

NETWORKING

Presented by:
Deborah Wallace, President
The Finer Details Event Planning Inc
www.thefinerdetails.ca

ABOUT ME...

- Deborah Wallace, Event Planner
 - The Finer Details Event Planning
 - Corporate event management
- Instructor - The Art Institute of Vancouver
- Incoming President CSES
- Assistant Director - BNI BC

LET'S TALK NETWORKS...

WHO IS IN YOUR CURRENT NETWORK?

- Where do you turn to get information on:
 - Buying a home
 - Finding a job
 - Deciding what courses/workshops to attend
 - Making an investing decision
 - Finding your next grant opportunity
- Who do you turn to if you want to grow and learn?



WHY DEVELOP A NETWORK?

- Increase your contacts
- Build business opportunities
- More opportunities to learn about
 - new research projects
 - planning / budgeting / HR
 - ethics process
 - training / studying for certification
 - new work opportunities
- Have more referral partners
- Build confidence

WHERE DO YOU FIND NETWORKS?

- Where do you find places to network?
- Networking can happen in the oddest places:
 - Airports
 - Coffee shops
 - Structured events
 - Bathrooms (yes...even while putting on your lipstick)
 - How do you put yourself in a situation to meet new people?
 - Find common places to meet - associations, events, groups that have similar interests
 - Graduate from the familiar to the unfamiliar

So you've increased
your networks...
now what do you do?

WHAT NETWORKING MEANS TO ME...

- Increased business
- Increased referral partners
- Exposure for The Finer Details

THE BIG TSUNAMI

- I belong to a BNI chapter with 54 members....we have generated over \$2.5 Million dollars worth of business for each other
- Most of the companies in the chapter have less than 5 employees.
- We don't have to employ a sales force...we use each other to promote each other
- www.bnibc.ca

WHAT I'VE LEARNED FROM BNI

- It is not all about me
- I need to listen to what they are all about
- I need to be specific in the sort of business or referral I'm asking for
- I'm not just talking to the person in front of me, but I'm talking to the 200-300 people they know.
- I need to be a connector - how can I help somebody else, and help myself in return
- Essentially....GIVERS GAIN

WHAT DOES NETWORKING MEAN TO YOU?



Let's talk about the most critical piece of networking...

Presenting yourself and
your ideas clearly and
quickly!

TOOLS OF THE NETWORKING TRADE

Do not leave the following at home!!

- Nametags
- Business cards
- Good handshake
- Elevator Pitch
- Ears
- Conversation starters

THE ELEVATOR PITCH

An **elevator pitch** is an overview of an idea for a product, service, or project. The name reflects the fact that an elevator pitch can be delivered in the time span of an elevator ride (for example, thirty seconds and 100-150 words).

(Wikipedia.com)

Why is it important to be able to introduce yourself in a short period of time?



WHAT GOES INTO AN ELEVATOR PITCH...

- Tell them who you are
- Tell them what you do
- Tell them a story
- Ask for a specific referral/business contact/piece of information

TELL THEM WHO YOU ARE?

- What is your name
- What is your business/area of expertise/specialty

TELL THEM WHAT YOU DO

- Give them details on you
- Talk about your experience/how you got into what you are doing
- Be SPECIFIC

TELL THEM A STORY

- Share a quick testimonial
- Explain how you helped somebody through “pain”
- Give them an understanding of “why you” and “why your education, talents and services”

HOW CAN THEY HELP YOU?

- You want them to remember you for future opportunities...so give them something thought provoking, so they will be thinking of you beyond your 30 or 60 seconds
- You want them to refer you to others... so you want to stand out, in case you are in a full room of networkers
- Whether you want them to give you a new contact or information about a position.. REMEMBER TO ASK!!

WORKSHEET

Now you have written it all down...let's do an exercise

1. Stand up
2. Find somebody in the room you don't know
3. You have 2 minutes with that person (1 minute each). I will ring the bell quickly when you are to switch. At 2 minutes I will ring the bell continuously
4. After the 2 minutes switch to another partner
5. We will do this until you have met 5 new people

HOW DID THAT FEEL???

Did anybody in the room run out of time?
 Did anybody have to ask for more information?
 Did anybody think of somebody they can connect you to?

HOW TO FIND THE PEOPLE YOU WANT TO TALK TO...

- Write an email in advance to set up a meeting
- Write an email in advance and invite him/her to your poster or talk or table
- Leave a message on the message board
- Go to their POSTERS and TALKS and meet them (but don't stalk them)
- Ask your boss or colleagues to introduce you

TIPS FOR EFFECTIVE NETWORKING:

- ◉ Talk about them...not you!
- ◉ Tell stories
- ◉ Ask open ended questions
- ◉ Give open ended responses
- ◉ Don't sit with people you know
- ◉ Be prepared to talk to strangers
- ◉ Carry lots of business cards
- ◉ Follow up if you say you will!