The NEW Rules of Engagement

Managing Business-Social Events Mary Crane & Associates



Traditional Networking 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









HELLO my name is

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"

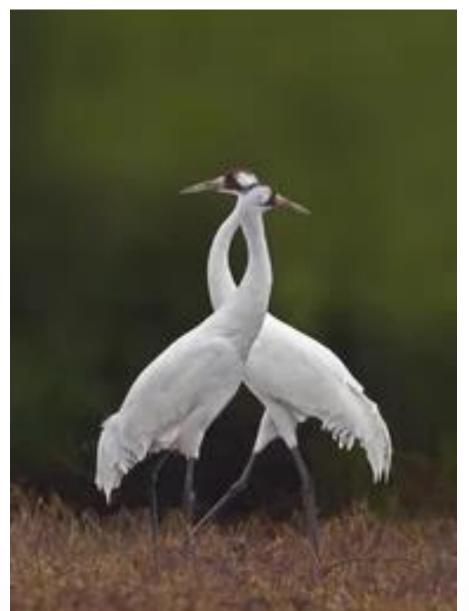


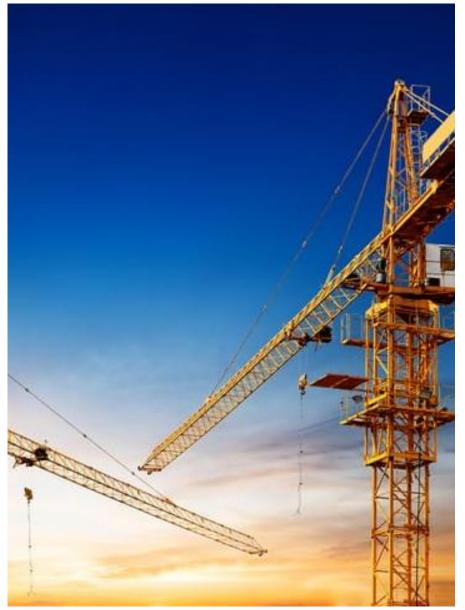
Break & enter





- Play word relationship games
- Use mnemonics







- Play word relationship games
- Use mnemonics
- Repetition







Virtual Events









Rule #14: Turn OFF Other Electronics





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



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



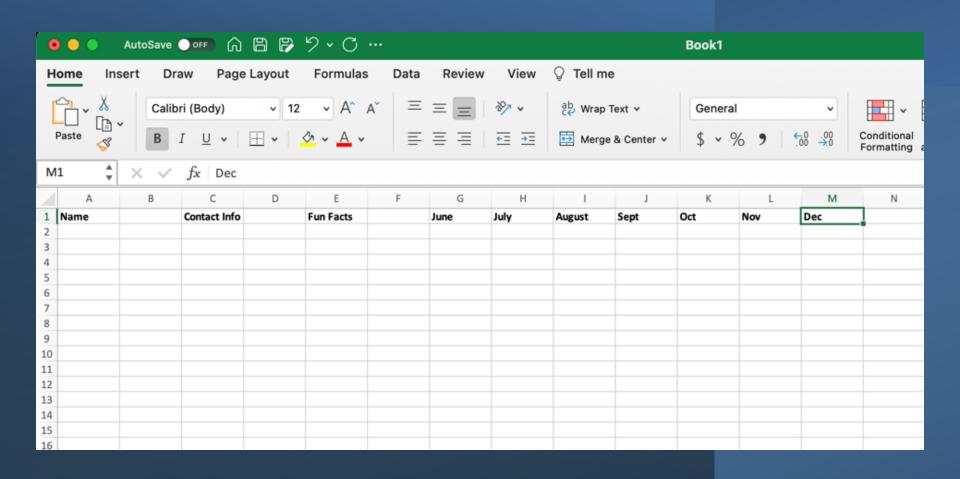
How to Turn These
Events into Your
Professional Network

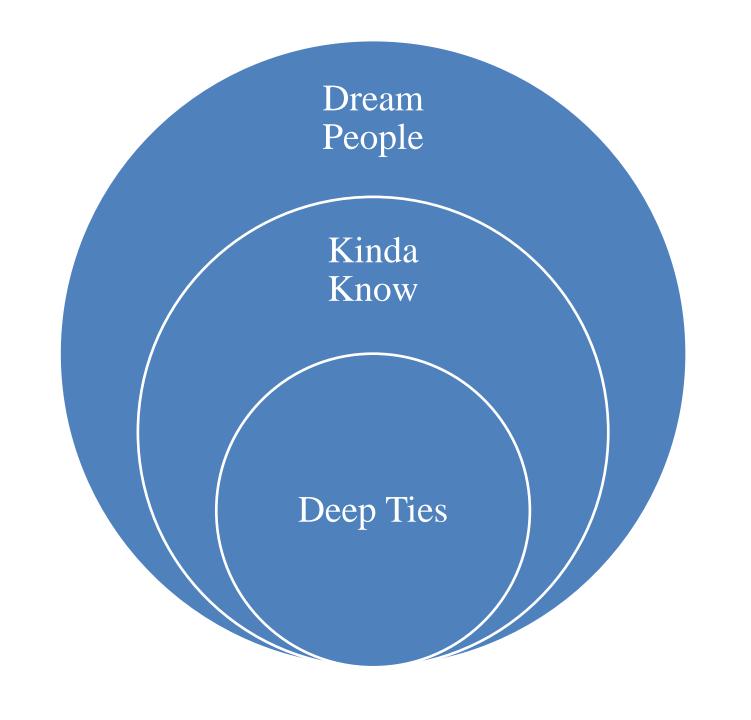


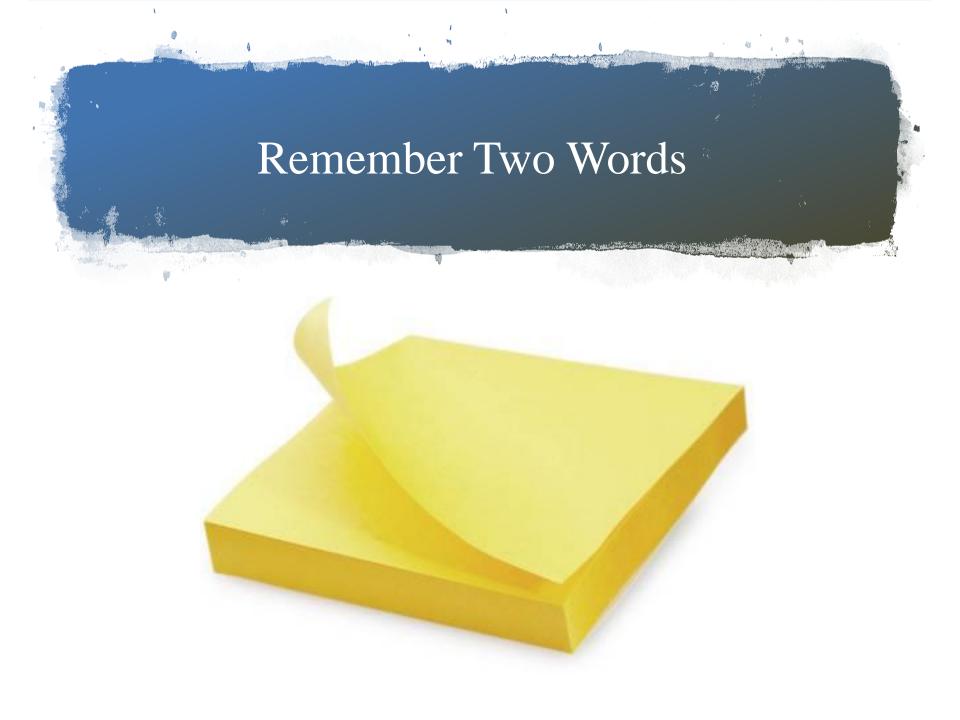


CONGRESSIONAL UNION

of { Representative | State | Position on S. B. A. Amendment | Place of Interview | Party | Position on State Suffrage | Purpose of Interview | Purpose of Inter











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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