

# **Quick Tips for Networking Success at an Evening Reception**

by Robyn Davis, When I Need Help

## **1. Read the newspaper**

Current affairs are an excellent conversation starter – consider the Wall Street Journal or one of your industry’s top magazines as a starting point. If those are not readily available, try the USA Today or a local paper instead.

## **2. Wear something interesting**

Nice shoes, a stylish watch, beautiful jewelry, or a handsome tie provides others with something to say. Accept their compliments with grace.

## **3. Prepare for an introduction**

Hold your drink in your left hand so you can shake hands with your right. Make sure your name tag is visible and keep your business cards handy.

## **4. Ask thoughtful questions**

Everyone asks about “what” you do. Be different. Ask “why” or “how” and then relate what is said to something you have read or experienced.

## **5. Pay attention**

Carefully listen to the person you are speaking with – do not check your watch or look for a new contact until you have finished your conversation.

## **6. Mix and mingle**

After spending some time with one person or group, exchange contact information and politely excuse yourself. Promise to continue the conversation at another time and follow through.

## **7. Share the wealth**

Remember connections you meet who may not be a great fit for you personally or your business and introduce them to others who may be more compatible – trust your new connections to do the same for you.

## **8. Organize and Follow Up**

At the end of the evening, make notes on the business cards you have received. Send a quick message within 24-48 hours to thank each person for your encounter.



ABOUT THE AUTHOR: Robyn Davis is an accomplished event hostess and experienced marketing consultant... she is here when you need help! Robyn has more than ten years of leadership experience and a well rounded background. Offering on-site sales and marketing support to exhibitors and pre-/post-event consulting services, Robyn is definitely not just a stereotypical "Booth Bunny."

Learn more about Robyn Davis and When I Need Help by visiting her website (<http://www.whenineedhelp.com>) today.

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