Networking: 2020
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Survey Question #1

What is your Networking comfort zone?

Very comfortable
Somewhat comfortable
Rather be watching Netflix
Survey Question #2

When thinking about your networking skills, where would you most like to improve?

- Understanding and using EQ (Emotional Intelligence)
- Finding ways to network virtually
- Honing my listening skills
- Honing my questioning skills
- No room for improvement, I am all that and a bag of chips
For Starters: Networking Will Always Be Important

- Makes you relevant in the industry
- Familiarity knocks down barriers
- Creates new business/personal opportunities
- Promotes the exchange of ideas
- Provides mentoring opportunities
- Builds your resource network
- Offers referral opportunities
- Builds long-lasting friendships
List Three Things....

1.

2.

3.
Where are you spending your networking time? (personal & professional)

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.
Survey Question #3

What are your networking strengths?

Listening
Questioning
Etiquette skills
Making introductions
Buying drinks
Following up
I bring joy to all I meet
Survey Question #4

What are your weaknesses?

- Not knowing what to say
- Walking up to people I don’t know
- Dislike meeting and talking to people I don’t already know
- Don’t like dressing up for an occasion
- I talk too much
- Unable to complete a sentence without swearing
## Know Before You Go

<table>
<thead>
<tr>
<th>STRENGTHS</th>
<th>WEAKNESSES</th>
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<td>1.</td>
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<td>3.</td>
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Go With a Goal

1.

2.

3.
Make It Easy On Yourself

Arrive informed
Bring a positive attitude
Be authentic
Understand that manners matter
Practice better than average personal hygiene
Smile
Find yourself a center of influence
Show genuine interest in others
Use your best listening & questioning skills
Use your sense of humor
Know where EQ helps
Basic EQ

Know your audience by being prepared

Know that even though you *think* you are interesting to others, you just might not be

Know that people like to talk about themselves and the best way to do that is focusing on them instead of yourself

Know that listening & questioning skills are important in getting to know someone

Know that someone is always watching you

Know the steps of follow up
Pre-Covid Networking Opportunities

1. Conferences
2. Tradeshows
3. Meetings
4. Associations
5. Social Media
6. Personal Events
7. Personal Organizations
Networking Covid-Style

Virtual Meetings – seeing people is still good for people
  ◦ Let them know you’re looking forward to it
Virtual Lunches
Virtual Coffee
Virtual Happy Hours
Prepare by preparing an agenda/list of open-ended questions
Social Media
Introductions / Referrals
Get creative in your approach

Chat: What have you done to virtually stay in touch?
Virtual Conferences

Attendee lists are available before you go – use them
Prepare – do your homework
Connect by email, phone and social media before event
Schedule meetings during event (without distractions of a live event)
Connect with sponsors, guest speakers & panelists
Organize a virtual experience / focus group
Find ways to feature your company at event
Plan a virtual set up / back drop
Sample Questions

What do you think about ......?
Besides this event, how else are you connecting with clients?
How long have you been in the industry?
What brought you to the industry?
What were your thoughts on the ______________ presentation?
I’ve enjoyed our conversation, when would be a good time to connect again?
I liked your thoughts about ________________, do you mind if I call next week to ask a few more questions?
What social media network are you most active on?
Networking Post-Covid

All of the above and then some

Option to attend conferences both virtual and in-person
   Even more attendees

Ability to schedule virtual meetings thru Zoom or Facetime or in person
   Helps to meet who you really need to meet

Video chats, Video Messages - TECHNOLOGY

Less travel = Less Expense
Networking Pitfalls
Both In Person & Virtually

- Arriving late
- Under dressed or unkept
- Uninformed
- “Showtime” approach
- Winging it
- Ditch the pitch
- Distractions
- Poor listening skills
- Sub-par questions
- Talking about yourself
- Lack of knowledge – personal & professional
- Technologically incompetent for virtual
- Being unaware of how you show up virtually
Advantages to Virtual

Ability to bring more stakeholders into call

Send invite for a video call, not a phone call

Video allows for body language and social cues

Vehicle to exhibit great teamwork

Moves the needle forward
Up Your Social Media Game

Scour LinkedIn, Facebook, Twitter and Google of attendees before meetings

Engage with them on a platform before the meeting

Engage with them on more platforms after the meeting

Use to find mutual contacts

Use to create questions and interesting conversations

Channel your creativity on how to bring attention to yourself, i.e. Blog, Sharing, Forwarding

Post, Share, Like daily

Don’t use social media? Retire.
## Nametags & Business Cards

<table>
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<tr>
<th>NAMETAGS</th>
<th>BUSINESS CARDS</th>
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</thead>
<tbody>
<tr>
<td><strong>Wear on right lapel</strong></td>
<td>Understand internationally what to do with business cards</td>
</tr>
<tr>
<td>Helps us address a person by name/remember a name</td>
<td>Know that you can offend in passing and collecting business cards</td>
</tr>
<tr>
<td>Ability to attain additional information about person, i.e. company, title, etc.</td>
<td>Look for articles to educate yourself <a href="https://brochuremonster.com">International business cards etiquette in other countries (brochuremonster.com)</a></td>
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<tr>
<td>Shows if members or guests</td>
<td>Don’t be obnoxious</td>
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<tr>
<td>Get your own professional nametag</td>
<td>Follow up immediately</td>
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If Vaguely Familiar... go for it!

Two things can happen....

1. You will be right and renew the friendship

2. You’ll meet a new person, chat and move on
Thank You Notes & Follow Up

75 – 80% of all networking connections lack follow up

Makes a lasting positive impression

Handwritten follow up more valued than a text or email, use all 3

Use social media platforms

“If you attend a networking event and don’t follow up afterward, you might as well have stayed home.”

Judy Ferraro
10 Minute Q&A
“Learn to ask good questions and you become the most interesting person in the room.”

Judy Ferraro