

DON'T JUST ATTEND

You booked the ticket. Blocked out the day. Found something to wear.

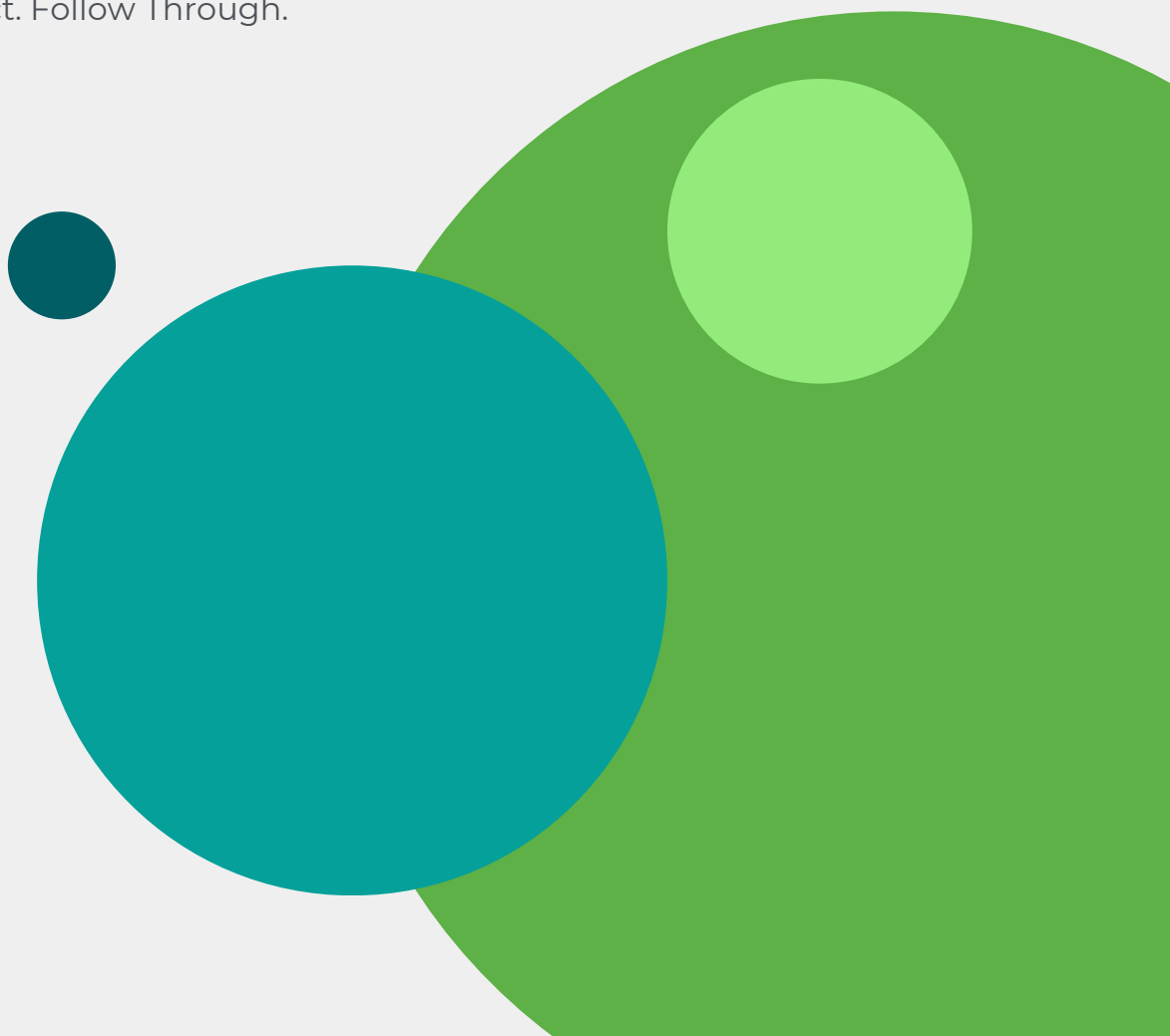
Now make it count.

Business events can give you access to people it might otherwise take months to meet - buyers, founders, experts, suppliers, collaborators and decision-makers.

But opportunities rarely arrive wearing a badge marked OPPORTUNITY.

You have to start the conversation.

Turn Up. Connect. Follow Through.



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ATTENDING TIPS

01 What Does A Good Day Looks Like

02 Do A Little Homework

03 Explain What You Do - Simply

04 Leave The Comfort Zone

05 Use The Whole Event

06 Be Visible And Useful

07 Follow Up

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01 WHAT DOES A GOOD DAY LOOK LIKE?

Before you arrive, ask yourself:

What would make this event worthwhile for my business?

Perhaps you want to:

- Meet potential customers
- Find a buyer or route to market
- Solve a business problem
- Explore funding or collaboration
- Meet new suppliers
- Raise your profile
- Learn something useful
- Get out of your usual business bubble

Choose two or three priorities.

Otherwise, you can have a very busy day, speak to dozens of people and still leave wondering what actually happened.

02 DO A LITTLE HOMEWORK

Look at the speakers, exhibitors, buyers and attendees before the event. Who would you genuinely like to meet?

Don't create a military operation involving 47 names, colour coding and a spreadsheet. Pick a handful.

Follow them on LinkedIn. Engage with a post. Send a quick message to say you'll both be there.

You've just made the first conversation much easier.

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03 EXPLAIN WHAT YOU DO - SIMPLY

You don't need a perfectly rehearsed elevator pitch.

You do need to explain your business clearly enough for someone to understand it and remember it.

Try:

I help [who] to [achieve what] by [what you do].

Then stop talking.

Give the other person room to ask a question. A conversation beats a monologue every time.

04 LEAVE THE COMFORT ZONE

**Spotting someone you know in a busy room is lovely.
Say hello. Have a coffee. Then move.**

**If you spend the whole event with the same three people,
you could have met them at Costa and saved yourself the ticket.**

Sit beside someone new. Join a table. Say hello in the queue.

1 What brought you here today?

2 What are you working on at the moment?

3 Who are you hoping to meet?

4 What's the biggest opportunity for your business right now?

Be curious. It's far more interesting than swapping job titles.

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05 USE THE WHOLE EVENT

1

Talk to the exhibitors. Attend the sessions. Ask questions.
Speak to the person sitting next to you.

2

Exhibitors are not simply there to provide pens and emergency chocolate.
They want conversations.

3

A speaker says something useful? Make a note, share your takeaway or find them afterwards.

4

The programme gives you something to talk about. Use it.

06 BE VISIBLE AND USEFUL

Tell people you're attending before the event.

Use the event graphics, comment on other attendees' posts and share what you're looking forward to.

Share the event with your network too. Who else would find it useful? A simple tag or message could put the right opportunity in front of someone.

On the day, post an insight, celebrate someone you've met or share something that made you think.

Please give us more than: "Great day networking with amazing people."

Tell us what made it great and if you meet two people who should know each other, introduce them. People remember those who open doors.

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07 FOLLOW THROUGH

This is where far too many opportunities disappear.

Within a couple of days:

- Connect
- Send the information you promised
- Make the introduction
- Arrange the meeting
- Continue the conversation

Make it personal.

“Lovely to meet you” is polite.

“I’ve been thinking about what you said about...” starts a relationship.

YOUR CHALLENGE

**Don’t measure the day by how many business cards you collected
or people you spoke to.**

Ask yourself:

Who did I meet?

What did I learn?

Who can I help?

What opportunity did I uncover?

What am I going to do next?

The real value of an event isn’t what happens in the room.

It’s what you do when you leave it.

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