

Be a Legal Networking POWERHOUSE!

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5 Ways to Get More Out of Networking Events



Make networking work for you! Every conversation you have, every business card you collect, every person you meet **COUNTS!**

Busy lawyers have no time to spare (or waste) at legal networking events. Here are five ways to make the most out of that time - and be productive!

1. Be selective about which networking events you attend.

Figure out the likelihood that clients, prospective clients, and referral sources will be there. Will attending the event help your marketing efforts?

Networking events are an efficient way to **connect with the right people**, but only if they're attending, too.

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2. Set a goal to talk to a specific number of people.

When it comes to networking - **quality is better than quantity**. Try to have meaningful conversations with at least three or four people. Establishing modest goals will make the networking experience less daunting and, perhaps, more enjoyable.

3. Arrive early.

Don't get to the event just as the meal is being served or the keynote speaker is getting ready to speak. You'll be missing the best time to mingle and network which is *before* the event starts.

Always show up during the reception and [work the room](#). If you're in a rush then leave when the formal event begins.

4. Have topics to discuss.

Rescue a lulled conversation by preparing at least three topics to discuss. Or, better yet, think of three good questions you can ask people. Read the home page of nytimes.com...listen to NPR...peruse Newsweek. You'll always find good conversation fodder using those resources.

Having prepared topics and questions in your back pocket will help keep conversations flowing and make you feel more comfortable.

5. Follow up!

Your networking efforts will be all for naught if you don't **follow up with your connections and stay in touch!** Send a nice note or e-mail, an article of interest, or an invitation to lunch.

Finally, after your next networking event - **grade yourself**.

Read [How to Measure Success After an Important Networking Event](#) and find out how well you networked. You may be surprised at how savvy you really are.

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