

# LEGAL MANAGEMENT

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## 10 Tips for Better Networking Before, During and After an Event

By Matt Kaine

Proximity-based networking apps connect professionals in real time through face-to-face interactions. Here are 10 tips for those looking to make strong, long-lasting business relationships this year.



1. **Do your research on the event or keynote.** It's important to be able to hold a topical conversation while working the room to build rapport. People who seem oblivious to this come off as not being genuine, and the conversation usually ends quickly.
2. **Two's a party, three's a crowd.** Attend events with friends or colleagues. It's fun and will make you more approachable. Wingmen will also help you avoid those potentially awkward icebreakers.
3. **Be authentic.** This especially important when networking in a smaller city or niche industry where everyone knows each other. Preserve your image; you only have one shot at a first impression.
4. **Actually listen.** Don't be the blank-staring head-nodder or cut people off when they are answering a question you've asked them. Some people are direct and others like to speak cryptically, but either way there is something to be learned or used to further that relationship.

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5. **Be ready to pitch.** Though hard selling is never encouraged, there is a strong likelihood that someone will ask what you do or what you are working on and to elaborate. Also keep in mind that everyone you speak with will not instantly understand your role, project or ideas, but be patient.
6. **Be visible before an event.** Use platforms like Twitter, MeetUp or Facebook to "listen" in or contribute to a conversation before the event to build a presence or make a few virtual friends.
7. **Look interesting.** Dress the part, dress apart or stand out in a crowd somehow with a look or accessory. Wearing your brand's logo on a T-shirt can help identify you, especially if the slogan is a conversation starter.
8. **Lend your ears, and then a hand.** Provide content, connections, advice, mentorship or recommendations to someone you meet. Adding value and solving someone's problems in an initial conversation not only makes you memorable, but also radiates leadership and genuineness.
9. **Follow up.** Always write a prompt follow-up with a call-to-action to stay top-of-mind. Express gratitude for their time and making a real connection with them. Keep the momentum and suggest a meeting in the next few days.
10. **Use networking apps.** Apps like LinkedIn are great to start the conversation and can also filter your connections by proximity, industry and job title for efficient networking.

## ABOUT THE AUTHOR

**Matt Kaine** is the Founder of the proximity-based networking app Reach where he leads a team of highly skilled professionals in development and brand awareness. Kaine has utilized his background to launch Reach under the umbrella company Big Rock Labs, the emerging technology company from Canada specializing in digital product research and development.

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