

# IABC Orientation Session

## Networking: How To Maximize Your IABC Experience



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4 PM

Presented

By

Karen Susman©

*Remarkable Associations™*

Making Fun Of Networking

Karen Susman • 3352 S. Magnolia St. • Denver, CO 80224 •  
1-888-678-8818 • [www.karensusman.com](http://www.karensusman.com) • Karen@karensusman.com

## **Let's Get Ready To Network and Maximize Your IABC Conference Experience**

**What's your goal for the conference?**

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**What's your goal for this session?**

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**What do you need help with?**

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**What do you have to offer? Why expertise**

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**How I'll follow up.**

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**How I'll be more visible at the conference and after.**

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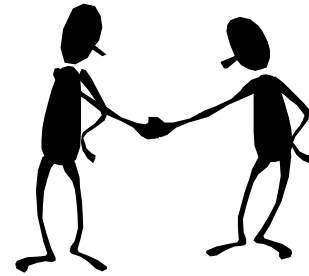
**My conference buddy is** \_\_\_\_\_

**Room #** \_\_\_\_\_

*“Networking is a contact sport! If you don't develop effective relationships, you can't possibly create a powerful, diverse, reliable network of contacts.”* Ivan R. Misner, Ph.D.

## Networking: Communicate Your Success

Use during any networking opportunity:



### Great Opening Lines:

- "What brings you here?"
- "Tell me about your..."
- "How can I get the most out of being here at IABC?"
- "What sessions do you suggest I attend?"
- "Whom do you suggest I meet?"

### Keep the Conversation Going:

- "Tell me more about..."
- "How did you make that happen?"
- "What happened next?"
- "What's been your biggest challenge or success as a business communicator?"
- " Explain that."
- "How can I be helpful to you?"

### Ask For The Other's Card.

- Acknowledge something on the card.
- Make note on card after card owner departs.
- Keep your own cards and cards you collect separate.

### Say "Good-bye" Gracefully.

- "I've enjoyed meeting you."
- "Let's get a drink (lemonade, of course)."
- "Let's circulate. I'll introduce you to..."
- "Great meeting you. I'll send you that article on..."
- I'll see you at the Dine-Around. Let's sit together.

# When You Network, Remember To:



(Susman Faves)

1. **Talk to strangers.** Forget what mom told you.
2. **Talk first.** Don't wait to be adopted.
3. **Ask for what you need.** This gives you a mission and allows someone else to be helpful. People like to be helpful if they aren't taken advantage of.
4. **Be interested as well as interesting.** You don't have to be extroverted to be a successful networker. You'll learn valuable information if you ask thoughtful questions and then just sink into the answers. "Hmmm," is a great response.
5. **Ask, "What brings you here?"** or another open-ended question. Then shut up and listen.
6. **Ask, "How can I help you?"** No one is expecting you to ask this. You'll really stand out.
7. **Be a host.** Treat people as if they were guests in your home and you wanted them to be comfortable and at ease.
8. **Network all the time.** Waiting for a session to start? Waiting for a plane? Standing in line? These are great, natural opportunities to network. Don't waste them.
9. **Be a matchmaker.** Put people together who can benefit from knowing each other.

10. **Practice your handshake.** Get feedback. No bone crushing or dead fish shakes. **Smile.** Make eye contact. Be approachable.
11. **Collect cards so you can follow up and keep in touch.**
12. **Volunteer.** Respond. Ask a question. Get on a committee right away. Turn a big group into a small group. You'll feel more comfortable. You'll be known and you'll make a contribution. Never "just pay dues." Do something.
13. **Be a central clearinghouse of information.** Information is power. You don't have to know it all. You just have to know who knows it all.
14. **Practice "Good Mouthing" people.** Putting other people down is a turnoff and will not further you in any way. If someone else is bad mouthing someone, change the subject. Move on. Don't take part.
15. **Get a kick out of networking.** See what you can make happen.
16. **Follow up!** Meeting someone is only the first step. When you return home, send notes, e-mails, information of interest to the people you meet at IABC.

**To maximize your IABC experience, build mutually beneficial, long term relationships.**

**Now, practice all you've learned.**

*"It is one of the most beautiful compensations of life that no one can sincerely try to help another without helping him or herself."*

Ralph Waldo Emerson

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