

International Congress & Convention Association

Networking

45th ICCA Congress & Exhibition

October 31st, 2006

Presentation by Ross Robinson

President Seven Consultation

Montreal Canada

www.robinson-consultants.com



The Global Meetings & Incentive Exhibition

www.iccaworld.com

Networking 101

- Chose the right event
- What are you looking for
 - **Quantity** how many business cards did I collect?
 - **Quality** getting true business leads
- Make a genuine contact – relationship building



Networking 101

- Decide what your looking for
- Who you want to find
- Knowledge exchange
- Association clients, approach with an interest in their cause, medical condition, etc.
- Think long term



Before you leave home

- Check the meeting delegate list
- Write to your contacts find out if they are attending
- Make “see u there” appointments
- Get people in your network to pre-introduce you
- Thank people who introduce you to a potential client



Last minute preparations

- Do you need notes
 - Simple reminders;
I heard about your ...
 - Show you did your homework
- Be the journalist, carry a pen and paper
 - Note follow-up, don't rely on memory



Last minute preparation

- Dress to be remembered for the right reason
- Look in the mirror before you leave your room
- Have business cards, twice as many as you think
- Make sure your name tag is correct



During the event – you're in the room

- Beat the rush, arrive early
- Figure out a good spot to see and be seen, move around
- Try to develop an approach
 - Practice, be natural
 - Don't be too assertive
 - First impression is a lasting impression, only one chance



During the event – you're in the room

- Be able to describe your business
 - 10 seconds
 - Show achievements
 - Be honest
 - Make it interesting
- I work hard in partnership with associations have the best meeting
- Increased attendance by 21%



During the event – you're in the room

- Ask questions, be interested
- Don't make a pitch for your services
- Know how to end a conversation
- Introduce people to other people



During the event – you're in the room

- Never drink too much
- Keep moving, meeting new people
- Business cards
 - Read the business card someone gives you
 - Write notes
 - Present your card and receive cards with interest



During the event – you're in the room

- Watch your competitors
- If they spend time with a client, this might be a good contact for you to make



After the event

- Follow-up with an e-mail
- If you promised a report, clients list, ideas send it in an e-mail
- Don't wait too long



Remember

- Most people welcome networking
- Be courteous don't make long speeches
- Don't say, I am a consultant
- Do say I help make successful association meetings
- Do say my destination has a track record of building attendance



- Be distinctive, don't blend in with the crowd
- Be fully present, eye contact, listen
- Ask smart questions, what do you enjoy most about your work
- Reinforce your keywords, your name, company, location main services, steady rain that soaks
- Contribute to a group conversation



Making long lasting relationships

- Work your network
- Keep in touch
- Careful with the e-mail jokes



Everyone knows about 250
business contacts, who in turn
know 250 contacts, that is
62,500 contacts in two degrees
of separation



International Congress & Convention Association

Thank you!

45th ICCA Congress & Exhibition

Date



The Global Meetings & Incentive Exhibition

www.iccaworld.com