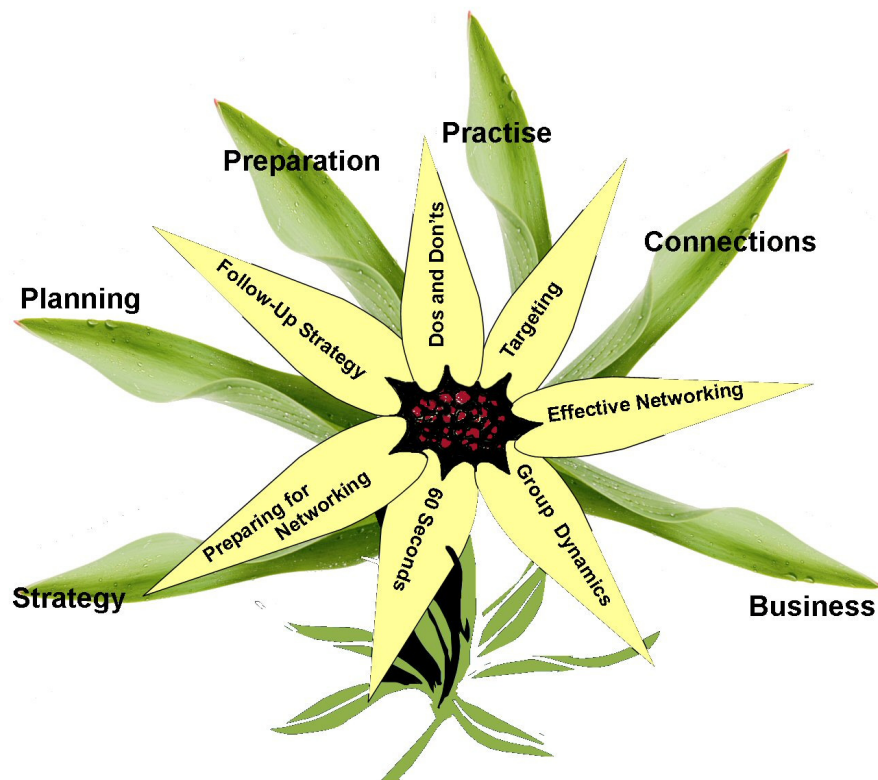


Effective Networking for Business Workshop

9:30 a.m. to 4:30 p.m.

The Premier Inn
Binnacle Way
Portsmouth
PO6 4FB



WORKSHOP CONTENT

Effective networking for business

- First Impression
- Structuring your message
- Message content
- Questions and answers
- The experienced networker - why they go second!
- Building Relationships and Trust
- Gaining Referrals

Preparing for networking events

- Business Cards
- Understanding the networking format and the type of networking you will do

Targeting connections for business

- What is targeting?
- When to target
- How to target
- Should you target?

60 Seconds - how, when and where

- Creating a focused 60 second presentation - Planning and Preparation
- Telling the story
- Variations
- The rule of 3

Dealing with groups - interpreting group dynamics and body language

- Personal space
- Vlad the Impaler!
- Open Groups
- Closed Groups
- The AHA! Moment
- Exit Strategy

Following up - when and how

- Planning your follow up
- Gaining agreement
- Setting timescales
- Don't be a selling spammer

Strategy for Effective Networking for Business - the Do and Don'ts

Does your networking have CALIBRE?

OUTCOMES:

- A plan for networking for business
- A plan (and a little experience) for delivering an effective 60 seconds overview of your business
- Confidence in dealing with different types of networking events
- An opportunity to connect with the other people in the room!