



# WORKING A ROOM



1

## Assess the Event

- Be selective of the events you choose
- Select events for the type of contacts you want to meet
- Make sure there are quality professionals in attendance



2

## Have Something to Say

- Stay current in new events
- Be interesting
- Ask good questions
- Be prepared



3

## Summarize Yourself

- Prepare an awesome 10-second introduction
- Keep it short - it's about them, not you
- Do something to make yourself stand out



4

## Scope Out the Room

- Focus on people standing by themselves
- See if you know someone
- Check out the circles of influence



5

## Keep Moving

- Don't stand in one place too long
- Don't talk too long with an attendee
- Make a goal - have a good conversation with 3-5 people



6

## Wear a Name Tag

- It's nice to let people see your name - it can be hard to remember so many names!
- Great conversation starter
- Hearing your name helps form a connection



7

## Be Approachable

- Have a big smile
- Make eye contact
- Open body language



8

## Acknowledge People

- Approach people you have done something with
- Thank people who have referred you
- Thank the host of the event



9

## Be a Go-Giver

- Come prepared to the event with:
  - Information
  - Introductions
  - Referrals



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## FOLLOW UP!

- Make LinkedIn connections
- Schedule 1-on-1s
- Put your new contacts in your CRM



# BONUS:

Contact Ron Kennedy, he is the master guru for "Working a Room!"