



We get IT right!

USA – South Africa – UK

Networking event

Title	
Organisation	
Date	
Time	
Location	
Contact	
Attendee type (small business owners, creative businesses, etc)	
Cost	

Preparation

1. Have you received an attendee list? No? Request one.
2. What image are you planning to present? Smart/casual/etc.
3. Have you got enough business cards? Do you have any other material needed? (Flyers/promotional material/etc)
4. Do you have an opportunity to do introduce your business? If so, how long do you get? Prepare what you are going to say in advance.
5. Are you required to discuss issues in your business? If so, prepare.
6. Remember why you are going. Set targets. (Name someone you want to meet / set a target of number of people to get business cards from / etc)

Target	Outcome
1.	
2.	
3.	
4.	
5.	

7. Book your follow up slot before you go – if you do not follow up there is little point going!

Follow up

1. Assess whether or not you achieved your targets. List the outcome in the table above.

2. List the people you met in the table below. Also record agreed actions (if any), follow up done and outcome. Remember: be prompt and keep your promises.

Attach business cards to sheet.

Make sure sales and marketing have copies of all contact details and any opportunities that have developed from the meeting.

Name	Agreed action	Follow up 1	Follow up 2	Outcome

3. Record what you would do differently next time.

4. Do you think this networking event was of value?