

5 TIPS TO MAKE THE MOST OF NETWORKING EVENTS

Networking at events can be an incredibly valuable way to expand your business and create meaningful connections within your industry. In order to make the most of these opportunities, it's important to come prepared and ready to engage with others. Here are 5 tips to help you make the most of your next networking event:

BRING BUSINESS CARDS.

This is a crucial step in building your network. Not only will you be able to give out your own cards, but you'll also be able to collect cards from other attendees. This allows you to follow up after the event and continue to grow your network. Since physical business cards are old-school, consider using a digital business card instead. There are a variety of options, and you can [find a few here](#). Another option is to simply add people to your phone contacts, just be sure to enter important details so you can follow up appropriately.

A GOOD ATTITUDE; MEANINGFUL CONVERSATION

Come in with a good attitude and engage in meaningful conversation. Depending on your status in the industry, you can be a valuable asset to the people in attendance. If you're a seasoned professional, you can share your knowledge and expertise. If you're just starting out, you can express your desire to learn and soak up as much information as possible. This is an excellent opportunity to learn from the best in your field, and also a great way to establish yourself as a thought leader.



MIX AND MINGLE!

This is the key to networking events. Get out there and shake some hands and kiss some babies! Well, maybe not the baby thing, unless that is somehow part of the event. The point is to meet as many people as possible and engage in conversations. But also be open to deeper, more meaningful conversations with those you think you could benefit from, and vice versa. This could be your chance to build long-lasting professional relationships that could open up many doors for you in the future.

GO TO THE EVENT WITH SOME GOALS IN MIND

Before attending the event, have a clear idea of what you hope to accomplish. Are you there to meet potential clients? Are you looking to connect with other industry professionals? Or are you seeking vendors that could be beneficial for your existing clientele? Knowing what the event is about, who will be attending and what is your main purpose of attending the event, can help you make the most of your time.

CONSIDER BEING A SPEAKER AT AN EVENT

This is an excellent opportunity to share your wisdom and knowledge with a large group of people. If you have valuable information to share, people will naturally seek you out to learn more, which can lead to more business connections and opportunities. Speaking can give you an edge in your industry, being seen as an expert.

Networking events can be incredibly beneficial for your business and career. By being prepared, engaging with others, and having a clear idea of what you hope to accomplish, you can make the most of your time at the event. Remember to focus on building meaningful connections, rather than just collecting a large number of business cards. The quality of your network is just as important as the quantity.

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