



Resources: Hints & Tips

Top tips for attending networking events

Arrive early: by arriving early to a networking event you don't need to worry about walking into a room full of strangers, they walk into your room! It also allows you to settle into your environment, get a cuppa, and relax as others arrive.

Talk to the host: the host is going to be by far the most connected person at any networking event, so don't forget to network with them. They're there to make sure you get the most out of attending their event, so don't be afraid to ask for introductions.

Be colourful: don't feel like you have to wear a drab suit to go to a networking event, being colourful is a great way to stand out from the crowd! In a sea of black and grey, wearing something colourful will make you more approachable and more memorable. As long as you're comfortable and it's appropriate to the event, showcase your personality in the way you present yourself.

Connect online: meeting someone new at a networking event is just the first step to building a relationship, so connecting online is a great way to continue the conversation. They'll be able to see all the amazing, insightful content you share moving forward, and they'll be able to learn more about you and your work.

Take notes: if you're attending a lot of events, or a large conference for example, it's easy to forget who you were talking to and about what! Taking notes is a great way to ensure you keep track of who, where and what as well as any follow-up actions such as making introductions or passing on information.

Follow through: if you promise someone you meet at an event that you'll get in touch, send over some info, and make an intro – do it! This is a powerful way of building trust with the people in your network and nurturing new relationships.

Be strategic: think about what you want to achieve from attending events and be selective with where you invest your time. Who do you need to meet? Where will they be? What information and knowledge do you want to access? Look at the events that are available and think strategically about where you network in order to get the best return on investment.