

[E-Book](#)

The Ultimate Guide to Member Communication

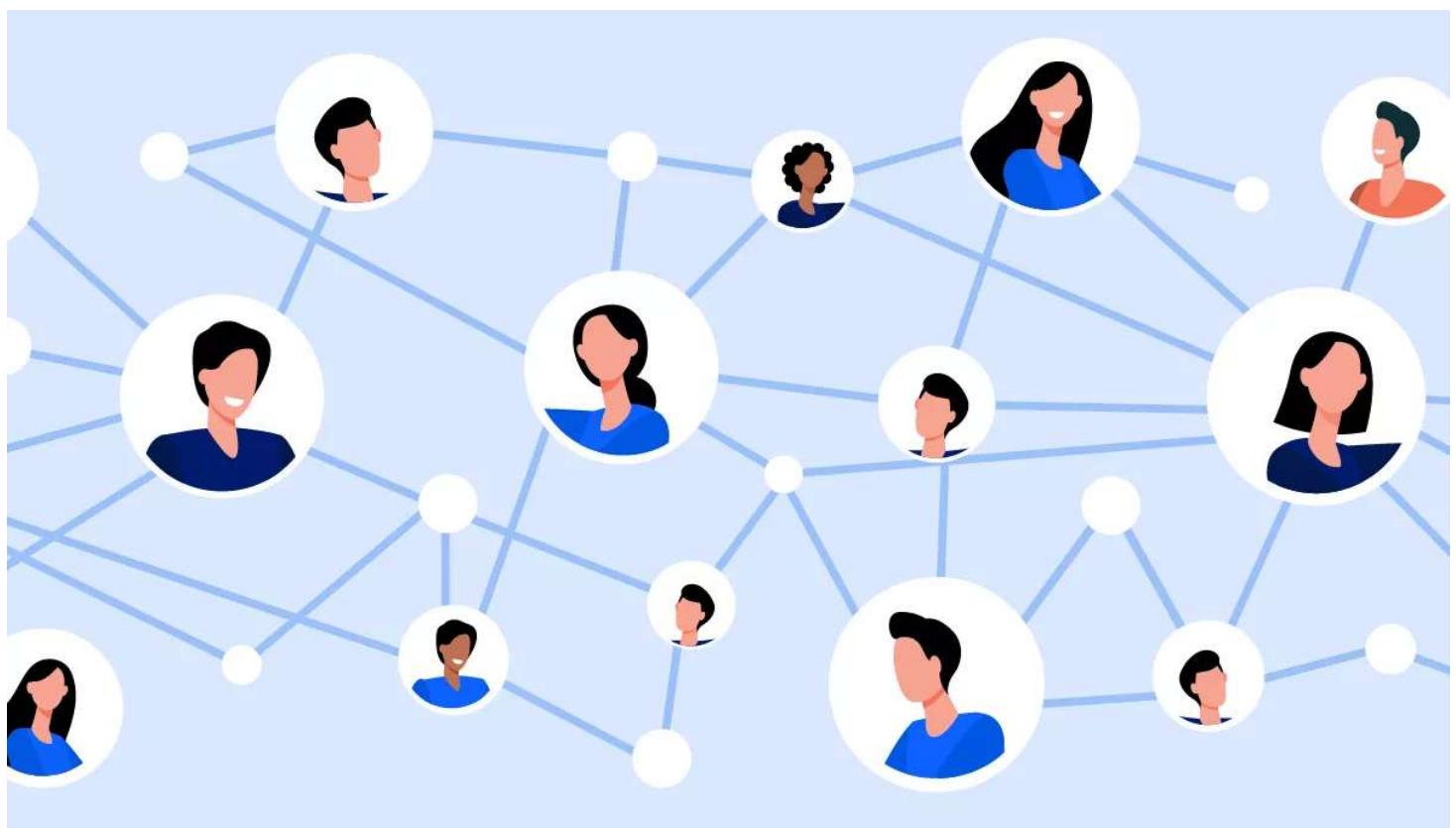


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Introduction

The best way to open yourself to business opportunities is through professional networking. It helps you meet prospective clients, get ahead in a competitive job market, and gain better access to career resources.

Keep in mind that you need to have the right knowledge and skills to build connections successfully. However, connecting with others is not easy for everyone, especially if you don't know how to find the right prospects. It requires conscious effort to gradually sustain and increase business contacts for it to be effective.

So, if you are keen to know the importance of professional networking, the right business groups to join, or the different ways to expand a network, you've come to the right place. In that case, this ebook will give you the most effective strategies that can guide you through the process.

By the end of it, we hope you get to know why networking is essential to your career and be more than prepared to develop a vast list of business contacts beneficial to your organization, among others.

If you are looking for new ways to enable your community to engage and build connections, be sure to [book a demo](#) with us. We'll give you a tour of our [Speed Networking](#) solution, and be with you every step of the way.

Wish you a pleasant learning,
The team at Glue Up



The Importance of Professional Networking for Business Success

The Importance Of Professional Networking For Business Success

The best way to open yourself to business opportunities is through professional networking. It helps you meet prospective clients, get ahead in a competitive job market, and gain better access to career resources.

Keep in mind that to build connections successfully, you need to have the right knowledge and skills.

This article will show you the benefits of professional networking and the tips to help you network better.

The Benefits of Professional Networking

Professional networking offers plenty of benefits, especially if you want to build your career or grow your company.

According to [professional networking statistics](#), you can boost your chances of landing a new job through networking. In fact, at least 85% of positions have been filled through networking.

Furthermore, professional networking can expose you to job openings that you can't find in the newspapers or online.

When discussing career with people in your business network, let them know that you are job searching.

Make sure to mention your expertise and experiences, and be vocal about how open you are to new opportunities.

Next, small business owners can generate leads through professional networking. Fortunately, some people can be willing to offer some help, especially if you're looking for new business contacts.

But aside from that, they may even go out of their way to provide you personal and professional expertise.

Keep in mind, however, to submit business proposals modestly. Follow up on leads with courtesy and value other people's time in a professional manner.

Lastly, professional networking can help you stay ahead in the business through technology and allow you to keep up with industry trends.

Building professional relationships can give you access to inside information vital to business operations in the modern world.

These shared industry tips can help you to stay ahead of your competitors by suggesting new ways of doing things.

6 Tips for Building a Strong Professional Network

1. Contact People You Have Already Met

Reach out to friends, family, colleagues, and former bosses when seeking new connections. They may offer you new job opportunities or introduce you to the people who matter most in the industry.

Think of the different tools that can help you stay connected like coffee meetups, email, phone calls, handwritten letters, and social gatherings, which can effectively nurture relationships.

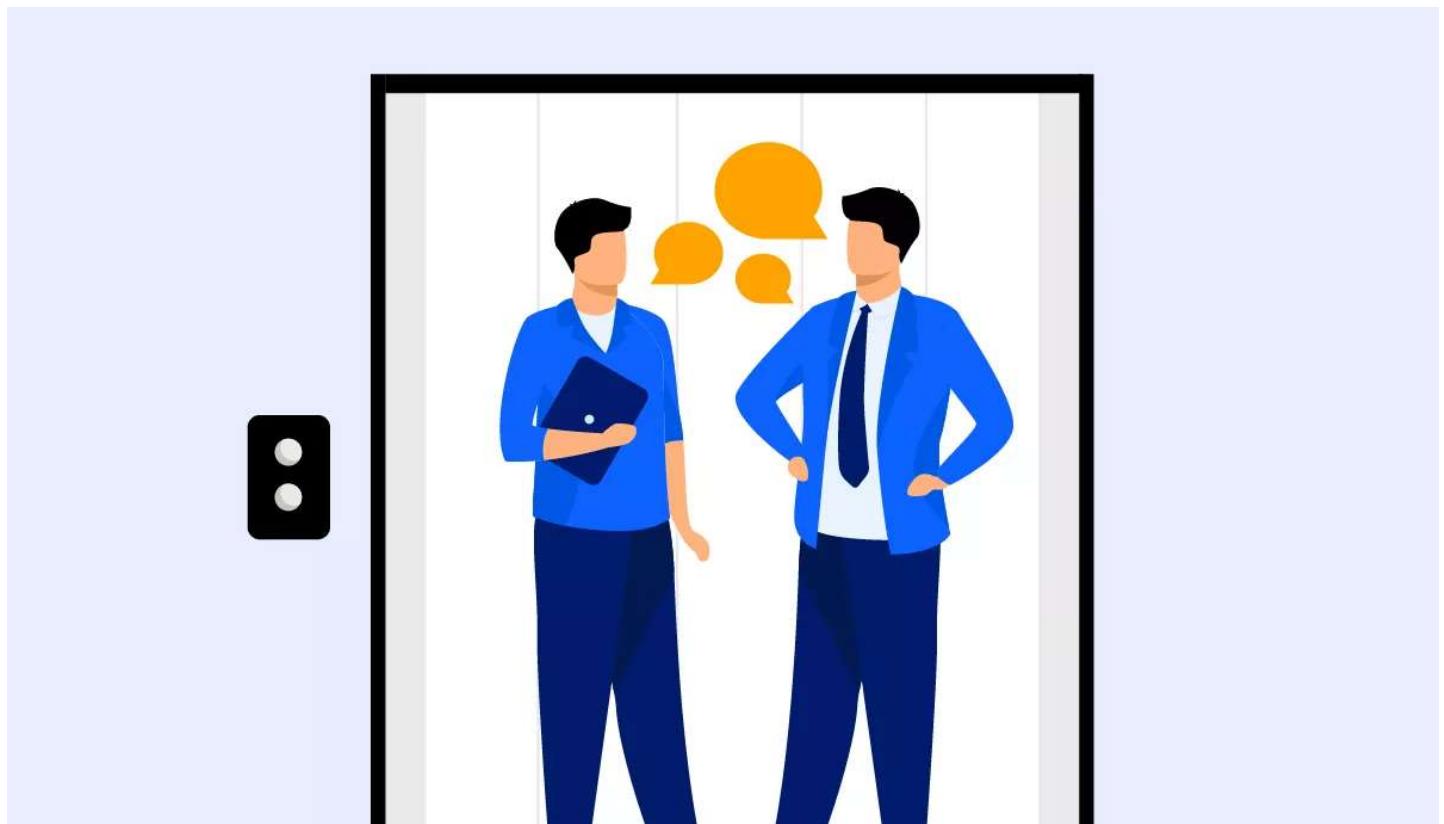
2. Craft A Good Elevator Speech

An [elevator speech](#) is a summary of your skills, experiences, and accomplishments that you can deliver in 60 seconds.

Start by knowing what your goals are when selling yourself to others. For instance, it can be a way of telling about your organization to your clients.

On the other hand, you can use it to pitch your products to executives. It can also be a way to simply explain what you do for a living.

When making one, include your university, degree, and other relevant facts about your career in the introduction. Mention your areas of interest and the type of career that interests you as well.



3. Keep Searching

Whether you are bonding with friends or mingling at a neighborhood party, make full use of the opportunity to talk to people about topics that interest you and learn to see things from a different perspective.

Don't miss these opportunities to connect with others in a casual and informal environment. Plus, you can directly tell them that you are seeking to find a job or business opportunities.

4. Establish A Professional Network Online

Professional networking sites can be a useful tool for staying in touch with your business network and for creating new connections.

Keep in mind that making an online connection is only the beginning. There are still many ways you should do to maintain and grow it.

[Meetup](#) is a platform that lets you search for local meetups. All you have to do is to choose your interest upon registration.

It will then notify you of any local meetups that might interest you, as they are created. A variety of topics can include career, hobbies, travel, and many more.

However, if nothing appears interesting enough to you, you can opt to set one on your own as it suits your schedule. It will notify if there's anyone that's interested in the same topic as you do.



5. Host A Virtual Networking Event

Be open to hosting or engaging in virtual events for professionals as they give you greater audience reach.

It's a convenient way for participants to attend professional networking events from the comfort of their homes.

Since virtual events are easy to attend, the attendance rate can go up to over ten times higher than a physical event ever could.

One of the most prominent reasons for joining virtual events is networking. [According to research](#), 87% of marketers said that there have been opportunities generated through virtual events.

Successful networking requires time, effort, and creativity. And if you're wondering how to build professional connections online through events, you can check some [virtual networking event](#)

[ideas](#) and ways to do them.

6. Join A Virtual Speed Networking Event For Professionals

Speed networking is one of the most convenient and easiest ways to expand your business contacts and accelerate your business growth.

It gives you the unique opportunity to connect with a large number of business owners and other professionals in a short timeframe.

You can host or participate in a speed networking event to introduce yourself to others, share what you are looking for, whether new clients, business leads, or a new work opportunity.

Here at Glue Up, we offer a full-suite networking platform for business, which is the [Speed Networking](#) solution.

As a virtual event platform, it helps you organize a speed networking event wherein participants will be paired in private rooms to discuss different topics of their choice.

It's perfect for anyone looking to virtually connect to others, build new connections with other event attendees, and participate in a meaningful one-on-one chat.

Excellent features that come with it are a community hub, an event room, a direct messaging capability, and a meeting request functionality.

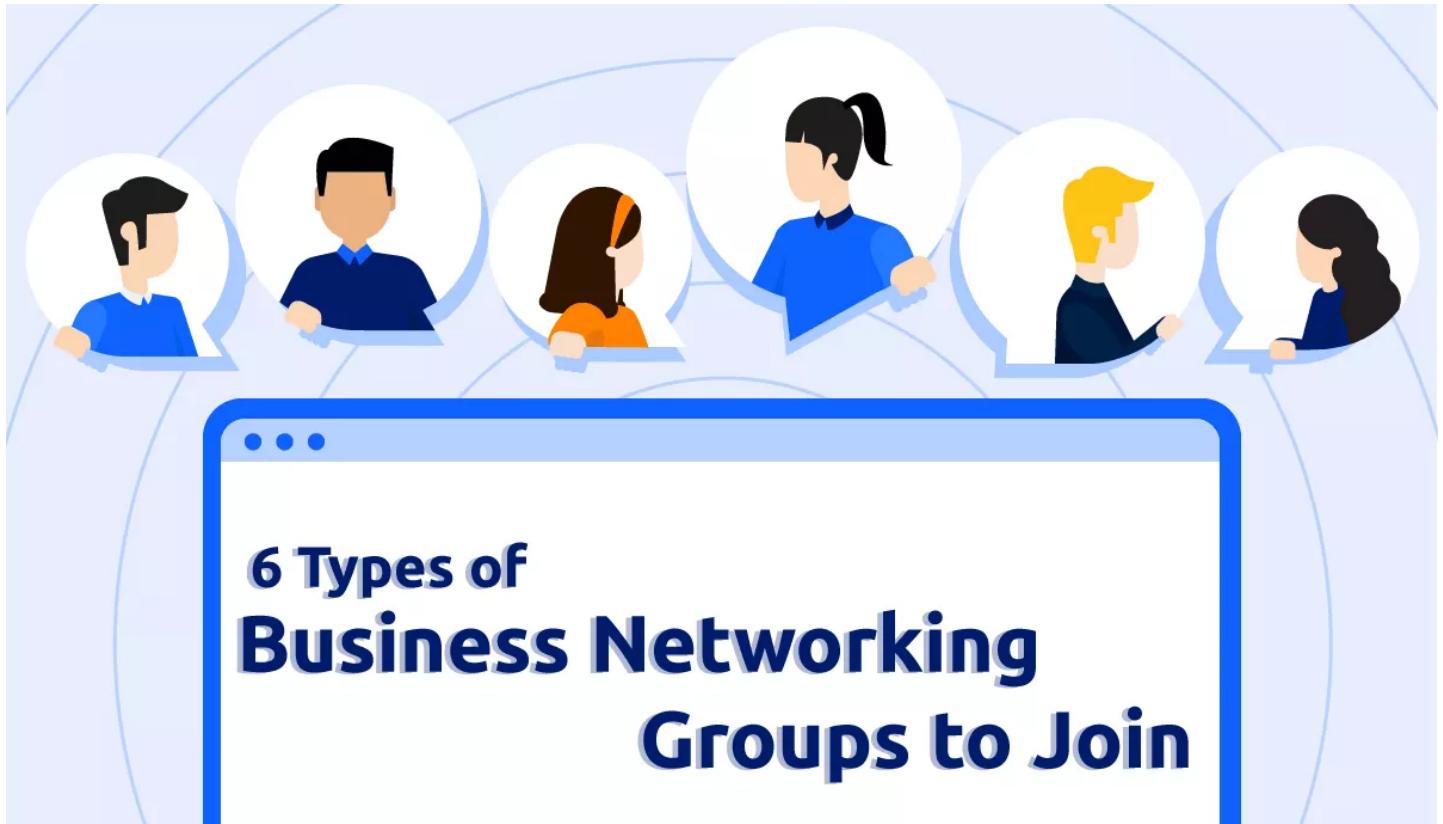
It's a reliable tool you can use when building an instant connection paired with good professional networking skills.

Conclusion

Now that you learned why professional networking is important, remember that you should start setting clear goals when making new connections.

Moreover, it will require significant time and effort to build and maintain a strong professional network as you advance your career.

With all the information we have provided, we hope you're more than ready to open yourself to networking opportunities.



6 Types Of Business Networking Groups To Join

Business networking is the art of building a mutually beneficial relationship with other professionals. Having a strong network can be a key to business and career success.

However, connecting with others is not easy for everyone, especially if you don't know how to find the right prospects.

For this reason, we have put together the different types of professional networking groups to help you choose the best one for boosting your business or improving your career.

1. Social Media Network

Social media is a useful tool when creating connections for business. It is a two-way communication channel that lets you establish rapport with your clients and prospects.

Building relationships and credibility is crucial to the process. It can be as simple as reading and replying to comments or acknowledging audience feedback.

Since it's more personal, it helps you humanize a brand and make authentic relationships with the community.

You can quickly connect with your others through social media, especially when you tap them from personal accounts.

If you want to connect with your network, we recommend [Twitter Advanced Search](#) to generate the keywords they often use.

Start by identifying your prospects, whether they're business owners, coaches, thought leaders or speakers.

After this, make use of the words mentioned in their bios, hashtags, and tweets. Once you have the keyword list, you can enter them in the search field and join global conversations.

2. Casual Contact Network

If you are looking for ways to meet many people in one day, casual networking is the best way to go. It typically holds an event for different professions with few restrictions.

These groups allow you to meet like-minded people in the industry and develop referral partnerships. Moreover, it is a good option if you're looking to connect with business owners and other professionals in your community.

Members usually attend monthly mixers and mingle informally. Each event also invites guest speakers who can discuss relevant business topics like leadership, innovation, or technology.

[Chamber of commerce](#) usually holds regular business networking events. Joining one can gain you access to opportunities like building brand exposure and meeting potential clients.

Furthermore, it can also create a positive brand perception, as other organizations try to get to know your business more.

Besides being a good source of valuable contacts, it also fosters strong bonds as it can link you to other businesses that offer the services you might need.

If you are new to casual networking, you can opt to volunteer as a chamber ambassador first. This position gives you more exposure to networking events but with only a little commitment.

You can familiarize yourself with the group when you participate in committee discussions. If you want to establish a [long-term professional network](#), it's best to regularly attend meetings to strengthen business relationships.

3. Strong Contact Network

As you start to develop referral marketing campaigns, a strong contact network can provide opportunities targeted specifically to your goals.

There's more exclusivity in it as it only allows one person per profession to join. It requires more membership commitment as a structured group. Thus, it increases loyalty and participation in return.

Once you're part of this business network, be open to meeting members weekly over lunch or dinner. You can't expect to meet hundreds of professionals in this type of group, but we advise you to prepare some business cards on hand to exchange.

This type of business networking group helps you get more quality and consistent referrals. It's perfect for companies with a longer sales cycle like financial planning or bookkeeping.

4. Community Service Club

A community service club is a business networking group that focuses on providing charitable projects.

It's a mission-driven organization that's ideal for people who have a passion for service. While your main goal is to serve the community, building lasting business relationships with other members is also possible.

Plus, there's a high possibility that you can also expose yourself to business opportunities through them.

The establishment of many popular community service clubs started in the 1900s. [Lions Club International](#) and [Rotary International](#) are some of the most well-known organizations.

Community service club activities can be teaching students, initiating education projects, or improving access to clean water for the community, which brings fun and fulfillment to members.



5. Leads Group

A leads group is the largest segment of business networking that you can attend for the goal of giving and receiving referrals.

Meetings are structured for all members to give them a fair chance to participate. There's open networking and it follows a designed meeting agenda that focuses on administrative matters, education, and feedback.

One of the primary benefits of this type of business networking is exclusivity. It's usually limited to one profession per industry, giving a member a competitive edge over non-members. That being said, you couldn't be part of the professional network, not until a position intended for your industry has been vacant.

A member of a leads group can obtain massive amounts of referrals from other members through it. In fact, if each person has a network of about 300 people, it can pay off by leading to a great business deal.

One example of this business networking type is [BNI](#). Thousands of businesses around the world utilize the networking organization to start their companies and obtain valuable sales referrals. When you start to mingle with others through a leads group, keep in mind that it takes time to make meaningful connections and attain better results.

You need to engage with your network first to build trust, before you can expect to generate sales leads for your business.

6. Professional Association



A professional association exposes you to different knowledge and skills that can benefit your business. It often holds conferences and events where you can learn from industry leaders, collaborate with other professionals, and share insights with a large group.

Most of its members are usually from a specific type of industry, such as finance, accounting, health, or engineering.

Association groups have created an associate member category that includes non-active members. It's one way for participants to access potential vendors and generate income.

If you're part of this professional network, you can seek ways to help others without the need to sell.

For example, when you're with professional business coaches, you can share your knowledge and skills as an SEO consultant to improve a company website or increase its traffic.

You can start to make new connections by asking them if you can take charge of their social media pages.

If your professional association is interested in hosting a [business networking event](#) online, we recommend our [Speed Networking](#) solution.

With most events going digital amid the coronavirus pandemic, it's an easy and safe way to virtually network and build meaningful professional relationships.

It's an innovative tool that lets you join discussions in event rooms, community, and one-on-one meetings. What's more, you can also accelerate industry contacts and exchange digital business cards quickly.

8 Simple Ways

to Maintain and Grow Your Professional Network



8 Simple Ways to Maintain and Grow Your Professional Network

A professional network is vital to your career development and professional success. It can offer you career guidance, business opportunities, and a robust support system.

Keep in mind that it requires conscious effort to sustain and increase business contacts gradually for it to be effective.

If you are keen to know how to expand your professional network, look no further. This article will give you strategies that can guide you through the process.

By the end of it, we hope you get to know the importance of networking to your career and ways to develop a vast list of business contacts.

1. Craft the Perfect Check-In Email

Email is a great way to maintain and expand your professional network. This free, fast, and [convenient tool](#) lets you check in with your contacts and share an update on your career goals and future plans.

These contacts can be your previous supervisors, former colleagues, people from a networking event, or virtual friends you have connected with in the past or have recently met.

Make sure to compose a brief email and make it conversational. To add a personal touch, call them by their first name, share personal stories initially, and ask questions that would need a response.

You can also check some [email templates](#) that you can easily edit when keeping in touch with old and new contacts.

By writing check-in emails once in a while, others will feel connected to you and be more accommodating if ever you need any help in the future.

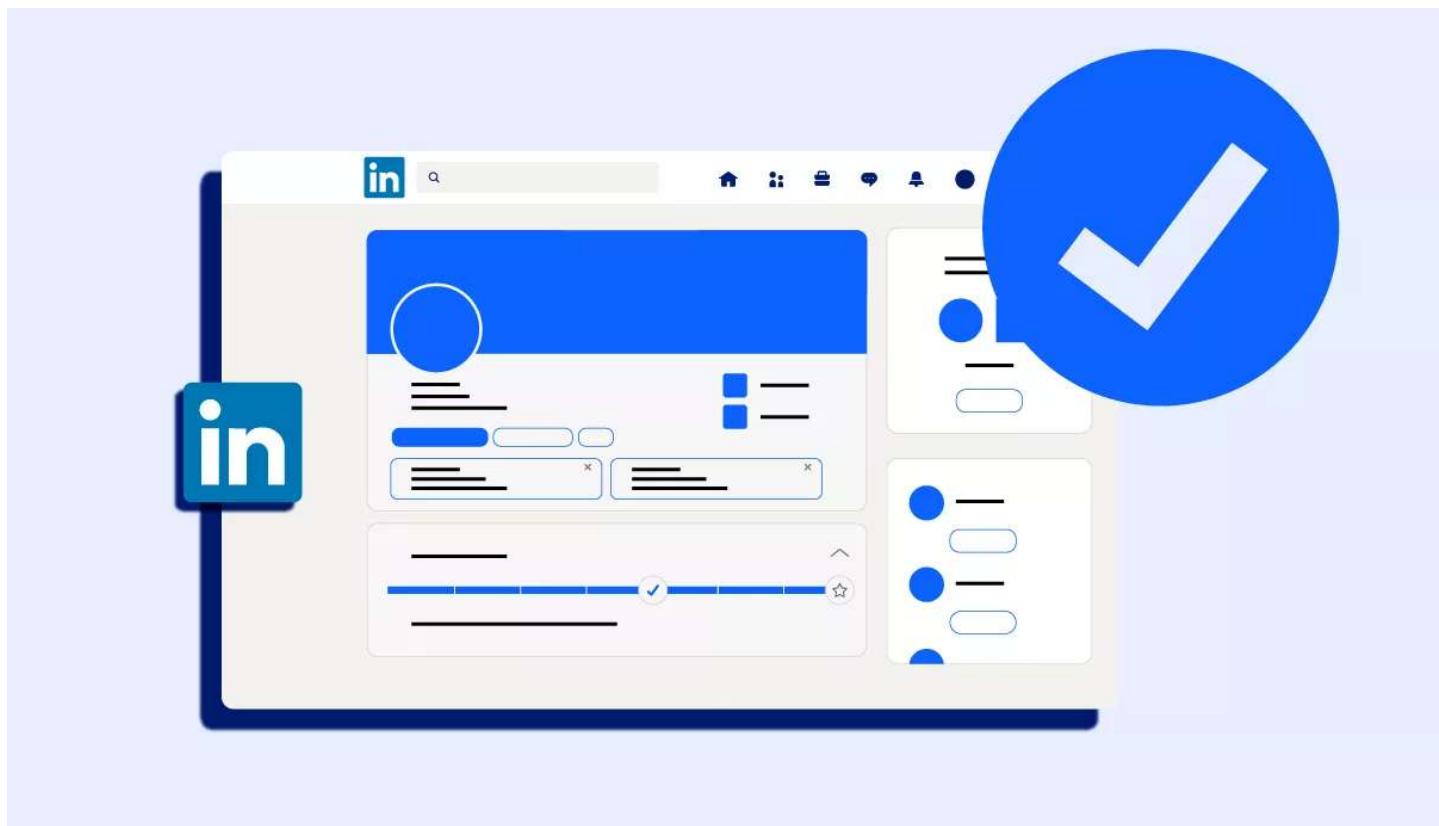
2. Search for Relevant Online Communities

If you are looking for a group of people who have similar interests, be sure to join an [online community](#). It is an excellent way to network, share information, and find support in the industry. Some free or paid membership platforms related to your career or industry can let you access some relevant private groups.

You can be vocal about your needs, discuss your career milestones, and receive thoughtful feedback in these spaces.

When you consistently engage and build relationships in relevant online communities, more people can encourage and support you in your professional journey.

3. Improve and Update Your LinkedIn Profile



Updating your LinkedIn profile lets you share your career information with your network through notifications.

Once they receive an alert, there's a high possibility that your connections on the professional networking platform will check your profile changes.

Write a compelling headline with the right keywords about what you do and where you want to take your career.

For example, you might be currently a freelance writer, but you desire a job related to writing and editing. We advise you to use a headline that contains the words “writer” and “editor” to increase your chances of being found.

Most recruiters are always on the lookout for the best candidates. They are most likely to search for specific skills or keywords.

For this reason, they can come across your profile, connect with you, and may even offer potential job opportunities.

In the same way, you can [initiate a conversation](#), especially when they are from the same industry or the company you’re eyeing on.

4. Grow a Professional Social Media Following

Once your bio reflects your industry, you’ll likely gain relevant followers. Now is the time to create an industry-specific feed that lets you share your insights about your profession to boost engagement.

You can establish more authority online when you increase engagement with your network. One way to do it is to add some takeaways to every article you post to encourage readers to start a conversation.

Social media can be a useful tool that connects your industry authority and business opportunities together when done right.

However, keep in mind that reaching your prospective audience starts with a great social media profile with the right following and followers.

5. Keep Your Social Media Account Active



You can leverage social media once you've registered for an event and search for people you want to connect with on LinkedIn and other professional social networking sites.

Start with the event agenda before you write down the names of the speakers you're interested in talking to.

Once you've come up with a list, gather the most salient information and think of practical ways to effectively include them in your outreach.

Getting to know people on a personal level before a business level goes a long way. It makes others feel more comfortable and be more receptive to network with you and build relationships.

Conclusion

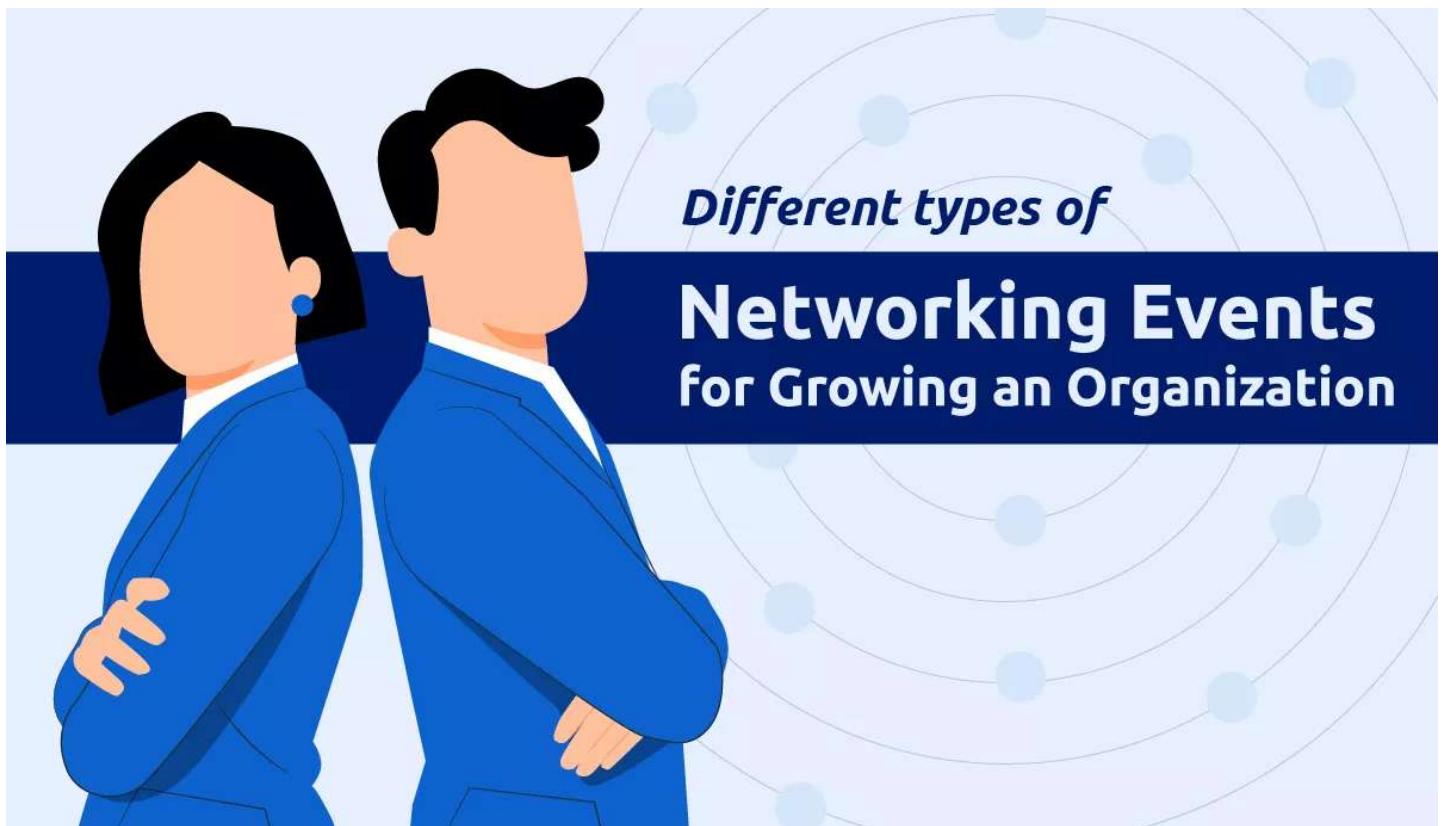
Now that you know how to expand your professional network, remember that growing it fast isn't an easy task.

It requires a significant amount of effort to find common ground, build rapport, and create shared experiences for it to be possible.

With all the information we have provided, we hope you're now equipped to build more meaningful connections, which can offer the most rewarding experiences to your personal growth and professional success.

If you plan to host a successful online networking event, consider [booking a demo of our Speed Networking tools](#), and we'll guide you in the planning and execution.

Different Types Of Networking Events For Growing An Organization



Networking is essential in growing your organization and creating business opportunities. While your knowledge and skills are vital to business success, who you know plays an integral part of the process.

Since networking opportunities are broad, finding an event that can help you find mutually beneficial relationships can be challenging.

In this article, you will learn more about the different business networking events that you can attend to generate business referrals and increase sales.

1. Chamber of Commerce Events

Chamber of commerce groups hold local business networking events like charity fundraisers, workshops, mixers, and business card exchanges.

They help you meet prospective employers, business partners, clients, and suppliers that are ideal for business opportunities and referrals.

As an attendee, you can discuss the best success stories and strategies for learning with others. Also, you can get updated on the latest community news and industry trends.

An event usually follows a program consisting of talks, workshops, and networking sessions. Conducting an impactful workshop or delivering a killer presentation is always a good idea. You can provide more details about your business to the audience than only engaging in a quick conversation.

Regularly attending a chamber of commerce event is vital in forming meaningful relationships, but there are time constraints on every part.

As you begin your introductions, make sure to accompany your handshake with a business card to make a lasting professional impression.

Participating in this type of event requires time and effort. However, keep in mind that you can increase an organization's visibility and quickly expand a business network with it.

2. Trade Shows

A [trade show](#) is an exhibition that can offer high-impact networking opportunities. It brings industry professionals together to display and promote their latest products and services. It's usually held at a large expo center where companies set up their booths. People are free to ask for more product details from representatives at every booth.

To increase your networking success, make sure to check the event attendees beforehand. List down the companies and people you are interested in meeting and connecting with.

If you are an eCommerce business owner, it's highly recommended that you review the user analytics on your website, online store, or app.

You can start to create potential customer profiles from it, whether you are targeting business entrepreneurs or young professionals.

We recommend that you explore every possible group to manage time wisely by networking with the right demographic.

3. Conferences

An industry conference offers a prime opportunity for meeting like-minded people. It's a great place to get the latest industry trends, learn new things, and build relationships with people beneficial to your business or career success.

You will be exposed to social functions like dinners, trips, or parties—a great way to start in-person [professional networking](#).

Furthermore, it allows you to learn more about your colleagues and meet other industry leaders. As you enjoy the company of others, you can also open yourself to a joint venture or a high-quality referral.

Networking isn't limited only to the participants. You can also make connections with presenters as well. You're free to share ideas, ask questions, and expand on discussed topics with them. If you're new to this type of event for professionals, you can first volunteer to organize a conference for brand visibility. Another option is to present workshops and exhibit your expertise and skills.

The cost of attending conferences can be a pricey proposition. To make the experience budget-friendly, opt for the local ones, become a conference event volunteer, or choose to register to only a part of it.

4. Roundtable Discussions

If you are interested in discussing or debating a particular topic with a small group of people, participating in a roundtable discussion is the best way to go.

It's a great way to share your knowledge and learn to see things from a different perspective. The goal of a roundtable discussion is to keep conversations insightful and respectful.

Sponsoring or [hosting a roundtable meeting](#) for business networking can help you raise your profile as a thought leader and connect with other professionals.

Moreover, it can also pave the way to learn from your peers as it discusses topics surrounding many business operations.

The seating style for your participants can either be open or assigned. If you choose the latter, group them based on their industry, job title, or preferred topics.

While a roundtable discussion's primary goal is to share expert industry advice or trends, it's also a great way to discuss a topic with opposing views.



5. Community Service Events

You can learn new skills, advance your career, make friends, and even lead a more fulfilled life whenever you attend or [volunteer at a community service](#) event.

What's more, giving back to the community can help your organization become more visible.

While it may not necessarily open you to direct business as you network through it, your exposure can give you new leads.

Community service groups such as [Lions Club International](#) and [Rotary Club](#) provide opportunities to members and volunteers. These are helpful in building leadership skills or creating interactions with donors and other volunteers.

Joining a service group is one of the best ways to help your community as you expand your business network.

However, your purpose shouldn't solely focus on making professional relationships. It's important that you always serve others with passion.

6. Local Meetups or Happy Hour Events

A happy hour networking event is a practical, low-cost way to meet new people in the industry. As a casual and unstructured one, you can come and go as you please.

For example, you can attend a wine night for marketing professionals or join fellow IT consultants at a local coffee shop for a networking breakfast.

There are plenty of benefits that you get when participating in meet-ups locally. First, it's often free or less expensive compared to other types of networking events.

Secondly, it won't cost a lot or require too much commitment when traveling to get there.

Lastly, since the event attendees are from your local area, keeping in touch with them will be easy.

A happy hour event can surely expand your business network and develop your career.

However, we advise you to skip it if you're actively looking for a job. There are chances of making the wrong impression to a potential employer due to its laid-back structure.

7. Speed Networking

Speed networking is an excellent way for professionals to accelerate relationship-building in the industry.

It encourages you to meet people and acquire new contacts in a short amount of time.

Participating in discussions can open you to a mutually beneficial relationship as you exchange ideas and insights revolving around career or business.

Keeping your goals in mind from the beginning is a must. Determine the message you want to convey to the people you meet, and get your point across efficiently.

When you're in a one-on-one meeting with another professional, always prepare an introduction, ask a few questions, and share contact information. Once it has come to an end, you can proceed to talk to the next person.

If you're interested in a full-suite networking platform for business, Glue Up's [Speed Networking Software](#) solution can do the work for you.

It's ideal for anyone who wants to participate in an online networking event and engage in a one-on-one chat.

It packs excellent features for building professional connections through discussions like an event room, a community hub, and a meeting request functionality.

There are actions reserved only to you with administrator privileges, such as defining the length of sessions, managing roles and permissions, and moderate content, among others.

8 Steps To Successfully Host A Networking Event Online



Hosting a virtual networking event keeps professionals connected amid a global pandemic. It's ideal for anyone looking to make new connections with whom they can share best practices, innovative ideas, and helpful information.

If you're interested to know how to host a networking event, you've come to the right place.

In this article, we will provide a quick list of 8 simple steps that you can follow for your networking event to be as effective as possible and ensure that attendees form meaningful business relationships online.

1. Know Your Purpose

As you begin to plan a [professional networking event](#), you have to determine what you want to accomplish for it to be successful.

Therefore, you must ask the following questions:

1. Do you want to build professional relationships?
2. Would you want them to keep up-to-date with the latest trends?
3. Is it an excellent opportunity for attendees to get new ideas?
4. Do you intend to connect with key influencers and leaders in your field?
5. Is the event for lead generation and prospects?

Once you know the answers to these questions, you can lay out a clear plan for creating event content and developing a good marketing strategy.

2. Determine Your Agenda

Preparing an agenda is essential in organizing an enjoyable and meaningful virtual networking event.

The participants should have a clear idea of what to expect from it. Therefore, you have to prepare a list of topics or activities you want to cover, who will initiate the meeting, the expected number of guests, and the duration.

Keeping track of the time as you hold an online networking event is a must. A script and a timer can both help in ensuring strong event consistency and keeping you on schedule.

3. Set the Right Event Duration

A networking event should be a comfortable environment for professionals to truly connect as they mix and mingle.

In the virtual world, limiting the guests can ensure enough time for everyone to feel heard and seen during interactions.

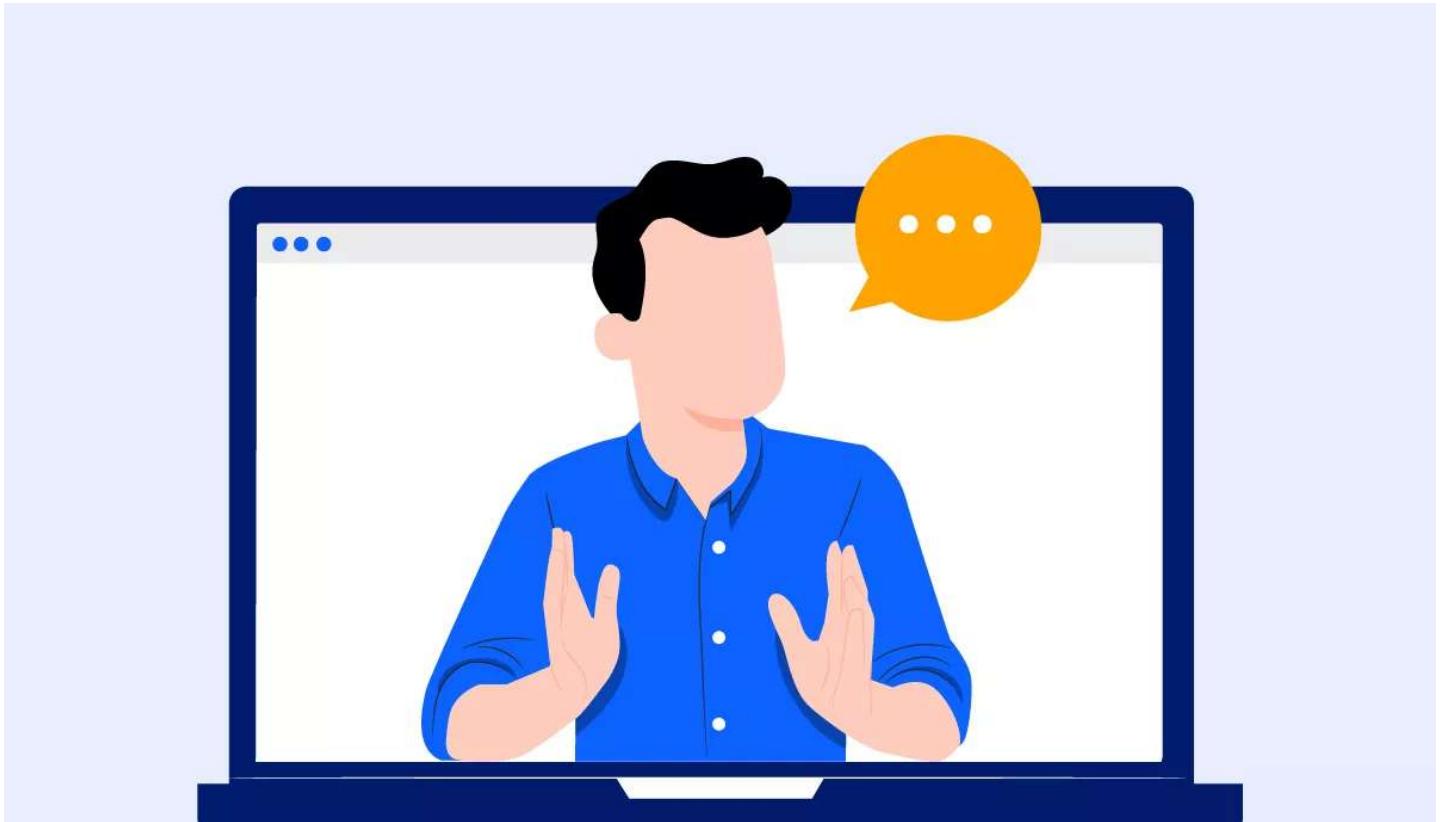
We recommend that you set a 90-minute event. Even though it may seem long, it's your role to make sure that you create a pleasant situation for meaningful interactions without the need to be rushed.

Another goal is to form a discussion that's focused. To do this, check if there would be enough time for people to share personal stories, throw out questions, or bond as they likely would when meeting in person.

You're free to invite close friends and business contacts. However, make sure that there's a [right mix of people](#) who aren't acquainted yet with each other.

Also, take advantage of the opportunity of tapping people from other parts of the world to join an online networking event.

4. Assign an Event Host



Event planning and event hosting are not the same. While a planner can also choose to be the host, there are times that the role will be assigned to someone else.

A great host is essential to meeting your goals, generating excellent attendee feedback, and having returning guests.

In a virtual networking for professionals, the host sets the tone and feel of the event. He can [increase engagement](#) and motivate guests with his voice, gestures, and facial expressions.

Some [host characteristics](#) you should look for are credible, relatable, and versatile. He must be comfortable with the platform and be prepared to handle technical issues.

One of the challenges of an online meeting is having to deal with technical difficulties. For this reason, the host should be willing to assist the attendees in setting up their cameras or connecting their audio.

If you plan to get an event host, scheduling training and a test run is always a great idea.

5. Choose a Platform

You have to determine your event needs, technical skills, and preferences when picking the right platform for virtual networking.

If you're hosting a speed networking event for professionals, our [Speed Networking](#) feature can help you manage it with ease.

It's an innovative tool that lets attendees make connections quickly through its event community, event rooms, and one-on-one meetings.

Encouraging participants to get in touch is possible since you can hand out digital business cards in seconds.

Administrator privileges may be granted, which allows you to manage roles and permissions and adjust session length.

Once you've finalized the online event platform, you can send a calendar invitation to invitees. Inform them how to register and what they need to prepare before the event takes place.

6. Promote or Market Your Online Event

Social media is an easy way to promote your virtual networking event. You can ask employees, speakers, and other professional connections to do the promotion. The more people talk about an event, the greater the word-of-mouth marketing to expect.

They can opt to share a link to the event sign-up page. Moreover, you can also send them other supporting assets such as images, videos, and more, to have a variety in the event promotion.

On the other hand, keep in mind that personal outreach is also useful to guarantee attendance. Reach out to your contacts and send them an email to communicate your intentions and goals. You can anticipate that one out of every ten personal messages will produce an attendee. Remember that there can be a last-minute rush of registrants and invitees since it's an online event.

7. Introduce Virtual Event Attendees

It's essential to send out an email introducing participants to each other a few days before the event.

Start your message with a warm welcome and be friendly as possible. It has to contain participants' names, brief information about each guest, a LinkedIn profile link, event start time, and end time. This approach humanizes attendees and will help others, especially when they're keen to know what to expect.

8. Send a Thank-You Email

Once your event has been successfully held, do not neglect the importance of reconnecting in the future. Think of it as an icebreaker that can form meaningful relationships after.

Go to your event contact list and thank each participant via email for attending. We recommend that you include a [post-event survey](#).

The collected data can provide valuable feedback to know what's working and avoid common event failures for a more successful networking opportunity in the future.

[Offering an eBook](#) relevant to the topics discussed during networking sessions is also advised. If some participants can be beneficial to your organization, scheduling a one-on-one session might be a good idea. It can be a great opportunity for you to include information about your future events that they can attend.

Hosting A Networking Event Online Is Less Expensive, Saves Time, And Makes Building Connections Easier.

Now that you know how to host one, keep in mind that the required work for it is significantly lighter than planning an in-person event.

With all the helpful steps we've provided, we hope you're now ready to build more meaningful connections in different industries and offer the most rewarding experiences to business professionals.

If you plan to host a successful online networking event, consider [booking a demo](#) of our Speed Networking tools, and we'll assist you at every step of the process.

10 Tips For Successful Networking At A Virtual Event

10 Tips for Successful Networking *at a Virtual Event*



The coronavirus pandemic has forced nearly all events and face-to-face meetings to move online. But one thing has remained the same – the ever-increasing importance of creating and cultivating a professional network.

Attending networking events virtually offers you the chance to meet inspirational influencers and thought leaders in the industry and become aware of the latest trends.

However, building successful business relationships online will depend on your motivation and goals. If you find yourself wondering how to network the right way, you've come to the right place.

This article will provide you some virtual networking tips that you can do to create meaningful connections in a networking event.

1. Craft a Great Attendee Profile

Virtual networking organizers encourage event attendees to create profiles so they can search and connect.

Writing one can showcase your unique qualities and experiences. When it's well-crafted, it can help you stand out and be more memorable to others.

Moreover, it gives you the chance to connect with people looking to meet business partners or prospects.

If there are event profile fields, be sure to provide all the essential information. Your attendee profile should highlight your unique experiences, interests, and skills to attract attention.

We also recommend you to connect your social media accounts if possible. Linking them is a quick way to gain new followers and engage with your network.

2. Introduce Yourself at a Virtual Networking Event



A good self-introduction helps you “break the ice” and create a good impression on others. It’s also a great way to make new people feel more comfortable around you.

Introductions during virtual networking events are necessary because they show [your confidence](#) in meeting people.

Briefly say your name and share what you do to [introduce yourself to others](#) effectively. Mention the organization you represent and your contributions to make it memorable.

Always speak clearly and remember to smile. You can also involve attendees and communicate on a personal level when you constantly make eye contact as you talk.

3. Leverage Social Media

One of the tips for successfully networking online is to post on social media before and after attending an event

Share a post that describes the event you'll be participating in. Express your interest and enthusiasm by mentioning your expectations as an attendee. It might help you discover other participants, or you might encourage others to register too.

Include the [event hashtags](#) in your posts to categorize and increase engagements. After this, you can also click on them to see if you can enter into discussions.

Since you can find the most important dates and other information on an event page, check if the organizers created one and join it for updates.

Social media is a valuable tool to find out more about speakers and other attendees. It's one of the networking efforts you can perform to start engaging and creating relationships before the event begins.

4. Reach Out to Other Participants

An ice breaker is usually performed at a [virtual networking event](#) to welcome attendees and warm up the discussion while you wait for others to join. It's common for everyone to interact with the host but wouldn't find it easy to engage with each other.

Be willing to listen and give your comments, especially when someone reaches out to share something. Opening up yourself exposes you to new opportunities.

By being a good listener, you build new relationships that can make people feel good at the same time.

5. Take Part in Discussions

The quickest way to make your presence felt at a virtual networking event is to actively participate in the lined-up activities.

When you give insightful comments, you can begin conversations with other attendees that could offer opportunities for future collaborations or partnerships.

Find time to participate in breakout sessions and share your industry knowledge to show your expertise and establish credibility.

However, don't overdo your enthusiasm for sharing ideas. It's best to give at least a few comments or several questions per session.

This way, you give other participants the chance to ask about the topic and discuss their insights in the discussion.

6. Engage in Real-Time Chat

One of the networking tips at events is to utilize the event platform's private messaging tools to interact with other participants.

Unlike in-person events, where it's uncommon to have private conversations during presentations, a virtual one doesn't have restrictions.

To start a significant and meaningful conversation via chat, you can ask your network about their thoughts about the topic or what the speaker said.

Side discussions can help build trust with new people. When you do it right, they can also feel that you value their opinions and ideas.

7. Ask for Contact Information



You first need to get attendees' contact details before you can attain your virtual networking goals and build relationships after an event.

There's a high possibility that a host will ask attendees to share their contact information. If you already know the people you want to connect with, remember to get their contact information before the virtual meeting ends.

If you want to host or participate in a speed networking event where you can expand your business contact list, be sure to check Glue Up's [Speed Networking](#) feature.

Our networking solution for professionals lets you enter event rooms, engage in one-on-one chats or video calls, and exchange digital business cards to leave a lasting impression.

It offers other state-of-the-art networking features suitable for people who want to virtually connect online and make meaningful connections within a short amount of time.

8. Research Keynote Speakers Online

Take advantage of virtual networking events that gather [keynote speakers](#) who can share their knowledge and expertise related to your industry.

When the event has the right speakers, they can transform an ordinary event into a memorable event. Building meaningful connections with them can inspire your professional network to succeed.

Once you have registered for a virtual networking event, read the agenda, and write down the speakers you're interested in connecting with.

Make use of the Internet to know more about them and find common ground. Learn about their expertise and what they've been doing in the industry.

Take note of the important information and think about incorporating them when you start to reach out and connect. In this way, others can be receptive to building a connection because you've already established a level of comfort.

9. Know the Outcome You Expect

Be specific in your reasons for meeting new people and expanding your professional network. You could simply want to ask a couple of questions to enhance your industry knowledge or turn them into potential mentors.

Figure out how they can offer the most value to you and articulate your goal. Be sure also to mention how you can use your resources to support them as well.

10. Don't Forget to Follow-up and Stay in Touch

Reach out to the new people you met at a virtual event by sending an email. You can talk about the event experience and how you feel about connecting with them.

If you don't receive a reply after a week, follow-up politely as they might have missed your email. But if they respond and are willing to make time, show your appreciation by thanking them. Be vocal about your intention to keep in touch in the future as well. It can mean sending regular updates of what you're doing, as well as warm emails to support their milestones.

You can also mention that they can reach you anytime if they would need assistance in future projects.

It requires constant nurturing for a professional relationship to be strong. Be intentional and do your part in maintaining your connection in meaningful ways.

Conclusion

Networking events can offer fresh ideas and different perspectives to your organization.

You open yourself to the opportunity to easily connect with other professionals from the comfort of your own home when you engage in a virtual networking experience.

In this article, you learned the different virtual networking tips during events you can follow to make powerful connections that last.

With all the information we provided, we hope you're more than prepared and motivated to build your professional network.

If you are running online networking events, consider [booking a demo](#) with us, and we'll assist you in the process.

10 Virtual Networking Event Ideas for Your Organization



Amid the coronavirus pandemic, many companies have shifted to virtual networking as an alternative to face-to-face interactions.

Entrepreneurs use the Internet to stay in touch and expand their connections. With it, they can share their knowledge, access more opportunities, and get new perspectives from others virtually.

However, successful networking requires time, effort, and creativity. And if you're wondering how to build professional connections online through events, you've come to the right place!

In this article, we will show you 10 virtual networking event ideas and ways to do them.

By the end of it, we hope you feel inspired to execute your next online event for your community and professional network.

1. Corporate Wine Tasting



If you want to spice up your next business meeting, hosting an educational [wine tasting activity](#) is a great virtual event idea.

It's an excellent way to start a conversation and introduce yourself to new people in the industry. Wine tasting runs approximately two hours in length. Make sure to set a schedule that works for all attendees.

Pack the wine sets, prepare suggested food pairings, and ship them to your recipient list. After this, you can send a video conference invitation to all.

[Stony Hill Vineyard](#) lets you experience a private virtual wine and spirit tasting on your preferred platform for your group—from c-level executives to account executives.

With social distancing that restricts social gatherings, immersing yourself in different wine flavors while keeping in touch with your network online is always a safe choice.

2. Virtual Dinner Party

Since you don't usually do an in-person meeting during a pandemic, you can plan a virtual dinner party instead.

Aside from meals being a [key element in socialization](#), eating together is the perfect opportunity to discuss work, interests, and hobbies with your network.

To stir up interest in this gathering, you can send meals to each participant's door approximately one hour ahead of schedule.

[EatNGage](#) is a video conferencing software that lets you share your presentations and interact with attendees as they dine from the convenience of their homes or offices.

A virtual dinner can be a better option than an in-person meetup since there are no logistics to consider—from parking to decorations to location.

3. Birds-of-a-Feather Session

Another effective virtual networking idea is to run a Birds of a Feather (BoF) session. The idea behind it is to have a breakout activity based on a shared interest or topic.

It's an informal or relaxed panel discussion that promotes community growth through networking with like-minded individuals. An insightful event like this can help you grow your organization or evolve as a business owner.

Be sure to [invite speakers](#) who can offer expertise on various topics and can facilitate group discussions.

And if you want an intimate gathering, limiting attendance is a must. It increases the comfort level in social situations and makes it easy for attendees to talk.

4. Event Gamification

[Gamification](#) is one of the virtual social event ideas that can promote engagement while building your professional network.

Implementing game mechanics in your program encourages meaningful audience participation.

[Host small meetings](#) in this virtual event to keep everyone motivated. Assign a moderator who can manage time effectively and can keep the conversation flowing.

Inject fun into your rewards by offering amazing prizes to winners. It adds more excitement to the competition and boosts the energy of attendees.

Feel free to use [Spinify](#) if you're keen to replace the manual process. It comes with the essential gamification features like a challenge, team leaderboard, and rewards that you can customize at your own free will.

You can also give recognition to those who have gained new connections fast or have attended networking sessions numerous times through game elements.

5. Pre-Event Live Chat

Virtual communication tools like chat can boost attendee engagement—from beginning to end. Start a group conversation in your event room before your presentation. This initiative lets you build a community that's focused on the event goals and objectives.

Furthermore, it allows attendees to feel more at ease with the event process and others. They can even make their introductions and start networking before the program.

A chat platform gives a moderator more control over the conversation flow. It provides better access to tools when answering relevant questions and maintaining a balanced conversation.

6. Audio-Only Discussions

The rise of audio in virtual events is evident because people are experiencing [Zoom fatigue](#). It's considered a low-cost way to increase attendee engagement.

Moreover, an audio-only discussion can effectively build networking with shared interests. People can engage in conversations while drinking coffee or walking outside with it.

You can hold a virtual event that will run for three days but with scattered keynotes. Therefore, we recommend having audio rooms accessible to guests.

Take a look at [QuarantineChat](#)—an app where you can enter any room and join a conversation. It connects communities, companies, and conferences through calls.

[Social media platforms](#) have revolutionized the way we communicate. However, Facebook and Twitter have character limitations that can hinder effective communication.

Thus, utilizing an audio-first application makes sense in fulfilling the need for high-context communication while building connections.

7. Online Well-Being Activities

While a business conference offers fantastic [opportunities to network](#), share expertise, and gain insights from industry leaders, it can also turn into a high-pressure environment.

Therefore, incorporating health and well-being activities into your virtual event can lighten it up and increase attendees' energy levels.

Depending on your event's format, you can organize a short workout or a meditation break between sessions.

You can opt to have a different date for these mind-body activities that attendees can tune into throughout the event for a change of pace.

8. Virtual Watch Party

You don't need to leave the house for a fun movie night with businesspeople and entrepreneurs. A virtual watch party can keep you safe during quarantine.

Gather your guests for a virtual movie night and get them involved in the movie selection.

[Kast](#) lets users share videos like movies, webcams, and live streams with others in separate locations in real-time.

By inviting participants to join a conference call, you can activate a group chat where everyone can discuss and ask questions while playing the movie.

9. Online Gala Event

Galas are another common fundraising idea that works as a virtual networking event.

By hosting one, you can invite your biggest supporters and include everyone in their network to participate and learn more about your organization.

Allow guests to join for remarks from your company and a keynote presentation. It signals them before the event to dress up in the comfort of their homes.

If possible, deliver a bottle of wine and some treats to attendees beforehand. You can also hold activities that you normally would at your live event gala, such as virtual auctions or raffles.

With [Facebook Live](#), you can broadcast real-time video and engage your attendees to your gala night.

A virtual gala event is a great way to ensure that your mission stays visible. With the presence of volunteers that contribute to your cause, you can surely expect it to be a success.

10. Virtual Speed Networking

Speed networking allows attendees to meet and [make connections](#) within a short amount of time. With a virtual event platform, you can organize a speed networking event wherein participants will be paired in private rooms to strike up a conversation quickly.

If you're interested in a full-suite networking platform for business, you should check Glue Up's [Speed Networking](#) solution.

It's suitable for anyone who wants to virtually connect to people online, network with other event attendees, and engage in a one-on-one chat.

It packs excellent networking features—an event room, a community hub, a direct messaging capability, and a meeting request functionality.

On top of that, it grants you administrator privileges allowing you to define the length of sessions, manage roles and permissions, and moderate content, among others.

Glue Up Introduces Speed Networking 2.0 With Smart Matching Technology



Glue Up Introduces Speed Networking 2.0 with Smart Matching Technology. The Networking Tool That Allows Professional Communities to Connect and Build Relationships Virtually!

Tysons, Virginia – Glue Up, a leading CRM platform operating in over 50 countries around the world, continues to revolutionize the way business professionals connect and build relationships with its release of Speed Networking Tool 2.0. This is the ultimate virtual community engagement tool.

It takes the traditional value of a face-to-face networking experience and enhances it with advanced smart matching technology to allow your audience to create more meaningful business relationships online.

Speed Networking 2.0 newest features include:

1. Smart matching technology; increased community engagement, it connects your audience with only those they truly want to meet and gain value
2. Engaging programming; have buyer/seller matches, peer to peer and mentor/mentee matches
3. Robust reporting and analytics; get detailed reports on how attendees were matched, ROI Analysis, and data to guide performance improvement

“We know that face-to-face meetings are very important to people’s professional and personal growth. With that in mind, we have improved our Speed Networking tool to better fulfill this purpose. With our smart matching technology, each connection is based on mutual interests. With Glue Up’s Speed Networking 2.0, professional associations, chambers of commerce, and other professional communities will be able to host smart speed networking events virtually! This means other than sharing virtual business cards, taking meeting notes on each participant you network with, and scheduling a meeting after the event, organizations can now set parameters in which the participants will be matched. This is a huge plus! Event organizers can now rightly match their participants hence avoiding meaningless interactions and adding more value to their clients,” says Craig Lehmann, Vice President of Global Sales at Glue Up.

Currently used by 1000+ clients, Glue Up’s Speed Networking tool is transforming the way professional communities meet and interact. Moving forward, successful organizations will depend on community-led growth, which means making networking and engagement more streamlined than ever before. With this tool, you can engage and retain your members more efficiently by adding value to them.

“Glue Up prides itself on its commitment to innovation and continuous improvement. Feedback and suggestions from our clients have always been valued here. We firmly believe in shaking up the status quo by creating intelligently designing tools that are simple to use. Our clients are the catalyst that helps us grow the distance between us and our competitors,” says Eric Schmidt, CEO & Co-Founder at Glue Up.

Virtual Speed Networking: Efficiently Connect And Build Relationships Virtually



Virtual Speed Networking:

Efficiently Connect & Build Relationships Virtually

Due to the Covid-19 pandemic, networking in-person has become increasingly difficult. During these times when being 6 feet apart is the norm, networking has been more present online. This has limited the ability for chambers of commerce and professional associations to host speed networking events to allow its members to grow their connections quickly and efficiently.

What is Speed Networking?

Speed networking is a structured networking method that allows participants to meet many people in a short amount of time. These short, time structured meetings usually happen one-on-one for brief informational exchanges. After the event, individuals will have the choice to decide who they will follow up with.



It is a good way to meet potential business contacts, as well as, introducing yourself to a large cohorts of people and explain what you are looking for. You can find potential new business contacts, clients, lead, or jobs.

These events are usually seen in either professional chambers of commerce or associations, as well as, college and university campuses.

A round-robin format is often used in speed networking, with a host that indicates the start and stop time of each “round.” Within each round, a participant will meet another participant, one-on-one, and introduce themselves. Around the halfway point of each round, the second participant will then be able to introduce themselves. This process repeats for the remainder of the event, or until you have met every participant.

Similarity and Differences to Traditional Networking

Similarities

The main similarity speed networking has with regards to traditional networking is meeting new people. They both allow you to reach out to other professionals and build relationships with them. They can help you either find leads, jobs, clients, or help you expand your professional network.

Differences

There are more differences than similarities between speed networking and traditional networking. Speed networking employs a fast-paced event setting where all parties are actively looking to build professional relationships. Traditional networking often relies on one party reaching out to another and introducing themselves, hoping to elicit a positive response and reciprocate.

Traditional networking has been trending towards online interactions, yet most speed networking events are still based in-person. Unlike traditional networking, speed networking usually requires a host who is solely there to time and coordinate the event to ensure it goes smoothly.

The most important difference is that in a speed networking event, you can meet many more people in a short amount of time, to build your network more efficiently, as compared to traditional networking.

How is Virtual Speed Networking Different?

Virtual speed networking does sacrifice the ability to meet people in-person. However, it brings much more meaningful communication to the table. First of all, it brings a level of accessibility unavailable to in-person speed networking event. There are no borders, which allows people to join internationally. It lets you build a more international and diverse network.

Also, it does not require a host to time the interactions and ensure that people are giving adequate time to the other participant to introduce themselves. Virtual speed networking also allows the program to match people efficiently to ensure that everyone can network with each other.

With a virtual speed networking event, you no longer need to rent out a large event space and provide catering to participants. It reduces costs for both the host of the event, who can also transfer the savings to participants. However, to properly and efficiently host one of these events, you would need a virtual speed networking platform.

Glue Up's Virtual Speed Networking Solution

Glue Up is a leading provider in the event industry that created an efficient speed networking solution. It lets professional associations, chambers of commerce, and other professional communities host speed networking events virtually!

The solution includes sharing virtual business cards, taking meeting notes on each participant you network with, and scheduling a meeting after the event. Plus, other features allow you to have a virtual networking experience that recreates the meaningful aspects of meeting face-to-face and connect without any of its limitations.

If you're interested in learning more about [Glue Up's speed networking solution](#) or other event solutions to help you create engaging events and webinars, book a [demo of our all-in-one platform](#) with us today. We will show you how our platform has helped organizations like yours run amazing events and make smarter decisions.

Effective Ways To Introduce Yourself Memorably At A Networking Event

Effective Ways to Introduce Yourself Memorably at a

Networking Event



As you grow your organization or advance your career, you will meet new people with whom you can create and share mutually beneficial relationships.

Learning how to introduce yourself in a business setting has many advantages. It shows your ability to confidently connect with others and present yourself appropriately while making a good first impression.

In this article, we will guide you on how to introduce yourself at a networking event to get people to remember you successfully. Let's get started.

1. Introduce Yourself With a Personal Statement

A personal statement is an account of your skills, interests, and goals you can prepare before attending a business networking event.

The best personal statements get to the point quickly. Therefore, a one-minute speech about yourself can communicate your enthusiasm to be seen and genuinely connect with people at an event.

This approach can excite the interest of someone when asked: “Tell me more about you.” Moreover, you can provide a brief and compelling answer to the question: “What do you bring to the table in a connection?”

Start a personal statement with a short sentence that captures your reason for meeting new people. Follow it with your first and last name, your organization, and some important details about yourself.

Keep it brief by making sure that it’s shorter than the usual [elevator pitch](#). Giving more information about your job title or business can be done at a later time.

As you engage more in the conversation, think of something that might help your new contacts remember you or get them interested in communicating more with you.

It could be something you’re passionate about or your ideas in the industry. Be prepared to expound the topic further, as it could be their reason to meet you again soon.

2. Use Nonverbal Communication

Nonverbal communication is of the utmost importance when mingling with people at a [professional networking event](#).

It includes implicit messages expressed through facial expression, eye contact, tone of voice, gestures, and body language.

When done right, it can reinforce what you say in words. For example, you nod your head to show that you agree with what the other person just said.

However, you don't have to put your feelings into words all the time. It's possible to communicate your emotional state through nonverbal cues effectively.

For instance, people may ask how you feel when you're in [networking groups](#). By looking down, you can express your sadness or disappointment.

On the other hand, smiling or nodding can be a useful way of giving feedback to others. Both can signal that you are listening as they speak or that you agree with their insights.

If you want to show that you intend to speak, you can use hand gestures and some body movements. You may communicate modestly in this way but can effectively get your message across.

3. Pay Attention to Your Body Language

Body language is part of one's personal brand when creating and maintaining a [professional network](#). Within the first few minutes of seeing you, people tend to evaluate your body movements.

Working on your [body language](#) is needed to stay composed in a professional manner during introductions.

For example, when you approach another business leader, maintain eye contact and make sure your handshake is firm. It exhibits confidence and signals your interest to keep the conversation going.

What's more, you can demonstrate confidence by speaking in a clear and audible voice.

During your interactions, relax your shoulders and open your arms by your side for body language to appear naturally. If you are seated, be courteous and stand to greet someone who enters the room.

4. Talk About What You Are Passionate About

Passion plays a key role in success at work as it helps you reach your highest potential. It stems from caring deeply about what you contribute to the organization and being motivated by your purpose.

We advise you to talk about why you're passionate about work rather than focusing too much on your job title during networking.

To put it simply, you can reflect on the tasks that have captured your curiosity or stirred your imagination. Talk about the projects that have been meaningful and fulfilling to you.

Do this by sharing your reasons for getting into the field, career, or position you are currently in. Connecting on a personal level can build better relationships by giving other people a clear idea of what you do and why you do it.

5. Learn More About the Other Person

Being open to others means you're willing to exchange ideas, learn from them, and form a strong bond.

When you refrain from being too guarded, you can expose yourself to some of the most significant benefits of a connection, like gaining new ideas, strategies, and techniques for growing an organization.

Once you've introduced yourself, throw out a question about the other person right away. You can start by asking about the nature of their business, location, or aspect of their jobs they find most interesting.

When you show interest in getting to know others better, both personally and professionally, you demonstrate sincerity in making genuine relationships.

Building meaningful relationships requires work and commitment on your part. Due to the COVID-19 pandemic, most people have transitioned to online meetings and even online networking to connect with each other and stay in touch.

If you are interested in using a virtual platform for your networking event, check out our [Speed Networking](#) solution.

Our full-suite networking platform for professionals is recommended to anyone who is interested in exchanging ideas in an event room, joining a community hub, or participating in a meaningful one-on-one chat.

Since networking is also about growing your contacts, the ability to exchange digital business cards lets you swap contact information quickly as you expand your network.

What's more, it lets you gain administrator privileges, which allows you to define the session length, manage user roles and permissions, and moderate the flow of communication, among others.

6. Ask More Questions



If you want to reach out to new people but still couldn't find the best way, asking questions can help you. It's an easy way to break the ice with another person as it signals them to do the talking.

Business leaders can understand client needs by asking questions. Moreover, smart thinkers continue to ask questions to improve knowledge, gain deeper insights, and elicit others' interests.

When you're at a networking event, ask how the person knows the organizers or the host. These one-liner questions can help you begin a conversation:

1. What was the goal of your organization?
2. How did you get your business concept?
3. Where are your offices?
4. How many employees are in your company?
5. What products and solutions do you offer?
6. How do you effectively advertise them?
7. How do you market your company?

Share Your Brand Story

A [brand story](#) is a close-knit narrative that acts as the core value of your company. A great-sounding one tells others about your importance in the industry. It can clearly explain why the market interacts with you.

Furthermore, people can become more eager to engage with you when the marketing storytelling is done well.

We advise you to attend a networking event not only to pitch your organization and products. But instead, focus more on telling the story of your brand and building meaningful relationships.

Great storytelling lets you effectively communicate your message and connect with people on a human level. Plus, it's more likely people will remember you and the organization you represent when you use this approach.

Come up with an interesting and [relatable brand story](#). It should be fully connected to the company's mission, is of valuable importance to consumers, and can leave an emotional impact on the audience for it to be great.

Conclusion

We have just covered the importance of a professional self-introduction during a networking event. If you want to introduce yourself in the best possible way, stating a personal statement that resonates with who you are is a great way to start.

Other helpful tips that we have provided can also easily engage others as you make your introduction and get their full attention for them to remember you.

If you are considering hosting an online networking event, we recommend that you [book a demo](#) of our Speed Networking tools. We would be more than happy to be with you and take steps to successful event execution.

How To Network While Attending A Webinar



The new work-at-home trends spurred by COVID-19 has placed events entirely online as webinars, and it's quickly become a more readily apparent investment by companies and organizations to replace in-person events. What's severely lacking in a lot of webinars however is the ability to allow attendees to network with one another.

The Issue with Webinars

Let's face it, a good reason a lot of people enjoy attending events aside from the content, is the chance to meet everyone at the events, network, exchange business cards, and even potentially sell to target attendees later on.

You can't do that in a webinar.

Most platforms don't have a feature at all to even send direct messages to attendees, see their contact info or any other way to expand your contact database. You can't even just open the webinar to networking either because then you'll have everyone talking over each other at once, even for a small 20 person event, it's impossible to network in one single call.

Most platforms are a simple speaker-to-audience method that offers very little in terms of digital mingling, however, this was mostly due in part to webinars being mostly secondary to a lot of events. These days however, with a now almost completely work-from-home business world, platforms are updating and new webinar products are launching to help support networking during webinars.

Here's a few tips to help you network during webinars.

Exchange Digital Business Cards



Digital business cards a new trend that's being developed on a few platforms that host webinars in an attempt to allow attendees to take time before, during, and after the webinar to network. It works like this:

You set up and edit your own personal business card virtually within the platform, no one can see it but you. *Unless* you opt to share it with another attendee on the call, at which point they could accept it, saving it to their profile, and then they could then share back their own card to you, or not. Just like in real life.

Some platforms allow you to send messages along with the card share as not to disturb the webinar taking place, others allow a limited number of share per webinars, and so on, so choose the right platform for your networking needs.

Use Social Walls

Live Walls, Social Walls, Event Feed, you name it, it's a social media-like place for attendees to share their experiences, photos, ideas, and more. You can find this feature on some standalone integrations for webinar products, and sometimes as included features, but they're generally the same.

A social wall allows you to not only see who else is in the webinar, but it's a great way to vet which attendees are most engaged with it. It's not a rule but if you catch someone posting a lot on the wall, then it might be a good place to start making friends. Make sure you also post in the wall and get some recognition, it's a great way to let others come network to you as well.

If it's not available for others to directly find your contact info in the platform of choice for their webinar's social well, try to end your posts with a twitter name, email, or phone number so others can contact you.

Direct-Message Other Attendees

Another growing trend among webinars is hosting the event on platforms that allow for direct messaging of other attendees. Direct messaging is a fairly straightforward and direct approach to networking. You find the name of the attendee, and you message them.

Easy right?

It really is that easy, but take some advice from us, use some context when you message someone at an event, direct messaging has a connotation of being very personal, and being too upfront can easily turn someone off from talking to you if you butt into their experience too bluntly. Try to bring up context from the webinar that engages them.

Leverage the Live Chat

The most common form of communication during a webinar is the live chat that happens during the event. Use this chance to engage with the speaker of course, and be active. It'll get more eyes on you, and to make it easier to reach you, try to keep your contact info of your choice on your clipboard so you can paste it at the end of each message so no one can miss out on an opportunity to keep in touch with you after the webinar.

Another great thing about live chat is it helps you scalp the audience for the most engaged individuals, so keep an eye out for those who are most engaged to target, almost like our advice for social walls.

Reach Out on Social Media

Discover what social media or twitter hashtags are being used by the event host, it'll help you engage with other attendees outside of the event. Start by posting a big thank-you type post, or any other engaging idea you'd like to share about your experience, and be sure to include the relevant hashtags.

Even better, tag the speakers and notable attendees in your post, it'll signal them on social media platforms that they've been mentioned and they'll have a higher chance of re-sharing or direct messaging you. You might even spur a conversation that's public, and drives more people to reach out.

Social media is a good place to direct message other attendees you saw in the webinar, just remember our advice for direct messaging, and it should go quite well.

Back to You

There are newer trends and permissions being granted to webinars these days that make them more acceptable to network on, and it's important to dig around any webinar you might attend to see how you can best make sure of what's available to network with other attendees.

At Glue Up we make sure that we do all of the above for our clients so they can not only throw some great webinars out there, but also deliver an almost in-person event-like experience to their attendees as well with included business card exchange, social walls, direct messaging, and more. [Book a demo](#) with us today and we'll show you how it works.

How To Get Attendees Networking At Conferences & Expos



How to

Get Attendees Networking at Conferences & Expos

You've got a big conference or some sort of expo you need to put together, and you have to make it so that attendees get what they're looking for when they arrive. If it's not vendors, it's high-likely that attendees are looking to meet with other attendees and exchange the ol' business card or two.

Problem is, if your event is egregiously large, let's say more than 500, it might be very difficult to get people to talk to each other and make the most of their time.

There are, however, a few ways you can organize or implement new ideas into your conference so that attendees can get a shot at meeting possibly everyone else no matter how large your even gets.

Attendee-to-Attendee Chat Apps

A fairly straight forward solution is to implement an event-wide app that helps attendees connect, and find one another.

Usually though an attendee-to-attendee chat platform which is widely being adopted at expos where attendees have started getting skittish about coming again the next year because they simply didn't meet enough other attendees to justify the sometimes thousands of USD price tag a ticket can go for at a lot of events.

Attendee-to-attendee chat can provide attendees the opportunity to chat with attendees without even meeting them in person, but by being at the same event, they share an experience that helps to bring down barriers to introductions and break the ice so to speak.

This also makes it easier for attendees to meet one another during event downtimes and helps them navigate the venue instead of bumbling around trying to find someone they could have been looking for but didn't have their contact info prior.

Attendee-to-attendee chat can be somewhat of a pandora's box as well. There's a probability that some attendees might be annoyed with unsolicited direct messages, and that could easily turn off attendees, or even worse, VIPs who might be sought after by a good majority of attendees who would have liked to meet them.

To this end it's important to pick a chat provider that knows how to create certain permissions and filters that allow attendees to talk with one another, but to leave out some individuals so as to not annoy them. There are other neat ways to limit the white noise of messages like creating specific chat rooms, limiting on-going chats for attendees, and so on.

Break-out Session Areas

A more traditional and familiar method of facilitating networking at your next conference/expo, is the use of break-out-sessions as a part of the event scheduling.

This also requires making space for these breakout sessions so that people can mingle and talk. This is where it's important to create clear nametags that are easy to see at a glance.

There is no guarantee that all attendees will be able to use this method depending on the size of your event, and if you have vendors, it's probably best to spread out these break out sessions areas of the event floor to different areas so as not to crowd potentially thousands of people into one area in an loud and uncomfortable setting.

Higher level ticket holders, if your ticket strategy allows for this, should help create different tiers of break out session areas so that certain attendees with the right level of access can gain access to break out areas where they can converse with speakers and other VIPs. This should help VIPs feel not so attacked with thousands of attendees trying to get to them for a quick card swap.

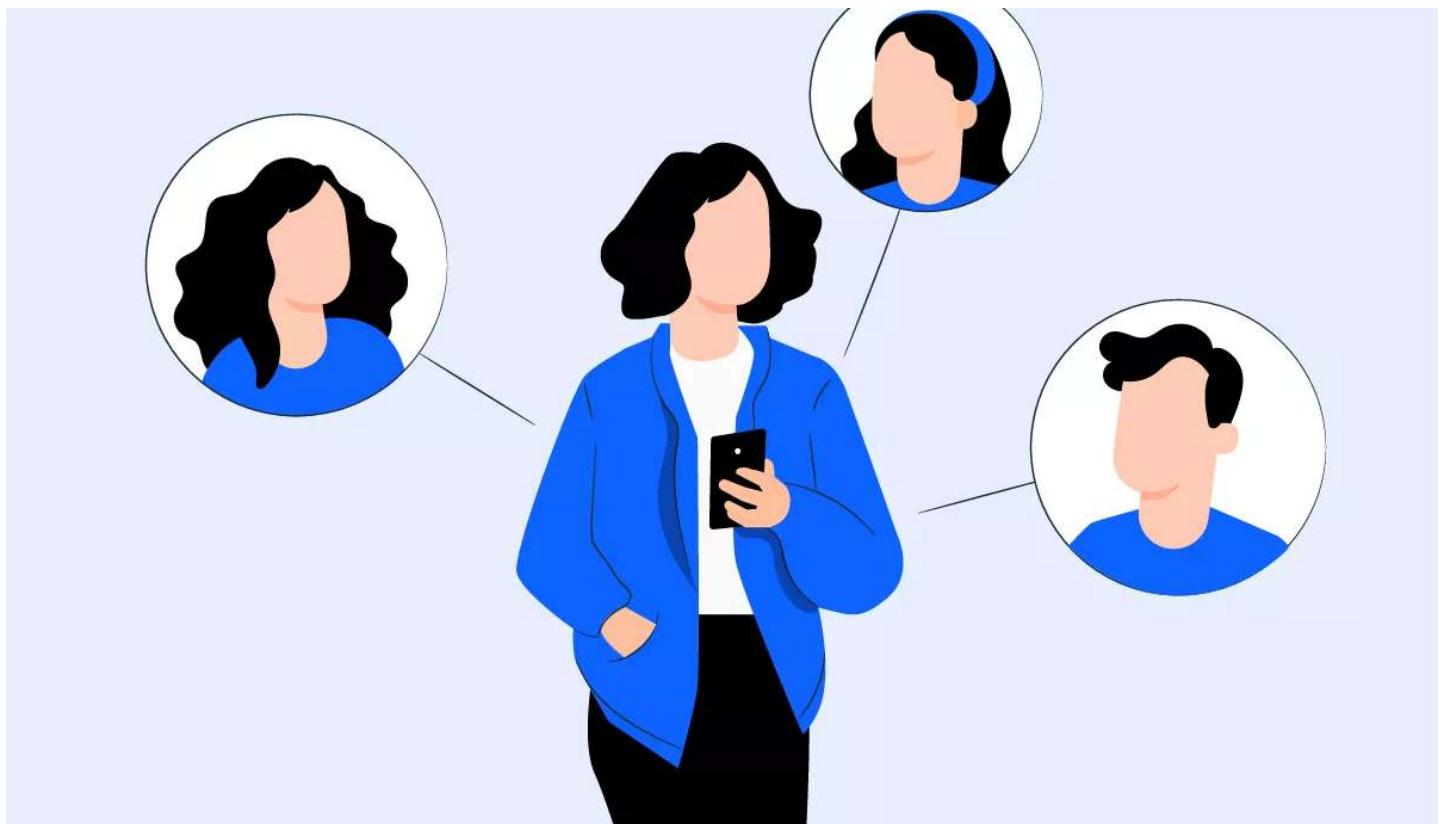
Connect Attendees on Social Media

A fairly new but not widely method of encouraging networking at large events is the use of social media to create pages or communities so that attendees can have public discussions online before, during and after the event to help foster prearranged meetups or post event meetings.

This also helps the event organizer have more of a bird's eye view of the general consensus of the vent before and after the event.

Social listening is an incredibly helpful asset to any large event, and it gives enough forewarning about complaints, praise, or notable attendees that will swing by.

It also gives your side of the event a platform to disseminate news and information like sharing event floor maps, special additions or last minute changes.



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But back to networking, this helps attendees familiarize themselves with other attendees and essentially it gives a somewhat fair platform for them to reach out and speak to one other, or voice themselves so that they can meet up with other attendees during the event, or to use it after the event to see attendees whom they had not had the chance to meet.

Host a Post-Event Happy Hour

Hosting an event after a major conference or expo is a great way to siphon all your most engaged attendees to show up for drinks, let loose, and talk it all out.

These are incredibly helpful happy hours and dinners, as all the attendees have just gotten back from your smash hit of a conference, and now they want to chat about it with others. This is a great opportunity to let the less-engaged or busier attendees to go home, while giving the dedicated attendees to really get to know each other.

These are the easiest things to do, and while they can fetch a price at venues, post-event happy hours can be an added-cost optional part of the event for non-VIPs to join, helping to edge against the cost. Either way the cost is worth it for the engagement had.

If attendees get out of the conference a great evening having felt they met the contacts they intended to meet, they'll likely come back to your next event, or even bring their peers next time.

Back to you

Attendees are always seeking contacts. They may not say it abruptly, but it's what a professional or industry conference is all about. We go there to empty our name cards out of our pockets, and to fill them with others'.

If your event cannot facilitate this level of networking, you may disappoint attendees and hurt your chances at having a better event next time. These strategies are here for you to explore, experiment with, mold to your liking, and hopefully succeed with.

[Contact us](#) if you need help getting your next event set up with the right tools in place. We'll give you a demo of our event management software that has helped thousands of events around the globe.

A Guide To Enterprise Social Network (With Benefits, Drawbacks, Use Cases & Best Platforms)



A workplace thrives when it provides employees with equal opportunities to communicate their ideas and collaborate in teams. Whether your company is fully remote or hybrid, employees should stay connected to promote knowledge-sharing and healthy working relationships. However, keep in mind that building that sense of connection can never be easy.

An enterprise social network enables teams to communicate with each other across the company by incorporating project management, real-time messaging, and collaboration tools into one platform, which leads to higher employee engagement.

If you want to know more about this private corporate social network, you've come to the right place. In this article, we will discuss its benefits, disadvantages, use cases, and many more.

What Is an Enterprise Social Network and How Does It Work?

An enterprise social network (ESN) is an internal social group that companies implement to facilitate effective project management, improve workplace communication, and increase productivity.

The early 2000s brought some huge developments in social networking. Enterprise social answered the need in the [corporate setting](#) for individuals or a group of people to work together efficiently towards achieving common goals. This can only happen when they share ideas and skills in a centralized platform—like what Facebook and Twitter did to us.

Business leaders today are keen to drive organizational change and innovation. And they have been adopting new ways of communicating and collaborating to keep up with the latest industry trends through ESN.

Having said that, ESN enables teams to stay competitive and socially connected while adding value to the business. It enhances the power of an [internal social network](#) in the workplace that inspires knowledge sharing and builds meaningful [professional connections](#).

Enterprise Social Network Capabilities and Elements

A valuable ESN offering is designed for communities, networks, and support teams. Its functionality is essential as it relates to what it can do and how it works for users.

User Profiles & Directory



An ESN software has a directory of users and profiles to view users' names, positions, work background, and other professional information. User profiles should provide details about their interests, communities, connections, and other content they've produced in the past.

Spend more time looking into user profiles to get a sense of who they are, their expertise, and roles in an organization. It can also summarize some of their significant experiences and accomplishments.

Content Filtering & Discovery

Searchable content captures all important information within workspaces. It is crucial to have a search feature or a wiki index that ensures content will be searched and found.

As you expect more team members to contribute content over time, these collaborative features can help everyone easily find and modify one or more pages of related materials.

To make the content process easy, you can start grouping content and tagging users. Doing this can help you filter and discover content easily across the ESN platform. Make sure to check if there's a way that you can search content by author, department, or date.

Interest-Based Groups & Workspaces

A group or a workspace is an ESN feature that allows individuals to create, post, comment, and read from their interest-specific forums.

It is a private and restricted section where conversations about a particular topic or niche take place. Membership approval is often required, but it may also be a public group that's open to anyone.

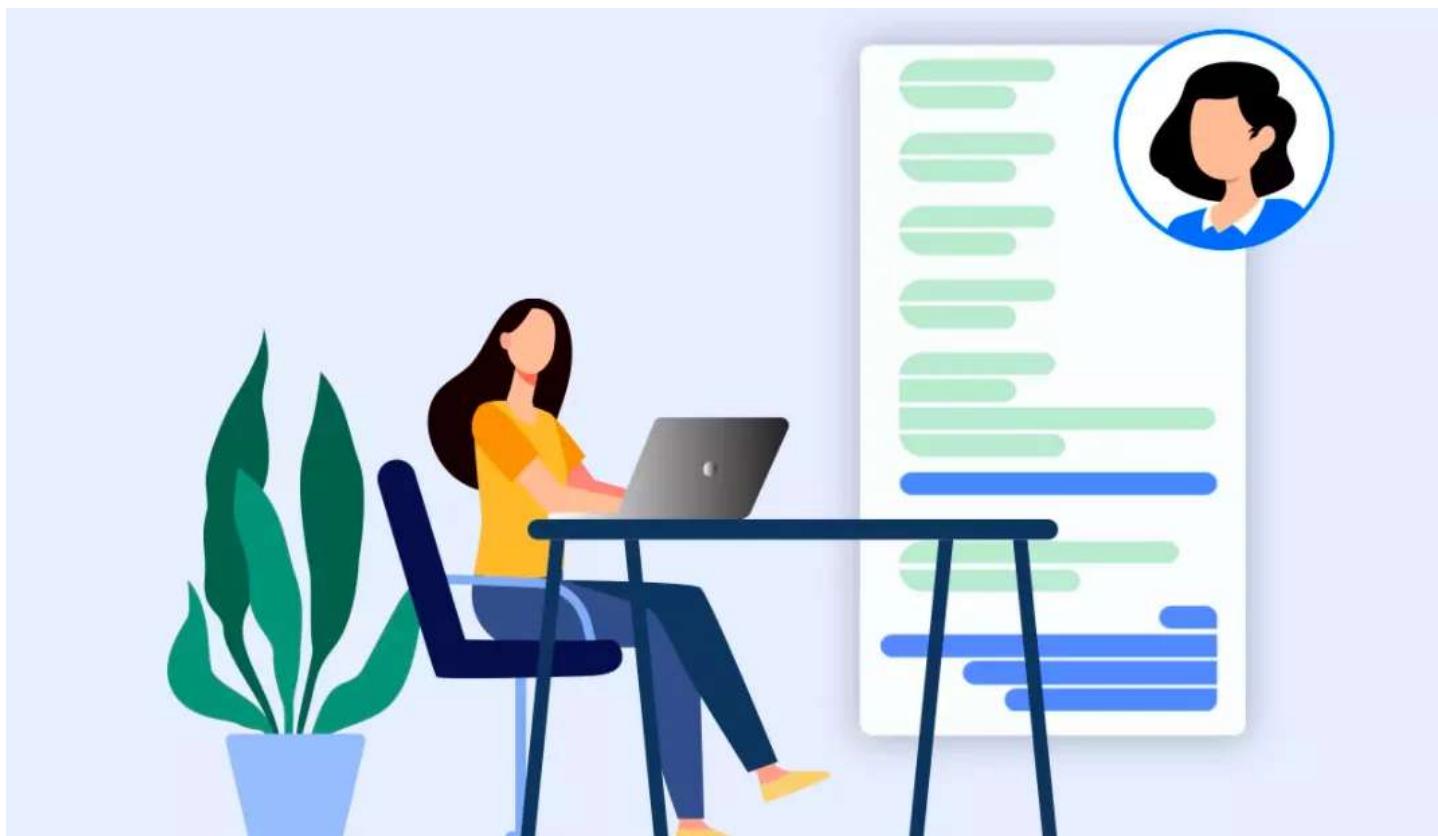
Groups and workspaces are essential when managing content development and conversations. Teams can easily collaborate on content production and exchange new ideas with other members.

Activity Streams & Notifications

An [activity stream](#) is a kind of digital interface component that gives you an overview of recent activities. It has become common to present this type of aggregated information to users when showing the blogs you've authored, comment history, and people you follow.

A [notification](#) is a message or alert showing the most recent social media activity that may interest you. For example, if somebody left a comment on one of your posts or you get approval to join a collaborative space, you can receive a notification on your mobile phone or computer.

Commenting & Conversations



Posting a blog invites readers to participate and give insights on the subject matter. The meaningful conversations that will happen in these spaces can add more value to the content you produce. Enabling the comment feature on posts builds a discussion with readers, turning it into a more dynamic and engaging one. People who follow the conversation will be updated for every new comment, encouraging them to share their opinion about the topic.

Content Creation & Discussions

ESN blog sections and wikis are collaborative tools that allow individuals to contribute and edit content materials.

[Blogging](#) allows users to share their knowledge and passion about something. Whether it's your passion for marketing or finance, blogging is an excellent way to educate others who have the same interest in your areas of expertise.

In the same way, it can also motivate you to learn more as you constantly look for other information to share with your readers.

On the other hand, wikis are collaborative in nature and facilitate community-building within an organization. Once a blog has been drafted, a wiki lets other users produce together much of the content. They are now content creators with enhanced critical thinking skills who constantly learn from one another as they improve their ability to work in groups.

Integration Capabilities

You must integrate an ESN to [CRM](#) and [ERP software](#) that can help manage day-to-day operations when it comes to centralizing data in one place and getting insights into an organization's engagement and financial results.

[APIs](#) are important because they can interpret all data and present readable information after passing the server. Social software integration with other third-party applications increases user engagement, improving communication and collaboration within enterprises.

Other Day-To-Day Applications

Including applications that support the project and document management, to-do lists, and chat features, among others, can be beneficial to the ESN you offer.

There's a wide array of applications that you can add to an ESN. As a result, most organizations now use bundled offerings instead of standalone applications like emails.

You also have more control when it comes to user experience. Customizing applications lets you enable or disable users. This flexibility makes ESNs appealing to enterprises of all sizes.

Top Benefits of Using an Enterprise Social Network

An ESN is used to aid communication within an organization and promote effective collaboration among individuals with similar business interests and activities. Below are the other benefits it can offer.

1. Open Knowledge Repository

Employees can find company documents, product guides, training materials, and research papers on an **enterprise social media platform**. When it incorporates a cloud-based knowledge repository, it can streamline project and document management.

In addition, team members can quickly access the latest version of documents shared in real time. A centralized knowledge repository can speed up and [improve the new member onboarding process](#), which lets you share all the relevant information with them fast.

2. Streamlined Internal Communications

ESNs let you manage a project or organize an event with ease, especially when it requires a lot of email exchanges. The instant messaging feature in an ESN can simplify event management.

There's also an option to share information publicly within the **employee social network**. It allows you to send direct messages to other team members within the platform. It keeps everyone in the organization updated and ensures that no one gets behind the information.

With ESNs, company directories are more accessible to employees. They no longer need to look for email addresses. It's possible to reach out to colleagues and communicate in real-time. In return, it enhances cross-team collaboration and solves business email communication.

3. Inclusive Workplace Culture

A [good corporate culture](#) can increase employee satisfaction and build a more positive work environment. With an ESN, you can emphasize a unified corporate culture to new and employees who work remotely once in a while.

Participating in discussions or reading conversations among other colleagues can give new employees a clear idea about the company culture. In return, they will feel more comfortable communicating and interacting with coworkers.

4. Good Spaces For Communication

An ESN has the advantage of strengthening the employees' sense of belonging. You can highlight team members' achievements through social and informal communication.

In addition, it's a suitable environment for creating a laid-back space to build a stronger camaraderie among employees. You can create virtual spaces and open discussions on hobbies and interests.

Employees can also celebrate birthdays and other important milestones in the group. Encouraging team members to engage in informal conversations can make them feel more at home, even when they work remotely.

5. Collaborative And Centralized Environment

It is important to keep team members informed at all times. You can ensure this by uploading documents and other important files on one platform.

Performing this can help you update team members on project progress and deadlines. In addition, they'll also know right away if there's anything they need to work on. As a result, ESNs improve collaboration in the workplace by centralizing the entire process.

A company-wide communication network can also encourage the exchange of knowledge between employees who have different skill sets. Allowing them to collaborate and communicate with each other in real-time can boost workplace morale.

Common Disadvantages of Using ESN

Business leaders need to assess the potential negative effects of ESN in the workplace, before adopting a platform that gives them access to unlimited information.

Messages And Odd Notifications

As a central communication platform, an ESN allows you to communicate with colleagues in real-time and receive replies instantly. However, keep in mind that it's not advisable to reach out to others any time of the day and expect a quick response.

Receiving work messages at odd hours of the day can overwhelm or frustrate other employees. To avoid this, enable notification restrictions to employees when they are offline or working on important projects.

Social Media Distractions

An ESN is an internal platform that may cause distractions to employees. You must observe if team members are focusing too much on it instead of working on some deliverables.

Keep in mind that the main goal for incorporating ESN in an organization is to boost collaboration and improve communication among team members. If it fails to serve the purpose, give a gentle reminder politely to others on how they can responsibly utilize it.

According to a survey, 66% of employees installed a messaging app on their phone and revealed being distracted for at least 16 minutes or more a day by non-work-related conversations.

While a chat feature is a great way to share information in direct messages and group chats, spontaneous conversations can instantly cause distractions.

Therefore, it's essential to create an ESN policy and guidelines to ensure that employees know what they should and should not do in these spaces.

Siloed Conversations

Using an ESN for collaboration, document management, and project management can quickly turn conversations into getting siloed.

When employees are siloed and teams work independently, they may fail to know the project progress and updates outside their work team. This, in turn, can lead to not providing benefits to the entire organization as a whole.

For instance, if the web team designs a new [landing page](#), collaborating with the sales team or marketing team is a must. It needs to develop a well-crafted website design that aligns with the company branding to get potential leads.

What Are the Use Cases of an Enterprise Social Network?

Ideation And Innovation

An ESN space can serve as the foundation of innovation. A collaborative social environment brings large groups of people together who tackle more complex problems than they could on their own, which helps them develop higher-level thinking, self-management, and oral communication. When individuals participate in a collaborative activity, past experiences and shared knowledge can improve processes, products, and services.

Community

Communities create a sense of belonging and learning opportunities for employees. As you [build meaningful relationships](#) over time, it can eventually increase employee morale and boost productivity.

In addition, immersing in a [community](#) gives you the chance to expand your knowledge as you continuously gain wisdom from others through communication. We advise you to start a group of like-minded people who offer each other the advice and feedback every professional needs, especially for those who are just starting their careers.

If you want to build stronger communities using a private social media platform designed to increase retention and improve engagement, be sure to [book a demo of Glue Up's Community Engagement Software](#).

Customer Service And Extranets

ESN software is vital in turning a work environment into an internal knowledge-sharing culture that inspires collaboration and communication.

Whether a workforce is remote or not, a central communication platform is essential in keeping employees engaged and connected with their colleagues while they work from different locations. Although it needs to be controlled, an ESN offers flexibility to get the work done. Teams can upload files, exchange ideas, and communicate in real time.

However, remember that it may also require you to work with an external group when launching a product or conducting research. This is to make sure that shared projects are started and performed in a controlled environment where you can monitor and direct the course. Plus, it allows you to keep office information confidential at all times.

Team Collaboration On Projects

Whether [preparing for an event](#) or product presentation, an enterprise collaboration software lets you get things done easily. With ESN, you can quickly reach out to colleagues and inquire about specific topics.

You get to experience this even when working on short-term projects. Seeking advice and help from colleagues is always a good idea. You can do this by simply sending them an invite to join a space where you can brainstorm together.

Top 5 Enterprise Social Networking Platforms

Whether you are a project team leader or a team member, you can use enterprise social network software to keep all users updated as you work closely together.

One of the advantages of using one is storing all project materials and files in a secure environment and sharing access with users. While there are plenty of ESN platforms out there, you can find the top 5 below.

1. Glue Up

Glue Up's [Corporate Meetings and Events Suite](#) increases workplace engagement with its excellent collaboration tools. With public & private groups, social media sharing and mentioning, plus a mobile app, it's perfectly suited for a **company social network**, especially when generating discussions and sharing knowledge wherever you are.

What's more, its event management solution can serve as your toolkit for both in-person and online events. It lets you easily create an event page, customize registration forms, and automate check-ins, among others.

2. Google Workspace

[Google Workspace](#) is a set of collaboration tools that consists of email, contacts, drive, calendar, and chat. It has an admin panel that can help you manage users and services when creating, connecting, and collaborating with your team.

3. Workplace From Meta

[Workplace](#) is a communication tool that connects employees even if you're working in different locations. It comes with innovative features like chat, groups, and live video broadcasting to get people to engage and communicate more with one another.

4. Yammer

[Yammer](#) is another enterprise technology solution used for private communication in organizations. It allows you to post updates, generate interest, and increase engagement through polls, announcements, and events.

5. EXo Platform

[eXo](#) platform is a social networking solution that connects individuals to an employee-centered digital workplace. All **enterprise social networking tools** are smartly integrated for a compelling employee experience that seeks to empower knowledge and enable collaboration across the company.

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