

8 Tips for Getting the Most Out of Networking

Exhibitions and events are a chance to build connections that matter. Networking works best when it leads to lasting relationships, not just exchanged cards. Here are our Top Tips.

1. Set Clear Goals Before You Arrive ☐

- **Idea:** Know what you want to achieve before stepping onto the floor.
- **Example:** Meeting potential clients, finding partners, or learning from peers.
- **To Do:**
 - Write down three outcomes you want from the event
 - Identify the type of people you want to meet
 - Review the delegate list if available

2. Prepare Your Introduction ☐

- **Idea:** A clear, confident opening line makes conversations easier.
- **Example:** “I work with [X] brands to [Y outcome].”
- **To Do:**
 - Practise a short, friendly introduction
 - Keep jargon to a minimum
 - Adapt your wording depending on who you speak with

3. Focus on Listening, Not Selling ☐

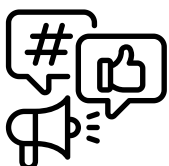
- **Idea:** People remember being heard more than being pitched to.
- **Example:** Ask questions about their role, challenges, or interests.
- **To Do:**
 - Use open questions to keep conversations flowing
 - Show genuine interest in their answers
 - Note key details for follow-up

4. Carry Smart Materials ☐

- **Idea:** Make it easy for people to remember you later.
- **Example:** Business cards, QR codes, or a one-page overview.
- **To Do:**
 - Bring enough cards or digital contact options
 - Keep materials professional and on-brand
 - Have a simple way to jot down notes after each exchange

Contact us: hello@envisagepromotions.co.uk

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5. Be Present in the Conversation



- **Idea:** Body language and attention count as much as words.
- **Example:** Eye contact, open posture, and putting your phone away.
- **To Do:**
 - Face the person fully when speaking
 - Avoid looking over their shoulder for someone else
 - Keep devices tucked away unless needed

6. Use Social Spaces Wisely



- **Idea:** Some of the best connections happen away from the stand.
- **Example:** Coffee queues, breakout sessions, or evening receptions.
- **To Do:**
 - Attend side sessions or networking breaks
 - Introduce yourself to people standing alone
 - Keep a few minutes free in your schedule for informal chats

7. Follow Up Promptly

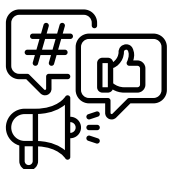


- **Idea:** A quick follow-up keeps the connection alive.
- **Example:** An email or LinkedIn note within 48 hours.
- **To Do:**
 - Send a short message reminding them where you met
 - Mention something specific you discussed
 - Suggest a next step if appropriate

8. Build Long-Term Value



- **Idea:** Networking is about relationships, not transactions.
- **Example:** Share useful content, introductions, or updates over time.
- **To Do:**
 - Keep in touch beyond the event
 - Offer value when you reach out, not only requests
 - Track contacts to stay organised and consistent



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