



# The ABC's of Networking

***Thom Singer***  
***“The Conference  
Networking Catalyst”***



## A Top Reason For Attending...





# Too Many Choices





# Why Networking Matters

- All opportunities come from people
- Your career depends on it
- Finding new employees
- Finding a new job
- Future success for you or your company might come from someone in this room





## Some Assembly IS Required





## The Power of Hello

- Talk to others – Break free from friends
- Be curious about people
- People do business with those they know, like, and trust
- Be proactive



## Find Two People You Have Never Met

- Name
- City
- Company
- One thing of interest



# Make It Easy For Others To Meet You

- Smile at others – be approachable
- Have nametag visible
- Be interested in those sitting next to you





# Discover What Interests Other People

- Ask questions
- Why did they attend?
- Focus outside yourself



# Your iPhone or Blackberry Is NOT Your Friend

- Do not spend breaks checking email
- Take business calls away from the conference areas
- “Un-approachable” (now and later)
- If you are shy, do not hide



## Be A Connector

- Introduce new people to those you already met
- Invite people to join you
- Do not hang out with people from your company or other long-time friends



## Have Fun

- Meeting people is interesting
- Spouses should network separately and together
- Meet someone new at every break, meal and event





## Follow Up

- Get their business card
- Own the follow up when you get home
- Discover their online presence
- Do not link too quickly



# Get Out There And Connect!!!

- Sit with different people at every session and event
- Avoid your current co-workers
- Be inclusive
- Ask others to help you network



# THE END

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# Creating the Modern Information Infrastructure

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