

1 minute presentation guide for networking attendees

Networking Tips

* Put your name label on the right-hand side of your jacket, just below your shoulder. Why? When you shake hands with someone your eye naturally falls to that point, rather than peering over their chest to the left-hand side – unless of course you want them to! Try it!

* Follow-up, follow-up, follow-up!

Most networking organisations will offer the opportunity to provide a short talk – typically 1 minute, which is timed. The objective of the talk is to increase other attendees' understanding of your business.

60 seconds can seem like an eternity and many people find it difficult to speak in public. *Please remember that you will be amongst people who want you to succeed and want to learn about your business; who are genuinely interested and there to support you and your business.*

The following simple guide will help you in what to say.

With practice the time passes very quickly, in any case it's always best to keep it simple!

Those attending will need to know:

- Your name / Company name
- Where you're based
- How your business can benefit someone else
- What you're looking for
- Description of business (in a couple of sentences)
- End with your name and company
 - o Hold up your business card or flyer for people to associate you with

And remember....

it's not what you *do* it's what you **OFFER**

* This is the part of your talk that you will want to vary at each meeting

Remember to state your name clearly, both at the beginning and the end of the presentation so that they remember who you are.

Most networking organisations will give an indication of when your time is nearing closure, and on close. Please do not overrun your time

Enjoy the meeting – and don't forget to follow up afterwards.

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