

## Effective Networking

**Duration:** One day

Who does your business need to reach? Today you may only be a couple of mouse-clicks away! Making the right connections is a critical activity for business success and one of the fastest ways of improving your prospects for growth. Yet many business people do not realise the importance of approaching networking with a planned and purposeful approach.



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### Why Attend?

- To learn how to become an effective networker
- To learn how to make connections between people and to create opportunities
- To increase self confidence in networking and enjoy networking events

### Who Should Attend?

- Anybody who needs to promote themselves, their business or their ideas
- Individuals with responsibility for sales

### Topics Covered

- Current theories about networks
- Analysing your network
- Planning for networking
- Creating the right impression
- Developing the art of small talk
- How to introduce yourself and present your services
- The rules of social networking
- A speed networking event

### By the End of the Course Delegates will

- know how to prepare, conduct themselves and follow up networking events
- be able to develop a valuable network of online and offline business contacts
- feel confident about networking and spot good networking opportunities.