



A Checklist for Meeting People at Live Events

Live events are not just a way of staying on top of industry trends. They're a chance to **connect with people in your field**, people who may have great value to offer you and your business. If you're somewhat unsure of how to go about it, this **checklist** may be just the guide you need.





Strive to be interested rather than interesting.

Place yourself where people congregate - this is usually where food or drinks are - and rather than trying to be the most interesting person there, **show interest in others. Ask questions. Be curious**, but not over the top or clownish. You're there to start a relationship, not grab attention.





Find common ground.

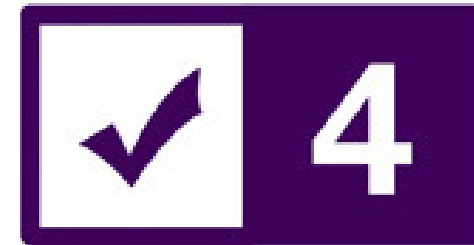
It's much easier for people to maintain a conversation when they have **something in common**. **Probe for similarities**: Where do they live? Where did they go to school? What sort of work have they had? What are their interests? What was their family situation like growing up?

You might have **friends in common** (Facebook makes it easy these days to find out). If a mutual friend is at the event, even better for you, as you can get an introduction.



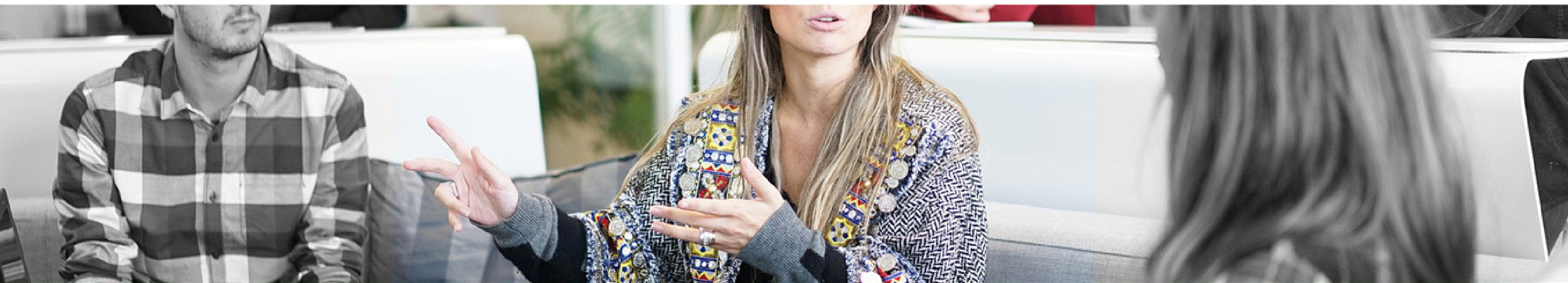
Empathize.

However successful or well-known someone is, they're still human, with challenges that may be even bigger than yours. With **empathy**, you may even find they're a lot like you. So **treat them normally**. Do not suck up, and do not follow them around. Especially, do not follow someone into the comfort room to pursue a conversation - it's both unpleasant and weird.



Avoid bragging.

It's natural in groups for people to toss out information about themselves, in order to establish some sort of pecking order. **Be careful, however, of bragging too much.** If you have a substantial business, you might mention just enough so that people know the size, but not so much that you come across as a douche. **Subtle hints** will be helpful for people in a similar bracket to relate to you as having something in common.





Time your approach right.

If you want to connect with a speaker, the absolute worst time would be before their presentation, when they're prepping to go on stage. **Save the chat or photo request for after their talk**, when they're relaxed and relieved, and you can compliment them on their presentation.





Smile and be friendly.

A smile and a friendly demeanor will go a long way in connecting. People will want to be around you and engage in casual conversation.



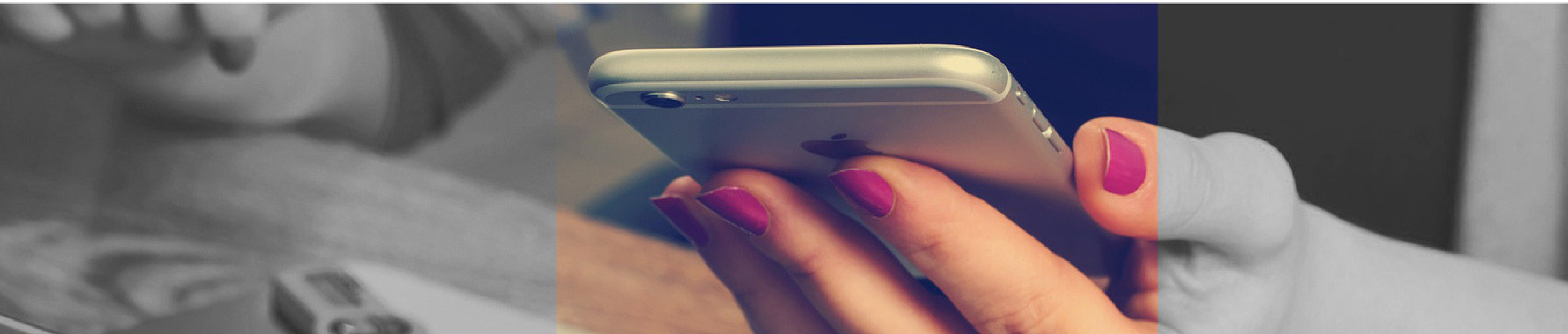
When asked to dinner...

A dinner invite is the **perfect chance for you to enjoy a real conversation over a meal.** When dining in a group, there's a chance someone else will pick up the tab, just to be impressive, but **be prepared** for the 10 to 20 percent chance that you'll be paying for your own meal. If someone else does buy you dinner, remember to **be gracious and thank them for their generosity.**



Forget the business card.

These days, especially in the online marketing field, business cards are just not the done thing. If you want to stay in touch, **friend people on Facebook, send them an email, or ask them if they'd like to send you an email then and there.**



9 Follow up.

It needn't be immediate, but **do follow up**. Make a note of the people you spoke to and follow them up after the event. It could be as simple as "Hey, it was great catching up with you at such and such event. Here's that resource that I mentioned."



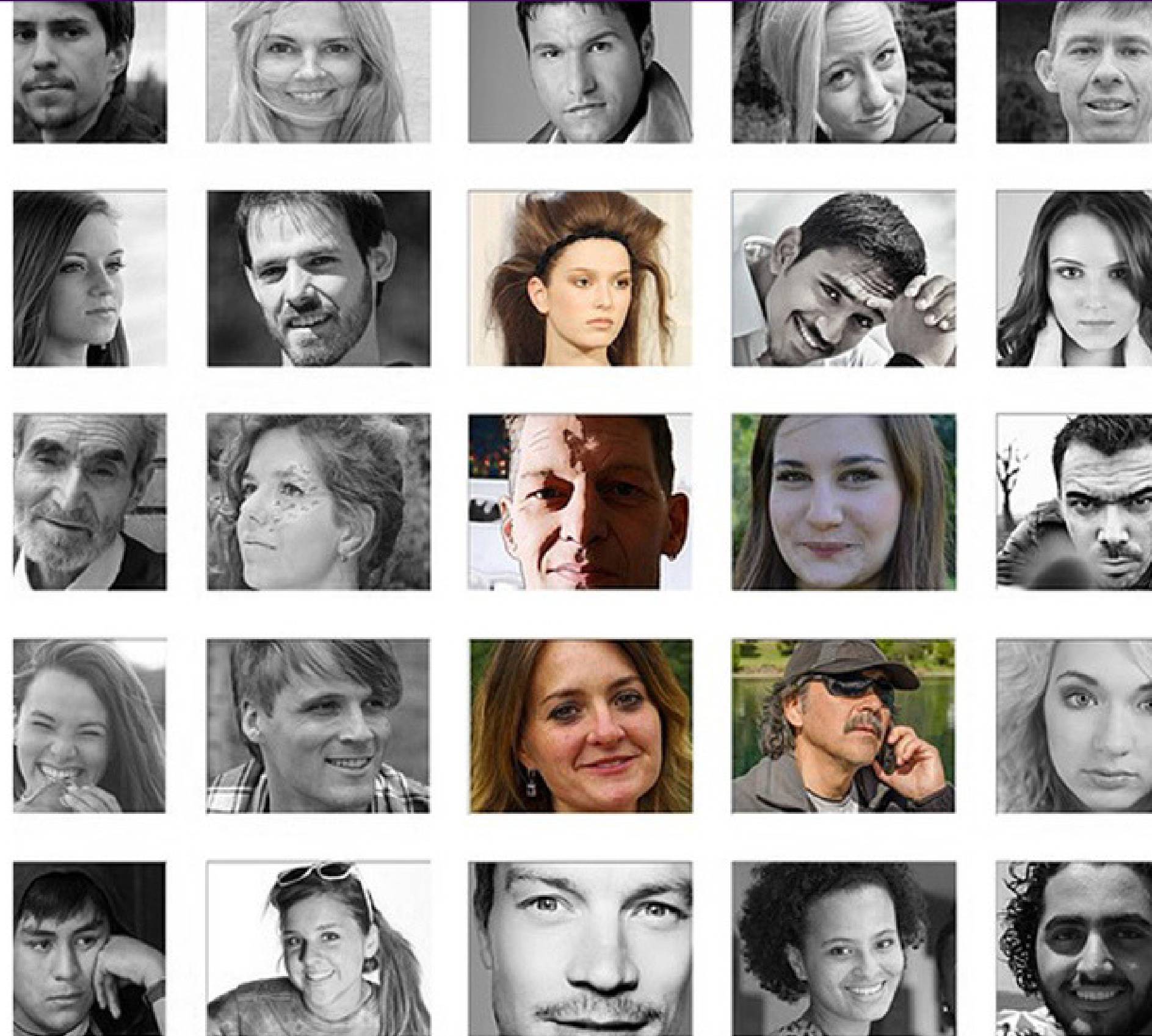


Offer great value.

If you've got something valuable to give or there's some way that you serve people, by all means, offer that. Not in a kiss-ass manner, and not so it comes off as desperate. It could be an introduction. It might be you have some specialty that the other person is really interested in. Or it might be that you know their passion and can connect or point them to a resource that they'll find really interesting.

11 Have a picture.

Nearly all events have related forums or group threads on social media or on private communities that you can participate in. **Put your picture on your profile** so that people will recognize you. That will make it easier to carry on a real-life conversation at the event.





Say something nice.

If you can find something nice to say about somebody, say it. If they helped you somehow in your personal journey, let them know. If there was a podcast they mentioned, a statement, a phrase, or a key point that you thought about a lot, let them know. A real compliment is a nice way to bridge your conversation.



**Hope this checklist is helpful.
Enjoy making connections at your next live event!**

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