



## WORKSHOP

# MAXIMISING NETWORKING EVENTS

Conferences, seminars, and social events are valuable opportunities to network and build your business, but it's not enough just to turn up and swap business cards.

Can you recall five people you met at your last networking event? How many people will remember you? And how many people will know what you do and how you could help them?

Aside from the fun of attending an event, networking can be pointless if you don't know how to make the most of it.

In this workshop, JMA will show you how to maximise the time, effort, and money you spend on networking events so you can attract new business contacts and referrers.

### Content

Topics covered include:

- networking is *not* selling
- how to prepare for events
- questions to help you get to know your clients as *people*
- explaining your value to a stranger
- conversation starters, and how to exit a conversation
- errors to avoid when investing your precious time
- using follow-up to maximise your results.

### Outcomes

After the session, participants will better understand the value of successful networking, and will have learned basic skills and techniques to confidently attend their next networking event.

### Audience

Anyone responsible for business development, including managing partners, partners, senior associates, practice managers, marketing directors.

### Delivery

1 hour interactive workshop.

Many of our workshops may be eligible for CPD points. Contact us to find out more.

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