


# ***Networking Essentials!***


***The***

***‘Why, Who, When & Where, What & How’  
of Networking planning***

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 **Group: Colony Networking**

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## WHY?


- Why not?
- Do you need to?
- End Goals
  - Knowledge & Education
  - Business Information
  - Personal Development
  - Relationship Management
  - Service Search & Selection
  - Support
  - New Contacts

**Find the right group with the right culture, structure, content and type of attendee!**

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# WHO?


- Who could help?
- Who do you wish to reach?
- What will you gain by reaching them?
- Target Definitions
- Connection Specifics?

**Who do you want to meet, why  
& where are they?**

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# WHEN & WHERE?


- All the time!
- Which events deliver what you need?
- Your situation - business size and sector, personal character and ability to network
- Intended Reach and Target Audience
- Differing event formats
  - Franchised Groups v Independents
  - Membership v PAYG
  - Formal v Informal
  - Sector Specific v Generalist
  - Female, Male or Mixed
  - Structured v Open
  - Free v Chargeable

**When and where is your ideal contact or content?**

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# WHAT


- The mechanics of what happens
- Elevator pitches / speaking formats and adaptability
- Multi-tasking & added distractions
- Circulating and Assessing
- Body language and room positioning in room/on table
- Mandatory content
- 2 Ears 1 Mouth
- Call to action
- Likeable – Memorable - Engaging


**Research - Try - Refine**

**Are you doing the right thing to create connection?**

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## HOW...to make it work?


- Follow-up steps
- Re-Networking
- Measurement
- Emotional collateral & relational credit
- Investing time & effort


**Have realistic expectations of the time & effort required!**

**Snatch & grab networking does not yield long term benefits!**

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**Thanks for Listening!**

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