

DURING CONVENTION CHECKLIST

With nearly 2 decades of convention experience, we have a few tips for making the most of your connections during conventions. These tried and true strategies help our clients to increase their network and grow.



Create a Flexible Schedule. When planning your time at convention, build in flexibility to ensure you can have those extra conversations and connect. Meetings are important, but so are introductions.



Map Your Approach. With so many places to go, it can be hard to get everywhere and see everyone. Planning your schedule by location can reduce running back and forth and maximize time.



Have Business Cards. Everyone collects contacts differently, some are all digital and want a V Card or a scan, while others need a physical card. Have options for both to make connecting easier.



TAKE NOTES: Yes we shouted that. Trying to remember which contact goes to which conversation after a long day is hard. Take notes, on their card or in your phones notes/memos. Trust us!



Ask for Introductions. Conventions are a prime time to ask for introductions. Do you know anyone who... Hey, I saw you with "person", I have been wanting to connect with them. Make the ask.



FOLLOW UP! It might sound crazy to end your day with follow-up, but make time to do so. Getting a note in someone's email that you met that day increases the chances of after convention connection.



Have Fun & Post on Social. We hope you love what you do and the people you get to meet and interact with. Don't forget to have fun and share what you are up to with your audience.