

## Training Networking At An Event

How to happily go to receptions, conferences and other events and come back with results.

### Result

At the end of the training course you will network more effectively, more efficiently and with more fun at mixers, seminars and other events. You will get insights in:

- Which events to attend (less waste of time)
- How to make contact with someone
- How to get the conversation to the next level
- How to answer the question “and what do you do?” in a way you will be remembered
- How to end the conversation in a respectful way
- How to set up a successful follow up strategy
- ...

A nice side effect is that the participants really get into networking and start to help each other. In the past **several sales, co-operations and other opportunities** were realised during the training course!

### In practice

The training course is a mix of a **small theoretical frame with lots of practical exercises**. Interactivity is very important. We work with personal exercises, role playing and group exercises.

The training course “Networking at an event” is a **1 day** training course.

In the participation fee the **network CD “Let’s Connect at an event, 30 immediately applicable networking tips to make every event a success!”** is included.

### Target group

Every one who wants to deal with his/her network more aware, more efficiently and with more fun.

The training course is suited for sales and non-sales profiles. Because we work with a personal action plan, neither previous expertise nor a specific background is required.

## Number of participants

Because of the personal coaching and interactivity the number of participants is limited to **maximum 12 people**.

## Content

These are the topics of the training course:

- What is networking and what not?
- Where is the real power of the network?
- What are the 6 degrees of proximity and what is their importance in networking at an event?
- How to answer the question “and what do you do?” in a way you will be remembered (your Sticky Story©)?
- What is the biggest pitfall when telling your Sticky Story© and how to avoid this?
- Which events to choose (and which to avoid)?
- How to prepare for an event so your participation will always be a success?
- How to comfortably make contact?
- How to get the conversation past the small talk and to the next level?
- How to make real connections?
- How to end the conversation in a powerful and respectful way?
- What do you say or write after the event so others want to continue the relationship (follow up)?
- Which is the frequency to remember someone and to be remembered by someone?
- How to set up a successful follow up strategy? How to use the Continuous Contact Cycle<sup>®</sup> in your organisation?

Some of the subtopics that are also part of the course:

- When do I give my business card?
- Do I come alone to the event or do I bring someone?
- What is the difference between an Elevator Pitch, an Elevator Story and a Sticky Story©?
- Is it better to only speak about my professional life or do I also include some personal things?
- What to do when I attend an event where I don't know anybody else?
- What to do as an introvert person?
- What NOT to do as an extravert person?
- How to make contact with a group of people?

## What is the opinion of participants of previous training courses and workshops?

“This training is a **very useful investment of your time** for two reasons: on the one hand the **fundamental insights in networking** are offered in a professional and original manner. The content is presented in an interactive and compelling way (this keeps hold of your attention, especially after a long working day). On the other hand, **networking opportunities are created and stimulated on the spot and have instant results!**” *Greet Pipijn, Managing Director, Emotionele Intelligentie Instituut (Training)*

“Networking, everybody does it, but only a **few do it in a professional way**. Jan gave me a totally new angle and a new attitude “**Sharing is growing**”. Result guaranteed, whatever function you have in an organisation.” *Jan De Boeck, purchaser Alcon and freelance trainer (Pharmaceutica)*

“Networking doesn’t have to be a heavy task if you try to establish contacts with the right attitude. I especially benefited from filling in the **personal action plan**. A second point is that the **e-mails after the course keep you awake** and don’t let you get sidetracked. Well done!” *Inge Dom, HR Business Partner Alcatel (Telecom)*

“This training **gave me a totally different point of view on networking** and what I thought it was. Being social and know lots of people is definitely not good networking! The examples from real life made this clear very quickly. Professional networking requires some effort in changing attitudes, but with the tips and tricks of the workshop this can **be immediately put into practice and with great results!**” *Michele De Saedeleer, ExxonMobil (Petro-Chemical)*

More background information about the complete offer of training courses, presentations, books, CD’s and strategic advice on: [www.networking-coach.com](http://www.networking-coach.com)

PS: remember to get your **free networking e-course** on the website !

Jan Vermeiren is the Networking Coach and author of the network book “Let’s Connect!” and the CD “Let’s Connect at an event”.

Jan and his team don’t only give **presentations, training courses, workshops and personal coaching concerning networking and referrals**, but also advice organisations how to stimulate networking at their **events** and how to integrate networking in their **sales and recruitment strategy**.

The Networking Coach team works for large international companies like Alcatel, Deloitte, Delta Lloyd Bank, EDS, IBM, SAP and Sun as well as for small companies and freelancers.

Step by Step Consulting -  
Networking Coach  
Ekkersgatstraat 1 bus 2  
2840 Rumst, België

BTW: BE 0480.564.328  
RPR Antwerpen  
Tel: + 32 (0)3/216.27.47  
Fax: +32 (0)3/216.27.47

[www.networking-coach.com](http://www.networking-coach.com)  
[www.janvermeiren.com](http://www.janvermeiren.com) (Blog)  
[www.letsconnect.be](http://www.letsconnect.be) (Boek)  
[connect-with-us@networking-coach.com](mailto:connect-with-us@networking-coach.com)