2. Describe something about the event that made it memorable: *I so enjoyed the location and....*
3. Describe your follow-up: *I hope we can continue our conversation soon. Perhaps lunch next week?*

Post-Event: Follow up, follow up, follow up. After the event, enter any new contacts into your contact data base, making special note of personal interests, hobbies, family, etc. Review your contacts regularly and commit to undertake one FINDING activity (something that gives you the opportunity to meet a new contact, e.g., attend a conference, attend a reception, etc.) and one KEEPING activity (something that ensures you don't lose touch with a current contact, e.g., send an online article, invite someone to lunch or dinner, send birthday wishes, etc.) every week.