

BRANDING OUTSIDE THE BOX

Networking Checklist

BEFORE THE EVENT

- Practice your tagline or elevator pitch

WRITE YOUR TAGLINE OR
PITCH HERE:

- Find an outfit that is on-brand and appropriate for the event
- Print plenty of business cards
- Check to ensure your online house is in order (website is up to date, social media platforms are active and accurate, etc.)

AT THE EVENT

- Listen more than you talk
- Make eye contact and shake hands
- Swap business cards
- Propose an action item for each person you interact with, such as
 - ✓ Set up a meeting to discuss a particular project
 - ✓ Promise to follow up with an email with the app you referenced in your conversation

AFTER THE EVENT

- Send an email to everyone you met and follow through on your action item
- Connect with them on social media and engage in a piece of content (comment on a Facebook post, RT a link, etc.)
- Plan and schedule your next networking event!

Did you find this guide useful? Let us know at brandingoutsidethebox.com.