

# Tips on Working the Room

The Breakfast Club

11-13-10

# Summary

- Let's Prepare
- What do I wear ? What do I bring?
- Positioning
- Introductions
- Conversations
- Body language
- Moving on
- Follow-up
- Conclusion

# Let's Prepare

- What is my objective?
  - Who will be attending?
  - Who do I want to meet?
  - Can I get a list of attendees?
  - Who is in-charge?
  - How many people do I want to meet?
  - Who can I introduce to whom?
  - Who can introduce me to others?

# What do I Wear? What Do I Bring?

- Dress for Success
  - Be unique – colorful – tasteful - noticeable
- Bring your “tool box” with the following:
  - Personal cards
  - Pens and paper
  - Name Badge
  - Elevator pitch
  - Questions you want to get answered
  - Topics to discuss

# Positioning

- Arrive early
- Wear name tag
- Be near door, bar, food area
- Don't sit down alone
- Keep one hand free – avoid drink / food
- Try to face the entrance way to see new arrivals
- Break away from the people you know

# Introductions

- Meet more people than fewer
- Initiate handshakes
- Repeat your name
- Repeat the name of the person you meet
- Be a good listener – do not “SELL”
- Look for the “wallflowers”
- Focus on relationships – What do we have in “common”

# Conversations

- Resist interrupting
- Use active listening skills
- Look at the leader of the “group”
- Do not talk about “I” or “me”
- Refer back – “as you were saying...”
- Focus on being interested vs. being interesting – ask questions
- Try to find things in common
- Repeat people names
- Always be “positive”

# Body Language

- Be Relaxed
- Keep head level – Don't fidget – Stand Straight
- Maintain an approachable expression
- Nod your head – make eye contact
- Pause and listen
- Be sensitive to the space of others
- Smile
- Look interested



# Moving On

- Apportion your time based upon attendees
- Excuse yourself
  - I need to say hello to someone I see
  - I have to refresh my drink
  - I have to make a phone call
- Exchange business cards
- Keep one hand free to shake hands
- Nice to meet you – I will call you
- Follow-up 1 – 3 days

# Follow-up

- Send thank you cards or thank you emails
- Follow up with anything your promised
- Call to continue the conversation
- How can you help?

# Conclusion

- Plan ahead strategically
- Set your goals for the event
- Be relaxed
- Bring your “tool box”
- Listener vs. talker
- Be a giver
- “ABP” – Always be positive
- “ABC” – Always be connected