

# Pre-Event Networking Tips

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## Before an event:

**Bring your networking tool kit.** The networking tool kit includes: an ample supply of business cards, your name badge, any collateral material (flyers, brochures, etc.), and your marketing message (often referred to as your elevator pitch).

**Define your goal.** What is your goal for the event? Will you be able to achieve this goal? How will you achieve this goal? Goals could be about how many people you meet, the number of company contacts you establish, or meeting key people.

**Identify who you want to meet.** Before you attend an event, research who will be there - attendees, sponsors and speakers/panelists. Develop a list of people you would like to meet at the event.

**Gather valuable information.** Do some research using the internet, business journals, social media and news articles to determine the companies that interest you. Then find out all the information on them that you can, including products/services, market position, competition, industry trends, mergers and acquisitions, customer satisfaction (or lack of), financial stability, and current company challenges.

**Practice your introduction.** Avoid being tongue-tied when you try to start a conversation with someone you don't know, prepare a self-introduction that is clear, interesting, and well delivered. It shouldn't take longer than 8-10 seconds. This is your "elevator pitch" - providing information about yourself in the amount of time it takes to ride in an elevator. Here are a few examples:

- "Hi, my name is Joe Smith. I'm glad to have this chance to meet you and learn how the adhesives market is expanding into the solar energy sector."
- "Good morning, I'm Samantha Baron, a former accounting firm employee who has worked in the financial sector helping corporations maximize investments."
- "Hello, my name is Andrew Lynch. I'm a Senior Vice President at Z and H Industries and I work in new market development."

**Be prepared.** If you're afraid you'll freeze up, prepare yourself in advance. Think of ice-breaker questions you can ask people you meet. Prepare your "elevator pitch", anticipate questions that may be asked, and have concise answers ready.

**Leave your troubles.** Put on a happy face at the door. It is "show time". People look forward to meeting energetic and positive people. Be the person that people would like to develop a business relationship and collaborate with.

**Develop open-ended questions.** Find unique questions that could ignite a conversation and lead to a follow-up business development discussion.

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**About Brian Campagna:** Brian Campagna is the CEO of EAS LeadGen. A leader in the sales support and lead generation field. Prior to founding LeadGen, Brian was Vice President of Sales & Marketing at Kroll, where he defined, developed and implemented marketing strategies, management processes and sales support tools across Kroll's 3,900-employee organization. Prior to joining Kroll, Brian worked as the Executive Director of Assurance and Tax Business Development at KPMG LLP. His core responsibilities included the development and implementation of revenue-generating marketing and sales plans. Brian earned his Bachelor of Science from Purdue University and holds a Masters in Business Administration from Pace University.

**About Gabrielle Guttman:** Gabrielle Guttman is the Strategic Business Development Consultant for EAS LeadGen. Gabrielle has a dual role; representing LeadGen as a Strategic Business Development Consultant and she is the President of Connex Consulting Inc. Connex is a business development, strategic introductions, marketing, events and PR/IR consultancy. Prior to founding Connex, Gabrielle worked at Southridge LLC, Kroll, Grey Group and Bear, Stearns and Co. Inc. Gabrielle graduated Magna Cum Laude with a B.A. in Economics from Barnard College, Columbia University.

