



HOW TO WORK A ROOM 2019

Wednesday 13 March and Wednesday 16 October, 5.45pm - 8.30pm
etc.venues Fenchurch Street, Fenchurch Place, London EC3M 4PB

Learn how to network more effectively with
our Networking Training workshops

Book places at londonchamber.co.uk/events

HOW TO WORK A ROOM 2019

TIMINGS

- 5.45pm** Registration
- 6.00pm** Workshop commences
- 8.00pm** Workshop concludes; informal networking over light supper
- 8.30pm** Event closes

Workshop led by: Heather White, Networking and Personal Brand Expert, Smarter Networking

BACKGROUND

- Hate the thought of networking?**
- Does talking to new people fill you with dread?**
- Do you want to learn how to network on your own terms?**

For many people the fear of networking at events stops them attending or has them standing at the edge of the room not knowing what to do and counting the minutes until they can leave. If this is you, you are missing out on expanding your number of business contacts and raising your profile and the profile of your business.

Grow your business and personal profile with our 'How To Work A Room' workshop, a definitive guide on how to effectively network at events. The workshop will help break down the barriers individuals face when in a room full of strangers, from conversation icebreakers to selling your key strengths to attract the right business. We aim to equip you with a variety of tips and tools to confidently attend events and get the results you need whilst building your network of contacts.

CONTENT COVERED

The workshop begins with an overview of networking at events, followed by an interactive and entertaining question and answer session built around Smarter's Seven Steps to Successful Events. Whilst participants' questions will largely shape the content, we aim to cover:

- Preparation for events
- When you arrive - getting comfortable
- Techniques for getting the most out of the event
- Networking on your own terms and working to your strengths
- Soft skills such as breaking in and out of groups, body language etc.
- Business card etiquette
- Influencing the conversation
- Moving the relationship forward

This workshop is a must attend if you are new to networking or if you are not getting the results you need from the events you are attending. Between 40 - 50 delegates attend this event from a wide variety of industry sectors.

OUR FACILITATOR



Heather White

Networking and Personal Brand Expert, Smarter Networking

Heather White is a Boardroom Match-Maker, Networking and Personal Brand Expert. The hard truth about networking is that if your contacts don't 'get' you they can't help you. Networking is about building a strong network of contacts who understand you and are willing to recommend you when the moment arises. It is also about caring for those in your network and being of service if you are able.

As a professional networker Heather loves connecting people so using her networking expertise and connections, she matches senior executives from FTSE500 and other top ranking organisations with the boards of AIM listed, privately owned and SMEs companies. For the last 18 years, teaching a very down to earth and practical approach, Heather has helped thousands of people from across the world to communicate their roles, strengths and values more confidently to engage with their key connections both internally and externally. This helps them to build their profile and their network and enhances both their and their organisation's reputations. It also promotes better communications, encourages business relationships and improves career progression.

WHAT PREVIOUS ATTENDEES THOUGHT...

Brilliant! It has changed my perception and will influence my personal approach and that of my management of my Business Development Managers

An informative and invaluable education in true networking

A great introduction to taking the fear out of networking

As a new networker looking to increase my confidence and skill set, I found the workshop to be a true education in the right way to work a room, how to overcome your fears and how to approach it in a way that gets a real return on investment. Great evening that I would highly recommend!

Good mix of practical and theory, puts networking in a new light

It has left me with the thought of relishing the next networking event rather than dreading it! Many thanks

