

Networking Event Planning Worksheet

Event Name: _____

1. Why are you attending the event?

What is your primary purpose for attending the event? Do you have any secondary purposes? Mark your purposes in the table below, with 1 being your most important purpose.

Purpose	Importance (1 is most important)	Goal
Share information		
Help others		
Get help		
Find new clients		
Build reputation and credibility		
Other (define)		

For your top two or three purposes, set yourself an appropriate goal. Are you planning to meet someone you know has information you need? Identify how you plan to build the relationship with that person, and the information that you have that they might need. Do you want to reconnect with someone and develop an existing relationship so that they will refer new clients to you? Do you want to increase awareness of who you are and what you do? If the majority of people in the room are potential clients, is there an opportunity to give a short presentation? If so, focus it on content, not sales pitch. Remember you're building relationships.

2. Who is going to be there that you want to meet?

- a. Try and get a list of attendees (from the organisers)
- b. Make a list of who you want to meet and why (use table below).

I recommend that you identify 3 to 5 people who are attending as your 'must meet' list, and have another 3 to 5 people identified who it would be 'nice to meet' if you have the opportunity

If you know someone who can introduce you, list their name too.

- c. If you want to meet someone and can't find out from the organisers if they are going to be there, think about calling their office and talking to their PA to see if they plan to attend

Person's Name	Introduction	Reason you want to meet them
1.		
2.		
3.		
4.		
5.		

3. Prepare your short self-introduction (elevator pitch)

Prepare a separate pitch for each person on your 'must meet' list, ensuring that you address their needs or relate to their industry/sector.

For each of your 'must meets' identify:

- What you do (not your job title) – be specific
- How you can help people like them

Refer to their company or industry specifically and try to include something memorable or refer to something you have in common with them.



Dalice Trost is the owner of Prague-based **Griffin Professional Business and Training Services** and author of *The Busy Person's Guide to Networking* (available as a Kindle ebook through Amazon).

She can be reached by emailing griffin@dalicetrost.com or you can visit her website at <http://dalicetrost.com>