

AFTER CONVENTION CHECKLIST

If you have never heard that follow-up is key, let us just say it again **FOLLOW-UP IS KEY.** The connections made at convention only yield actionable results if you follow up.



Organize your contacts. New contacts need to be integrated into your CRM or contacts system. Plan time for this, if you didn't already do so at convention or while traveling home.

Make a Plan & Timeline. Timely follow-up yields better results. Choose which contacts to connect with each day of your plan, how you are going to connect, and your goal in doing so.

Create messaging for your contacts. Sending out an impersonal email to everyone may not get the best results. Determine whether a few targeted scripts can work and then personalize them.

Post & Connect on Social. Connect with all the people you met on social. LinkedIn is usually our recommendation. Then post and **TAG** contacts, So nice to catch up and meet new people at...

Follow-Up Email Etiquette. Don't spam people's inboxes. Send an email, and follow up a few times if you don't receive an answer. Then wait and try again in a couple of weeks. They may just be busy.

Mailing List Etiquette. Adding new contacts to your mailing list may be appropriate, but we recommend doing so thoughtfully. Our recommendation is to personally email first, then add to your list.

Be the contact you would want. As a general rule, treat follow up connections the way you would want to be treated. Networking shouldn't be self serving, it should be beneficial for both parties.