

5 TIPS FOR NETWORKING SUCCESS *with*



1 Complete your Company and Personal Profile

Provide as much detail in your profile as possible, as this allows other attendees to find you via keywords. In your personal profile, don't use standard company language – take the time to explain who you are, why you are attending, and what you are looking for. Remember to include a profile picture and a company logo. Sending meeting requests and messages with an incomplete profile is a recipe for failure.

2 Subject Lines Matter

Remember, your messages and meeting requests will be competing with those from other attendees. Some attendees may receive hundreds of invitations. The recipient should see that the meeting is of value and interest upfront with a well-crafted subject line. Generic "Let's meet" subjects will get overlooked. Direct, specific subject lines will get you noticed.

3 Get Specific with your Message Content

Generic text in the message vastly decreases your chances of landing a meeting. Take the time to give details on your intentions. Do not pressure, but be clear, concise, and compelling. Long, rambling messages are not likely to be read in full, so be thoughtful – keep the focus on what YOU have to offer them, not what THEY may have for you.

4 Be Proactive!

Send requests out as early as possible. Schedules and meeting rooms fill up quickly – be mindful that some people may max-out their availability. Do not wait until the meeting starts to solicit meetings.

5 Follow Up with a Gentle Reminder

You can send a meeting reminder or you can also send a message. If they can't meet with you, perhaps they can suggest someone else from their company that would be available to meet. If their schedule is full, send an email suggesting a time to meet during the event or a call post event. You can even share your electronic business card to be sure they have your information.