



Event Skill Builder



Before the Event

- ▼ Try to get information about who will be attending. Who do you want to meet? Who can you introduce to whom?
- ▼ If you can get the attendee list pick one person to call. "I noticed you were also attending the conference and I was wondering if you were going to the reception as well. I was hoping to take a few minutes and meet you to find out more about you and your company."
- ▼ Prepare several questions in advance.
- ▼ Practice a self-introduction. Know what you will say when asked "What do you do?"



In General

- ▼ Arrive on time, particularly if there is a speaker or program.
- ▼ Arrive early if it is your company that is hosting the event and act as a host.
- ▼ Wear your nametag on the right side so it is in the natural site line.
- ▼ If you notice someone uncomfortable due to another's behavior, gently insert yourself into the interaction and help the person extract him/her self.



At the Reception

- ▼ Try to meet more people rather than fewer, yet do not sacrifice quantity for quality of relationship.
- ▼ Focus on introductions and relationships, not selling.
- ▼ Position yourself near the door or the food table where there is more traffic.
- ▼ Think of yourself more as a host as opposed to a guest.



Conversations

- ▼ Look at and encourage the speaker.
- ▼ Look for individuals in the room with "white knuckles." Although they may be wall flowers, they might be valuable to spend time with.
- ▼ When you enter a group, listen first and avoid "striking up the conversation."
- ▼ Don't focus your discussion about doing business.
- ▼ Try to find two things in common with the other person.
- ▼ Focus on being interested versus interesting.



Remembering Names

- ▼ Repeat the name throughout the conversation.
- ▼ Ask for business cards (rather than offering yours) and read the card before you put it in your pocket.



Body Language

- ▼ Smile. Make and maintain eye contact.
- ▼ Be sensitive to body language.
- ▼ Dress appropriately.



Graceful Exits

- ▼ Realize that you may feel more uncomfortable about leaving the interaction than the other person.
- ▼ It's acceptable to say that you have to make a phone call, get a drink, go to the restroom, or say hello to someone else.
- ▼ Make a plan to follow up.
- ▼ Recognize when someone you meet is not going to result in a business relationship and move on. Simply say "I've enjoyed meeting you, hope you have a great evening."



After the Event

- ▼ Keep your promises. If you have offered to send someone information, set up a meeting, etc., do it within 3 business days.
- ▼ Send thank you notes.
- ▼ Follow up as soon as possible with everyone. If you have included a follow up action in your conversations, continuing to maintain contact with people after the event is much easier.
- ▼ Capture your new contacts in your database/CRM. Use social networking.

Learn how to "work a room" effectively, with confidence and grace.

The Mocktail is an experiential learning program that teaches the basics and nuances of networking. This unique training exercise simulates attendance at a social or business event, with real-time feedback and support from an experienced coach.

Mocktail participants have the opportunity to practice and hone a variety of skills for successful networking. The focus of the Mocktail is on preparing for events and developing relationships, rather than "selling" or "pitching." This program has received rave reviews from past participants!

The Mocktail program is geared toward identifying needs, making connections and managing relationships at business events and social settings. Specific skill development includes:

- Introductions and elevator speeches
- Preparing for the event and identifying people you want to meet
- Effective questions to ask
- The importance of listening
- Building in follow-ups to conversations you want to continue
- Graceful entrance and exit strategies



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