



ServeNoMaster 089: Crush it with Networking at a Conference

Subtitle: Tips for Succeeding at a Conference

Timecodes/Highlights:

- [1:06] - The biggest mistake is to start the event the moment you get there.
- [1:30] - There are 3 tiers of people in any event: (1) the speakers and high level networkers, (2) people at the middle who knows what's going but not high level network, and (3) people with no idea what's going on.
- [4:11] - Get as much intelligence about an event from people who have been there.
- [4:47] - Make as many connections as you can from an event with people who will generate revenues.
- [5:27] - Go to the event's hotel at least 2 days early and understand the lay of the land.
- [6:40] - Setup a series of options that you can adapt to.
- [7:27] - Models are important part of events because they know how to socialize with people.
- [8:17] - Budget Friendly Tip: Memorize website of the hotel.
- [10:30] - Know your goal for going to a conference.
- [11:14] - Pick specific people you want to meet.
- [11:21] - Know all the people going to the event. Get their pictures from social media and add them to your target list.
- [11:27] - Speak to speakers before they go onstage.
- [12:09] - Always think out-of-the-box and be strategic.
- [13:27] - Have a single thing you are pitching when going to an event.
- [14:56] - Look for where the speakers are by paying attention to what is happening around you.
- [16:18] - Leverage your networking skills when you are attending events instead of sitting down during the talks.
- [17:23] - Always approach the number 2 i.e. a celebrity's best friend / brother / wife / etc.
- [18:28] - Everything should be with a purpose.
- [19:28] - You don't have to be rich. You just need to be switch-on. the time.

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