



NETWORKING AT VIRTUAL EVENTS

Plan. Engage. Follow Up. Win.

[And don't just sit there looking stunning on screen]

WHY DOES IT MATTER?

Virtual events aren't going anywhere. They:

- Are cost-effective.
- Have truly global reach.
- Are not limited by the size of the venue.



And the best part: we have all gotten used to life online. People's readiness to respond to contact requests virtually has never been higher. But it takes method and effort. Behold!

BEFORE THE EVENT

- 1 Prepare a clean, professional and eye-catching backdrop.** Think of a funky painting or a unique lamp that others at the event can remember you by. Be "Funky Painting Person".
- 2 Prepare your outfit.** The same rules apply: be clean and professional, yet wear something that people can remember you by when you contact them later. E.g. "Oh, you were the 'loud scarf' person weren't you?"
- 3 Develop the objectives driving your event attendance.** Why do you spend your time being there, instead of doing something else. The event is a tool, never the end-goal.
- 4 Study the agenda.** You won't be able to be everywhere. Select panels by topics relevant to your objective and/or speakers that you want to either connect to, or who will attract the network you are looking for.
- 5 Be the star of the Q&A and comment section.** Research the topic and speaker of each session you will attend and develop perspectives you can share in advance. You won't have time to do this during the event, you'll see in a second why.
- 6 Familiarise yourself with the event platform.** Explore ALL of its features to comment, connect, do a breakout room, set up your profile information, social links, glam picture.

AT THE EVENT

- 7 Most platforms provide spaces for you to mingle before the main sessions begin.** This is genius, as there are generally speaking less people to compete with for attention. Mingle! Mingle! Mingle!
- 8 Now it gets interesting,** as you must hustle two things at the same time:

HUSTLE THE MAIN PANEL

Engage the comment and Q&A sections with your prepared perspectives, spiced with content from the actual session. At the same time, jot down quotes from your target presenter, you will need them later.

HUSTLE THE OTHER ATTENDEES

Browse the attendee list and jot down the names and companies of anyone that could be useful for your network. On a separate device, do a quick google/LinkedIn search to refine a short-list and find conversation starters (do share a connection, been to the same uni?). Make a high-level introduction on the event platform.

AFTER THE EVENT

Congratulations! Not only have you not wasted your time just looking good on screen, you have developed and curated actionable leads. You have written down quotes from high-profile speakers, which you will use when you send them an engaging connection request on LinkedIn (always with a personalised message, a feature not available on mobile, so use your computer). Even better, you have made first contact with other attendees you want to assimilate into your network. Dance the LinkedIn dance with them as well. Remember: when you reach out, reach out with purpose and know what you want or have to offer.

LEARN MORE ABOUT NETWORKING AT VIRTUAL EVENTS FROM THIS DELICIOUS ARTICLE [HERE](#).

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