

HOW TO NETWORK

01

Have some conversation starters ready

Striking up a conversation with someone you've never met before can be intimidating. Whether you're looking to join a conversation or start your own, it's important to go in with the right approach. Here's a few to get you started:



- Have you been to OMCA before?
- Have you taken in any of the local sights?
- Do you have any holidays planned?
- How has business been for you?

02

Meeting people at an event where you don't know anyone?

1. Reach out to your local DMO (Destination partner) and see if you can meet with them before the event and go together. Part of your DMOs job is helping introduce you and your products to people, let them guide you.
2. Stand by the bar at the event, this is the best way to meet new people and start a conversation.
3. When you go to the conference lunch, sit at a table where you don't know anyone. This will automatically give you the opportunity to meet some new people in an easy way.
4. Take the bus transportation provided to the event and sit with someone you don't know. This will be a great way to get to know someone going to the same event.
5. Volunteer at the tradeshow, this will get you to know fellow volunteers so you can hang out together at events as well as get to know other delegates attending.
6. Reach out to OMCA staff to assist you with meeting new people, we are always happy to help.

Remember, everyone has been where you are or is currently in the same situation. We are a naturally friendly industry, so we are all here to help!

03

Use Active Listening

One of the most important parts of building relationships is practicing active listening. This shows you are paying attention to and understanding what the other person is saying. Be sure to ask follow-up questions- this can help you learn if your services can help them.



04

Make your pitch to a client

Once you've given the other person a chance to speak, be prepared to give your elevator pitch. Introduce yourself, describe what you do, and why you do it. Have a 10 second, 30 second and 60 second pitch ready.



10 Second: Name, Company, location, invite them to meet later or give them your business card.

30 second: Name, company, location, why they should come, invite them to meet later or give business card.

60 Second: Name, company, location, what you do and why they should come. Your uniqueness. Invite them to meet later or give business card

03

Badge & Stature

Wear your badge so people can easily identify you. Make sure it hasn't accidentally turned around, and check often. Also adjust the straps or knot it in the back so it is not hanging low, and easier to see.

As well as that, always remember to be welcoming in your stance. Don't cross your arms, smile and face the person you're talking to.

