

NETWORKING TRAINING 2010

Learn how to network more effectively with our Networking Training workshops

HOW TO WORK A ROOM

- Wednesday 17 March
- Wednesday 6 October

HOW TO CONVERT CONTACTS INTO REVENUE

- Wednesday 28 April

Time 5.45pm-8.30pm

At London Chamber of Commerce, 33 Queen Street, London EC4R 1AP

Book Now: www.londonchamber.co.uk/events
Our Business is Your Business

HOW TO WORK A ROOM

5.45pm-8.30pm

- Wednesday 17 March
- Wednesday 6 October

Workshop led by: Stephanie Peckham, Networking Specialist, Smarter Networking

WHY SHOULD I ATTEND?

Walking into a room full of strangers can be daunting for most people - even "seasoned" networkers! For many people it is the fear of networking at events that stops them networking at all. In fact, whilst attending events is only a small part of networking, it is a great way to expand and diversify our networks, gather information and raise our profile.

The how to "work a room" surgery aims to remove some of these barriers by providing some focus for attending events, examining the "risks" involved as well as how to reduce and manage them and improving confidence with some practical tools and tips.

WHAT CONTENT WILL BE COVERED?

The "surgery" format 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 the 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**
- **Soft skills such as breaking in and out of groups, body language etc**
- **Business card etiquette**
- **Influencing the conversation**
- **Moving the relationship forward**

IS THIS THE RIGHT EVENT FOR ME?

This workshop is suitable if you are new to networking or have some networking experience but are not getting the results you need from the events you are attending.

HOW TO CONVERT CONTACTS INTO REVENUE

5.45pm-8.30pm

- Wednesday 28 April

Workshop led by: Heather White, Networking Architect, Smarter Networking

WHY SHOULD I ATTEND?

You are out there networking. You are meeting the right people – or not – as the case may be, but when you go to follow up they don't return your call or reply to your emails. Do you have hundreds of business cards, but none are producing business? Are some people saying "Yes, I would love to work with you" but nothing happens? What is going wrong?

This workshop focuses on how to build long-term sustainable business relationships that will give you a return on your investment. Relationships where people want to stay in touch with you and are happy to take your call.

This programme will suit those who are seeking to become elegant networkers by taking your experiences and results to another level of connection.

WHAT CONTENT WILL BE COVERED?

- **Why networking does not always work**
- **What all professional networkers do**
- **Where to put your focus of attention**
- **How to build sustainable relationships**
- **Five rules that cannot be broken and how to work these to your advantage**
- **Now go convert contacts into revenue**

IS THIS THE RIGHT EVENT FOR ME?

There is nothing new in networking, only developing a better mindset, working smarter and being disciplined. If networking forms part of your marketing mix and you want to create the difference between you and your competitor, this programme is for you.

OUR FACILITATORS



Heather White

Networking Architect
Smarter Networking

Heather White is the founder and CEO of Smarter Networking. Prior to starting Smarter Networking, she worked within sales, marketing and operations across five industries including insurance, leisure, medical, retail and transportation.

Her expertise is breaking into new sectors, creating internal and external collaborations and finding new business opportunities. As a business we walk our talk and over the last few years have successfully opened and deepened business growth within five new sectors.

For many businesses networking is a difficult marketing tool to fully utilise, but her breadth of experience means she can tailor her delivery to the needs of any audience.



Stephanie Peckham

Networking Specialist
Smarter Networking

Stephanie Peckham combines nearly two decades of experience in career development with a focus on strategic networking skills that benefit both the individual and their organisation. She is an inspiring coach, facilitator and speaker, and has a particular expertise in enhancing self-knowledge and awareness.

Stephanie has an energetic and entertaining approach and especially enjoys supporting and developing networking skills to break down internal barriers and silo working patterns.

EVENT FORMAT

5.45pm Registration

6.00pm Workshop commences

8.00pm Workshop concludes; informal networking over supper

8.30pm Event closes

