

Match

Join Greater Manchester's
FREE Business Network

Our Networking Guide

PRE-EVENT

LET PEOPLE KNOW YOU'RE ATTENDING

Use social media to let people know you're attending and use the **#BGHMatch** hashtag to see who else is shouting about it too. Drop them a comment or a message to arrange an introduction at the event – it will be a much warmer introduction.

DEVELOP YOUR ELEVATOR PITCH

You only have a minute or so to make your impact! Creating and rehearsing a quick speech which outlines your product or service will help you make the most out of your platform. Think about...

- Who you are
- What you do
- The problem you help to solve
- A unique fact that will make you memorable
- A call to action – connect and continue to the conversation!

TAKE A COLLEAGUE WITH YOU

Sometimes it helps to have a friendly face in the room so take somebody along with you however try not to stick together all the time so you can maximise on new connections.

www.businessgrowthhub.com/match

ON THE DAY

WAYS TO OPEN OR JOIN A CONVERSATION

Sometimes that first line to start a conversation can be the hardest and you should try to not just want to jump straight in with your pitch. Try thinking of examples like...

- Give them the lead - "Hi, it would be great to learn a little about why you're here today"
- Speak about the event – "Do you come to these things often?"
- Assess the situation you're in - "What a great venue. Have you been here before?"

LISTEN AND ASK QUESTIONS

Networking is about having a two-way conversation. Make sure you listen to what somebody else is saying, ask questions and try and give open-ended answers to keep the conversation flowing. Get to know each other and try to avoid being completely transactional.

SPEAK TO PEOPLE YOU DON'T KNOW, RATHER THAN THE PEOPLE YOU DO

It can be so easy to gravitate towards those people who you already know. Ultimately, you are networking to create new connections so put yourself forward and speak to somebody who you have never met before.

CONNECT!

Don't forget to connect or grab the contact details of whoever you speak to. Using LinkedIn is a great, paper-free way to do this and you can keep your connections updated of your ongoing activity and store the connection for whenever you may need them. They have a great QR code feature on their app, to quickly connect with contacts.

WAYS TO LEAVE A CONVERSATION

If you want to maximise your time at the networking event, don't be afraid to politely excuse yourself from a conversation once you've found common ground to work together. After all, conversations were meant to carry on outside of the room! Some polite sentences you might use could be...

- "I am keen to move around the room and meet some more people. I think it would be great for us to grab a coffee outside of the event. Let's connect and arrange"
 - "I would love to introduce you to somebody else who I met here today" then facilitate the introduction and leave them to get acquainted.
- "It has been great getting to know you however I am going to say hello to a few more people whilst I've still got time"

RELAX AND ENJOY THE EXPERIENCE

Everybody in the room is in the same boat and is there to expand their own network too. There is no pressure whether you manage to make 5 or 50 new connections. Enjoy the conversations which you have with the new people you're getting to know.