

Checklist for Attending Networking Events

- ✓ Choose the “right” events
 - Where you can interact with clients, potential clients, and referral sources
 - Events that interest you and where you will feel “reasonably” comfortable
- ✓ Send personalized invites to firm sponsored events
- ✓ Share notices re: external functions
 - Who in your network might be interested?
- ✓ Review attendee list prior to event
 - Easier to do if your firm is sponsoring
 - Do some research on select registrants or review your notes before the event
- ✓ Prepare succinct answers to two questions:
 - What do you do? (“I help...” vs. “I am an X attorney who does Y...” —focus on the problems you solve)
 - What’s new? (Come with something professional or personal to help start a conversation.)
- ✓ Arrive early and ask to see who is attending
 - In the alternative, look at the display of name tags
- ✓ Bring business cards
 - If you ask someone for their business card, they’ll ask for yours
- ✓ Come with a networking buddy
 - Plan to work the room together
- ✓ Look for people standing alone
 - Groups with an odd number of people are easier to break into
 - Smile and make eye contact
- ✓ Ask good open ended questions about them and be a great listener
 - What do you do?
 - What brings you to [name of event]?
 - What’s new in your (business/firm/organization/industry)?
 - Ask a question about something you read about their industry/business
 - Listen for ways that you can be helpful (resources, introductions, etc.)
 - Any vacation/weekend plans? (if it is near a holiday, end of week, etc.)
 - Try to keep conversations to 5 minutes (ask for permission to follow up after event)
- ✓ Make introductions
- ✓ Identify 1-3 attendees for follow up
 - Say you’d like to connect after the event
 - Enter notes into your contact manager
 - Send LI connection
 - Follow up with something of value (article, etc. or an introduction you promised)
 - Send email inviting them to coffee, lunch or Zoom