

Tips for Networking

Don't go in cold.

Visit the Step Up Your Game webpage and learn as much as you can about the conference, presenters, topics being discussed, vendors, etc. Use this information to break the ice when you meet attendees in-person.

Travel light.

Reference our Step Up Your Game Conference Attire document for more information about what clothing items are recommended for the conference. Beyond that, come prepared with your business cards and other essential items.

Walk the walk.

Walk with confidence, don't fold your arms, and look like you're having a good time! Appearing approachable is half the battle. Once you've mastered that, you're on the path to success.

Start with breakfast.

Grab a bite to eat and make some small talk! Don't forget to carry your croissant in your left hand so you can shake with your right.

Who's who.

Avoid staring at someone's name tag while you're talking to them. You want to make eye contact while engaging. Instead, research attendees beforehand using LinkedIn and CybEr_C.

Approach VIPs first.

Good luck getting the attention of the presenters after their presentation. Many people will approach them to engage in conversation and ask questions, and they'll likely be swamped. You'll want to seek out these people *before* their presentations and converse with them then!



Tips for Networking

Spot the lone wolves.

It's harder to integrate into an established conversation and group, so look for people who are standing alone or with one other person. Individual contact is always best and makes for the most effective networking.

Extend your hand first.

Approaching someone and being the first to extend your hand for a handshake is a sign that you are eager to interact!

Be curious.

Your first challenge isn't to get someone to like you. It's to come across as a personable individual. So, engage in friendly conversations and ask the other person open-ended questions about themselves. Hopefully, they'll do the same for you.

Exchange business cards.

We mentioned bringing business cards. Have your cards readily available in your pocket so they are easy to exchange when an opportunity presents itself.

Get an introduction.

Hesitant to approach someone you've never met before? Enlist the help of a mutual connection! This should make for a seamless introduction and a memorable first impression.

Give and take.

Always try to be a connector, the person who brings people together. If you discover that you know someone who could help solve another person's problem, help them connect!

The follow-through.

You made several new connections, but now what? Connect with them on LinkedIn. Send them an email following up on your conversation. Do anything you can to help stay top of mind and be memorable!

